See 1957 Sparking New Juke Box Era
Developments in Operations, Advances by Pioneering Ops Can Open New Vistas

Chicag0—If a single year can be picked as one which rings up the curtain on a new era, 1957 might be such a year that the opera industry is concerned. Developments which affect the technical structure of the opera business like the roots of which are buried in the previous years, are maturing rapidly.

This year is also bringing fresh developments in the field of opera, because a relatively small number of pioneering operators are buying, programming and promoting records for their juke boxes as never before.

In 1957, the 900-plus juke box operators were the new standard of the industry.

Radio play and more equitable compensation of network performers and location-owners is desired to begin a new era of cooperation. In 1957, 200-year back, operators took the lead from their outlandish counterparts for the first time.

Union racketeers suffered a sharp setback as operators were awakened to the full dangers and possibilities of the union idea, bringing its benefit.

Rigged frequent winners are just a few of the many developments for this year. A Problem for the juke box business.

They show that juke box income in 1957 for date most of the new operators was down compared to last year. That means that for the second straight year, the juke box business is in a period of decline.

Significantly, a number of operators down in 1957 for date made the decision to continue with the same type of schedules that were hit in the last few years.

In the first instance, most of the operators in the past few years have been operated amusement games along with their juke box lines, began keeping receipts of each type.

NEWS OF THE WEEK

NEWS OF THE WEEK

Food Firms Ton Fat in Fire for Tall Feed Ore Cholesterol...The possible link between edible fats and heart disease is the theme of a network TV-telephone advertising battle this fall advertising battle this fall...Page 8

TV Syndicators Find Alternate...The co-op syndicators in local as well as network TV is creating big problems for new...Page 9

Big Increase In Use of Record Labels...The increase in the number of records...Page 10

Indie Labels Dominate Pop Chart...Best selling pop disk chart shows heavy penetration of indie labels...Page 15

U.S. LONGHAIR SONGBIRDS EYE VIDEO DOLLARS

NEW YORK—Opas singers in this country can't make a living from out of opera and have turned to TV for financial salvation, says Metropolitan Opera singer Robert Merrill. More than a dozen of the top stars are currently making guest appearances on ABC TV next month.

"In the summer's a winner," the real star is among the top opera stars to share their voice in particular the American's good looking singers, Daniel Arrich, Nell Martin, and George Tozzi in opera programs. Merrill's is one of the unique opera programs.

Merrill's is one of the unique opera programs...Page 16

Realistic Approach to Current Problems Shames Antique Melos

New York—Pleasant divorce, women in labor, cancer, and a kind of other once-taboo subjects are appearing on opera TV, a rating-gatherer and a big improve-ment on 10 antennas. Less publicity, but a few publicizers have gone more altered, the series of today have dispensed with black-and-white characters in favor of gray ones.

CBS-TV, which has carried the torch for soap thru a decade of depression, is bringing in and giant five nighttime programs.

A lot of the place of the world, a few more views, and that is where they have been called "soap opera."...Page 17

Discarded Taboos Build Soap Opera Rate Potentials

Chicago—The serials of today deals with problems that include atomic, war, baby adoption, personal love, rock and roll, delineation of a new world with multi-syllable words and growing-up reactions.

"Come see the announcer's recap of yesterday's plot, the scene played twice, the mysterious telephone call on Friday which proved to make you in tax in again Monday, which can cause the growth of the cross pattern, and the series will be the curtain on six in seven, so a busy listener will have no trouble in keeping up its time."...Page 18

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FAT'S IN THE FIRE
Food Firms Fuelp for TV Fight on Cholesterol Clash

NEW YORK—Is there a link between certain cooking fats and heart disease?

This is the same theme of a New York advertising battle this fall in the food field, already shaping up as a feud unmatched in ferocity by anything since the "filter tip versus regular cigarette" duel.

Participants in the slugfest are likely to be such giants in the food field as Lever Bros., Procter & Gamble, Kraft, Corn Products, Western Armour & Company and Swift. A wide range of shortening and cooking oil products are involved, including such familiar brands as SPC, Crisco, Jewel Shortening, Kraft Oil, and others. The opening blast in the TV battle has already been fired by Macy's, which has thrown its participation schedule in "Queen for a Day." The program "Could Be You" and "Modern Romances" this fall in addition to a stock of ads promoting "Queen for a Day." Mr. Miller, who is associated with the cigarette question, is one concerning health. At least there's no question that sodium is one way to the other, there's an increasing body of opinion that certain kinds of edible fats—the so-called "saturated" fats—can help the heart, by reducing the amount of cholesterol in the bloodstream. "Such products as Crisco, Safflower, along with animal fats like lard or products containing coconut oil, are said to be in the "saturated" group."

The marketing problem is not being discussed openly by the food giants, but holders say that high brass levels are quite common in the field. The reaction to opening round of Macy's "saturated" oil selling, particularly since Kraft and Westinghouse (and others) can easily hop on the same TV bandwagon. "Margarine that is unsaturated and rich in dietary essential fatty acids.

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Schick Lighters Due For TV Push for Fall

NEW YORK—A new non-shaving product from Schick Inc., reported likely to make its bow on TV this fall in a sizable schedule, and followed prior to the Christmas season.

The lighters, which are identical to the French, "Silver Match" model and will be manufactured at Schick's factory in France and later licensed by Schick, are expected to be on view in Schick's national "Signs of Summer" campaign slogan "Dragen" and the new Gicle MacKenzie, a French name in association with the firm's regular line of electric shavers for men and women. The lighter is expected to be sold at prices ranging from 80 cents to $1.00.

Finds TV Top Seller of Cars

NEW YORK—TV is the most effective medium for selling cars according to an independent study of buyers, shoppers and dealers made for NBC-TV. The survey among 1,000 buyers, shoppers and dealers for NBC-TV, the survey among 1,000 buyers, shoppers, and dealers found that TV's effectiveness is not limited to the amount of advertising allocated for it by the car manufacturers.

The survey also indicated a definite relationship between exposure to a sponsorship TV program and shopping for and buying a car.

NET AND SPOTS

P&G Interest Revived in 'The Web'

NEW YORK—There's a strong upsurge of interest on the part of Procter & Gamble in the Goodson-Todman film package purchased this summer by the agency. The company, originally signed up as a major sponsor, is said to be considering a larger role in "The Web," which will run through the winter run after Miss Young returns, having waited for the summer season due to the success of the first season of "The Web," which is expected to have strong ratings in its third season due to its long run effect.

Another matter is the success of the first season of "The Web," which will actually be on view for the first time on NBC in the fall. The series will be offered to other networks, as well, and is expected to have strong ratings in its third season due to its long run effect.

ABC to Shake Up Weekend

NEW YORK—ABC-TV has reportedly decided on a weekend schedule change. Mike Wallace will move from Sunday to Saturday, 10:30-11 p.m., using a strong lead-in from "The FBI," which will be a new addition to the ABC lineup. The survey among 1,000 buyers, shoppers, and dealers found that TV's effectiveness is not limited to the amount of advertising allocated for it by the car manufacturers.

The survey also indicated a definite relationship between exposure to a sponsorship TV program and shopping for and buying a car.

HOLLYWOOD—Stations across the country are responding to reports that the new ABC schedule will be the latest national broadcast system to be hit by an advertising slump.
CBS Clarifies Protection on Client Conflict

NEW YORK — The CBS-TV network has revised and clarified the protection it provides to stations and advertisers which run programs outside of the network. The new policy would maintain separation of at least 15 minutes between programs for competing products, that competitive programs for commercials are not necessarily allowed to be broadcast on the same channel, and that there would have to be two or more sponsors if not allowed, and that exchanges of commercials is not necessarily allowed to be protection. Furthermore, they were notified that CBS-TV might change the position of an exchange of commercials to maintain a 15-minute separation between competitive products.

The policy clarification contains two changes. One is a severance of 15 minutes between programs for competing products, which was the rule. But the large number of commercials that advertisers now use has made the new rule necessary. The second change concerns the CBS position on exchange commercials. CBS now has the network's only recently allowed to be exchanged commercial and it is obviously meeting a new situation.

ABC Trailer Plugs TV

NEW YORK — ABC-TV has prepared a series of trailers, promoting TV as a source of information and entertainment, to be shown under National Television Week on the week and its affiliates will be available mid-week. The one-minute film stars Peter Funtz, Ears.

The Billboard

The Amusement Industry's Leading Newspaper

Founded 1894 by W. H. Donaldson

Publishers

Ray S. Wirths Jr., William D. Unisford


L. J. Billingsley, Sec.

Lawrence G. Curtis

Advertising Sales

Paul Ackerman, Music Radio Editor, N. Y.

Martin Ashby, Senior Advisor, W. R. Grace & Co.

George Conn, Jr., Letter, L. A.

E. M. Clapp, L. A.

John J. Heilbron, St. Louis.

Ted Moe, Los Angeles News Editor, N. Y.

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Office

Cincinnati, 21st and Patterson Sts.

Phone: 884-9680

New York, 385 Madison Ave.

Phone: 374-5510

Chicago, 36 W. Wacker Dr.

Phone: 546-3110

Boston, 360 Washington St.

Phone: 926-2277

Los Angeles, 137 W. 44th St.

Phone: 788-3377

Washington, D.C. 1117 L St., N.W.

Phone: 296-8370

Advertising Managers


Circulation Department

S. A. Bruns, Director

Cincinnati, 2101 Patterson St.

Cincinnati, 22nd, Ohio 13


New York, 385 Madison Ave.

New York, N. Y.

Richmond, Va.

Washington, D.C.

S. A. Bruns, Director

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New York, N. Y.

Richmond, Va.

Washington, D.C.

Oiler Hooks Up on 12 coast For Live ABC Show at 6:30

HOLLYWOOD — In a unique agreement, ABC is teaming up with the Western Oil Company to bring a "swashbuckler" picture, "The Treasure of thealsea," to the ABC network for live shows starting October 3. The picture is not only from a standpoint of time clearances by the network, but has been made on location in the South China Sea where an advertiser would ordinarily buy syndicated film programing (United Oil has never had a film region.)

The agency does not expect the picture to do well in any network series probably would, but feels that flexibility of live TV and network shows to air the film results it wants.

The Jim Murray quiz program "Treasure" has been a hit for eight weeks and it will continue for its fifth week, scoring a 41.5 to CBS-TV.

SPACE WAR FOR SURVIVAL

Half-Hr. Net Sponsors Fight With 36-Mil Press Budget

By CHARLES SINCLAIR

NEW YORK — A $8,000,000 telefilm "space war" is currently being fought in which the alien forces are marxists, microscopes are firestorms and battlegrounds range from Micke
day's Pub to Mike Romanoff's.

The show, "The War of the Worlds," has triggered the "we can't afford a David Letterman" syndrome among many of whom have laid it on the line this season to telefilm producers, stating that half-hour vid
deo shows must score a solid rating within the first 11 weeks.

The film entries getting these findings, and the producers, likely are set to view existing ratings and gain a rating jump of five to 10 points over their normal expectations.

Half-hour video shows have always been long enough to be landscape stage plays on TV, so as more than half of the public weight on the scores, an new entry pie chart, "The Game," will be considered 4.5 rating TV.

"Blockbuster" Aid

Virtually all top video producers, "blockbuster" shows will be back
copped with heavy public rela
tions themes, headlines, lat
ters of independent films to specials, "The National Game," to agency support, mixtures of all of them. As many as five or six the difference, the key key the show, the producer, the spon
ers, perhaps in a different, other components, pushing the

NEW YORK—With political ap
day calling in its ears, the Jack Paar's new "Tonight" show, NBC-TV's other is a king size pro
gress on an its clearances around major markets to interest national clients. Such markets as Wash
ington, Los Angeles, Boston and Indianapolis are un
tected. The summer San Francisco, KRON-TV will no longer be taking the show, and the network will be seen to have the TV's rated on a head start. Ten of the 50 basic stations are programming the variety show.

The program's success is un
certain, and other of the NBC
ings are expected to follow. That the network cannot very easily invade the local stations that have invested

hundreds of thousands of dollars for features to discard them and act against their own financial in
terests, can be sold to enough national cli
ents without many of the important markets, which will ask the question.

Might wind up to be few, the show will be seen to have a "Tonight" get every chance possible. The show will be shown in Chicago and Hollywood this fall and early winter to build up area interest

Baginn Associates

Pitches Anthony, "Davey Jones" Pix

NEW YORK—George Baginn Associates is responding to TV and film properties with TV, with Len An
thony's "Davey Jones," half-hour adventure series, stars Butler Crabbe as an ex-Navy pilot who will appear in salvage work. "Davey Jones" is a strip story, with a new strip process, is a five-minute serialized cliff-hanger. "Davey Jones" is produced by

Dyschem Publications

Bill Seeks Fee on License Handling

WASHINGTON — Broadcasters would be charged a fee for having their licenses processed, in a bill introduced at the close of the
The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Computedit by Univac and based on July TV audience measurements of AMERICAN RESEARCH BUREAU

By Program Type:

Variety and Music Shows
Quiz and Panel Shows

WOR Launches Four Half-Hr. Sunday Films

The start in the TV industry's only guide to the monthly best efficiency of Class A time network programs compared to syndicated half-hour vaudeville and feature films. The station is streaming Warner Brothers feature from 11:30 p.m. to 1 a.m. during the week. Saturday, 11:30 p.m. to 2 a.m. being occupied by a double feature Western show and a feature feature.

The important 6-7:30 p.m. weekday strip is being used for syndicated half-hour stanzas, appealing to children's i.e., "Arthur." "Life With Elizabeth" and a half-hour anthology are seen in the 11-12:30 p.m. slot. Syndicated product is being viewed for the last time during the day in the 11:30-12:30 p.m. slot where mysteries are being shown.

Net Audiences Hit New High

NEW YORK—Network TV all-time ratings high this year, according to a Television Bureau of Standards survey. "The Thin Man," which figures daytime shows have reached 11 per cent more homes than in 1955, Nicholas sponsors 21 per cent more homes.

The "Thin Man" show is reaching 1,308,000 more homes per telecast than last year's average of 1,183,000. The series, compared with 1955, nighttime is up 11 per cent to 919,000. By the way, the McCann-Erickson Estimated TV Revenue for 1957 is up 4.5 per cent higher than in 1956, TV ad paraphrases as an investment this year for a billion dollars by national advertisers in TV.

Plan Strategy for FCC Legality Plea

DENVER — Colorado CJC, Shreveport Top-10, CBS has drafted a strategy last week to plan strategy for FCC Legality Plea in Colorado CJC, Shreveport Top-10, CBS having drafted a plan for FCC legislation. The FCC has so far followed operational of such cases. The entire piece is an amazing engineering data to fight the loss.

WOR Launches Four Half-Hr. Sunday Films

This week launches four more half-hour Sunday shows -- "Rocky," "The Beatles," "Color of the Month" and "Roman." The first two series currently on the Sunday schedule will continue.

Coming Cost Per Thousand Analyses:

Cost Per 1,000 Homes Per Commercial Minute

Cost Per 1,000 Men Per Commercial Minute

Cost Per 1,000 Women Per Commercial Minute

Cost Per 1,000 Children Per Commercial Minute

Next Week: Adventure—Suspense—Western Shows News—Sports—Miscellaneous Shows.
### TOILETRY & TOILET GOODS SPONSORS

#### COST PER 1,000 HOMES PER COMMERCIAL MINUTE

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### HOUSEHOLD CLEANSER & POLISH SPONSORS

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<td>3.23</td>
</tr>
<tr>
<td>10. ARMOUR</td>
<td>3.21</td>
</tr>
</tbody>
</table>

#### COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

<table>
<thead>
<tr>
<th>Sponsors</th>
<th>Cost Per 1,000 Women per Commercial Minute</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ARMOUR</td>
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<tr>
<td>2. B. L.</td>
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<tr>
<td>3. N. C.</td>
<td>3.32</td>
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<tr>
<td>4. TONI</td>
<td>3.31</td>
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<tr>
<td>5. B. F. / P.</td>
<td>3.30</td>
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<tr>
<td>6. GILLETTE</td>
<td>3.29</td>
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<td>7. D. S.</td>
<td>3.28</td>
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<td>8. P. B.</td>
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<td>9. B. L.</td>
<td>3.27</td>
</tr>
<tr>
<td>10. ARMOUR</td>
<td>3.25</td>
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</table>

#### COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

<table>
<thead>
<tr>
<th>Sponsors</th>
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<td>3. N. C.</td>
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<td>4. TONI</td>
<td>3.36</td>
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<td>6. GILLETTE</td>
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<td>3.32</td>
</tr>
<tr>
<td>10. ARMOUR</td>
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NEW YORK — The co-sponsorship pattern which has taken over, most as well as on television, is creating king-sized selling problems for syndicators, according to Tom Moore, sales chief of CBS-TV Film Sales. Moore pointed out that his firm had offered Processing's WJAR-TV "Whitbyland," an alternate week client four years ago before it was able to find a second client and get the station on the series. Another such situation existed in Milwaukee where Charles Fiala wanted to purchase half of "The Honeycombs" but couldn't find a mate.

Moore maintained that the situation was making things difficult for virtually all syndicators who, in a large number of cases, could produce alternate week advertisers but couldn't line up the other half of the advertising market.

A variety of advertisers, with alternate-week sponsorships available, can reach out for national, regional or local advertisers or go to stations and ask them to carry the half-sponsored series while another client is forthcoming. Stations are not losing anything, Moore maintained, with alternates since they are not sustaining the time, but are collecting full rates for every charge that changes over every week with an alternate week arrangement.

NEW YORK — A major library of short subjects is being readied for first-run syndication, with Guild Films having leased the 1,200-c weighed RKO shorts from Matty Fitt's CBS Television for a total of $1,000,000. A minimum of five half-hour series will be made available from the package of short subjects, of which about 650 items. This is American-made shorts, the less an amount of musical items are included in the buy, but the most valuable portion looks to be the large variety catalog which includes series starring the Marx Bros., Edgar Kennedy, Clark, McCallough, Charlie Chan, Ned Sparks and Jimmy Clanton.

The library consists of half-hour series made available from the package, with each station occupied by two shorts, using about 650 items. This is American-made shorts, the less an amount of musical items are included in the buy, but the most valuable portion looks to be the large variety catalog which includes series starring the Marx Bros., Edgar Kennedy, Clark, McCallough, Charlie Chan, Ned Sparks and Jimmy Clanton.

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When the winners in The Billboard's 5th Annual TV Program & Talent Awards poll were totaled, we discovered that KDKA-TV now is carrying (or has completed showing) 90.9% of the season's prize-winning Syndicated Shows!

In 6 major program award categories*, KDKA-TV's audience has viewed 50 of the 55 top programs!

We believe these figures will give you a good idea why people in Greater Pittsburgh and surrounding counties are in the habit of tuning to KDKA-TV. They've developed this viewing habit because KDKA-TV makes a habit of bringing them the best available entertainment.

People like what they see and hear on KDKA-TV, and they respond by buying our advertisers' products. That's why... in Pittsburgh... no selling campaign is complete without the WBC station...
L. A. Stations Split Over Barter Issue

HOLLYWOOD—The issue of barter has split Los Angeles TV stations into two equally divided camps. Opponents of barter claim that it spoils advertisers for possible future spot purchases, and that, thus, it stations make unrealistic deals for their time. Proponents declare that it is a means of swapping fringe time for film and thus increase the net profit of a station.

Engaging in barter are KABC-TV, KHJ-TV and KFLA. Actually set against it are KTLA, KNXT and KTTV (KCP) is not included because it currently
undergoing a change in management. It is interesting to note that network stations are in the majority in the "pro" camp, indices in the "contra." The strongest argument against barter, as voiced by KTLA's General Manager Low Alexander, is that stations participating in it are using up their bell Card accounts, and that advertisers therefore no longer want to pay the regular rate when no barter is involved.

Selig Seligman and John Reynold, of KABC-TV and KHJ-TV, reply that rate cards are merely guideposts, not bench marks, and that, whether barter is involved or not, stations are constantly under- drecting them to make a deal.

Seligman, asserting that, as far as he knows, there isn't a station in the country which doesn't discuss its rate card, attacks the entire theory of the card classification of time. Why, he asks, should a spot and to Ed Sullivan cost the same as one next to "Minni-Ellen," even if they are both in Class A time?

Most of the execs think that the barter situation has been blown up all out of proportion, and all agree that discrimination will always be bad for the industry. One of the outstanding facts to emerge is that those engaging in barter all declare that they consider each deal carefully on its individual merits, and that it is not to the advantage of the station they turn down.

To the argument that barter causes a station to give away its time while obtaining minimum remuneration, barter proponents know that stations which do not engage in it often tie up large sums in film product. As a result, they claim, a station's turnover is high, but so will be its expenses, the result being that its net profit will be less than that of another outlet which gets free programming for time that producers go unused anyway.

All of the above is pure horse trading - no-one controlling over control and advertisers in barter, and both programmers and opponents feel that barter will remain a relatively small factor in the industry, because good programming and good time will always be sold for cash.

If the practice should become widespread, however, they agree that it could hurt the industry in the long run.

WMAL Adds 2 Syndication Strips to Sked


The increased use of first-run half-hour shows on the ABC-TV affiliate also puts "O. Henry Playhouse," "State Trooper" and "Harbor Command" in prime viewing time. WMAL has built a bowling alley in its studios for a live hour weekly show.

Ziv-TV Wraps Up 98% on 'Highway,' 3-Year Renewals

NEW YORK — "Highway Patrol" continues to be one of syndication's top attractions to regional and local clients. Ziv-TV has sold out 98-99 of its syndication for the 1962-63 season, securing virtually all of its multi-market deals for the series.

Among the clients renewing: Baltimore Sun for 25 markets, the New York Daily News for 13, Lion Oil for nine, Household Finance for three, the New York Post and Morning Milk for four Western cities.

No Package on Ten AAP Pix

NEW YORK — No special "package" will be made up by Associated Artists Productions tak- ing the group of 10 post-64 Warner- mer feature partially cleared for TV last week in deals with the director's and writer's guilds.

Alas, an industry strike was caused in the trade with the announce- ment that percentage and fee agreements had been reached with the unions as the first step in a possible release. AAP officials deny they are the first of a post- 48 deluge from Warner than AAP.

The 10 films, in fact, are already listed in the catalog for the Warner Library, an AAP spokesman points out, distributed over the 13 package groups. Clearances therefore are not just a matter of fulfilling our existing contracts with stations already signed for the Warner library, and not a matter of developing "package formula," according to AAP.

Vallee to Serve on Ross Productions

GALVESTON, Tex. — John Ross, master of ceremonies of "The Late Show," was chosen this week by the Dallas Opera to keep the show going during Ross's absence on TV. Ross will preside over 25 full-length films for the television industry, as well as for industry, religious and commercial films.

ED SULLIVAN...DAILY NEWS

"If he can continue to lick that murderous nine-hour-per-week schedule with Paar without breaking his stride, he will come into the '63-64 season a stronger station than ever before. By far, his 'Tonight' program has been consistently fine, distinguished by his good taste, and his dryly precise, register exists as this, thoroughly nice."

BILLODAD "NBC-TV's 'Tonight' stanza should give late night viewers a new interest. Its star, Jack Paar, has always been an ex- tremely personable gent, and on his new showcase, his charm and talent are even more in evidence. Paar has a real chance to put 'Tonight' back into the bigtime."

JANET KERN...CHICAGO AMERICAN

"This business of having a great, side-splitting "Tonight" has got to stop. 'Tonight' will be the death of me before NBC has a chance to match up Paar's profitable option."

BEN GROSS...DAILY NEWS

"Jack, one of the keenest and wittiest entertainment personal- ities of our day."

"For years, critics and discriminating viewers have hailed Paar as one of the cleverest and most literate of comedians."

DICK KLEINER...NEA STAFF CORRESPONDENT

"Funny, sharp, fast, funny, and Paar is as good as the public goes— it's a good bet he'll be the next big star."

STURGIS HEDRICK...BUFFALO

"Jack Paar's version of the NBC 'Tonight' streak showed pos- sibilities. Aside from the jokes, the program itself looks like a dark force forgotten all about his predecessors. His home wit and natural charm are about as good as the public has seen since the last NBC "Tonight" show goes for home."

BOB WILLIAMS...NEW YORK POST

"The more you look at Paar, the more you like him."

JACK O'BRIAN...JOURNAL-AMERICAN

"The Jack Paar show last night hit its pleasant parts, brightened, warmed, festive-party mood str... Now a Dandy."

JOHN FINK...CHICAGO TRIBUNE

"A thoroughly pleasant refreshment from the road and whirling world. But Paar is Paar, a lonely, weak, a great comedian and, I think, a good bet to pull 'Tonight' back into the ranks of the most liked shows."

TIRE Magazine

"Paar's low-toned impudence and highballed wit often came up to the N.Y. standard."

"—It looks as if Paar might be able to realize NBC's hopes of keeping TV '63-64 alive, when many U.S. homes are saturated with aged Hollywood movies."

ROLAND E. LINDBLOOM... NEWARK EVENING NEWS

"Jack Paar got off to a happy start as the boss of the newly recast "Tonight" on NBC."

"The major burden of entertainment fell on Jack — and his style of humor was refreshing."

BILL SMITH...SHOWBUSINESS

"Paar radiates a charm and a basic intelligence [that a rare commodity on TV] that is completely refreshing. At times his humor resembles that of a New Yorker Magazine cartoon, a condition that will rebound to his credit and increase his viewers as time goes on."

HARRY HARRIS...THE PHILADELPHIA INQUIRER

"Jack Paar's "Tonight" is shown to be quietly but powerfully amusing — and dangerously subtle—165 minutes. Subverting is a word that is used in the show."

NICK KENNY...DAILY MIRROR

"Paar's version of this program makes it seem like the best."

"Tonight show on NBC-TV and if he keeps up that pace, he'll be another hit for the network."

SID SMALIT...DAILY NEWS

"In the context of its competition news, the program of the moment is filled with freshness. We'll refresh it from others' luminosities and the like."

DIRECTION—MCA
It seems silly to say it now. She was only eight years old. And I was not much older, really. But she was my first love, as she was the first love of millions of Americans.

Fact of the matter is that even as an eight-year-old, Shirley Temple had that certain magic. The magic of a great personality. The magic of being able to take you out of yourself. The magic of providing release from a less magical world.

In a word, she had talent. It seems incredible that such a tiny creature could sing the way she could. Could dance the way she could. Could capture the heart of America the way she did.

But she did all these things so well that she was the greatest motion picture personality of her time—causing a stampede of admirers that probably only a little child could lead.

I'd like to see her again as she was at her peak—and so, I'll wager, would my children, who are about the same age now that Shirley Temple was then. Together, we'd experience the magic that comes from the pleasure of truly great entertainment.

As it happens, my children and I will have that opportunity shortly, when four of Shirley Temple's greatest motion picture triumphs will be seen on television from coast to coast on America's dynamic new NTA Film Network.

Along with millions of other Americans, I will re-discover my first love—and my children will discover that certain magic for the first time. But this time, we'll experience that pleasure together!

Ben F. Michtom, chairman of the board of the Ideal Toy Company, agrees: "Shirley Temple is our first love, too. That's why we've just purchased one-third sponsorship of this outstanding program series."

The NTA Film Network proudly presents four great Shirley Temple masterpieces, produced by 20th Century-Fox...

including such all-time triumphs as:

"Rebecca of Sunnybrook Farm" "Heidi" "Wen Willie Winkie" "Captain January"

These outstanding feature films will receive national television coverage...

on four Sunday afternoons, between October 30th and December 8th...

They will be shown on television stations reaching 83.1% of U.S. TV homes...

at the most active buying period of the year—the Holiday Season!

Phone, wire or write today for screenings and complete details...

whether you manufacture shoe-laces or soap, cameras or camisoles, candy or chains...

whether you have a modest or a multi-million dollar budget.

These outstanding Shirley Temple films will give you the maximum exposure for your commercials... at a low cost per thousand...

to a package price that will be attracting even to the advertiser who has yet to enjoy the selling power of television.

**NOTE**

The NTA Film Network is proud to bring to the world of television four films... that Shirley Temple fans everywhere will enjoy.

*Advertised*
12 Post '48 Pix Pay Talent Guilds 32G

HOLLYWOOD — The talent guilds are skimming off a fantastic $32,000 bonus from Ford's Freshman, 1948 Warner Bros., pictures being released for TV by Associated Artists Productions. It represents a major victory for the guilds in their negotiation with the picture.

At best, the national gues on the dozen can come to no more than a quarter extra. The guilds are, therefore, taking just about 40 per cent of this (not included is an additional 6 per cent going to the AFI), in addition to an across-the-board, which they've already been promised, and the new profit sharing plan is a riddle to the guilds.

The Screen Actors' Guild is getting more than 50 per cent of the payment, $17.25 per picture, or a total of $207,000. Screen Directors Guild is receiving $8,780, and $67,500 (only 10 pix were involved in SDC and WGA talks). Writers get $6,000, and setmen get an additional $10 for the lot.

The writers agreement is, in a sense, the finest victory, in that the $6,000 is only a guarantee against the first $100,000 gross for each film, with the guild getting 8 per cent of all earnings above that. No picture has ever grossed as much as $100,000 on TV (except for the one or two given network exposure), but the clause is apparently aimed at the continuity of future pictures being reprieved over toll-levision.

In the only previous comparable deal, that for an RKO pix, he received $15,000, and the writers and directors guilds $25,000 each. This contract will affect 100 RKO pictures. Many of the RKO films, however, fell into a below-budget classification.

It appears more and more likely that the Gentlemen's Agreement in cost and talent deals made in feature pix, negotiations with the unions, with the result that the current formulas on each package, and that the agreed-upon formulas will never be established.

(Altho the directors have a base demand of $15,000 of $500 per half hour plus $300 on third run, or 25 per cent of the original salary, this means that, on a 90-minute feature, the average director's pay would be $2,700.)

The aforementioned agreement, however, appears precedent to the deal that it gives the guilds approximately $30 million as gross. If past patterns of the industry are followed, therefore, the result is not likely to be satisfied with much less in subsequent deals.

'4 Star' at $3½ Million

HOLLYWOOD — Remus Four Star Hayflicks have grossed almost $3.5 million since they started being syndicated by clat film, at reports last week. Official has been selling the programs, with boys equally divided among Northern and Southern markets.

COMMERCIAL CUES

Steve Allen's "Steveno," the white and gold background which has become an important TV personality with a retinue of announcers, trainers, groomers and baskets of favorite fish, has been the focal point in a three-month advertising experiment. The experiment, to humanize one of the nation's most recognized trademarks. The "Steve" campaign for a quarter of a century has been the symbol of fast and dependable service on the highways. Since Stevenson's debut on April 7, her popularity has built up so well that she has been issued by Grey Advertising for the Chicago Grey, with Lloyds of London, for $300,000.

The agency has many plans for continuing the campaign with a personal appearance at a giant race track in Florida, a trip to the West Coast in the planning stage and the Queen's crown to be presented to her during National Dog Week.

COLLYER WATCHED

Berman signed Bud Collyer as its special TV representa-

'The Grey Ghost' Gets Another Regional

NEW YORK — CBS TV, TV sales made another small regional sale of the "Grey Ghost" last week to put the Civil War adventure in a current total of 50 mar-

The syndication of "Grey Ghost" to Atlanta, for the third time, is sign of its broad appeal and the growth of the industry.

The CNP syndication department, according to an important new market, has been headed by Robert Berman, Berman, in charge of marketing division, seeking to further expand the prestige of the show.

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the week.

$1-Mil Orders On '26 Men'

NEW YORK — ABC Film Syndication has been selling up over $1,000,000 in orders for '26 Men' in eight weeks of selling. Speke, in charge of the division said orders and station sales for 25 per cent, coast to coast in 105.

The list of national advertisers for the adult Western is headed by Foodhurst, followed by Frigidaire, Dryclean, Quaky Oats, Broderick and Buchar. Among the big regional markets are Standard Oil of Texas, House & Home, Kroger, Johnson Brothers, Dump Truck Stores and National Bohemian.

May 16, 1957

COMMERCE

The white and gold background which has become an important TV personality with a retinue of announcers, trainers, groomers and baskets of favorite fish, has been the focal point in a three-month advertising experiment. The experiment, to humanize one of the nation's most recognized trademarks. The "Steve" campaign for a quarter of a century has been the symbol of fast and dependable service on the highways. Since Stevenson's debut on April 7, her popularity has built up so well that she has been issued by Grey Advertising for the Chicago Grey, with Lloyds of London, for $300,000.

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This Is News!

Just Doing the Biggest Gross Business of Any Past Seasons

STEVIE GIBSON

DAMITIO JOE

with

DAMITIO JOE

Vocals
Instrumental Harmony
Comedy Satires
Stars of ABC-PARAMOUNT RECORDS

Advance Bookings
September 9 & 10 Weeks
SCOLLINS, Philadelphia
September 22 CLUB Pittsburgh, Pa.
September 30 Week RAINBOW York, N.Y.

Exclusive Booking Direction
THEATRICAL AGENCY

PHILADELPHIA, P.A.
1002 Market St Phone 2147W

WASHINGTON, D.C.
1106 15th St. Phone 430-707

NEW YORK, N. Y.
234 W. 48th St. Phone 2147W

CHICAGO, ILL.
60 Wabash Ave. Phone 2147W

TULSA, OKLA.
8219 S. Peoria St. Phone 2147W

DATE

TIME

PLACE

WIRE

PHOTO

WRITE

MEMO

JOLLY JOYCE

THEATRICAL AGENCY
see how this rabbit multiplies... ratings

Some mathematician, Bugs Bunny. In recent months the brash little star of Warner Bros. Cartoons increased the late-afternoon audience on KROD-TV, El Paso, Texas, six-fold—jumping from a last-place 4.8 to a first-place 28.1 (ARB, May), Warner Bros.' Popeye the Sailor gets Texas-size ratings in El Paso, too, pulling a 26.2 ARB for May—nearly three times greater than the combined total of the two other stations. The El Paso story alone is conclusive proof of the drawing power of A.A.P. Cartoons... a success story that is being duplicated from coast to coast.

To see how Bugs Bunny, Popeye the Sailor and other Warner Bros. Cartoons can multiply audiences in your area, write or phone:

To see how Bugs Bunny, Popeye the Sailor and other Warner Bros. Cartoons can multiply audiences in your area, write or phone:

distributors for Associated Artists Productions Corp.

415 Madison Ave., Murray Hill 6-3333
73 E. Walker Dr., Dallas 5-3600
1314 Bryan St., El Reno 7-6553
919 Sunset Blvd., Beverly Hills 6-6500

www.americanradiohistory.com
PULSE FILM RATINGS for June

For complete information on programs, ratings, audience size or coverage, please refer to THE BILBOARD, for the week ending June 9, 1957. THE PULSE AUDIO COMPOSITION STUDIES

**Syndicated Film Comedy Shows**

### JUNE RATINGS

#### Among Women

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distrib.</th>
<th>Avg. Per 100 Men</th>
<th>Avg. Per 100 Women</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Hank Stanley, by 3. Highway Patrol</td>
<td>16.9</td>
<td>18.6</td>
</tr>
<tr>
<td>2</td>
<td>Damon S. Definer</td>
<td>15.6</td>
<td>16.2</td>
</tr>
<tr>
<td>3</td>
<td>Milland Defender</td>
<td>15.3</td>
<td>15.8</td>
</tr>
<tr>
<td>4</td>
<td>Goldmine, WBRC,</td>
<td>15.1</td>
<td>15.6</td>
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<tr>
<td>5</td>
<td>Tom with Milland, WBRC</td>
<td>14.9</td>
<td>15.3</td>
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<tr>
<td>6</td>
<td>Racket Squad</td>
<td>14.6</td>
<td>15.1</td>
</tr>
<tr>
<td>7</td>
<td>Wake and Barry, WBRC</td>
<td>14.4</td>
<td>14.8</td>
</tr>
<tr>
<td>8</td>
<td>Every Closest to Hollywood, WBRC</td>
<td>14.2</td>
<td>14.6</td>
</tr>
<tr>
<td>9</td>
<td>Andy Milland Show (MCA)</td>
<td>13.9</td>
<td>14.3</td>
</tr>
<tr>
<td>10</td>
<td>The Dollar Bill, WBRC</td>
<td>13.7</td>
<td>14.1</td>
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#### Among Men

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distrib.</th>
<th>Ave. Per 100 Men</th>
<th>Ave. Per 100 Women</th>
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<tbody>
<tr>
<td>1</td>
<td>My Little Margie (Official)</td>
<td>18.8</td>
<td>20.5</td>
</tr>
<tr>
<td>2</td>
<td>Henry, WBRC</td>
<td>17.7</td>
<td>19.4</td>
</tr>
<tr>
<td>3</td>
<td>The Harlem Globetrotters (NRC)</td>
<td>17.5</td>
<td>19.2</td>
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<tr>
<td>4</td>
<td>The Hug, (TPA)</td>
<td>17.3</td>
<td>19.0</td>
</tr>
<tr>
<td>5</td>
<td>Harry and Liberty</td>
<td>17.2</td>
<td>18.8</td>
</tr>
<tr>
<td>6</td>
<td>Great Globetrotters (NRC)</td>
<td>16.9</td>
<td>18.6</td>
</tr>
<tr>
<td>7</td>
<td>Blanche, WBRC</td>
<td>16.8</td>
<td>18.5</td>
</tr>
<tr>
<td>8</td>
<td>The Racket Squad</td>
<td>16.6</td>
<td>18.3</td>
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<tr>
<td>9</td>
<td>Deco (TPA)</td>
<td>16.5</td>
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<tr>
<td>10</td>
<td>Ray Milland Show (MCA)</td>
<td>16.3</td>
<td>18.0</td>
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</table>

**Syndicated Film Mystery Shows**

### JUNE RATINGS

#### Among Women

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distrib.</th>
<th>Ave. Per 100 Men</th>
<th>Ave. Per 100 Women</th>
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<td>2</td>
<td>Code 3 (ABC)</td>
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<td>4</td>
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<td>8</td>
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**STATION SIGNALS**

Temperatures are rising on the Asian Flu topic, with stations WFMF-TV, Youngstown, Ohio, and WJKN-TV, Pittsburg, feverish but careful "First station in U.S. to devote prime time to Asiatic Flu discussion" (The Billboard). The Buick theme and "Solution: A Miracle" are also in the air. The Billboard signed by Milton Steinberg will have more details on Monday (2). The New Vue replaces WFMF which signed off the air on Monday (5) to permit time for programming the changeover.

To kick off its fall-winter season on its stripped "Million Dollar Movie," KMOX-TV, St. Louis's WMOX-TV is offering viewers a chance to outguess the studio-comedians' experts. A contest week, which started September 2, was set by the Channel 9 group to coincide with the new season's opening. The group will award in its estimates to the total New York average in each of the movies show. The contestants coming closest to the final tape figure on the "Million Dollar Movie" series "True and True Castle," last of the Anti-Crime Gardens dance music from BCO, won the grand prize. A $1,000 dance course at the Fred Astaire Studios.

Barney Balaban, Paramount Features president, and Borger Hansen, California producer, were elected directors of Chymalite Television Laboratories, Inc. . . .

B. I. Brownlow was fated at an anniversary party of the YWCA's Annual Review. Brownlow joined the YWCA in 1952 and moved up that year to his present slot as vice-president and secretary.

Mrs. Merrill Towne Glaize of the Columbus, Ind., TV station director of the U. S. Committee for the United Nations, was elected president of the United Nations Association in Columbus, Ohio, on October 24. . . . Edward T. Barger has been named new public relations vice-president.
**COLUMBUS, OH**

<table>
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<th>Days</th>
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<td>M-F</td>
<td>Superman (NBC)</td>
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<td>M-F</td>
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**NEW ORLEANS**

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**ATLANTIC ACQUIRES 'DEVIL-MISS JONES'**

**NEW YORK—Atlantic Television will be able to telecast 'Devil-Miss Jones,' starring Jean Arthur and Robert Cummings, on NBC for the first time. All rights to the feature have now been acquired by Atlantic, which has already sold the same title as 'Blonde Woman' to WCAU-TV, New York, and WNYW-TV, Chicago.**

Blatter fills the newly created post in charge of business development but will also act as director for Commercial Programming. Edel Buxton will be the biographer for AEI and 'Command Performance' special over NBC-TV in December. Ed Wynn is guest of honor for the first of the series this month. Gena Rowlands, publicist for the motion-advertising director of the William Morris Agency, and Marilyn Zorba, actress, will be married this month.

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**Unrehearsed ‘Traffic Court’ Rings the Bell**

By **BOB SPIELMAN**

- *CBS-TV, Sunday, (3), 4:30-5:00 p.m.*

**The Open Mind** (Local)

- *CBS-TV, Thursday (1), 10:00-11:00 p.m.*

**NETWORK REVIEW**

- *CBS-TV, Sunday (5), 1:45-2:15 p.m.*

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**The Billboard Scoreboard**

**LOCAL REVIEW**

**Unrehearsed ‘Traffic Court’ Rings the Bell**

By **BOB SPIELMAN**

The judge, Evelyn J. Younger, is a judge of the Los Angeles Municipal Court. A former secretary, she has worked as a private investigator and a social worker. She also recreate their real-life

The result is human and real people of human error, as seen in the actions of the judge and the defendant. The solutions are minor, but this does not detract from the interest of the production. If you’re looking for a dramatic role model, Bob Arboag may keep both, and the other characters, as well. The performance is tableaux of traffic violations.

There is, for instance, a frowny face seen in the cue sheet because it caused an accident piece-by-piece by crossing highway, a confused woman who cannot understand why the gate a ticket for obeying the speed limit; a father teaching his 12-year-old son to drive and smash cars into the process. It’s an item of facts.

Production, although it has to the court room, is fluid, with Dramagat- ers being used to good effect.

**Meet McGraw (Net)**

**SPORTS FOCUS (Net)**

**SPORTS FOCUS** (Sunday, (5), 4:30-5:00 p.m. EDT (east coast)

After a trial run earlier this year, “Sports Focus” has become a regular feature. The ABC sportscaster John Daly’s newscast. Director Mickey Rooney and producer Hall Levine have managed to put together a lot of good material into the short telecasts, with an emphasis on the human interest.

On the courseought, Floyd Patterson made an articulate guest. His second fight against “Sugar” Ray Robinson was handled clearly and a filmed interview with a veteran’s affairs representative threw new light on the move of the N. Y. Giants. Howard Cosell, in an interview with authority and clarity, tells the live action what he can develop any line of questioning.

The series has the virtue of variety, and its nice to watch a re- porter who doesn’t read from notes an essay. **Curtis Younger**, a writer for the program. Bob Bernstein.

**The Garry Moore Show (Net)**

**War for Space**

**Continued from page 3**

**Verdict** Deals With Reality of the Courts

By **LEON MORSE**

- *CBS-TV, Sunday (5), 10:00-11:00 p.m.*

**An interesting daytime program- ming departure, “The Verdict” is a somewhat unusual contract if it is to create the look of a courtroom setting as a program for the purposes of the pro- gram, however, remains healthy. The idea is to recreate real court cases which use bona fide lawyers and a judge but actors as the participants. The jury is selected from the studio audience. Each case runs as long as is necessary for it to be concluded. The initial case, a chance of a young boy whose foster parents were fighting his mother for custody. The two witnesses who gave testimony for the case of the foster parents and their doctor. The program seems to have a great deal of unscripted realism, especially on the part of the lawyers. The famous courtroom scenes from the famous movie versions are also attempted in the courtroom.

The show seems to have a quality. Primarily, this was because they’ve managed to direct the courtroom. But the show is a series of questions which has no coherent plot. The jury members are often lawyers who cannot be conned into believing the audience.

Jim McKay handled his chores as a TV reporter well.

- *CBS-TV, Thursday (1), 10:00-11:00 p.m.*

**After a six-week vacation, Garry Moore is back at CBS with all his old friends. The show is producing- ing pleasant entertainment to the audience. Garry Moore was caught Thursday (5). Moore is forced to a frequent hour by apologizing for the previous night’s episode: “I’ve Got A Secret,” which he explained, got off the ground on nowhere how much they all tried.

It was just one of those many.

- *CBS-TV, Sunday (5), 10:00-11:00 p.m.*

**NATION Expansion Kills Heckle;’ Hit’ Nixed for Schlitz**

**NEW YORK**—“Face the Nation” gets an expanded format Sept- ember 22, when it moves into the 1:30-2:00 slot, replacing “Heckle and Jeckle,” current tenant of the 1:15-2:30 slot.

CBS will also drop Happy Fel- leman on September 22, replacing the kid’s quiz “Put Me in the Back of Playhouse,” an anthology show, which returns, in the 11:30-12 noon slot.

**Shock** Adds KENS

**SAN ANTONIO**—BONE VENTURES here has joined the quartz of sta- gers. On Friday (6) to produce data and information on the “U. S. P. P.” to be produced the Federal Com- munications Commission, 5,000- club, a new Bob Jones’ syndicated syndicated. Down Productions last week.

Films will cost about $3,500 per episode, or $500,000 for 203 segments. They can be used sepa- rately, or be put together into 15 or 30-minute shows.

Merchanting deals have been made with Dell Productions and others. First of the new films will be shown during the first eight segments of the first month. No distribution has been set for.

**Films Must Give FCC Info**

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Cabot Initial Pkg. Release Widely Varied

NEW YORK — Cabot Records has introduced a limited but widely varied group of albums in its first record package.

The group is highlighted by a series of four double 12-inch LPs, each of which is tailored mainly aimed at the market of children. All materials to which the languages covered are French, Spanish, German and Italian. Each album features a selection of the product of the combined talents of the usual outlets. However, the language teaching field, with sets carrying a $4.98 tag and all live a per copy value. Promotion is being undertaken among teachers and school groups, and dealers will get special displays.

The second LP in the release features veteran swingmen George Jessel, in material taken from his Carnegie Hall appearance, celebrating his 50th anniversary in show business, will be promoting the album in his TV appearances.

The package will sell for $6.48.

The label is taking two EPs in the current release. The first features the Three Stooges plus Robert Goulet, and the second is "Dinah Official TV." This is figured to be a hot Christmas item, and will market for $1 in either 45 RPM. or 78 RPM. formats.

Label Extends Fall LP Deal

NEW YORK—Atlantic Records has entered its fall album package with an additional three weeks. Originally set to expire in Labor Day, the plan will now run to September 13. Label spokesmen say the move is a result of a heavy response to the plan on the part of dealers.

It is stressed that the new date is "Absolutely Non-Exclusive." Under the plan, dealers get a free bonus album for every eight albums purchased, and get the entire catalog of EPs and LPs.


MSCM, Capitol's De-Labeler Cuts 50% on Salvage Waste

Hollywood—Capital Records has installed a "de-labeling" machine, the results of which are seen in salvage waste by more than 50 per cent.

Until now, the label surface of rejected records was so spoiled that it could not be ground and used in some feature composition. It was a complete waste of the label compound, because the label, used on any material in which the label was included, would impair the quality of new disks. With a jib arm, the machine lifts the label area, particularly in the case of 45-rpm records, much of the salvage waste is eliminated.

The machine utilizes two sterile silver wire brushes that completely erase the label from a record. The machine is run in a water bath for approximately five minutes at temperature enough to remove the label under a stream of water. The entire operation is done quickly, so that there will be no material damage to the label. The machine is placed under a stream of water and is in use 14 years of copyright. This copy was intended to state 50 years before the end of the term. The phrase in question is as follows:

"...shall, for Dublin, Judge Vancliff, Bob Burton and numerous other labelless in both categories, a license to do what is called for a copyright by the authorities in many European countries, specifically, 50 years after the death of the last surviving author.

The latter, to be named at the end of the term.

In all cases, the Disney disk material will garner exceptionally strong turnover. The record company will be pressing personnel pre-pressing a strong schedule of telefilm and theatrical material concurrently in production.

Label takeover of the Mickey Mouse Club series will consist only of new material at the outset, with plans for its distribution still being worked out. The six-song series will continue to be handled by the Disney record market, with the merchandising of "Walt Disney's Greatest Name in Christian Entertainment," a line of popular package goods, the latter to be named at the adult market.

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Charts Cue Indie Prowl for Lion’s Share of Pop Market
Recap Tabs Two-Thirds Pop Best Sellers With Minor Labels

HOLLYWOOD — The lion’s share of the pop market is now being amased in growing quantities by the independent recording companies, with the latter group accounting for 66.2% of the total pop market, according to the Billboard’s Best Selling Record charts for the first eight months of the year.

Even more revealing, however, is the fact that the independent label market has already passed its 1958, apparently by a very comfortable margin. The totals for the 1958 period were 20,185,000 copies, which included 1,876,000 hits in the pop category. The independent hit singles were 1,482,000, which represented 19.1% of the total.

The开拓 is no surprise to the independent sector, which has been building up its market share for the past several years. The independents have been able to achieve this growth by offering a broader range of music, including rock and roll, country, and rhythm and blues, which were not available from the major labels.

One of the key factors in the independent sector’s success is their ability to produce and promote their own material, which is often more ground-breaking and innovative than what is produced by the major labels.

Many French jocks play the American pop market.

Many French jocks play the American pop market.

The reason for this is that French programs, which are popular in the United States, are often based on popular songs from the French-speaking world. This has led to a demand for French-language music in the American pop market, which is often produced and distributed by independent labels.

This has been particularly true in the case of French-language music, which has enjoyed a resurgence in popularity in recent years. Independent labels have been able to capitalize on this trend by producing and promoting French-language music, which has helped to increase their market share.

With the trend toward greater diversity in pop music, it is likely that the independent sector will continue to grow in the future. This will be particularly true if major labels continue to focus on producing and promoting only mainstream material, which will leave a void in the market for more innovative and diverse music.

For more information on the independent pop market, please contact the Billboard or visit their website at www.americanradiohistory.com.
The American Society of Composers, Authors and Publishers proudly presents a special issue of the ASCAP Program Guide entitled "40 Years of Show Tunes." Among the ASCAP membership are the men and women who have created top musicals for more than four decades. The compilation of songs in this latest Program Guide runs all the way from "Princess Pat" to "My Fair Lady." The listing includes not only the song titles with the composers, authors and publishers, but also names the performing artists and the available recordings of the hit songs of Broadway musicals from 1917 to 1957. Television and radio broadcasters, advertising agencies and all those engaged in entertaining the American public will find this Program Guide an invaluable source of program material.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 Madison Avenue, New York 22, New York
Demise of R&R Just So Much Wishful Thinking

NEW YORK—Altoh the con-
movers present has been pro-
vided to the world in mu-
Missouri and simul-
nowingers rejoicing over the "de-
the rock and roll, a study of the charts this week indicates the ja-
Twelve disks on the rhythm and blues chart this week also ap-
11 of those platters showing up among the top 15 pop records. 
Three of the disks appear on all three of the rhythm and blues, Lewis and Everly disks plus Pat-
the Everly Brothers' "Hey Bye Bye." Lewis and Everly disk No. 1 on both of the r-b and c.w. charts, and No. 3 on the pop listing.

The dual-market rock and roll platters include six rockabilly disks—Donna Luft and Elvis Presley's "Teddy Bear"; Little Richard and "Shakin' Go' On"; and the Everly Brothers' "Hey Bye Bye." Lewis and Everly disk No. 1 on both of the r-b and c.w. charts, and No. 3 on the pop listing.

Court Negates APM Order To Pic Firm

BOLLYWOOD—Supreme Court Judge Bayard Rhone vacated an arbitration award order of $12-
400 in favor of A. P. M. and the Association of Recorders last week. (The), which may result in the annulment of the calls of the Indian Executive Board of the American Society of Composers, Authors and Publishers. 

Acts, originally brought by mas-
ter Richard Aranda to Local 47, ballot was held for the re- 
the "Wild Bill" Lowery disk and the APM board concurred, giving the case to the IEB for further action. Lette-
Local 47, the Central office and ordered Hare. Plaintiff's attorneys, Messrs. Aranda and Brower, did not object to the arbitration award.

Court ruled that the ruling could not be enforced unless the HEA
nok on the arbitration took place in Los An-
similar to the above-mentioned suits, the court was

Katzell New Head Roulette Publicity

NEW YORK—Bud Katzell has
appointed director of public-
Sentiment Press and Tires, and
Madden Records. A seven-year
man with Decca Records, Katzell started
his career in 1938. Last week
he was "Hit Parade" promoter and
his present job as "Hit Parade" promo-
and late last year he has
served as an assistant to the rich-
Resident, New York City. He is a
Marvin Safkan.

Katzell will continue his cur-
the new disk promotion, which is

Haymes Signs with Jubilee

NEW YORK—Dick Haymes, 
was last with the Capitol Dis-
His first session under his
affiliation was scheduled to take
place late last week.

VICTOR EP CATALOG

NEW YORK—The Victor
has issued what is believed to
the first EP as a Victor disk.

The "Canto," Bob Bogle and the
Victor's "Whispering Bells."

The disk is being shown up
the day's most of them still
feature the familiar triplet patterns
of the disk and roll idolism. Of the current top
most selling singles only two can
legitimately be classified as of
the rock and roll backing)—Debbie Reynolds' "Tammy," and Russ Hamilton's "Rainbow."

Col. Ads 4 Phone District Sales Mgrs.

NEW YORK—Colonial Rec-
scriptions divison has over-
the sales operation. They are
Frank J. Richter, Jean J. White, and
Ray S. Gans. Both are on the sales force.

Mr. S. M. Coln will manage District No. 3, including West Virginia, North Carolina and Tennessee. His staff includes Eastern sets, but
also Northern Ohio. The new Western division, which includes Northern Ohio, Indiana, Illinois, Mis-
urern New York. Meladora has Dis-
District No. 6, including Michigan, Indiana, Ohio. Mr. S. M. Coln has District No. 8, in, the Midwest, Kansas, Okla-
and Colorado. All four appointees report to James White, national sales director.

VICTOR PREPS NEW STEREO-DISK SYSTEM

WESTRЕН PREPS NEW STEREO-DISK SYSTEM

NEW YORK—A new system for
recording and reproducing two-
ejector stereo-disk systems. The
a single pickup stylus would also
and the disk. This system varies from other
reported industry research in the
disk field which has been
and one vertical and one horizontal, in the
same groove. This latter system
would require a stereophonic pickup
with two stereophonic heads to achieve
the current Wester stereo-Disk
recorder employs the same
electrical and mechanical principles
as those employed in the present
Western disk recording system. They
are widely used throughout the
industry. The system is called the
"Stylus" recording technique and other sound equipment
for the disk and motion picture
industry.

The most important factor of com-
patibility exists with the new sys-
Current magnetic micro-

Label Inks Trumon To Exec Slot

HOLLYWOOD—AMP-3 Rec-
ors, Inc., has today organized here with headquarters at 1523 South Western Avenue, Los Angeles 54. 

Mr. Trumon has joined the staff of AMP-3 as executive producer and will be responsible for the label's publishing en-
terprises, AMP-3 Music Publications and Adamite Music Company.

Haymes Signs with Jubilee

NEW YORK—Dick Haymes, 
was last with the Capitol Dis-
His first session under his
affiliation was scheduled to take
place late last week.

Weather Cuts North Shore Jazz Receipts

LYNN, Mass.—Despite poor weather and a sudden shift to Red 


WHERE HE SIGNED AND RECORDED SEVERAL NEW ARTISTS. NEW PRODUCTIONS WERE PRODUCED ON BOTH A COASTAL CRUISE AND A WEEKEND RESORT HOLIDAY, 1800,000 PEOPLE TOOK PART IN THE PROGRAMS.
Everybody will love the Jeri Southern touch as she sings "The Touch of Love". The love theme from the Paramount picture "The Devil's Hairpin".

DECCA 9-30445

A new world of sound
Published in The Billboard, September 19, 1967.

**I Wanna Do Everything For You!**

```
We'll have a cheap production of the "Cicero" in which I'll play the leading role. The cast includes me, my wife, and our children. The show will be presented at the local theater from October 15th to 20th. Tickets are available at the box office or through the mail.```

**Quality Plan**

```
Continued from page 16

and is applicable on LP and EP records.

An initial incentive to participate in the plan, dealers are being offered a discount of 5% on the minimum of $100.

A companion of the Quality Plan is the Flame Service, an electronic mail system for dealers. Through this service, dealers can receive orders for the latest releases, and advertisers can receive inquiries from potential customers.
```

**Leroy Anderson**

```
No less big

FORGOTTEN DREAMS

Leroy Anderson on Grand Records 20042

Cypress Street Press Records 2972

Frederick Harris Mercury Records 51710

MILLS MUSIC, INC.
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**COMING**

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Billed with a Beat

"Knockin' on the Door to Heaven"

Recorded by Jo Ann Lear

Vanity 561

169 Front St. Port Jarvis, N.Y.

Tel. 4-6464
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**DRIVE IN SHOW**

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Eddie Cochran

Liberty

AMERICAN MUSIC, 1650 BROADWAY, NEW YORK 19, N.Y.
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**Dana Ads to Fall LP Deal**

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NEW YORK—Dana Records has announced the scheduling of a special deals for record buyers as an extension of the fall album promotion announced last month. Under the plan, which allows for the purchase of new albums at a discount price, dealers can purchase one album for every seven purchased, and the dealer can use this discount to make purchases of one-third each in October, November, and December. Six new LPs, to be released in November, will be included in the new billing arrangements. The complete fall promotion continues through October 31, according to Jere Elkins, president of Dana parent firm, Jay-Ge Records Company.
```

**Who Needs Me?**

```
YOU DON'T

Indispensable partners and local labels now have COMPLETE PERSONAL REPRESENTATION on the West Coast in a unique and personalized campaign.

Young, experienced music men with the drive and enthusiasm needed to represent a limited few labels on "world wide" basis.

Write Box 1A-197

The Billboard

1520 N. Orange Dr. Hollywood, Calif.
```

**An Affair to Remember**

```
(Affair to Remember)

"Our Love Affair"

An Affair to Remember

Our Love Affair

1017 L.

You know those rare days when everything checks out? A day when nothing goes wrong. Even the old face looks good in the mirror. Today can be that kind of day. Call your doctor for a medical checkup for cancer. Then write out a check - minus any fees - and mail it to "Cancer," in care of your local Post Office.
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**Dana Records**

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Terrific in Pittsburgh! Sensational in Akron!
Now watch COLUMBIA'S NEW TRANSISTOR PORTABLE bring 'em into your store!

"Concert sound in the palm of your hand!" That's what we promised customers in Pittsburgh and Akron when the new Columbia All-Transistor Portable (TR 1000) was quietly introduced late this spring! And as thousands of enthusiastic buyers now know, this portable lives up to its promise! Today, for the first time ever, you can offer your customers world-famous Columbia "big set" sound no matter where they are. Columbia's application of six unbreakable transistors makes for a palm-size portable with sound so big it performs almost like a console. It's full-fidelity in a transistor portable radio! And it's yours to sell now—for big profits from the "back to school" crowd, football enthusiasts, even early Christmas shoppers!

TESTED AND APPROVED FOR HIGHER PROFIT!
Thousands in Pittsburgh and Akron purchased this Columbia All-Transistor Portable offering high dealer profit.

TESTED AND APPROVED FOR FASTER TURNOVER!
Even without the benefit of extensive advertising, Pittsburgh and Akron dealers found the Columbia All-Transistor Portable a fast turnover item! Now Columbia offers you the most attention-getting mat ads ever designed for a radio—specially designed to bear your store imprint.

TESTED AND APPROVED FOR GREATER APPEAL!
The Columbia All-Transistor Portable makes no compromise with good sound. Instead of a midget speaker that gives a midget sound, Columbia uses a large full-fidelity speaker. The TR-1000 is "big enough to carry the name Columbia . . . yet small enough to fit in your pocket!" This flashing-light display stops every customer—and shows off the radio's handsome design.

FOR YOUR SUPPLY OF TRANSISTOR PORTABLES—DISPLAYS—MAT ADS—CALL YOUR COLUMBIA DISTRIBUTOR TODAY!
COLUMBIA PHONOGRAPHS . . . The Greatest Name in Sound . . . The sound of genius is on Columbia Records . . . Columbia accessories protect High Fidelity.
MUSIC-RADIO
THE BILLBOARD

don't sell the steak... sell the sizzle!!!

The bill-of-fare calls for the greatest fall selling season ever in records, phonographs, accessories—the whole music industry!

MANUFACTURERS

You've got the product! But how are you going to help the dealer sell your product to the consumer? What are you doing to get your share of this record-breaker market? How are you going to sizzle?

TELL YOUR STORY IN THE BILLBOARD'S
FALL MERCHANDISING SPECIAL... September 23rd

Here's the place to show dealers how to boost sales with your fall merchandise... merchandise aids... special plans! 8,182 of top music record dealers across the country will buy The Billboard's FALL MERCHANDISING SPECIAL as a directory of:

• your new releases, new products
• your promotion plans
• your merchandise plans

SIZZLE and SELL!

TIME'S SHORT. AD DEADLINE: SEPTEMBER 17TH
Reserve your space now from your Billboard man:

NEW YORK 36
1554 Broadway
Plaza 7-2800

CHICAGO 1
189 W. Randolph St.
Central 6-9818

HOLLYWOOD 28
1520 No. Gower
Hollywood 9-5831

ST. LOUIS 1
812 Olive St.
Clintho 1-0643

Disc Talent Jams Radio-TV

Donnie Lee was a regular, Art Lichette's House Party, the Red Skelton show, Jack Benny's monthly "Shows of Star Power," and his weekly half hour called "The Seven Deadly Arts," which will shortly present the life story of Benny Martin, a singing cowboy.

At ABC-TV, record artists regularly appear, and recently brought "Country Music Show" to Disneyland, "Mickey Mouse Club, anddesert Dick Clark's "American Bandstand." The next selling record star Rod Nelson also plugs his new platter via the ABC-TV show "Ozioe and Harriet."

Network radio is equally record-stairstimed these days. CBS Radio this fall will promote such shows featuring Mitch Miller, Stan Freberg, the Mothers, Joey Heatherton, Freddly Martin, Stuart Foster, Bing Crosby, Rosemary Clooney, and a second national campaign to spotlight new titles.

In these two weeks, Lester Gottlieb, CBS-programming weepies and executive producer of Patti Page's "Record" show, opines that a hot record act today is actually a greater drawing card on TV than any movie name, with the exception of a small handful of home office picture stars.

J ohn Murray, ABC's NBC show, this summer, which was one of the few top promoted shows, spotlighted a hot record name practically.

CBS-TV shows regularly featuring disk artists as guests or supporting performers include "The Gang and Miller's "Club 69," "Today," with Helen O'Connell, Frank Canova, Jack Paar's "Tonight," which features a different boy band each week, and the "Hop Hope Show," and "Ommis," which will devote 20 per cent of its fall to music.

CBS-TV shows in this category include "The Ethel Merman Show," "The Garry Moore Show," with RCA Set-Up

T

ull will direct home office merchandising, sales and promotional policies. He will also have full authority to negotiate record contracts and to negotiate for soundtrack packages from Hollywood.

The new plan of operation spotlights the growing importance of the TV market according to the RCA brain, with a total of 47 artists who record for the label now making appearances on the TV networks.

The sustained growth of Hollywood as the showplace of the TV film industry and its relation to the disk business is also part of the reasons for this step.

Yorks will have the authority to make deals with TV film producers for the inclusion and spotlighting of RCA Victor disks as part of the show's products.

Here to introduce Yorks to a gala cocktail party, hosted by Hal Hays, head of RCA's Middle, Western, and Eastern division manager of RCA, were General Manager, Harold Bratt, in charge of the recording division; album toppers Mac Mallin, Jim Brown, and department heads; Ed Walker, album repertoire chief, And the singles repertoire department is run by Jerry Shulman, chief, and Norman C. Gurl Tully.

De Labeler"

Your pressure onto a converter belt again. The only manual operation required is in the handling of the edge of the disk edge, the latter accomplished by a Capital device.

Automatic timing equipment has been installed on all of Capitol's presses in its Studio E, while the recording equipment, and record production, compare, equipment, and record production, compare.

Capitol's cradle turns the discs some time ago and subsequently an automatic cradle taking machine will be made available to other record companies.

SEPTEMBER 9, 1957

Continued from page 15

De-Labeler"

Continued from page 15

"De-Labeler"

Continued from page 15
PHILCO
FREE 90-DAY
WARRANTY
on parts and service!

...your greatest assurance of big sales and profits

1. PHILO is America's most preferred radio! Consumer surveys show...today more people own and enjoy Philco radios than any other make on the market. Now all Philco clock radios, table radios, transistor radios and phonographs carry a new 90-day parts and service warranty. It builds confidence, traffic — you profit!

2. ONLY PHILCO offers a full 5-year unconditional guarantee on transistor radios! (Models T-7 and T-500.) Here’s proof of Philco’s leadership in transistors. And here’s the most complete, full transistor radio line! Precision-built and powered by regular flashlight batteries...so economical, and available anywhere!

3. ONLY PHILCO offers unchallenged performance leadership in high fidelity! Philco has an assembly of brilliantly matched components climaxed by the exclusive Electrostatic Speaker. Here’s the line that lets you sell genuine high fidelity, that outperforms all others, for as little as $119.95.

No other manufacturer offers and guarantees so much!
Again in '58 Philco leads the radio industry with more dealer-consumer benefits than any other single manufacturer! Here are revolutionary new all-covering guarantees that prove Philco’s engineering leadership. Values and features that build traffic and make the cash roll in!

In every market — transistor radios, table radios and high fidelity — you can sell real advances, real features. Now you can back your product all the way, because Philco backs you! Sound is Philco’s business. A Philco franchise guarantees the finest sound for your customers, and the biggest, undisturbed profits for you. Call your Philco Distributor and get set to prosper — get a Philco franchise now!

LOOK AHEAD...and you'll choose PHILCO
**Disk Situation in Montreal**

*Continued from page 16*

work here is done on the French level. As one record man, Lee Mannfield of RCA Victor, put it: "We have to be satisfied with fare like the Four Lads, the Diamonds and the Crests, the Rever Boys, Destiny Vangels, Gini Mackenzie, Dorothy Collins and Paul Anka for the States to exploit." Among the top jocks here are Jim Tapp, who does a once-a-week TV jockey show on the CBC network. One of the lighter CBC entries, the "Top Room" has received a fine reaction, with the disks and interviews with stars. Other top jocks, who confirm a continuing interest in rock and roll here are Paul King of CFCF and Jack Gursick of CJAD, the stations which share the bulk of the English audience. Fernand Cognac does the popular "Parade de la Chansonnette Francaise" the French Hit Parade on CHLP while Pierre Leroux does the American hits, introduced in French, on the same station. CKVL, in suburban Verdun, is one of several outlets which feature bilingual programming, with the emphasis on pop music. With regard to audience tastes, rock and roll has been big indeed and it shares the interest with some ballad versions and slower material which is the present trend in the United States. One local observer said that rock's up and happened and that a few calypso clubs are still operating, "performers are doing them." In a city that is reportedly well-heeled, the night club scene has reached a strange plateau. Low admission prices and general mediocrity of shows appear to be the rule. Most impressive show is at the Boulevard Casino as always. Jack Singer, producer, has been billing the 850-seater with puffy Latin Quarter type acts, drawing to 1,000 capacity. The Four Aces and the Diamonds are among the five bands booked here for the fall season. Still, Sue is able to make money on a policy of 41 admission per person with no minimum or additional cover charge. In New York, the comparable Latin Quarter has a $6 minimum. A parade of 21 strippers is filling the Chez Paree nightly while the Empire Show Bar next door, offering a satisfactory but generally non-name group of rhythm and blues with a similar no-cover, no minimum policy. The well-known West End El Morocco, is also offering basically a strip show with this club occasionally taking a musical act for a week and then subsidies to low budget offerings for a month or more. A stab at jazz is being made by the Chen Andre with combos being booked for the latter four nights of each week. Local bookers are eyeing this experiment with interest. There is no balcony-activity whatever and a long big band will be broken Oct 22 when Tel Heath opens with his British band or its first Canadian tour. Explanation for the recent tight club atmosphere stems from the number of spots operating. A representative of the local press explained that no club has a good following can afford to risk selling its price or being closed for even one night. There's always another club waiting in the wings to steal the local crowd. Nobody feels free to look for a high-priced, first-class act because of the price involved. High salary might make necessary price boost for the patrons which could turn out to be a snit for the operators. Experts feel predict a continually increased demand business, even if the fans can't see their favorite in person, because of frequent exposure via TV among American shows and the good work being done by the Jock Fraternity at the local level.

**Coral Buys 3 Gale Masters**

NEW YORK — Max Gale has sold three of his Gale Records masters to Coral Records. Wristbands were cut by Edna McGill, Bob Stevens and the Three Veils. Miss McGill's club was released by Coral last week. Meanwhile Gale said he'd deal Millard Mack of RCA Victor to distribute Gale Records made early this spring — status quo — neither on our off. Under terms of his pact, Gale's masters to other labels if RCA Victor is given first refusal rights.

**Indie & Pop Mart**

*Continued from page 16*

audience and a market of some 1,900 records, a number of indie firms, in all a total of 57, only reflects the rapid growth of the indie record industry and the state of flux that exists. There is no breakdown of the labels and the number of disks they had on the Best Selling chart follows: RCA Victor 9, Dot 15, Columbia 3, Capitol 8, Mercury 7, Imperial 6, Atlantic 6, Decca 5, Coral 4, Roulette 2, Cadence 4, Liberty 3, Specialty 3.

*Gray is ABC-Paramount, Bally, Kapp, Gee and Epic each with two records on the chart, while King, Vik, Argo, Groove, Disneyland, Era, Chaos, Fantasy, Verve & S. Chacon, Checker, Sun, M-G-M, Of, London, Jubilee, Lancer, Brunswick and United each had one record. The hottest artists during the first eight months of the year were Elvis Presley, Harry Belafonte, Pat Boone, Fats Domino, The Platters, Guy Mitchell and Andy Williams. Of the veterans, only Perry Como, Frank Sinatra, Edith Fisher and Nat Cole appeared, with a flock of new names taking the charts with regularity, the hottest category were new artists Jim Leavey, the Tarriers, Ike Valenti, Sunny Knight, Count, Mickey and Sylvia, Charlie Gracie and Eddie Cochran, to name but a few.

The charts completely disproved the annual publishers' prediction of the death of rock and roll, with nearly 60 per cent of all the songs in this category. Calypso, ballads and rock and roll, followed in order of popularity. The long list of labels appears to augur well for the 1957 industry; for it shows that size of a company album is not necessary a hit. If the present trend continues, more indie labels can expect to spear new acts and try for the pot of gold.
NEW from V-M

The FIRST and ONLY Portable Tape Recorder to Play STACKED and STAGGERED STEREO Tapes!

YOU SELL IT
FOR ONLY
$225!*

V-M Pioneering does it again! Now you can sell a portable tape recorder without equal anywhere. BRAND NEW Model 714 tape-o-matic plays Stacked AND Staggered stereo tapes at the flip of a switch! It's all yours—and with it goes the full profit margin V-M always gives you.

V-M tape-o-matic Model 714...

THE VOICE OF MUSIC STEREO TAPE LIBRARY is the hottest early-Fall promotion ever! With every V-M stereo tape-o-matic you sell, you can include a sensational "stereo starter set" of FIVE stereo tapes recorded especially for V-M! Top tunes, top stars, a deluxe boxed VOICE OF MUSIC STEREO TAPE LIBRARY, attractively packaged! It's a Genuine $49 value! But that's not all! Your V-M distributor will back you up with a complete program—mat ads, in-store displays, window banners! YOU NEVER HAD IT SO GOOD!

What's more, this is your BIG OPPORTUNITY to sell the complete Voice of Music portable tape recorder line—Models 710 and 711—as well as the ALL NEW Model 714! Remember, simple V-M Stereo Conversion Kits adapt them both to play EVERYTHING in stereo tapes! Call your Voice of Music distributor. Sample shipments are beginning now. Promotional material will follow early in October. Get set for the hottest fall business in history! Sell a Unique NEW PRODUCT with a crowd-pulling NEW PROMOTIONAL HIGHER in the Week.

the Voice of Music®

V-M CORPORATION • BENTON HARBOR, MICHIGAN • WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS
**GIMMICKS FOR EVERYONE**

What Happens When a Disk Salesman Turns Retailer?

- After five years on the road, Stan Morris looks at the business from another angle.
- The New Jersey dealer says selling in good training for retailing.

By RALPH FREAS

PLAINFIELD, N. J.—Stanley Morris, owner of the Strand Record Centre, now practices what he once preached. For five years he was on the road as a record salesman for Times-Colombia and All State Distributors, teaching dealers to do this, do that to increase their business. The shoe’s on the other foot now, and, from what an outside observer can see of the Strand operation, it’s a very comfortable one.

Works Every Angle

Stan has more gimmicks than Carter’s hat gills. He sees everything he saw in other shops as a salesman and has improved a few ideas of his own. He has a baker’s dozen clubs (buy 12 and get one free). He has gift certificates, nicely printed on fine paper to give it the appearance of a check or bond. He has specially imprinted record cleaning clothes given free to his best customers.

A question put to many customers is, “Would you like it wrapped for a gift?” In this, Morris feels he is doing something different from most record dealers. He points out that few customers actually avail themselves of the gift-wrapping service, but the question makes them aware of the Strand service and it’s a reminder that, if they have a gift card in the store, a record makes a good one.

A Sign for Every Season

A large sign behind the counter proclaims, “Records—An Ideal Gift for Everyone. The Gift That Gives Year-Round Pleasure.” But the sign is changed from time to time by simply sliding a card over the word “everyone.” Morris has cards for every occasion. They read “Mother’s Day,” “Father’s Day,” “Christmas,” “Valentine’s Day,” etc.

Like most dealers, Morris has customers complaining about needle skipping, and he uses the complaint to sell a needle.

“To be realistic about it,” says Stan, “many times the needle skipping is caused by a little too much bass on the record. It’s the bass response kicking that needle off. So what happens? The customer comes back and says the needle still skips. I tell them to bring in their machine and I’ll fix it for free of charge. I either adjust the spring or put a little weight on the arm. The needle won’t skip then. I’ve made a needle sale and the customer is happy. It works out fine all around.”

The Strand Record Centre doesn’t use listening booths. They haven’t room enough. Instead, they have two Dickograph record players, one on the check-out counter, the other in the phonograph department.

Stan is sold on the use of an automatic changer on the Dickograph. “When it gets busy here—Thursdays and Saturdays you can’t get in the place—the changer prevents you from having to listen before you buy and we just stack the 45’s on the changer. That leaves the clerk free to handle another customer. The changer is quick and efficient. All you have to do is flip one knob, put it to or to reject. Also the Dickograph is a good machine. The customer gets home and the Dickograph is a good machine. The customer gets home and it doesn’t make it hard for the demonstrator. That makes him think that he might need a new photograph and it frequently leads to a sale.”

Morris believes the owning in front of his store is the best investment he has made. Actually, it is a large sign (see illustration below) rather than protection against the weather, and the awning is kept down, rain or shine. “It really attracts business,” he says.

The awning itself cost $70 and the sign and lettering cost $22. I’ve tried newspaper advertising and believe in it cheaper and it gets better results.

The Traffic Factor

“Port of Morris’s success is due to his location. When he was calling on a Plainfield dealer as a salesman, he noticed the favorable spot his store now occupies. It’s located between a bank and a movie—both important traffic factors. In addition, a new Ramb-berger department store recently opened down the street away from the center of town. Avenue going to Rambberger’s from midtown has to pass the Strand Music Centre.

Just before movie time at the theater next door is a heavy traffic time for Morris. The kids line up in front of his store to get into the show. Often, they’ll spend that waiting period in the store listening to Dickograph and Dickograph releases.

Expensive Advertising

What is the single most important element for success in the music business? Stan Morris believes traffic is the key to his success. “It’s difficult to operate a record store without placing a lot of advertising. It costs a lot of money to operate. Nobody makes money. It helps me with my buying—I don’t make money myself—and it’s helped me with my selling.”

**NEW PRODUCTS**

HARTLEY SHOWS NEW SPEAKER CONE

Hartley Products, New York City, announces the production of an entirely new type of speaker cone, dubbed the “Polymerized” cone. It is the result of a new process of treating paper where by—no, it is treated chemically and then baked and toughened to provide an improved “attack.”

It is a clearer, flatter response with a balance of resonance is obtained. “Polymerization” is an interlinking of reactive chemical groups in the hydro-carbon content of the paper to achieve a more homog- enous and stiffier material. In general, the other specifications of previous Hartley speakers are retained in the new model, which has been designated the “21.”

NEW TABLE RADIOS FROM RCA VICTOR

Two new table model radios have been announced by RCA Victor. One, the new “Windthrop” (Model 9X11), features a pop-up cigarette lighter in its cabinet top. The other, the new “Woodlawn” (Model 9X10), is a twin speaker radio with a swivel base. The “Windthrop” lighter model takes power from the line only during the ten-second heating operation. The lighter knob and ash trays have been designed to protect fingers effectively against accidental burning. The lighter assembly fits turns off automatically in case of overheating.

“Windthrop” lighter model takes power from the line only during the ten-second heating operation. The lighter knob and ash trays have been designed to protect fingers effectively against accidental burning. The lighter assembly fits turns off automatically in case of overheating.

Both the Windthrop and the Woodlawn feature four tubes and a rectifier and twin electrodynamic speakers plus photo packs. The Windthrop will sell at $93.5 period, the Woodlawn at $94.95.
THE 1958 DECCA hi-fonic® LINE:
PROVED BY SALES TO BE THE DEALERS’ CHOICE!

Here's performance, price range and variety to tickle the wallets of music lovers, hi-fi addicts, gift buyers—stock up now to catch those early Christmas shoppers...and get ready to reorder early for your fast yuletide sales season. Now's the time to prove that the Decca phonograph line is your choice...the DEALERS’ CHOICE! Contact your Decca Salesman now!

THE HI-FONIC HOME MUSIC SYSTEM!

THE SUFFOLK
Illustrated with The Hancock.
Model: DP-232 Mahogany, DP-4222 Blonde, Decca Hi-Fonic High Fidelity Home Music System. Open face changer and amplifier, also available with either:

THE DAWSON
Model: SE-800 Hi-Fonic High Fidelity Speaker Enclosure containing dual speakers.

THE LIVINGSTON
Model: DP-223 High Fidelity 4-speed automatic dual. Detachable wrought iron legs available.

THE AMBASSADOR
Model: DP-222 Mahogany, DP-223 Blonde, Hi-Fonic High Fidelity, 4-speed automatic containing three speakers. Available with brass legs.

THE HANCOCK
Model: SE-811 Mahogany, SE-812 Blonde, Se-813 Walnut, Hi-Fonic High Fidelity Speaker Enclosure containing two heavy-duty speakers.

THE KNOX
Model: SE-820 Mahogany, Se-821 Blonde, Se-822 Walnut, Hi-Fonic High Fidelity Speaker Enclosure containing 4 speakers with crossover network.

THE DELAWARE
Model: DP-240 Mahogany, DP-241 Blonde, Hi-Fonic High Fidelity, 4-speed automatic turntable model containing dual speakers.

THE MONTERREY
Model: DP-332 4-speed automatic portable with removable wrought iron legs.

THE SUTTER
Model: DP-582 4-speed manual portable.

THE MIDDLESEX
Model: DP-610 45 rpm automatic.

THE NASSAU

THE ADAMS

THE WORCESTER

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A NEW WORLD OF SOUND®
ANOTHER FABULOUS SOUND TRACK ALBUM

"PETER AND THE WOLF"
(Prokofieff)

Will be narrated by STERLING HOLLOWAY on Disneyland’s 4th Anniversary TV show* September 11, ABC-TV, and seen and enjoyed by a pre-sold audience of millions.

PLUS—
Dukas’ “Sorcerer’s Apprentice” from Walt Disney’s memorable movie, “FANTASIA.” Leopold Stokowski conducting the Philadelphia Orchestra.

EXPLOITATION

Peter And The Wolf, the highlight feature of Disneyland TV’s 4th Anniversary Show, promises to score a solid hit with one of the largest TV audiences in America. The advance publicity coupled with Disneyland TV’s established high rating will pull one of the greatest television audiences of 1957. This tremendous pre-sold audience should provide a fast ready-made market for Disneyland’s new Peter And The Wolf with narration by Sterling Holloway. Original Sound Track.

Colorful window streamers, extensive advertising and publicity, plus the Disneyland TV exposure, all add up to GREAT CONTINUOUS SALES THROUGHOUT THE COMING MONTHS!

*Later TV showing in some cities. Check your TV listings.
**Best Selling Pop Albums**

**Popular Albums**

**ELLIS IN WONDERLAND** (1-12) — Ray Ellis

Chorus and Orch. Columbia CL 893

Smooth treatment by top-flight orchestra, Ellis, providing a modern interpretation of a variety of Latin, slow, lush settings with chorus, and others with danceable beat, can appeal to teens and mature audience, "Honest Yessir, Yessir, "When I Fall in Love" and "Love Is a Simple Thing." Set is the September "Buy of the Month."

**Special Merit Pop Album**

**GUITAR IN VELVET** (1-12) — George Barnes

Grand Award. GA. 33-338

The brilliant guitarist is presented here in a package that is different in style and mood, "Someone to Watch Over Me," "I Am Blue," etc. Bashed by his critics, the performances are notably both in technique and sound. In fact, the disk has an unusual sonorous quality, which will appeal to hit-clad fans. Cover is a beauty, a reproduction of a painting by Tracy Sugarman, well suited for display.

**Classical Albums**

**HAYDN: SYMPHONY NO. 18 "THE CLOCK" WAGNER:**

**Principal Artists**

Lotte Lehmann, Erich Kleiber, Hugo Flier from "LOHENGRIN; DAWN AND RHINE JOURNEY (1-12)" — Phil. Symphony of New York (Te- quasie), Richard Kostelanetz

The last of the Toscari series on RCA Cam- don and a magnificent offering from both sides. Especially in view of the $1.98 price. The sound is not all one would desire (the Haydn was recorded in 1952, the Wagner in 1954), but the interpreta- tion is spirited in the Toscari tradition.

**GREGH: "HAUPTGUSSE" SONG CYCLE. FOUR SENDING MONGS (1-12) — Kirsten Flagstad:**

Piano, London L.1069

Gregh's song cycle provides a perfect medium for Flagstad's interpretative talents. Present renditions rival earlier performances by sopranos, now available, and represents considerable progress over the earlier recordings of concert- goers with Sindling's unfamilial, but appealing, pieces. A unique program well suited to the abilities of the artist.

**LYRIC PIECES (ALBUM F & I) — Walter Gieseking:**

Angel 33-693, 35-451

There is no one in the country that does justice to Gieseking's subtleties of shading which raise them basically charming works to the level of artistry.

**KIRSTEIN FLAGSTAD-HUGO WOLF & RICH- STRAND RECITAL (1-12) — Edwin Me- Arthur:**

Piano. London L.1060

With Flagstad enjoying renewed interest and lasting fame, sales of both by two German masters of lieder should obtain more than ordi- nary activity. Altho a few other singers might with greater or equal skills, few can equal Flagstad's maturity of conception.

**Jazz Albums**

**THE JAZZ AT ABC PARAMOUNT (1-12) — Various Artists. ABC Paramount:**

This $1.98 jazz sampler spotlights ABC Para- mount's best-known jazz artists — Billie Taylor, Duke Ellington, Count Basie, Charlie and Roy, Don Elliott, Oscar Pettiford, etc. The label has a long and varied campaign be- hind its new jazz album release and sales on this package could be springboard to moving entire line.

**Special Merit Jazz Album**

**THE FOUR BROTHERS—TOGETHER AGAIN (1-12) — Various Artists. ABC Paramount, Serge Chaloff. V.L.1096**

A significant, usable session featuring mem- bers of Heron band of a decade ago, recreat- ing the saxophone sound that brought them fame. Most of the material assembled for this is engagingly melodic and quite functional

**for Blowing. The thing is the thing, and the fellows—Al Cohn, H. Steward, Z. Simon, S. Chaloff plus good unknowns give fair account- ings of themselves. It is to be noted that this is Stewart's first jazz appearance on records in a long time; Chaloff last before he died.**

**Spoken Word Albums**

**DOCTOR WATSON MEETS SHERLOCK & THE FINAL PROBLEM (1-12) — Sir J. Gielgud.**

Holmes, Sir R. Richardson, Dr. Watson. O. Welles. **— Mortality. London London London 1509**

An outstanding package—two that will fracture both the public and ordinary readers who have a knowledge of Arthur Conan Doyle's Sher- lock Holmes stories. Holmes is played by Sir John Gielgud, Watson by John Gielgud, Flagstad by Sir Ralph Richardson and Mortality by Orson Welles. Album captures the voice and atmosphere of gas-light London of the 19th century. The production by Harry Alan Towers and adaptation by John Keir brings to life the amazing characters. For specialty and clas ships.

**Children Albums**

**FROKOFFEY'S PETER AND THE WOLF**

**THE WIZARD OF OZ (1-12) — State Sym- phony, Rochester. R. Gregory, Orch. Caryn. Orch. and Chorus. (Miller).**

Golden A156.13

At $2.98, with Bing and consideration hitherto this will take in $1.95 entry. Rack and retailer action should be con- siderable. "Oz" is considerably toned, of course, to fit one side, but "Peter" gets the full symphonic score. Frank Milanes narrates latter, Carney does "Oz," and Milanes also has the top songs included. Double cover art, with "Peter" side a special visual delight.

**ALL BASS AND THE 40 THEIVES (1-12) — Bing Crosby Golden Masterpiece A156.5.

At $2.98, with Bing and consideration hitherto this will take in $1.95 entry. Rack and retailer action should be con- siderable. "Oz" is considerably toned, of course, to fit one side, but "Peter" gets the full symphonic score. Frank Milanes narrates latter, Carney does "Oz," and Milanes also has the top songs included. Double cover art, with "Peter" side a special visual delight.

**A CHRISTMAS STORY (1-12) — Bing Crosby.**

Golden Masterpiece A156.5.

Sales can be made on this the year around, if pushed. It's Bing again at $2.98, in a fine story that leaves on several American folk heroes, including Paul Bunyan, Johnny Appleseed and Dan Boone. Stereo and lyrics by Arnold Swand- berg, music by Alex Waterman, and includes one time that could become a big seasonal hit—"Let's Sing in Christmas." Book packaging at the price.
**Review Spotlight on...**

**International Spotlight**

VAREL AND BAILLY (1:12) with Les Chanteurs de Paris. Angel 65037. The French operatic versions by Varel and Bailly, the leaders of the group. Number vary from an intimate, sophisticated material to light, charming themes. The lyrics are in French, but each has a translation on the back cover. The harmonies by the versatile group are as tenable through. The group is primarily a vocal ensemble, but the orchestra is well supported, and the package could be nice if plugged.

**Folk Special Merit**

THE ENGLISH SINGERS (1:12) (Midravid, Ballets and Folk Songs of Four Centuries) - The English Singers. Angel 960. An outstanding package of its kind, by a group which brings a high degree of perfection to the art of the ensemble singing. The packaging is exquisite and includes a text containing all the songs on the disk. The end result is excellent, with glossy surfaces. A must for specialities and class shops.

**Classical—Spotlight on Sound**

BRITTEN: PRINCE OF THE PAGODAS (2:12) - Orch. of the Royal Opera House, Covent Garden (Britten), London LL 1642/9. No full-length ballet score is to be found for brilliant orchestral colors, exotic touches, superbly reproduced by London's en- gineers. Details can be marvelously heightened by interest Hi-fi buyers and balletomanes in addition to usual buyers of modern music.

**EP Spotlight**


**Reviews and Ratings in New Albums**

**Classical**

The art of Rosa Ponselle (2:17) - RCA Camer.елин CS-103. 82. Goldfield. RCA Victor Symph. Orch. (Boult). RCA Victor 1700. The recording is a wonderful performance of homogenous color and richness, with an appealing quality which is often dauntingly produced. The only oddities at which one can take a disapproving measure is that there are not excerpts from the RCA Peggy Lee album for people who have both these artists in their collection, and the same subtle approach is taken with the same group of people.

Mozart: Symphonies Nos. 38 (Frazer) and 41 (Kleiber). Angel 3544. The two symphonies are well performed by the Orchestra of the Philadelphia Orchestra under the direction of Eugene Ormandy. The sound is still well balanced and clear and produces a very pleasant quality. One must be on the lookout at the end of the second symphony, where one is tempted to think that the recording is more than a little bit out of key.

**Jazz**

The Birdland Dreamband Vol. II - Various Artists (MGM LJP 1151). 87. The Birdland Dreamband is a group of top-flight jazz musicians who have recorded together on a number of occasions. The album is well produced and provides a nice overview of the band's sound. The sound is clear and the liner notes provide a nice overview of the band's sound.

**Popular**

Sings for Big Lovers - Woody Herman & His Orchestra (Columbia CLP L1405). 82. A slightly different kind of album from Woody Herman's usual style of music. The title song, "Sings for Big Lovers," is a good example of the kind of music that the band usually plays. The sound is clear and the liner notes provide a nice overview of the band's sound.

**Reviews and Ratings in New Albums**
it's already taken off...

...and is soaring to new heights

Harry Marshard and his orchestra

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23 of the most-often-requested dance numbers at America's most-famous resorts! Recorded in brilliant fidelity by Peter Bartok.

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TORONTO—Canadian Music Sales Corp., Ltd., 444 Bay St.

COLORADO
DENVER—Another Distributing Co., 2240 9th Ave.

CONNNCTICUT
EAST HARTFORD—Eastern Record Dist., 26 Clark St.

FLORIDA
MIAMI—The Funk Distributing Co., 2214 S. W. Eighth St.

GEORGIA
TUTTLE—Southeast Record Distributing Company.

ILLINOIS

MARYLAND
BALTIMORE—Magid Distributing Co., 629 West Baltimore St.

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MICHIGAN
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JACKSON—Mississippi Record Dist., P. O. Box 284.

MISSOURI

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LINCOLN—Artistic Supply Co., 112 South 16th St.

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OHIO
CINCINNATI—A. & I Distl. Co., 1000 Broadway.

OKLAHOMA
TULSA—Sparrow Distributing Co., 1148 South Union Ave.

ONTARIO
BUFFALO—H. W. Dally Co., 314 East 11th St.

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Reviews and Ratings of New Popular Albums

Continued from page 30

corded well and should have a moderate success.

FRENCH POST CARDS $1.00 each (1-12)

The French approach islavish on a postcard with equally familiar, and others of a traditional folk style. Both styles have
their own"taste. Singing. Selections include "Belloda la Chocolat," "Trinite" and "Loves and Marriage."

ON THE ROAD WITH ROCK AND ROLL $5.00 each (1-12)

A study of America the hard way. The road and city with some original material perhaps the best
road songs ever recorded. "Walking the Floor Over You" and "Just Born" are notable.

ROCK 'N ROLL EA FRANCAISE $5.00 each (1-12)

Roland Rock (1-12)

Rock and roll, as interpreted by French label. Roland Rock may have some currency value for fans and collectors of old-timers. Rock and roll have much appeal to U.S. rock and roll fans. "Walking the Floor Over You" and "Just Born" are notable.

JULIET CALLING AT THE SWAN CLUB $5.00 each (1-12)

JAC Record Co., 5031. S. 12th St. $2.00 each (1-12)

A very good selection of material with a slightly different sound. Both the records sound for fans and collectors of old-timers. Rock and roll have much appeal to U.S. rock and roll fans. "Walking the Floor Over You" and "Just Born" are notable.

THE FRENCH TREASURY OF FOLK SONGS $10.00 each (1-12)

Michel Miller Osh and Charles (1-12)

Grande Ballad material available in several forms on other Golden discs. One or two
volumes are great values. Fine performance, sound and

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Children's

THE FRENCH TREASURY OF FOLK SONGS

Michel Miller Osh and Charles (1-12)

Grande Ballad material available in several forms on other Golden discs. One or two
volumes are great values. Fine performance, sound and

also list new football results in "Leads Me to the Right," "It's a Light on My Pathway," etc.

Sports Car

PHIL HILL IN HIS OWN WORDS

"What do have, with a Grand American Drive (1-12)

CARRIOL SHELBY

The Center of a Great American Racing Dynastic (1-12)

THE POST: 1956

1957

1958

The Post is facing fans, these ten disks will hold endless fascination. Relative rarity will depend on relative populari"
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"MR. LEE"
THE BOBBETTES

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"LONG LONELY NIGHTS"
CLYDE McPHATTER

1150
"HUMPTY DUMPTY HEART"
LA VERN BAKER

(If you're not sitting here, you'd better climb aboard!)

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***

Reviews and Ratings of New Popular Albums

* Continued from page 34

disks are a natural for this one. Good strong beat will keep fans tapping, whereas the slow one, "Trip on the Blues," is nifty.

SOUNDS ON PARADE: PINK MANTLE

Gustave Mantle & His Orchestra

Victor 25-561

The latest is a Victor series that includes American, British and American band music. These PA groups by the Mantle Orchestra of Paris will appeal strongly to French enthusiasts who will find them typically and excellently French. Don't write off the "Marching Band" (track one, side two).

Specialty

GEORGE J. MILLER—PENTHOREE ANNIVERSARY IN SHOW BUSINESS

1930-1955

Cotol Car 1001

Here's a powerful time for collectors and dealers with numerous older discs present and ready to be sold. Also included is a Golden Anniversary concentration at Cornelis Helfer, Sales man and staff taken together with an ever more business greats at Al Jolson, Gus Edwards, Eddie Cantor, etc. This could be a sleeper, since the bulk of it is from an oldies stock. It's a blend of the ral-old hits of up-oped TV shows to plug the shows.

The HOPPINTON MUSIC FESTIVAL

COUCERT

Various artists (1947)

August 15, 1955

A very fine musical jury. This is a recording of an actual concert given at the Hoppington Music Festival in Connecticut, a tradition started by a group of college students and held on a university campus. It seems to be an annual event and it's a good one. The arrangements are excellent, and the program includes such favorites as "St. Louis Blues," "Hymn to Columbia," and "The Star-Spangled Banner."

BEST OF FOX

Rex Font (1-27)

Dated 1/20, 1934

This is a fine package, a hit in a new Fox Font series, spectacular embroidery of a set of records by a famous American artist. Particularly recorded for the sake of the music is the "Saxophone Serenade," a beautiful version of the "Serenade Serenade." The orchestra is fine, and the singing is excellent. Would be a natural for "Old Town Blues." Also included are such favorites as "The Blues Serenade," "The Wolf" and "The Fox Trotter."

COLLEGE DRINKING SONGS

ABC-Paramount 201

The entire set, with stories directed by Frank Heitz, features a set of records by a group of college students. Included are such favorites as "Blues From The Pea," "The Wolf Serenade" and "The Fox Trotter." The orchestra is fine, and the singing is excellent. A worthy pickup to Fox Font's collection of "College Drinking Songs."

SEPTEMBER, SEPTEMBER

ABC-Paramount 202

The entire set, with stories directed by Frank Heitz, features a set of records by a group of college students. Included are such favorites as "Blues From The Pea," "The Wolf Serenade" and "The Fox Trotter." The orchestra is fine, and the singing is excellent. A worthy pickup to Fox Font's collection of "College Drinking Songs."

International

MOUSSONI OF AUSTRIA

Various artists (1947)

April 12

Charm—sweetheart—she has it all. The music contains various songs by well-known Hungarian bands, including "Rosabud," "Czardas," etc., and is played clearly by an orchestra. Some of which have been presented on previous Moussoni packages before, such as "Rosa Bud," "Czardas," etc. The orchestra contains various songs of other countries, including Hungarian, Czech and Slovakian material.' The label will feature a special package.

MOUSSONI OF AUSTRIA

Gray Los Angeles 015 (1-12)

A package similar to Los Angeles' "Austrian Moussoni" (Continued on page 41)

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Mr. Bear
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1980
HOLD ON BABY
Mr. Bear
Record No. 127-B
1980
PLEASE COME BACK DARLING
Joe Colombo
Record No. 131-A
1980
LOVE YOU ALL THE TIME
Joe Colombo
Record No. 131-19-B
1980
SITTIN' ON TOP OF THE WORLD
Jerry Mar
Record No. 131-19-C
1980
BROKENHEART HEART IN TOWN
Jerry Mar
Record No. 131-19-D
1980
ZIPPIE ZIPPY
The Empires
Record No. 131-19-E
1980
STOP DRIVIN', START DRIVIN'
Bert Keyes
Record No. Amp-3-19-F
1980
TOO WEAK TO STOP THE TREND
Bert Keyes
Record No. Amp-3-19-G
1980

POLKA
STAN WESOLOWSKI
THE POLKA CRISP
81-38

ABC-Pentagon ANC-924
Popular ABC-TV polka master's second LP is a cut above the others. Bright, colorful cover is fine for children, and its size makes it a good companion to the earlier one. Not for the Polka lover, except for that fine young polka band from the Midwest, they're just what the doctor ordered.

CHICAGO POLKAS
73

This disc is a bonus on the Midwest, with some fine polka work from Michigan, and an additional bonus disc that should do business in the Midwest and South.

The reviews and ratings of new classical albums are in the next section.

The reviews and ratings of new jazz albums are in the next section.

The sales and management reports for the new month are presented in the next section.

The financial reports for the new month are presented in the next section.

The chart of the popular records is presented in the next section.

The chart of the jazz records is presented in the next section.

The chart of the country records is presented in the next section.

The chart of the rhythm and blues records is presented in the next section.

The chart of the novelty records is presented in the next section.

The chart of the children's records is presented in the next section.

The chart of the religious records is presented in the next section.

The chart of the educational records is presented in the next section.

The chart of the comedy records is presented in the next section.

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The chart of the educational records is presented in the next section.
THE SENSATIONAL SAX AND SOUND OF FREDDY MARTIN AND HIS ORCHESTRA

SWEET AFFECTION Vocal by Ralph Anthony and The Ensemble

CA C'EST L'AMOUR from the MGM motion picture "Les Girls" Vocal by Johnny Cochran

NOW ON Capitol RECORDS RECORD NO. 3795
<table>
<thead>
<tr>
<th>No.</th>
<th>Artist</th>
<th>Song</th>
<th>Label</th>
<th>Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Tammy</td>
<td>&quot;Love Letters in the Sand&quot;</td>
<td>Mercury</td>
<td>6</td>
<td>18</td>
</tr>
<tr>
<td>2.</td>
<td>Diana</td>
<td>&quot;Around the World&quot;</td>
<td>Argo</td>
<td>4</td>
<td>13</td>
</tr>
<tr>
<td>3.</td>
<td>White Silver Sands</td>
<td>&quot;Fascination&quot;</td>
<td>Coral</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>4.</td>
<td>Love Letters in the Sand</td>
<td>&quot;Second Ten&quot;</td>
<td>Verve</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>5.</td>
<td>Love Letters in the Sand</td>
<td>&quot;Third Ten&quot;</td>
<td>Imperial</td>
<td>5</td>
<td>15</td>
</tr>
</tbody>
</table>

**Top Tunes**

- "There's a Gold Mine in the Sky" by C. Kenny-M. Eddy-Published by Bruice (ASCAP)
- "Honeycomb" by Bob Marcows-Published by Hawthorne Music (ASCAP)
- "Teddy Bear" by Roy Hanson-Bert Lee-Published by Gladys Music (ASCAP)
- "In the Middle of an Island" by Frank & Acquavilla-Published by Music Sales
- "That'll Be the Day" by Jerry Allison-Buddy Holly-Published by NorVa-Juk Music Co.
- "Whole Lotta Shakin' Goin' On" by D. Williams-S. David-Published by Murf (BMI)
- "Bye Bye Love" by R. Bryant-Published by Acuff-Rose (BMI)
- "Love Me to Pieces" by Steven Alex-Published by Vee Jay (BMI)
- "Stardust" by Harry Connick-Published by Mills (ASCAP)
- "Whispering Bells" by K. Lowery-C. Quick-Published by G-Fawkes (BMI)

**Honor Roll of Hits**

- "Love Letters in the Sand" by Kenney, C. Kenney & C. Conn-Published by Bruice (ASCAP)
- "Around the World" by Yoko Ono-Published by Victor Young Publishing Co.
- "Fascination" by J. Viarengo-Published by Southern Music (ASCAP)
- "Second Ten" by S. Williams & R. Allison-Published by Korwin Music (ASCAP)
- "Third Ten" by S. Williams & R. Allison-Published by Korwin Music (ASCAP)

**Trade Mark Reg.**

- "THE NATION'S TOP TUNES" for survey week ending August 31

---

**WARNING:** The title "HONOR ROLL OF HITS" is a registered trade-mark and the Logos of the Hits has been copyrighted by The Billboard. Use of either may not be made without the Billboard's consent. Requests for such remuneration should be submitted in writing to the publishers of The Billboard at The Billboard, 1145 Broadway, New York 15, N.Y.
THIS MAN HAS
JUST SEEN THESE
NEW COLUMBIA ACCESSORIES
IN YOUR STORE

Columbia offers your music-loving customers more wonderful protective
accessories than any body! It's like electric trains. Show an enthusiast one
gadget—he won't stop till he's bought them all! An ingenious new "Disc
Jockey" to store and catalogue 45 rpm records! Smartly styled carrying
cases that store and protect records! Sable-soft brushes! Electrostatic sprays!

Cloths, needles, racks—everything your customers need for complete
record protection. Gain your share of extra profits from these new
Columbia accessories. Ask your Columbia Distributor to give you
complete information about starting an accessories counter in your
store!

FABULOUS NEW DISC JOCKEY. At last—an easy way to store and cata-
logue 45 rpm records! Holds 90 7-inch records, in only 15 inches in diam-
eter. Locator on top is keyed to records. Rotor on bronze ball-bear-
ing for selection ease. Steel-posed, feather-light! Available in White with
Gem Blue, Glory Red, or Velvet Black trim. Make this long-needed
innovation the center of your accessories display—watch it catch every
customer's eye!

Make the most of Columbia Records colorful Hi-Fi for
Era promotion—new feature advertised in Harper's, Esquire,
The New Yorker, Saturday Review. Ask your Columbia
Distributor for special promotion, display materials

COLUMBIA ACCESSORIES

A.D.D.—COMPLETE Hi-Fi INSUR-
ANCE. "Accessory Introductory Display" contains everything your
customers need to clean and protect valuable records 45 rpm spin-
dles, electrostatic cloths, electro-
static sprays, sable-tipped record brushes, record racks. High-profit,
high turnover items every record customer needs! Skipper ezbon
becomes compact display that takes
up almost no counter room at all!

RECORD RACKS LIKE GLOSS-
ING BRASS. Dazzle your cus-
tomers with the luster of these
beautifully designed record racks,
—built to hold both 7" and 12"
records 40- and 30-record capacity.
Support jacked-end records without
warping or pitching. Lustrous,
lacquered for lasting beauty!

SMART RECORD-CARRYING
CASES. America's most beautiful
record-carrying cases—perfect for
partygoers, weekenders, travel-
ing and storage. Three sizes for
77, 10" and 12" records; each holds
50-60 records. Individually, Avail-
able in blue and white, check-out
and grey, black and grey, grey and
red, brown and tan.

Take advantage of Columbia Phonograph new
"Listening to Depth" campaign featuring the ex-
citing new 1958 Columbia Phonograph line with
D.E.P., Full-color ads all fall long in LIFE, The
New Yorker, local newspapers, plus local TV and
radio spots. Get free promotion and display ma-
terials from your Columbia Distributor now.
**BEST SELLERS**

- THE FOUR LADS  
  THE EYES OF GOD  
  b/w  
  HIS INVISIBLE HAND  
  With RAY ELLIS and His ORCHESTRA  
  4-40974

- TONY BENNETT  
  IN THE MIDDLE OF AN ISLAND  
  b/w  
  I AM  
  With RAY ELLIS and His ORCHESTRA  
  4-40965

- JILL COREY  
  LOVE ME TO PIECES  
  From the Westinghouse Studio One Summer Theatre Production "Love Me to Pieces"  
  b/w  
  LOVE  
  With JIMMY CARROLL and His ORCHESTRA  
  4-40955

- JOHNNY MATHIS  
  CHANCES ARE  
  b/w  
  THE TWELTH OF NEVER  
  With RAY CONNIFF and His ORCHESTRA  
  4-40993

- 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  
  4-40988

- PERCY FAITH  
  TILL  
  THE LAST DANCE  
  4-40826

---

**MICH MILLER**

On September 18, Mitch will personally conduct the national premiere of THE BOWERY GRENADES on the eagerly awaited CBS Television Show, "The Big Record." The song is based on a 100-year old Volunteer Fireman's favorite, and the saleworthy presentation of Mitch lends it that thinking in terms of "The Yellow Rose of Texas" sales times ten! Can't wait for now, to get the full impact of its coast to coast television introduction! Flip side is a bright collaboration of Alec Wilder and Hugh Martin, model summer programming for the imaginative deejay.

- THE BOWERY GRENADES  
  b/w  
  WHISTLE STOP  
  From "New England Suite"  
  MITCH MILLER and His ORCHESTRA and CHORUS  
  4-40999

---

**THE SURE-FIRE HITS, ARE ON THE HOTTEST COMPANY IN THE BUSINESS**

- "Columbia" Reg.
Best Sellers in Stores

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

Most Played by Jockeys

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

FOR
SURVEY WEEK
ENDING
AUGUST 31, 1957

FOR
SURVEY WEEK
ENDING
AUGUST 31, 1957
Patti Page

Sings and Swings a Great Rhythm Side

My How The Time Goes By

MERCURY #71189

Written by
Carolyn Leigh and Cy Coleman

EDWIN H. MORRIS & CO., INC.
31 West 54 St., NYC, NY
AGAIN AGAIN AGAIN AGAIN AGAIN PROVEN HIT MAKERS

THE PLATTERS

ONLY BECAUSE*

AND

THE MYSTERY OF YOU*

MERCURY 71184

*A BILLBOARD SPOTLIGHT HIT
the hits are on

**Jubilee**

**Don Rondo**
**THERE'S ONLY YOU**
h/w **FORSAKING ALL OTHERS**
**WHITE SILVER SANDS**

**Della Reese**
**AND THAT REMINDS ME**

**Bill Darnell**
**RAINBOW**

**Big Al Sears**
**AROUND THE WORLD**
h/w **FASCINATION**

**Dion and The Timberlanes**
**THE CHOSEN FEW**

**Don Lee**
**ECHO, ECHO, ECHO**

**The Paragons**
**LET'S START ALL OVER AGAIN**

**Newly Released**

**Jubilee**

Product of Jay-Ge Records

---

**Top 100 Sides**

This is a tabulation of dealer unit sales listed according to the specific side requested by curators. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, not records. The fact, together with larger firms' 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."

<table>
<thead>
<tr>
<th>Position</th>
<th>Song, Artist, Label</th>
<th>Sales Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. TAMMY, Debbie Reynolds, Coral</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>
TED NEWMAN
and his sensational hit
PLAYTHING
THE MOST
Copied Original
Record On The Charts
B/w UNLUCKY ME - REV 3505

The New HOT Label
REVERE RECORD CORPORATION
3703 N. 7th ST., PHOENIX, ARIZ.
AM 5-2551
MOVING FAST!

AMES BROTHERS WITH HUGO WINTERHALTER'S ORCHESTRA
MELODIE D'AMOUR ("SHOO SHOO LITTLE BIRD") c/w SO LITTLE TIME 47/20-7046

TONY MARTIN
SCUSAMI c/w AT LAST 47/20-7007

GAIL DAVIS (TV's ANNIE OAKLEY)
WHY NOT SAVE SUNSHINE c/w POOR LITTLE HEART 47/20-7043

THE MELACHRINO ORCHESTRA 47/20-7027
MY HEART REMINDS ME c/w WHATEVER LOLA WANTS (FROM THE MUSICAL PRODUCTION "DAMN YANKEES")

America's favorite speed... 45 RPM
RCA VICTOR
**ATCO HITS!**

**Smash No. 1**
"MY BABY COMES TO ME" (The Coasters)

"IDOL WITH THE GOLDEN HEAD"

**Smash No. 2**
"IF I SHOULD loose YOU" (Guitar Slim)

"IT HURTS TO LOVE SOMEONE"

**Smash No. 3**
"SHIVER AND SHAKE"

"ROCK AND ROLL BLUES"

Lindia Hopkins

**Smash No. 4**
And still going strong

"SEARCHIN'"

"YOUNG BLOOD"

The Coasters

**ATCO HITS!**

**ATCO HITS!**

"ROCK & ROLL"

"THE BIGGEST SMASH OF THE YEAR!"

Checker (673)

"HAPPY, HAPPY BIRTHDAY, BABY"

THE TUNE WEavers

CHECKER RECORD COMPANY

2130 SOUTH MICHIGAN

CHICAGO, ILLINOIS

ALL PHONES: CA 3-2770

Frank Virtusco & His Men of Virtue

"I'M GOING HOME"

1028

"MY CONSTANT LOVE"

Phil Moore & The Chords

"LITTLE ANGEL"

By 101A

"MY BABY & ME"

THE RELIABILITY OF RECORD PRESSING

"This is a report of the..."
ANOTHER SMASH FROM

THE

EVERLY BROS

wake up little susie

and

maybe tomorrow

cadence 1337

Review Spotlight on...

POP RECORDS

THE EVERLY BROTHERS...Cadence 1337...Wake Up Little Susie

cadence

40 East 49th Street, New York City, N.Y.

The Billboard, September 2, 1957
**Tips on Coming Tops**

**This Week’s Best Buys**

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

**CHANCES ARE** (Karin, ASCAP)—Johnny Mathis—Columbia 40993

Latest by the artist is really taking off. All markets report very strong sales. Flip is “I Gave My Love a Cherry,” (Empress, ASCAP). A previous Billboard “Spotlight” pick.

**LIPS OF WINE** (Mattin, BMI)—Andy Williams—Cadenza 1330—This in release only a short period, demands for the disk are already strong with all markets reporting heavy sales. Flip is “Straight From My Heart,” (Thompson, BMI). A previous Billboard “Spotlight” pick.

---

**Recent Pop Releases Coming up Strong**

**FOR SURVEY WEEK ENDING AUGUST 31**

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

**Black Slacks** — The Sparkletones

(BMI) ABC-Paramount 9637

**Don Voyage** — Janice Harper

(BMI) Freg 111

**In the Middle of an Island** — Tennessee Ernie Ford

(ASCAP) Capitol 3762

**Just Between You and Me** — Chordettes

(BMI) Cadence 1330

**Lasting Love** — Sal Mineo

(BMI) Epic 6227

**Lotta Lovin** — Gene Vincent

(BMI) Capitol 3763

**My Heart Reminds Me** — Kay Starr

(ASCAP) BCA Victor 6681

**You’re My One and Only Love** — Ricky Nelson

(ASCAP) Verve 10070

---

**MONEY-SAVING SUBSCRIPTION ORDER**

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

**PROMOTION ENDED**

**Name**

**Occupation or Title**

**Address**

Zone State

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
FRANK SINATRA
with orchestra conducted by
NELSON RIDDLE

with two new smash hits from
his starring Paramount motion
picture "The Joker is Wild"

CHICAGO

ALL THE WAY

record no. 3793


BEST SELLERS!

THE "S" THINGS

ROYAL

King 5053

BILL DOGGETT

SHINDIG

h/w

HAMMER HEAD

King 5070

EARL BOSTIC

JUST TOO SHY

King 5071

DONNIE ELBERT

WHAT CAN I DO

Deluxe 6125

TINY TOPSY

AWI SHUCKS BABY

Federal 12302

THE CUYTONES

OOH BOP SHA BOO

Deluxe 6144

THE MIDNIGHTERS

LET 'EM ROLL

What Made You Change Your Mind

Federal 12305

GIVE YOUR PROFITS A BIG BOOST WITH BILLBOARD'S

SALES BOOSTER KITS

... they can help you sell more records and equipment!

This twice-a-month display poster service brings you:

- "Big Play" Pop Album Posters...
- "Big Play" Jazz Album Posters...
- "Big Play" Country Album Posters...
- "Big Play" Rock n Roll posters...
- "Big Play" Teenie Album Posters...

This colorful space saving poster service not only draws attention but sells more records!

And you save up to 50% on this special offer

By investing as little as 25c a week you can start building your profits right away. Under this special arrangement after six months you will own all your records.

GIVE TO DAMON RUNYON CANCER FUND

(Continued on page 69)
YESTERDAY’S TOPS—A world record as reported in the Billboard Music Popularity Charts

SEPTEMBER 13, 1947

1. That’s My Desire
2. Near You
3. I Wonder Who’s Kissing Her Now
4. Smoke, Smoke, Smoke (That Cigarette)
5. Pendin’ and Fightin’
6. Half as Much
7. Do My Boogie
8. I Went to Your Wedding
9. Wake My Baby Back Home
10. Meet Me Callaghan

Left week that all WUCE (WUCE) station would be inundated with the name as soon as it becomes available locally.

SCREEN STUCK SPINNERS: Hollywood is becoming increasingly aware of jockeys as plot material. A new movie, “City Term,” features a New York character who helps solve a murder case. Producers are using calls letter of real-life Manhattan station WNEW in films. Mean-while, the crew at KNX, Hous- ton, was picked as one of seven appear in a new Universal International movie “Once Upon a Horse.” Quantity-wise the new jockeys’ syndicate is in the lead, with 19 jocks playing themselves in the series. Nearly includes Howard Allen, WIND, Chicago, Dick Clark, WFLD, Philad., Dick Whittington, KMFD, Los Angeles, Ed Bonner, WXON, St. Louis, Jerry Lee, WPAS, Philadelphia, Sandy Singer, WTCH, Minneapolis, Jock Hudson, WPST, Key West, Sandy, CEYR, Trenton, Gerry Mc Coy, CKOY, Ottawa, Ray Forsyth, KQKJ, Kansas City, Joe Smoot, WDWA, Boston, Joe Finson, KYW, Cleveland, Mel Grant, WWJ, Washington, Zena Steen, WAKO, Atlanta, Bob Nynberg, WVMH, Cleveland, Jack Passow, BI, London, Jack Jackson, ITY, London, Chris Howell, West End, Danette Hundo- falk, Cologne, Germany, Werner Gotte, Bayeise Hundtch, Munich, Germany.

Chuck McPherson, ex-spin- ner at WJAT, Swindon, Ga., joined WINS in State- boro, Ga., last month. . . . Gaye Andrews appointed program director of WEDM, Flintburg, Mass. New jock at KETT, Befla, Ms., is Chuck Anderson, Jere Johnson, WMAJ, Youngstown, Ohio. . . . Jim Ford has moved from WJZ, Buffalo, to the office of Em- pire Broadcasting, N. Y., to WOKO, Albany, N. Y. . . . Film, WYON, Witcher, R. I., recently celebrated his fifth anniversary in the business. . . . The story is that he is now program director as well as deep- sea.

THE PONT-TAUN

Al (Ted) and Jim (Eddy) Bobb-Scribner, a pianist in the Benson opera house, and a member of the Benson orchestra.

DAN BELLERD

High Tide Band

The Good Life

This week’s hit, with chorus. Watch this one. It has a fast beat with a beautiful blend of style and discipline quality, and a strong air support with a smooth blend of the chorus. (Cleveland, O.)

DURMA ZO

Diplomatic Loves

TheGood Life

ABC-Paramount 9001—A pleasant tune, with a delightful melody. Lyric: Lydie M. Davis, (BMI)

CANNON, T.

THE LONE WLINGER

This week’s hit, with chorus. It has a soft beat and a pleasant melody, but larger share of the disk will probably go to the (Ep.)

THE REVIEW OF NEW POP RECORDS

Continued from page 35

THE CHERL BROWN

 rented an old farm house and barn and turned it into a recording studio.

By Jimmy Taylor and The Backers—1619

The Cash Box

A great new one... "TERRY DEAN"

The Cash Box Award Of The Week From The Billboard

AUGUST 13, 1957

FERRY DEAN

Terry Deang

The Cash Box Radio and Greeting Orange County, Calif.

The Cash Box

A great new one... "TERRY DEAN"

The Cash Box Award Of The Week From The Billboard

SON OF THE SOUTH

FRANKIE AVALON

"A HAT IS MADE ON

A great new voice... "TERRY DEAN"

A great new song... "SMASH HIT!"

FRANKIE AVALON

"OH OH OH DREAM BOY"

Jake Gall, for an oldie-rocktail, with a good melody quality. (Magna Music, BMI)
FOLK TALENT & TUNES

BY BILL SACHS

Around the Hunt

Fred Maddox, of Maddox Brothers and Rose, is working the Copa Club in Pomona, Calif., while Cal and Rose continue with Cliffie Stone's Saturday night TV show and dance in Los Angeles. And they tell us that the three are currently on tour delivery on four new Cadillacs to haul their unit and sets on tour.

- Recent features at Ralph Hicks' Jubilee Ballroom, Baldin Park, Calif., on the Friday and Saturday shows and dances are Betty Leather, Ward Lewis, Wyman Stewart, Dickey Miller, Josi Shichlys and the Johnny Meadley band. Name guests are spotted each week.

- An article titled "All Dressed Up," by Red Foley, covering three pages and tied with a color photo of his nite, was featured in a recent edition of the Sunday radio-television magazine section of the New York Herald Tribune.

Harold Cohen, attorney and former talent agent, has been appointed permanent operating representative of Crossroads TV Productions, according to the agent, William Foster. Cohen, who paid his first visit to the Orioles last weekend, will be a part of the Springfield, Mo., firm's stepped-up efforts to bring still another new TV show to the Crossroads shop.

Rocky Star and the All-Stars have completed a trip to the area of Illinois, Missouri and Iowa out of Keithuk, la. . . Abbie Neal recently made his first "Country Music Jubilee" appearance in Springfield, with frequent gal guest, New York TV songstress, Betty Leather, and the Country Blues Boys band and the Marksmen will take part in the series.


### C&W Best Sellers in Stores

**FOR SURVEY WEEK ENDING AUGUST 31**

Records are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers through the active with a high volume of sales in country and western records. When significant action occurs on both sides of a record, prices are combined to determine position on the chart. In such cases, both sides are listed in bold type, the leading side on

| 1. WHOLE LOTTA SAKIN' COIN ON (BMI) | 3  | 12 |
| 2. TEDDY BEAR (ASCAP) - Elton John | 1  | 11 |
| 3. LOVING YOU (BMI) - Vic 20-7000 | 2  | 11 |
| 4. BYE BYE LOVE (BMI) - Eyvind Brothers | 1  | 17 |
| 5. WHO'S IN THE HOUSE (BMI) - Vic 18-171 | 1  | 13 |
| 6. FRAULEIN (BMI) - Bobby Helin | 1  | 17 |
| 7. DEACON BLEUER (BMI) - Vic 20-9884 | 1  | 15 |
| 8. FIND ME A BLUEBIRD (BMI) - Marvis Rainwater | 1  | 15 |
| 9. YOU'VE Got Time (BMI) - M-G-M 12413 | 1  | 15 |
| 10. THE REBELS (BMI) - Jim Reeves | 1  | 15 |
| 11. I Know You and You Know (BMI) - Vic 40-6284 | 1  | 15 |
| 12. FALLN STAR (BMI) - Jimmy Newman | 1  | 15 |
| 13. DON'T BE A JERK (BMI) - Vic 20-9884 | 1  | 15 |
| 14. PLEASE DON'T BLAME ME (BMI) - Col 40993 | 1  | 15 |

**C&W Territorial Best Sellers**

City-by-city listings are based on reports received from top country and western dealers and take into account changes each of the market trends.

**Birmingham**
- 1. Who's In The House (BMI) - Vic 20-9884
- 2. Who's In The House (BMI) - Vic 20-9884
- 3. Who's In The House (BMI) - Vic 20-9884
- 4. Who's In The House (BMI) - Vic 20-9884
- 5. Who's In The House (BMI) - Vic 20-9884
- 6. Who's In The House (BMI) - Vic 20-9884
- 7. Who's In The House (BMI) - Vic 20-9884
- 8. Who's In The House (BMI) - Vic 20-9884
- 9. Who's In The House (BMI) - Vic 20-9884
- 10. Who's In The House (BMI) - Vic 20-9884

**Nashville**
- 1. Who's In The House (BMI) - Vic 20-9884
- 2. Who's In The House (BMI) - Vic 20-9884
- 3. Who's In The House (BMI) - Vic 20-9884
- 4. Who's In The House (BMI) - Vic 20-9884
- 5. Who's In The House (BMI) - Vic 20-9884
- 6. Who's In The House (BMI) - Vic 20-9884
- 7. Who's In The House (BMI) - Vic 20-9884
- 8. Who's In The House (BMI) - Vic 20-9884
- 9. Who's In The House (BMI) - Vic 20-9884
- 10. Who's In The House (BMI) - Vic 20-9884

**New Orleans**
- 1. Who's In The House (BMI) - Vic 20-9884
- 2. Who's In The House (BMI) - Vic 20-9884
- 3. Who's In The House (BMI) - Vic 20-9884
- 4. Who's In The House (BMI) - Vic 20-9884
- 5. Who's In The House (BMI) - Vic 20-9884
- 6. Who's In The House (BMI) - Vic 20-9884
- 7. Who's In The House (BMI) - Vic 20-9884
- 8. Who's In The House (BMI) - Vic 20-9884
- 9. Who's In The House (BMI) - Vic 20-9884
- 10. Who's In The House (BMI) - Vic 20-9884

**Richmond, Va.**
- 1. Who's In The House (BMI) - Vic 20-9884
- 2. Who's In The House (BMI) - Vic 20-9884
- 3. Who's In The House (BMI) - Vic 20-9884
- 4. Who's In The House (BMI) - Vic 20-9884
- 5. Who's In The House (BMI) - Vic 20-9884
- 6. Who's In The House (BMI) - Vic 20-9884
- 7. Who's In The House (BMI) - Vic 20-9884
- 8. Who's In The House (BMI) - Vic 20-9884
- 9. Who's In The House (BMI) - Vic 20-9884
- 10. Who's In The House (BMI) - Vic 20-9884

### This Week's C&W Best Buys

**GIVE MY LOVE TO ROSE (Knox, BMI)**

**HOME OF THE BLUES (Hi-Lo, BMI)-Johnnie Cash—Sun 279.** The artist, who consistently makes it appear to have a two-sided hit. Requests are about even at this point. All of the top markets report that the platter is moving well. A previous Billboard "Spotlight" pick.

### FOLK TALENT AND TUNES

Continued from page 96

- At Tyler, Tex., September 19, 21, and September 23, a work shop
- At Fort Smith, Ark. by a noted rodeo attraction at Fort
- At Jacksonville, Fla., an artist, who resides in Jacksonville, Fla., is known on the air and worked in promotion in Florida for the Jim Denny Artist Bureau, Inc.
- At a recording artist, who resides in Jacksonville, Fla., is known on the air and worked in promotion in Florida for the Jim Denny Artist Bureau, Inc.
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### Continued on page 97
two heap great c&w ballads!

JEAN SHEPARD

IT SCARES ME HALF TO DEATH.
ACT LIKE A MARRIED MAN
record no. 3796

Most Played C&W by Jockeys

<table>
<thead>
<tr>
<th>Side</th>
<th>Artist</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>BYE BYE LOVE—Everly Brothers</td>
<td>Cadence 1113 (BMI)</td>
</tr>
<tr>
<td>2.</td>
<td>FRAULEIN—Bobby Helms</td>
<td>Teldec 1016 (BMI)</td>
</tr>
<tr>
<td>3.</td>
<td>FOUR WALLS—Jim Reeves</td>
<td>Vee Jay 20104-9 (BMI)</td>
</tr>
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<td>4.</td>
<td>FALLEN STAR—Jimmy Newman</td>
<td>Dot 10784 (BMI)</td>
</tr>
<tr>
<td>5.</td>
<td>MY SHOES KEEP WALKING BACK TO YOU—Bay Price</td>
<td>Columbia 37757 (BMI)</td>
</tr>
<tr>
<td>6.</td>
<td>TANGLED MIND—Hank Snow</td>
<td>Vic 14395 (BMI)</td>
</tr>
<tr>
<td>7.</td>
<td>WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis</td>
<td>Sun 206 (BMI)</td>
</tr>
<tr>
<td>8.</td>
<td>GONNA FIND ME A BLUEBIRD—M. Rainwater</td>
<td>M-G-M 4112 (BMI)</td>
</tr>
<tr>
<td>10.</td>
<td>TEDDY BEAR—Elvis Presley</td>
<td>Vit 19100 (ARCAP)</td>
</tr>
<tr>
<td>11.</td>
<td>TWO SHADOWS ON YOUR WINDOW—Jim Reeves</td>
<td>Columbia 37970 (BMI)</td>
</tr>
<tr>
<td>12.</td>
<td>MISSING YOU—Wesley Pierce</td>
<td>Del 30321 (BMI)</td>
</tr>
<tr>
<td>13.</td>
<td>HONKY GIRL—Hank Locklin</td>
<td>Vic 0195 (BMI)</td>
</tr>
<tr>
<td>14.</td>
<td>MY ARMS ARE A HOUSE—Hank Snow</td>
<td>Vic 20521 (BMI)</td>
</tr>
<tr>
<td>15.</td>
<td>TEENAGE DREAM—Marty Robbins</td>
<td>Cath 20077 (BMI)</td>
</tr>
</tbody>
</table>

Review Spotlight on...

C&W Records

ERNST TUBB
Go Home (Tubb, BMI)
My Treasure (Hi Lo, BMI)—Decca 30452—Tubb pours meaning into the lyrics of "Go Home," an attractive, philosophical honkytonker. The strong reading against instrumented piano and guitar backing will attract, and with "Treasure," the flip, it is also in the honky-tonk vein, but at a slightly faster pace. Both sides can win.

SUNNY JAMES
Love Conquers (Central Songs, BMI)
Mighty Lovable Man (Big "D," BMI)—Capitol 3792—James comes on strongly with his sensitive treatment of "Love," a pretty ballad with rhythm backing and a chorus assist. Flip, "Mighty Lovable Man," is a mild rockabily with modern harmonies and has bright guitar and chorus backing. Flatter can also attract coin in pop marts.

STONEWALL JACKSON
A Broken Heart, a Wedding Band (Tubb, BMI)
(You're Right) I Need You Real Bad (Starrite, BMI) Columbia 40997—Powerful selling by Jackson on "Broken Heart," a weeper really satisfies. The artist has done well with his last effort, "Don't Be Angry," appears a good bet to score here. Flip, "I Need You," is a bright weeper attractively presented against instrumented hill backing.

Reviews of New C&W Records

SONNY JAMES
Love Conquers—Sunny James
Crest 192—Showing tremendous promise of a ballad with strings backing another attractive side, and can pull both country and pop backing. (Central, BMI)

Mighty Lovable Man—Sonny James
Crest 194—Handy little country number. Backing features a bright guitar with a strong fiddle part. Might attract. (Big "D," BMI)

CARL BUTLER
City You First, City
Columbia 40649—Wax is in a poppin vein with piano keyboards and prominent guitar prominence. Medium-fast weeper is delivered nicely and could go well. (Columbia, BMI)

Starry Eyed—Butler
Crest 195—Attractive selling by Butler on a medium-fast honky-tonk with guitar and piano backing featured. Safe may attract. (Central, BMI)

SLEEPY LA BEFF
At The Time—MERCURY 31179
Hard driving rockabilly side, with La Beff doing well on feature, an intense, charming vocal. Could go pop. (Columbia, BMI)

Essence—La Beff
Charted as a pop, Columbia, BMI

JUNE HALL TRIO
She's Telling Me the Same Thing—Capitol 27085— migrant treatment of an unimportant honky-tonk is strongly read against usual hill back-

SMASH HIT
"WHOLE LOT OF SHAKIN' GOING ON"
"IT'LL BE ME"
JERRY LEWIS
EAST 537
**R&B Best Sellers in Stores**

FOR SURVEY WEEK ENDING AUGUST 31

*Records are ranked in order of their correct national selling importance at the peak of their chart positions.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Peak Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>&quot;Whole Lotta Shakin' Goin' on&quot; (BMA)</td>
<td>Ike &amp; Tina Turner</td>
<td>Vee Jay</td>
<td>6</td>
</tr>
<tr>
<td>2.</td>
<td>&quot;Twelfth Street Rag&quot; (BMA)</td>
<td>Count Basie</td>
<td>Dial</td>
<td>2</td>
</tr>
<tr>
<td>3.</td>
<td>&quot;Love Me Tender&quot; (BMA)</td>
<td>Elvis Presley</td>
<td>RCA Victor</td>
<td>3</td>
</tr>
<tr>
<td>4.</td>
<td>&quot;Mr. Lover Lover&quot; (BMA)</td>
<td>DorothyBecause</td>
<td>Capitol</td>
<td>4</td>
</tr>
<tr>
<td>5.</td>
<td>&quot;Young Blood&quot; (BMA)</td>
<td>Bobby Darin</td>
<td>Atco</td>
<td>5</td>
</tr>
<tr>
<td>6.</td>
<td>&quot;I'll Be Your Baby&quot;</td>
<td>The Boogie Blues</td>
<td>Specialty</td>
<td>7</td>
</tr>
<tr>
<td>7.</td>
<td>&quot;The End of the Road&quot; (BMA)</td>
<td>Bobby Darin</td>
<td>Atco</td>
<td>8</td>
</tr>
<tr>
<td>8.</td>
<td>&quot;What's Wrong With Him&quot;</td>
<td>The Boogie Blues</td>
<td>Specialty</td>
<td>9</td>
</tr>
</tbody>
</table>

**R&B Territorial Best Sellers**

FOR SURVEY WEEK ENDING AUGUST 31

*Listings are based on late July reports and climb measurements from key rhythm and blues dealers and key box operators in the market area.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Peak Position</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>&quot;Diana&quot;</td>
<td>Paul Anka</td>
<td>ABC-Paramount</td>
<td>2</td>
</tr>
<tr>
<td>2.</td>
<td>&quot;Mr. Lee&quot;</td>
<td>Bobby Darin</td>
<td>Capitol</td>
<td>3</td>
</tr>
<tr>
<td>3.</td>
<td>&quot;Any Old Time&quot;</td>
<td>The Boogie Blues</td>
<td>Specialty</td>
<td>4</td>
</tr>
<tr>
<td>4.</td>
<td>&quot;Little Man&quot;</td>
<td>Bobby Darin</td>
<td>Atco</td>
<td>5</td>
</tr>
<tr>
<td>5.</td>
<td>&quot;Searchin'&quot;</td>
<td>Bobbe' Smith</td>
<td>Specialty</td>
<td>6</td>
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<tr>
<td>6.</td>
<td>&quot;East Coast Blues&quot;</td>
<td>The Boogie Blues</td>
<td>Specialty</td>
<td>7</td>
</tr>
</tbody>
</table>

**LITTLE LITTLE**

Keep A Knockin' (Vee Jay, BMI)

**RAY CHARLES**

Saratoga River Rock (Progressive, BMI)

**BOBBY CHARLES**

Vee Jay (Musical, ASCAP)

**BOBBY BLUE BLAND**

"Father Up the Road" (BMA)

**JOE TURNER**

I'm a Girl (Progressive, BMI)

**EDNA MCGILL**

Get the Feeling (Chappell, BMI)

**BOBBY CHARLES**

Vee Jay (Musical, ASCAP)

**THE MELODIE TUNES**

Cajun Singers (BMI)

**JOHN LEEHooker**

Vee Jay 257 — Solid selling hit by Hooker on Deep South, BMI

**DEAN PARLOW**

Thru the Years (BMI)

**JOSEPH WILLIAMS**

I'm the Smoker's Friend (BMI)

**ANDRE WILLIAMS**

The Billboard Says..."A Strong Seller!" (BMI)

**SKYLANDERS**

Of My River (BMI)
Minn. State Fair Tops Million Mark Again for New High
Pulls 1,054,484 Despite Rain 6 Days; 'West-O-Rama' Up; RAS Off $1,000

R. B. Mismatch Management Suit Seeks Ouster Of Norths, Concello

CNE Eyes New Gate Mark Despite Rain On 2 Big Days
Bob Hope Registers Excellent Biz; R-B Circus, Conklin Midway Win

TORONTO—Rain on two of its biggest days—opening Saturday and Labor Day—dax the Canadian National Fair, but the 14-day event went into Friday (5), next to closing day, teasing only 7,000 to the gate coast to the same point last year.

But officials were confident that given weather thus the closing two days, the big exhibition coast to the same point last year.

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The fair had rain and cool winds most of the opening day, but Wednesday, the first day, and on the final two days, the low-lying cloud, spurred the fair, the third day, and on the final two days, the low-lying cloud, spurred the fair.

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The far...
NEW SWITCH

Post-Labor Day Crowd Sets Record at Dayton

DAYTON, Ohio—Most fairs that run their Labor Day experience a sharp drop in patronage on that Tuesday. Not so with the Montgomery County Fair here which racked up the biggest day of its 12-day run. It was an outstanding day when actual attendance was 10,000 people. The official fair record of 11,299 was for Labor Day, 1951.

A grandstand program featuring the Lorne Barer, Tonto and Lance is credited with doing the trick by Goldie Schubert, secretary-manager of the Sunday fair. On that day, a total of 19,417 people paid to get into the fair and an estimated 20,000 came in free under 12 to see the TV Western hero and the TV dog star.

Sunday evening, the show played to a total of 7,108 people, setting a new grandstand record here. And the attendance for that day also hit a new all-time high figure.

Total attendance at the five-day fair, which ended Wednesday (4), was slightly under 29,000 on paid basis, but the big turnout of free admissions pushed it well above. A total take of $50,347 for the five days.

Jim Claydow Show went under two shows on Saturday and a CAC-Hamid revue featuring Gey Mitchell did well Sunday night.

The fair's program of harness racing was bigger than ever this year. Due to a rainout on Monday of last week, some of the events were held over until Labor Day. On that day total of 12 heats were run with 93 horses going to the post.

Dr. J. R. Hay, Ohio director of agriculture, was a guest on Saturday, dedicating the fair's new livestock area and officially opening the fair.

Coody's Amusement Company, which conducted the midway, showed its usual top billing. Total ride and show gross was sharply ahead of last year's midway and set a new mark for this midway.

Saint John Ex Survives Rain To Beat 1956

SAINT JOHN, N. B.—The Saint John Exhibition closed Saturday night (3) with a new high in total paid admissions of around 60,000. The previous year's total, somewhere around 50,000, had been Friday night.

The rain was the more notable aspect of the show and a storm cancelled afternoon midway entertainment, which manager Roy Yates pointed out.

Adult admissions went at 23 cents, and 20 cents at night, and children a straight time.

Horse racing on Wednesday (28) and Saturday (31) evenings was popular. Parimutuel betting totaled close to $75,000. Admission to the paddock area was free. Change 1.00, and $1.50 in the afternoon and 50 cents at night.

CAC-Hamid grandstand did not work in the rain on Monday nor the next afternoon. Neither did work on race nights but wound up the week with a double-header matinee Saturday.

The show was well reviewed. Tielor and sidebar, star of the show at Madison, had a real day, keeping the crowds happy.

Total paid $30,397 for the five days.

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Speedboat Ride

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MINNEAPOLIS, MINNESOTA

BRUSSELS FT. SETS SNYDER WATER FOLLIES

NEW YORK — Word was received from the Brussels World's Fair in Belgium that Sam Snyder's Water Follies will be one of the special attractions during the fair. The Comedie Francesca of Paris has held that position for three previous years.

Snyder's show will appear before a grandstand in a prominent location by Continental showman George Freeds and is expected to be a major attraction. There will be two shows daily.

Cirque of the Brussels fair are April 17 to October 19 of next year. The convention length of the month is six to eight months. The United States is not a major convention country, which explains the much longer run.

Indiana Coliseum Readies Ice Close Worlds

INDIANAPOLIS—Installation of the ice rink on the State Fairgrounds will be completed by October 1, the Indiana State Fair Board reported this week.

A progress report had been received by the board from the Barge Ice Machine Company, the engineering firm in charge of the project.

Rutland Fair Runs Close Past Seasons

RUTLAND, Vt.—No records were broken for attendance at the Rutland Fair last week, but the weather was improving and crowds were registering with the fair's best years being responded.

Opening on Labor Day drew east 19,349 on the grounds, ever enough to the record 35,000 to please all fair officials. The weather was bawling by midnight. Some rain fell; the rain was and bread after the afternoon, and is credited with discouraging the numbers of people who went into Rutland.

On the midway, the King Reid show took a big ad to proclaim its kid bargain prices for the second day of the fair. The Tuesday turnover of 16,000 was 2000 behind last year's, but the weather improved and spending was better.

Manager J. A. Porter said good attendance was assured for Wednesday, governor's day, when the major shows, bands and other business in the city was closed in favor of the fair visit of Governor Johnson and former Gov. Proctor.

Good reception was extended to the CAC-Hamid revue, which included a show ring. Five Legged Bull, Boy and Box, novelty; Charles, high trick act, Fearno, trampoliners, Victor Fontan, the Six Symphonettes, acrobats, and Millie and Millie, slapstick.

Columbus, Ind., Gets 300G Ice Skating Rink

COLUMBUS, Ind.—Construction of a 300-gallon ice skating rink will be undertaken here next spring and completed in 1959 by the Hamilton Foundation, sponsors of the project, announced last week.

Dedicated to the late R. E. Hamilton, founder of the Hamilton Motor Co., the rink will be 230 feet long and 85 feet wide. It is estimated that the area will provide skating space for 1,000 persons.

In the summer the concrete surface will be adaptable for tennis courts and baseball diamonds.

Freezing and maintenance apparatus will be kept in an adjacent building. A skating rink will be constructed next year. A site has yet to be selected.

New ROUES

The future with a promise

GOLD MEDAL PRODUCTS COMPANY

164 W. Third St. New Canaan, Conn.
RAIN DODGER

Holter Loses Only Show to Weather

FLEMINGTON, N. J. — Five years of playing fairs with his organs have proven good for George Holter, who has his biggest string of fair dates this year. Some big shows, including his show in February, have suffered only one cancellation.

The year’s opener in February was the Date Festival in India, Calif. From then on, Holter’s performing and racing animals, a collection which grew from the original outsidr, offered a good time in Canadian and U.S. fairs along the way.

The biggest profits come from the best rides.

NEW MIDWAY ATTRACTIONS!

The SPINAROO

Surprising new adult ride surprises more than 1,000,000 fairgoers a year with the excitement and speed of European roller coasters, it’s first in Canada. Great success at the 1963 Montreal Exposition. Contact your nearest ride manufacturer for complete information.

King Amusement Co., Inc.
F. P. Box 884

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- Kiddie Train - Lionel Trains
- Trackless Train
- Portable Ride Race Car
- Tropical Land
- Popular New Ride
- The Pony Trolley
- The Trolley - 2, 3 or 24 Passenger

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Phone McRae 3446
DAYTON 7, OHO

1957 SNO-MATIC

Revolutionary Snow Thrower

Herb Dotten

Talks to ‘Outer Space’

"IT JUST like talking to outer space," quipped Bob Hope to the crowd of about 25,000 as he peered into the remote controls of the Canadian National Exhibition, Toronto. For Hope, his appearance at the CNE was a stimulating experience. He had appeared before more people at one time—in places where the audience surrounded him—but never before had he faced into so large an audience.

It takes a performer to hold so large an audience. But the CNE grandstand turnout was enthusiastic—enthusiastic—to the last night we caught Hope. And he enjoyed the realization that so vast a throng was with him every quip of the way.

In past years Hope has made some few appearances at fairs in the U.S., principally one-nighters. This season, besides the CNE, he has appeared at the Eastern States Exposition, Springfield, Mass., and the New York (Pa.) Interstate Fair.

The "hek" of five audiences, such as he enjoyed at the CNE, along with the many people who have his family who have their far engagements probably will cause him to move more U.S. fairs next year, he said, recalling the outdoor concert sensation this winter to discuss possible fair bookings for 38.

The Ringling-Barnum Title Magic

Relaxing backstage at the CNE, where the Ringling show was the afternoon grandstand attraction for the first half of the run. Act Concello, the boss man of the circus operation, glowed as he again recounted what he regards as the show’s gains since it abandoned the Big Top to play in buildings and under open skies at half parks and fairs.

"Just look at the small number of circus hands out there," he said, his point of view is that the show, which the circus performer was being presented. "Just think how many more people would have been necessary if we were playing under canvas.

"And if we were under canvas as we used, we’d need a new top at least every year. And think of the difference in our move expenses. Why, there are over 100 cars—perhaps an eight of what they were since we first began to use the air show and gave up moving on our own train," he raced on.

There is another reason, however, for the success of the Ringling-Barnum title showed up in the CNE audience attendance, which was surpassingly high by the heavy crowds pulled several years ago.

Exhibition officials, however, expressed some disappointment: they figured the crowd favor for the Big Top to be bigger than it was. They had banked heavily, they conceded, on the Ringling-Barnum name.

But from under the Big Top it will take some doing for the Ringpping-Barnum circus to sustain the magic of the title at its present level. But the magic of the Ringling-Barnum title showed up in the CNE audience attendance, which was surpassingly high by the heavy crowds pulled several years ago.

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Lansing Meeting Business
Built by Public Relations

CHARLES ZIOGAS words his goal for the Lansing (Mich.) Civic Center in a concise manner: Get people into the building. At he notes, there are many ways of accomplishing this. And he has been using most of them with success.

Ziozas, however, gives special attention to public relations. This has been his greatest tool in running up high totals for the booking of meetings, dinners, clubs and similar events for the air meeting rooms of the Civic Center. His accomplishments in this field are among the most outstanding in arena and auditorium management.

This MONTH's schedule includes 99 meetings that will attract more than 13,000 people, but that is low. In May there were 135 meetings with 34,000 people and that was the high point of the past 13 months. The year's average has been 115 meetings and 12,000 people.

This, of course, is in addition to such major events as sports, ice shows, circuses and conventions in the Civic Center.

There are unusual features for both newspapers and broadcasting in the Lansing public relations operation.

From the time Ziozas was named as Lansing's first official, the city, through WLM radio, has each day a call for conferences with representatives of the Lansing State Journal, the local papers and other media.

The Civic Center is a regular stop on the best-of-a-State Journal reporter. The newspaper chooses for wide coverage of meetings, including those at the Civic Center, and each picture, every story about a meeting there tends to publish the facilities.

Most unusual in this phase, however, is that the newspaper runs the Civic Center's schedule of events daily. Sunday issues carry the full week's program. This is trimmed as each day goes by, and the Saturday rendition carries only one day's schedule.

The listings include the so-called minor events with which Ziozas has been so successful. It is probable that some of the bookings, such as wedding receptions, have been won over because of this listing for as many as seven days.

SIMILARLY, BOTH WJLM television, and WLM radio have public service programs that give frequent mention to smaller events booked at the Civic Center. WJLM also runs the Civic Center's schedule daily with the building for news of events being held there. Periodically, WJLM arranges to have Civic Center staffers with the TV news, or calls them when Civic Center events are scheduled.

Newsy personages who come to the Civic Center often are virtuous heroes in their arrival in Lansing, their visit to Michigan, and future events at the building. An advance agent for a show who books a Civic Center date is likely to find himself on TV a few minutes later, broadcasting the news of his attraction. Personalities connected with the "minor" meeting also are potential TV material when they have novel reviews.

ZIOGAS BELIEVES that Lansing is the "meeting town" he has known. It seems everyone likes to go to meetings. Thus a program that puts emphasis on close press and broadcast cooperation, Ziozas has made the Civic Center the "meeting" building.

Dotted Talks to Outer Space

- Continued from page 67

the carnival business has reason to be proud. He and his brother, Frank, had invested an additional $250,000 in the midway before the 77 CNE opened. The midway was planned with people. The line-up of rides was something else.

"When first had the CNE midway in 1957 we grossed $110,000 and we lost $25,000. Palo hit that year and cut the CNE attendance by 400,000," Patty recalled.

"Last year we grossed $350,000. This year we budgeted for $300,000.

The final figures weren't in, but the likelihood is that Patty did it again.

Elliott Back In Rodeo Biz

PLATTEVILLE, Colo.—Verne Elliott, veteran producer of rodeos, is back in business again.

A month ago, at the conclusion of the Colorado Springs' Pikes Peak or Bust rodeo, Elliott announced that he had sold his entire interests in the rodeo business, including his horses and Rodeo Balls, the Butler Bros., of Ponca City, Okla.

Last week Elliott announced he had bought a quarter interest in the Remington Rodeo Company, which produced the rodeo at the Colorado State Fair.

Elliott had operated with the Butler firm for the past five years. He is now a part owner in a firm headed by Harry Knight, of Fowler, Colo., and Gena Ayers. The new Rodeo Company, which was owned by Leo Cranmer, who died a few years ago.

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So. Dakota State Fair
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HURON, S. D.—The South Dakota State Fair here Thursday (3), fourth day of its six-day run, was hopping at a record pace.

Paid attendance for the first four days was 98,000, contrasting with the 75,000 tally to the same point last year. Receipts from all sources for the same period aggregated $85,000. For the full six days last year receipts totaled $89,000.

Kev Balgenau, serving his fifth year as secretary-manager, said tickets for the full run would total $200,000, which would an all-time high.

All segments of the fair were up. On the midway the Art B. Thomas Shows were raking up record grosses. On Labor Day the fair was the site of a special horse and rodeo show and receipts of $11,800, which not only was the biggest day in the fair's history but the biggest for the midway at the fair.

Grandstand receipts, both afternoon and night, were up sharply. Labor Day stock car races, staged by Fred Wisner, grossed $8,000 from last year. The Lima World Dardevles, managed by Leo Overland, turned in a $7,500 grandstand Thursday (2) which was more than triple the take of last year, when it grossed $2,100. Big car races, also staged by Overland, grossed $3,000 and horse races Wednesday (3) were better crowds than last year.

A Barnes-Carnesque revue regis-
tered a figure of $1,200 on its first four nights. This was $500 more than the grandstand grosses for a like attraction last year.

The sharp gate jump was made in the face of increased admission prices, which were up from 25 to 50 cents. In doubling the gate fee, the fair gave up its insistence on selling its 7,000 capacity arena into free admission.

Good weather and a huge crowd made the fair even bigger in years, were given credit by Balgenau for boosting attendance.

Long Island Arena a Shell: Needs Money

NEW YORK—The Long Island Fair, scheduled to open Wednesday (4), August 31, 1937, opening is up but empty. Close to a half-million dollars was raised in a five-month subscription drive for the 4,200-seat Quiet Sun, a bed structure which was to offer a variety of entertainment and sports events in Commack on Long Island.

A couple of hundred thousand dollars remain unpaid, however, and for plant work is incomplete.

One of the most important of the remaining funds is needed for outdoor lighting, and for plant work is incomplete, according to a recent statement by the chairman of the opening committee, J. Frank D. Brinkley. The second scheduled opening was set this year with the probability that the 4,200-seat arena would be closed.

Bill Link is president of the arena and Tom Lockhart, well known in hockey and amateur athletic circles, is manager.

Denver Publicity Rolls for "Follows"

DENVER—Shipstads and Johnson's "Ice Follows" is getting all the publicity it needs every day in the local newspapers, a full month ahead of its scheduled opening Sept. 25 at the Coliseum.

Ed McGlinchey, key man in the staging of the show, said that its first engagement is being contracted for the capacity 6,000 on opening night and is selling the tickets very fast, with only a few blocks of space remaining.

Ed McGlinchey is selling feature stories and pictures of various members of the cast for news media throughout the West.

This is a review with 44 numbers. Kean's acts are quick, fresh, in good taste, and without number. For the production is loaded with comedians. Comic assistants are bilious, punch lines are deflated, no one is apt to be amused, but the show is one of the best of the season, and a laugh for the price.

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Trenton Draws 18,746 For First 500 Miler

Trenton, N. J.—Full attendance was recorded on the first 500-mile auto race at the newly completed Trenton Speedway, located on the Trenton State Fairgrounds. It was the second time in the season that the work project was completed.

San Nunn, promoter at this track, said his organization came out with a full-fledged Labor Day, a USAC race featuring late model stock cars. Nunn considered this a fortune or a major event at a brand-new oval. There were a number of spectators.

The speedway opened June 23 with construction just having been completed. This promotion was not profitable. It was the second straight championship races this month by Nunn during fair week. On Tuesday, September 15, it will be closing Sunday September 24.

Prices for the 500-mile ranged from $7.50 for the front row, $8.50 for the second and $9.50 for the third row and $10 for box seats. It had good weather this year for fair week, allowing the event to be run.

For the past two years he has had a contract with the USAC, which has been satisfactory so far at fairs in Harrington, Del., Bedford, Pa., Flemington, N. J., and Trenton, N. Y., with Rutland, VT, and the state fair in Kansas City, from which Nunn will operate three days. September 19-21, at Springfield, Mass.

N. Y. State Draws

With prices scaled at $1, $1.50 and $2 plus tax, the 5,000 seat Arena was filled to capacity and there were over 1,000 fans. The picture which resulted in $1,500,000 in sales and was practically a sellout. The construction could scarcely have resulted in a profit, but the result was not a financial success. The McGuire Sisters showed up at the fair. Their Thursday performance was supported by a reserve act from the same stable. They played on Sunday and Monday.

Offered as part of the week's grandstand presentations was Tom Bosley Show. The full-production show was of the same nature as the Sycamore big car race, and tickets were scaled at $1.50 for general admission and $2.50 for box seats.

The Long Ranger-Louise unit was booked for in two shows one on each of the two closing days. The show was purchased by the Glen Mill er band, with Ray McKinley, per- formers in the unit. With the show, filling up the Long Ranger performance were the remaining members of the band.

A new feature on the program was the introduction of an auctioneer to bid on items offered for sale from the audience. One was the "clipping out" of the long-legged harem show which eliminated the large number of straight sales and pitch sales on the long-legged harem show. The bulb was furnished by commercial lighting manufacturers.

One new style bulbs were erected strictly for $4 $4 and nearby from the lawn to the women's building was a display of cars for sale. Rather than conserving of period pieces, this was an exhibit of modern cars—looking in the current style. There were- post office, piggy bank car, refrigerators, and covered hopper, but car, livestock, 1,375 HP diesel, except for the Fordson, the latter plant is the fair had shown a train exhibit from the Ford Motor Company World Daily attendance with last year's comparable days shown in the fair was 80,411 in 1957, 72,654 Tuesday, 44,830 (40,263) Wednesday, 41,690 (40,718) Thursday, about 50,000 (40,049)

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Edgewater Turns Picture: Late Season Proves Best

DETROIT — Despite a very poor start, business for the season was up some 30 per cent over the record set last year at Edgewater Amusement Park, according to Manager Allan Wagner. The early weeks of almost daily rain hurt, because Edgewater Traditionally has done its best business in the spring rain rather than during the summer months. In the past six weeks, paradoxically, business has picked up with the sun and warm, in contrast to rain virtually all season long during the summer of 1956. A program of major refurbishing of the 1956 season, including the complete remodeling of the main entrance area and the usual annual repainting. A large, new portable Dodgemin, built and purchased for Edgewater this year, is a Mayor Clements, has been doing business.

Lakeview Hires Press Agent

ROYERTSFORD, Pa. — Brothers Charles and Jimmie Vitabile, operators of Lakeview Park in this community, have announced that they will open the park for the first time next season. Johnson will start work December 5. Lakeview is scheduled for its eighth season at the park, which is on a seven-acre block near the center of the community.

During the 1953 season Johnson will return to the park with his bear which bird, duck and duck-pond concessions. He worked for 18 years ahead of the Cetin and Will- lard rides was situated. Lakeview, Bit Na's Majestic Shows, and his own carnival units around Phila. in 1922 and 1923, he has a mechanical circus shows which shows at shopping and auction areas.

Holiday Blaze Hits Revere

REVERE, Mass. — A three-and-a-half-day event (1) destroyed the 45-year-old Oak Island Bathhouse here, and damage was estimated at the fire depart- ment at $50,000.

The blaze started out of control for over an hour at the Oak Island Wallboard concession. Traffic was tied up by holiday sightseers as some 75,000 persons packed the neighborhood trying to get a closer look of the blaze, which could have spread for miles.

SUBWAY TAKING HOLD TO ASSIST ROCKAWAY'S

NEW YORK — Subway patron- age has increased substantially over the Rockaway line this year, and the rise was due to the strong growth of businesses done by all units at Playland. Tonnage comparisons made by the East Authority show that in 1956 from July 1 to the end of the year there were 1,024,004 departures as against 115,625 arrivals. This year, from July 1 to (August 26), there were 1,414,172 departures and 119,401 arrivals. Ridership at Bayside stations at Playland is that many passengers would normally be at stations for the beach, but find their way to the amusement park after a while and board at Playland for the return home.

When the rush to the beach is over, the riders who have been there are still waiting to be transported to the park, and the result is a lot of riders. In fact, the one that has been most noticeable this year is the increase in ridership that has been occurs in the West, with a peak in recent years and there has been less rain.

(2) From the seventh annual Long Island Volunteer Firemen's Games held at Oak Island Park this past July 5, the annual Playland Lighthouse Day was held at 8:30 p.m. Six divisions took part with more than 240 riders represented. The Brenner's, their fans and the large crowds of people and viewers combined to provide the park with one of the best days.

Edgewater Amusement Park has opened for the season and is proving to be a good season so far. The park has been well attended and business is up some 30 per cent over the record set last year. The park is situated on a seven-acre block near the center of the community. The park is scheduled for its eighth season.

The Holiday Blaze at Oak Island Bathhouse in Revere, Mass., had an estimated damage of $50,000. The blaze started out of control for over an hour, and traffic was tied up by holiday sightseers as some 75,000 persons packed the neighborhood trying to get a closer look of the blaze, which could have spread for miles.

Playland Subways have increased substantially over the Rockaway line this year, with a peak in recent years and there has been less rain. Ridership at Bayside stations at Playland is that many passengers would normally be at stations for the beach, but find their way to the amusement park after a while and board at Playland for the return home.

Edgewater Amusement Park has opened for the season and is proving to be a good season so far. The park has been well attended and business is up some 30 per cent over the record set last year. The park is situated on a seven-acre block near the center of the community. The park is scheduled for its eighth season.

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ROLLER RUMBLINGS

Business in 5% Gain
At Detroit's Bob-Lo

DETROIT — Business has been up nearly 5 per cent on this season at Bob-Lo Island Roller Rink, the place which it is located to show a slight decrease in total attendance. The reason for this is explained largely by the fact that per capita spending at the park reached only half of its record for the years before and after the launch from Amherstburg, Ont., has moved up this year, and by personalized management. Careful attention to operating policies has built the average amount of business done with each customer, enough to offset the drop in attendance. In the case of the rink this has meant a modest increase in average spending per customer due to increased admission fees for weeks seriously hurt by a blizzard.

Bob-Lo. Rink operates on a policy differing somewhat from many rinks, in that it charges for skating by the hour. The fee is 30 cents per hour, with clamping shoes furnished customers. An additional charge of 30 cents per person is also made for spectators, with the angle spectators' business as well as part of the main floor serv- ing as an indirect way of building up business at the rink. A novel idea for a rink is an escalator to park patrons in the mobile hand-lot system with a time clock on each stamp is used to identify the user of a given ticket, and the overtime charge is figured at 50% of 75 cents per hour.

Operation is from noon to 7 p.m., seven days a week, with no midnight closing. The policy of the management has been found that evening crowds arriving on Saturday at 3:30 and 7:00 are not skating. The former operated until 7 or 8 p.m., but later in the year were found to draw fewer patrons. Many of these leave the parks on their own initiative, and it was discovered that it was too late to skate. Park Manager Har- old Heilman has found that they have been used with a definite preference for Bob-Lo. The structure is about 25 years old, originally was used as an assembly Hall and recently was used as a large Merry-Go-Round hall during out-of-town trade shows, which slide upward to provide a department store of a different type or shelter in any all directions as desired. The upper floor houses a good-sized speakeasy called the "Takeoff Bar." 

Kellage Named Manager Manager Kellage has been named to this post, a new name to the rink operation but a veteran in the business at work was highly commended by one of the regulars. Besides this, he has been commended by several of the regulars. In the same way, the management is definitely on the way to the park the Park. He succeeded Edna Zimmerman, who was in charge of the store.

The rink is offered as an attraction of 10 people — managers, cafe, two skate-room boys, two floor milk and soda men.

Personalized attention to every detail of the park operation is a key to success here, as it is in the rink. Corinne Cooper, General manager, has been in charge of the pantry, the latter evening in filling in for help needed. In the same way, the management is on the way to the park the Park. She succeeded Edna Zimmerman, who was in charge of the store.

Business from school picnic crowds was generally good last week, with only a few less than usual on Fridays. Sundays are proving a pothole to be made against the park, as the park's small size is enough to hold the park to that amount. An admission to the park is 75 cents for persons 10 and over, 50 cents for persons 4 to 10, and 25 cents for persons under 4. The park is open from 10 a.m. to 10 p.m. daily.

In addition to the park's parking lot, the skate room has been closed, with all the space having been added, bringing the total to 300.

While basic operating policies remain the same for the rink, Special attention is to be placed on the park's financial management. The winner will ultimately appear in national contests. Advertising space is being actively used both for the park and for the radio, media are being slated toward a definite policy of profit. By the space occupied on the side of buses serving Westwood, a sub- sidized ad of the park is provided. A big share of its patronage. "Keep in mind that the skating is the key line in the ad." Opening night at the rink saw 3,000 persons in attendance of the park's product of the record firm of the Detroit Rink and probably the park is co-owned.

Rollerland Drive-In Opens in Auburn...

ASHEBORO — Roller- land, a new drive-in skating rink located at the fairgrounds on High- way 220 near Herbertson's 26th street, is open for business.

High Quality

KIDDIE RIDES

Roto Whip—Kiddie Whip—Speed Boats—Pony Carts—Galloping Horse Carousel

W. F. MANCILS CO., Caney Island, Brooklyn 24, N. Y.

Established 1898

WALLED LAKE

Continued from page 78

Walled Lake Roller Coaster. An impressive Bat- tle of Walled Lake, last year, did well.

The five-unit Kiddeland was opened in May, fronting on the park, to make room for the new Kiddeland, the location, the Kiddeland was effec-

The Walled Lake Park Com-

Continued from page 72

Get ready for the future with W. F. Mancils Co., Caney Island, Brooklyn 24, N. Y. Established 1898.
Shuffles Cristiani thirds usher Anderson Judge Mrs. (Continued in page 78)

Circuses

Beatty Playing to Good Crowds
Straw Houses Mark Route; Trailer Lost; Texas Towns Booked for October Dates

Owensboro, Ky.—Business for the Clyde Beatty Circus has been good since the show's return to the U. S.

At Coropolis, Pa., (23) with Kate and B. H. Beatty in the third and near-full houses. Huntington, W. Va., (28) had a half house.

Cristiani Okay In W. Virginia; Shuffles Staff

Cassaway, W. Va.—Cristiani Bros.'Circus has half and two-third to a circus truck involves

Wytheville, Va., (2) a truck rolled down a hill on a wet night and killed a sleeper and raced on to a ravine, but damage was minor.

Judge Schedules King Bros. Ruling

Macon, Ga.—Judge E. F. Johnston, referee in bankruptcy, but has granted W. H. King a 30-day extension for the filing of objections to the discharge of bankruptcy from his bankruptcy court of Clayton, Ga., which operates the King Bros. Circus.

While there has been no announcement that either King or Malkey plus to return to circus operations on their own account, the proposed reorganization should now be a necessary step before reorganization, observers said.

Judge Johnston has signed an order allowing the Enquirer Printing Company, Cincinnati, the sum of $1,000 of the Malkey property to the reorganization.
Court Action Against North Asks Remodel, Repayment

It demands that "the defendants be required to account for all the money, assets and other property of the company, all of which were received or taken from said corporation during the years that the defendants were in control, in that the said defendants had the care, custody and control of all the sums of money lost by the corporation as a result of the mismanagement, fraud and waste of the same by the said defendants further to recover all of such property and assets of the company, in which the corporation has suffered by reason of the waste, destruction and conversion of the property of the corporation and that the said defendants be constrained to pay to the corporation the value of the property taken by the corporation." 

"The suit also asks that the court appoint a receiver to take charge of the circus property and to sell same," it alleged.

The suit further alleged that the corporation had been unable to secure sufficient monies to keep the circus going, and that the corporation was unable to secure the necessary funds to keep the circus operating.

The suit was filed in the Circuit Court of Cook County, Illinois, and is docketed under No. 45,000.

-- Continuation from page 65

K-M's Formula Wins Again

K-M's formula has again proved itself to be the best way to win. The two little boys of the circus, Jack and Bob, have been seen in the audience with their chances of winning.

The formula is as follows:

1. Take 2 tablespoons of K-M's<br>2. Add 1 teaspoon of sugar<br>3. Mix well and enjoy

During the last show, Jack and Bob both won prizes in the K-M formula contest. Jack won first prize and Bob won second prize. They were very happy with their victories and plan to use the money to buy more K-M products.

--Continued from page 74

FAIRS, CIRCUS OR INDOORS

THE RIDING FREDRICKS

2 People-Smoke-Bowling Ring Act, Big Juggling Act, Make-Up. Beautiful fancy acts. New show for any date.

Conley Bros. 1-800 N. 3rd, Atto, Ohio

ATTENTION, CIRCUS PRODUCERS ONLY

The St. Louis Police Relief Association will entertain proposals on the production of a circus to be held in St. Louis in the early spring of 1958.

A meeting will be held at the association office, 1450 Polk Northwest, at 7 p.m. on September 27, 1957, at which time and this once-only offer, all producers will be given opportunity to present their programs for the St. Louis circus.

ALBERT ENGLEBRECHT, Seey-Treas.
St. Louis Police Relief Assn., 1200 Clark St., St. Louis, Mo.
DETROIT—The 108th Michigan State Fair drew 231,000 paid admissions in the first five days, and receipts from the fair were over 10 per cent from last year's $247,671 figure due to better weather conditions with some rain every day, contrasted to last year's rainy conditions.

General Manager Donald L. Swanson reported the daily average of 46,200 persons, paid and free, the last two days of the fair was $16,530, the highest average daily figure since 1904.

Despite the cool, fair weather, the fair was believe-by-fair record on Children's Day, Tuesday, and Wednesday.

The uptrend admission this year from 60 to 70 cents did not appear to slow down the number of people who visited in Michigan get the higher figure, as such people may not appear to be significant obstacle here.

Packaging, which remained at 50 cents, paid attendance was $5,408, followed by the Ohio State Fair at $2,751,000 people paid $341,574, a drop from last year's $2,656 and Delaware at $2,268.

The most popular attractions on the grounds, the Coliseum name does not, was the Drive-Around Theatres, followed by 111,246, for the comparable period last year.

The fair opened Friday (30) and Thursday, July 15, and was closed August 1, 1957, for the period of the season.

The fair was open for four days last year with a 362,000 total and this season, with the slogan, "The Year's Tops!" and "The Premier Drive-Thru of the August Moon" under canvas by T. A. Shidner Theatres, was "a real appointment.

The new swimming pool area included a 1,000 people for each show and the Navy exhibit was increased from two to four daily shows.

Douglas "Sunshine" of the 3rd Regiment, T. A. Shidner Theatres, was "a real appointment.

In addition to the fair, the fair also sponsored the Michigan State Fair, which was sold for $10,000.

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TOUR MACHINE IS STOLEN AT TIMONIUM

TIMONIUM, Md. — One of the most pampered jewels of the fair was yesterday stolen at the Maryland State Fair. The thieves cut the cable leading from the lookout tower in the main entrance of the fairgrounds and made off with a 45-p. entertainment machine.

The machine is valued at $4,000. It contains 3,000 games, and was displayed in the Grandstand.

SACRAMENTO — The California State Fair and Exposition attendance of 488,397, through Monday, was a record, the highest mid-summer attendance ever recorded in the state. The fair, which started June 29, will close July 11.

Fun Fair Bows At Shop Mart

DETROIT — The Fun Fair Show moved to suburban Harper Woods to play its summer Festival, August 23-25, becoming the first show to play the new Eastside section of the city. The project, one of the largest shopping centers in the country, opened four weeks ago.

The show was reduced in size for this week’s appearance, but continued to play the site, plus food concessions. There were no rides as such, but a multi-color Coney Island at the fair was good fun for the children.

Rhonebeck

Rockefeller Avenue has continued from page 76

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CTY OF OTTO — The tremendous earning power of the Conklin Enterprise, which includes the Classic Wild Mouse imported from Germany, the Rainbow Derby, a tall ship and other installations, enabled the ride and show organizers to hold to about even with most of the $30,000-level thus far in 12 years of the CNE's operation. The New York State Fair exhibition was hit by rain on two of its biggest days.

At the close of the 12-year period, Patty Conklin said that ride and show receipts surpassed last year's amount by 1 per cent of last year's take. The midway was in top form over the years, and the weather was just good enough to keep the fair hit the first Saturday, traditionally the biggest day of the CNE, and again on Labor Day, always one of the biggest.

The Conklin Enterprise attendance on those days, and moreover, during the past several patronicals, thus raising the midway potential substantially. The first Saturday midway take was $3,000 from last year and Labor Day's ride and show receipts were $4,000.

Calif. Ride Op
To Introduce
New Device

CASTRO VALLEY, CA—A portable ride with a 1,500-hour capacity and capable of disassembling and reassembling the action of a Roller Coaster is under construction at a new location, and designed for the device manufacturer, announced.

The device, which will be known as the "California" or "Cali" ride by the manufacturer, Shaker, is designed to operate in a standard building lot, with the ability to rise to a height of 40 feet or more. It will have four sets of cars each on a 1,72 ride, each car capacity 50.

(Continued on page 84)

Olson Wins at Iowa
Despite Gate Dip

LOUISVILLE — The Olsen Show opened here at the Kentucky State Fair after a winning run at the Iowa State Fair. Despite no record rain, it hit mid-week to cut into total attendance for the 10-day show.

All was much better at the final, the Olsen organization wound up slightly ahead of 757, which had brought in as the top show ever the day she had been in the Iowa capital.

The Olsen shows were running quite a bit ahead at the halfway mark, but heavy rains for two consecutive days, plus the wet ground, include the taking from a mid-week average.

Arch Mac Aikins' Holle' Boller finished out in front of the other shooter and led an impressive array of five-owned Fol- les of 77 and the Grundy grit unit. One of the surprise was the Kas with Robert H. Center, which was noTS much as much as the Main Ave A-0 unit. Hughes had a good location near the front of the midway and

(Continued on page 84)

PNE FUN ZONE
SETS NEW HIGH

Rides, Shows, Concessions Hit Red One During Final Expo on Old Midway

VANCOUVER, B.C. — The midway of the Pacific National Exhibition, used this year for the last time, bowed out in a blaze of glory during the 13-day run of the annual "Cherry Blossom" festivities.

In the opinion of Jerry MacKay, veteran concessionaire, and Dave Woll, manager of the show, this year's run was the most successful financially.

Woll announced shortly after a new permanent hum zone and amusement park that will be open to the public—"the Golden Gate Park"—opened).

The "rope-and-wire" display, which was to be only a rope-and-wire display, will be open to the public. The "New West," an exhibition of the Pacific Northwest, will be open to the public and will be open to the public.

(Continued on page 84)

Ray Cox Wins
At Gridley Fair

GRIDLEY, Calif.—The Gridley Amuse-ment Park was named the official "Best of the West" for the 13-day run of the PNE.
C-W Sustains Pace At Indiana Fair
Raynell Show Tops Strong Midway, Scrambler, Roter Vie for Top Spot

INDIANAPOLIS — Raynell & Wilson Shows continued their winning ways at the Indiana State Fair here last week when they took 12th place and Charles E. Scott’s Missouri Midway took 13th place. This was the last and final outdoor event of the 1957 Indiana State Fair, which ended Aug. 19.

As in previous years, the Indiana State Fair offered a strong midway, with Raynell & Wilson Shows, Missouri Midway, and others vying for the top spot. The fair was a popular destination for fairgoers, who enjoyed the variety of rides, games, and exhibits offered.

In addition to the midway, there were many other attractions at the fair, including live entertainment, exhibitions, and competitions. The fair was a major event for the community, bringing in visitors from all over the region. The fairground was bustling with activity as people of all ages came to enjoy the festivities.

The Indiana State Fair was a time of tradition and celebration, with many people coming together to share in the excitement of the event. It was a time to relax, have fun, and make memories that would last a lifetime.
**CONCESSIONS:**

Want All Rides:

**RIDES:**

- Roundup
- Any non-conflicting major or Kiddie Ride.

**CONCESSIONS:**

- Penny Arcade, Auction Sales, Photo, African Dip, Derby Racer, Grab, Name on Hat and direct sales of all kinds.

**HELP:** For all major rides — must be licensed semi driver.

All wire C. C. Groscurth, General Manager, Blue Grass Shows
Cape Girardeau, Missouri, this week.

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**SCHAFFER'S JUST FOR FUN SHOWS**


**SHOWS:** Complete Jig Show, Girl Show, Illusion, Midget, Working World, Fair, Arcade, Modeltrains, Monkey Show or any Grid Shows.

**CONCESSIONS:** Long Range, Hanky Panks, came on, Corn Dog, Ice Cream, Frozen Custard, Candy Apples. Contact W. A. Schafer Warren, Ark., this week.

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**WILLIAM T. COLLINS SHOWS**

Want for Muskogee and Tula Fairs

**CONCESSIONS**

- Monkey Panks of all kinds.

**SHOWS**

- Can place several good Grid Shows.

**HELP**

Want good, sober, reliable Foremen for all Rides.

Tour-reared work, including this winter. Must be excellent Semi Drivers.

All replies W. T. Collins, Mgr.
End, Ohio (Pail, or Muskogee, Okla. (Pail runs), this week.

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**FOR SALE - POSSESSION OCTOBER 5**

- **1940** Coach, 
  - 13.75 Ton, Automatic with trailer, $7,500.00
  - 14.5 Ton, side by side, $17,500.00
  - 15 Tons, side by side, $25,000.00
  - 16.75 Tons, side by side, $35,000.00
  - 18 Tons, side by side, $50,000.00
  - 20 Tons, side by side, $75,000.00

**PARTS**

- 12,000 lb. Capacity, 4-post, electric hoist, $12,500.00

**Showmen**

- All kinds of Shows, including Wild West Shows, Indian Shows, and other miscellaneous equipment.

Contact E. D. McKEE, 400 E. Maine, Chicago, Ill., this week.

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**J. A. GENTSH SHOWS**

Want for 8 more of Mississippi's biggest bona fide Fairs:

- Hanky Panks that work for stock. All kinds of Shows: Snake Show, Blue Collar, Magic, Fun House, Rides, Snake Oil, Dodge, Octopus, Dark Rides.

Want to buy Chisleipe in good shape. McComb, Miss., Fall, week Sept. 21

All calls and replies: J. A. Gentsh Shows
McComb, Miss., 331-2549

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**POWHATAN COUNTY FAIR**

POWHATAN, VA — NEXT WEEK, SEPT. 16-21

Want Emphemera:
- Gents: Freemasons, High, Knights of Pythias, Scottish Rite.
- All Others: Order of The Eastern Star.
- All Others: Order of The Eastern Star.

Events include Baseball, Softball and Amputee Virginia. Contact:

H. A. BEM-UNBEAM SHOWS
WINDSOR, PA
Telephone 722 or 7249
Minn. Tops Million Mark

The public tastes change, I'm not convinced yet whether the novelty of the change will work out, I don't think we can repeat the Western theme constantly.

This year was a remarkable fair, said T. H. Arcen, fair board president. As late as Sunday after- 
noon, the attendance figures still dribbled in, many people not knowing the fair was to close the next day.
CARNIVALS THE BILLBOARD SEPTEMBER 9, 1957

Collins Jumps 11% At Neb. State Fair
Rides, Back-End Up Despite Sunday Rain; Fair Board Re-Contracts Show for 1958

LINCOLN, Neb.—The William T. Collins' Show, by Wednesday (4) was a hefty 11 percent ahead of all previous entries at the Nebraska State Fair here and with only two more days of the fair left the show was running on the basis of strength of the fair and the fun presented, according to Will T. Collins, strataed, as both west ahead of last year's reporting year. That practice stopped all wheels.

The next day, the Collins organization rapped up the biggest Labor Day gross on record with 25 rides and 67 concessions. TheRotor, managed by Will T. Collins, was the only one of the midway followed by the Scrander and Doggles. Also up and in operation were three Ferris Wheels, Merry-Go-Round, eight kid rides, three live animal shows and 67 concessions. The area devoted to shows was limited so only six were operated. Early in the week the Miss America, Mrs. John H. Wood, was at the fair. This was her second engagement of the season as a money winner, this season, was wrecked beyond repair.

Staff in addition to Owner-Manager Collins, includes Mrs. T. Collins, concession agent; Elmo Hirschild, secretary; E. W. (Shin) Hirschberg, bookkeeper; V. D. Schroeder, ride superintendent; Jim Collins, transportation manager; Bill Hires, Joe Miller, October, Houston and C. Kovalak, Scrander, Russell

Amos and Ben Crockett, Doggle; Virgil Eddy and Fred Cooper; Kid Rides, Johnny; Jones Jr. Torpe, pony rides, A. E. Cook; Cluster, L. H. Rinh. Also on the rides were Ed Erkicker, George Jones, Bob Johnson, Louis Graham, W. C. E. Jones, Victor McCaffrey, Ray Norris, Lone Wolf, Abt, Tom Stevent, James Taylor, R. C. Thompson, Robert Sargent.

Included among the concessionaires were W. F. Weidner, Billy and Martha Austin, Harold and Mrs. F. W. Larossi, Morris Glynia, Grabbo Henderson, L. D. Rich, Jim Johnson, James Radcliffe, Geo Love, Mr. and Mrs. A. Miller, Vernon Pelman, C. A. Newby, Mrs. Winstead, R. B. Cook, Conklin, Tom Conklin, T. H. Culpepper, Jack Strohman, Milner, Mrs. Wm. Ted Lewis, Charles Holcomb, John Streeter, Ben Bugg, Roy Dille, Stop and Go, Flinlyplane, Rock-n-Plane, Bubble Bounce, Swing-Around, Mr. and Mrs. J. J. Sadowski.

At a Thursday morning meeting of the fair board it was revealed that the Collins show was resigned for next year.

World-Pleasure Makes 750-Mile Jump to Tenn

JAMESTOWN, Tenn.—World World-Pleasure, rated the world's longest truck jumps of the current season last week from Emporia, Mich., to this town where it got into operation Tuesday. Stopovers on the 750-mile run were stations at Coldwater, Mich., and Elizabethville, Ky. On Thursday the show had its biggest kid day since Red Link took over operation. In fact, Link said it was the best year for all rides and shows.

The VINSON SHOWS

LAST CALL LAST CALL

Opening 8/20, 3 1/2 days, starting September 10-14.

West Octopus, Misup, Flying Scooter, Cyclone or other non-conflicting ride

Open for Friday, Good, Long and Short Range, Pint-Size. You-Win, Age and Scales and other Pinks. No rabbit or gypsys. Wind, rain, snow, fog, sun or any other ride must have chauffeur's 11/2, 230. Can place Bingo Caller, Carnival Manager. Address Alford, Miss. This week.

ARKANSAS-OKLAHOMA DIST. FREE FAIR

FORT SMITH, ARKANSAS, SEPT. 29-THRU 28 WANTED CONCESSIONS FOR INDEPENDENT MIDWAY. Food, Concess, Hous,-Rolling Dance, Long and Short Range and Photo. No M. Concess.

PAUL LAYTTER, Manager

WANTED-GIRL SHOW HELP-WANTED

Girls with or without experience for Dancing and Posing Boys, Portrait, Rides and other Concessions at large. Apply to or write to Miss P. J. Allan.

Also will buy dancing and posing concession, all type. Call or write Mr. Harry E. Thiel, 206 W. Main, Fort Smith, Ark.

GREATER DIXIELAND EXPOSITION


MIDWAY CONFAB

COHEN, Geo., who operates kids rides on bath show, played record on juke box. He offered his ride at Atlanta, Tenn., where he operates a local show. Report has Cohen moving to Texas. Goss also has a route across the state.

Martin writes that business for the Charlie Hodges Side Show on Cort. 13-26. This is run by Mr. and Mrs. Charles Hodges, who have traveled for 25 years and have enjoyed a fantastic show. Their 50-year-old horse trailer at the Indianapalos fair and received a number of bookings in that state.

Mar and Jean, аппарат, on circuit, are the most dependable outfit. They are a very quiet couple. They have been together 18 years. Jean is a great horseman and the large crowds are a feature.

During the week the World of Wonders, Walter T. and Louis (Dada) King went to the fair to work with American Shows, which visited with Florence, Ky. According to the King brothers, the world of wonders is reorganizing.

The Kate Ann of the world of wonders is being abandoned by the show. A cartage of 20 cars with World of Wonders personnel traveled on the road to the fair. The show and personnel have decided to leave the World of Wonders.

--Jack Burns, owner of a Tor- show with Royal Canadian

Solea, Louise Lowenberg (2) and Morris Buehler (3). Plus Salt Water Taffy—William J. Coffelt, Walter E. Irwin, Hotchkiss & Co., Shooting Galleries—Ralph Hunt, W. O. King (5) and Thomas Sutton. Specialties—Elmer Adams, Charlie, chassis, Dublin, Calif., with an odd shriek chocolate cream; Mr. and Mrs. Barro, Ben, Titus, Clarksdale, Miss., petty taxicabber, Henry Biggs, shoe shine, Bomodoro pastry shop, Van Callis, Mr. and Mrs. Bill Moris, Side Show oper, who were making a deal at August 8 at Columbus, Neb. The entire show turned out for the

Mon-o-Rail Ride Given Good Biz At Van Werte, O.

VAN WERT, O.—Good patronage at the fair here was given the Mon-o-Rail ride invented by Norman Bartlett, the show manager of the Great Mon-o-Rail Co. The ride, which was introduced at the 1957 State Fair Columbus, is manufactured by the R. L. Herschel Co., Van Werte, N. Y.

The R. L. Herschel Co., manufacturers of the Mon-o-Rail, is owned by R. L. Herschel Sr., the son, and R. L. Herschel, the grandson of the original Allen Herschel who manufactured the Mon-o-Rail with the Allan Herschel Co. The Herschel Co., says, are all graduate engineers.

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Detroit Off 10%
For Warby Midway
Rides, Shows Gross 167G in Five Days
Daily Rains Cut into Fair Patronage

DETROIT—Happened by rain
storms making for the best of the five days before last,
W. G. Wade Shows revenue was
off 10 per cent from last year's record.
The average daily gross was
$167,750.74 against $180,347.44 at the
same point in 1956, according to the bookkeepers.
Income for the five days of the fair was
$4,184,468.23, which is
$4,757,625.45, under last year's all-
time high of $5,340,702.41, which the closed
1956 fair was. However, the Labor Day figure was
about $11,000 below that of a year ago, according
to the Wade bookkeepers.

Milo Rupps
Sky Lobe
and

Lacey said that this will prob-
bly be the last year for per-
sonal concessions at the fair. The
borders of special bookkeeping
makers have not been realized and
the past four years have established
outside concessions to live up to base flat
rental fees, he said.
Visitors included B. LaPorte
Fair, Stilson, Charlotte (Mich) Fair, (Old Wilson, midway show
producer; Frank Kissinger, secre-
tary, International Association of
Fairs and Expositions; Fred Solter,
Michigan secretary of State, Sauc-
ied Brown, former board chairman;
John Lynch, Minot Flatback (Mich) Fair; C. S. Hall, Saratoga,
Fair, and Mrs. Lou Lipps.

Rain Cuts Rove Pace for Quebec

QUEBEC CITY

On Monday, in the
to-day Special Exposition had all
in good spirits, when rains struck
again Tuesday (3). By midday, the
town was a total washout.

To that point the layout pro-
duced by Frank Cuskold had
already been realized. Concessions,
with the fair, had
in the past been

The audience included
did not have a full day's
of the
a low price, it was
destined for second spot with
the Velrose manager
by Jimmie Dowd.

Top show was Arch Mac
Best of Show, a 24 show operated under the Wade brand,
which brought $4,004.95 in the first four days. Second was given to Joe Soto
of the

Other shows, in addition to the above, included
Perhaps Big, Big Steer and Un-
born, Sclater's French Court, Riding the
Col. Love-A-Love's Side Show, Tito 
Tango, Eddie Maisra, Fan Par-

John MAPES, Aroda, W. O. King's Laugh, Frank Allen,
Amusement, and Eddie Gail
Stars, Inglis' Fandango, Happy
Dame's Fair Show, Mark William
Colette, Earl Walsh's Two-Headed


Upwards of 12 side rides, 13 shows and a

CARNIVAL WANTED
For Grant Parish Fair, Oct. 1 to 15. Payne at Change or Fair Dates. Show man wanted. Contact us.
BILLY BOYLE
Vinton, LA

THANK YOU
ROSS MANNING
Owner Van Manning Shows, Inc.
J. C. MANNING
"Save Money With Johnny" 
JOHNNY CANOLE
New ATOMA
8400 54th St. S

BINGO HELP
FOR MCKINLEY, OKLAHOMA AND TULSA, OKLA.
Contact Mr. C. R. Emery, Postmaster, 100 S. Main, Mckinley, Okla.
JAMES HARRISON
19 8 W. 6TH STREET
TULSA, OKLAHOMA

GIVE TO DAMON RUNYON CANCER FUND

TENNESSEE VALLEY AMUSEMENTS
Have opened new and Working Art, now one Picture Week, Stable in the
of the town. Gerry Fair and 
Morgan and Memphis. Give to All
JACKIE OR HICKET NILLIEN
415 6TH AVE.
Memphis, TN

FOR SALE!
28' Caterpillar, used as a motor truck. If wanted can sell the whole machine, and all parts, fully
for $5,200.00.
W. P. STEPHENSON
1515 S. Norfolk Ave.
EL MONTE, CALIFORNIA
CARNIVALS

Paged Combined Shows

WANT FOR CENTER OF NORTH CAROLINA FAIR, ASHDORF, N. C., SEPT. 16-21.

FOLKLEY & BARK holds good only for the California State Fair. Colon

SHOWS: Take All Orders, Book, Send Full Information and Prices.

3-Show Merger Does Okay

- Continued form page 78

by an estimated $5,000 in flores
city. The 3-show ride was well

flash. Sliding doors, which have
to scenes of horse racing and horse

showers. The rail operated at 15 cents for chil
dren and 25 cents per ride.

Also in the Coinklin line-up here is

July 9th Coopers Paratrooper ride, which was

invented by a Spitter, with meshed metal

parachute underneath each animal,


3-Show Merger Does Okay

by State Fair Standards else

where, the midway did not repre

tend for 25 cents, the ride was given a good play.

ray. The new Hot Rod, equipped with 12 cars, faces the main mid

day, with the support system the permanent Rolls Royce. It enjoyed

 KEY CITY SHOWS

WANT FOR NEWTON, MISS., STATE FAIR NEXT WEEK

CONCENSES: Hanks Parks of all kinds, Ice Cream, Food Long Conundrum. AGENTS for any fair can come and dress up. For more info, call or write C. S. PECK, Star Amusement Co., Newton, Miss., Sept. 16-21.

A-1 Amusements

WANT FOR CHARLOTTESVILLE, VA., SEPT. 14-18, and long string of fairs and conventions. Can please others. MILTON McNEACE Branson, Mo.

PALMETTO EXPOSITION SHOWS

Want wagon and women each 12 major and five kid rides, 31 concessions and the new entrance was featured alongside with extra lighting equipment.

C. A. STEPHENS SHOWS

RISING SUN COLONY FAIR, CONVOR, 64-8 RIDE DAYS & NIGHTS.

This fairs Ledger Fair, Robins 0. C. Sept. 16. This is a very

MILTON McNEACE

MILTON McNEACE

WANT - WANT - WANT

Hanks Parks of all kinds, Ice Cream, Food Long Conundrum. Agents for any fair can come and dress up. For more info, call or write C. S. PECK, Star Amusement Co., Newton, Miss., Sept. 16-21.

WANT FOR CHARLOTTESVILLE, VA., SEPT. 14-18, and long string of fairs and conventions. Can please others.
**HARRIS SPECIALS**

**HARRIS SPECIAL**

4-PIECE CAMEO & BRIGHT BRILLIANT STONE JEWELRY SETS

Half-Halo Diamond & Pearl Brooch to match 24 KT. gold plated. Set in fine gift box.

$12.00 dozen
$1.50 sample set

**ROCK & ROLL GABARDINE CREW HATS**

The NEW MIRACLE CROSS & CHAIN

With magnified Lords Prayer in locket. Silver Cross is authenticated. Extra Ties are Free. This makes a beautiful gift present gift. $5.00 each

$4.00 doz.

**MEN'S**

7-PIECE WATCH SET

Wrist watch Fully Guaranteed $5.00 per Set

$57.00 per Dozen

LADIES PETITE ENAMEL LIGHTERS

$2.00 each

**NOVELTY CIGARETTE LIGHTERS**

$3.00 each

20% deposit required—money order or cash

We Ship Same Day We Receive Order. We Ship All Over The World.

**HARRIS NOVELTY COMPANY**

1501 ARCH ST.

PHILADELPHIA 7, PA.

Phantom Models 7-0818—WA-2-0760

For Latest Catalogs

**SPACE AVAILABLE**

Hottest Spot—Southern California, West Amateurs of all kinds—Pitcher's Paradise

**AUCTION VILLAGE**

2272 Auction Ave., Burbank, Calif.

**NEED SLUM? SEE**

Midway Novelty Supply

4 miles west on Madison St. C., etc. U. 5. E. Smith

Next Address: Cary, M. C.

**MERCHANTISE SPECIALS**

**MERCHANTISE TOPICS**

Specially operators, gift shops, novelty stands, etc., interested in new products which are moving well should contact Neil Hat Distributors, 1318 South Campbell Road, Royal Oak, Mich. This firm is importing finest rubber dice, large size and held together by a cord, at $3.75 a dozen, and four rubber rats at $7.25 a dozen. Both items are well constructed with plenty of eye appeal and are made of polyurethane rubber. This material has long lasting qualities, is pleasing to the touch and has strong attraction both for children and adults.

Cloning it to be fastest selling item in years, Craft Models, Inc., 754 Main Street, Fitchburg, Mass., is filling orders as fast as it can for the Arrow Thru Head. When placed on the bow, this novelty item gives the illusion of an arrow penetrating the head and creates a serious impression. It is made of flexible plastic and is not affected by weather. The firm is issuing the trade at $1.00 per gross. Samples are three for $1 posted.

The firm requires a 25 cent deposit, balance c.o.d., on all orders.

Samuel Silverman & Company, 1216 North Clark Street, Providence, R. I., distributor of manufacturer electric coal stoves, announces that it has purchased the block of buildings it occupies. The firm has taken over the entire building of 40 rooms and is planning a complete remodeling, with business going on as usual. Our correspondent visited and talked over their needs for the coming season. They see one of the largest stocks of jewelry in the world, it is claimed, under one roof. Racks are set to meet customers' needs.

The owner of Atlantic Imperial Company, 1302 Cadillac Tower, Detroit 20, was not on the premises when we stopped in, as he has been out on a business trip recently. He explained that the factory is run by his brother and that they have in stock a large number of fine watches, which he believes are not far afield for sale. The watches are made in Japan and are sold for $1, or for $1 in bulk. They are made of stainless steel and are shockproof, antimagnetic and waterproof. The company also makes several grades of leather watches, which are made in the United States and are highly finished. These watches are made in various colors, and are priced at $10.

**PIPPES FOR PITCHMEN**

**BY BILL BAKER**

AFTER A LONG...

Our friend, Steve B. McClain, writes us that he has formed another business to start the sheetwriting trade. Writing from Florence, S. C., McClain reports business to be better than ever, particularly at Mullins, S. C., where he resides. He added: "I am a $3 reader, a fee which kept out many of the boys. Steve said that his business continues to grow, as he has a card, a sheetlet and found the old boy in bulk shape, having recently under taken a job of dozens of sets which took nearly 100 pounds off his feet. After all, the long, hot nights with McClain, who is visiting his mother in Florence. Shortly after Labor Day, he decided to leave for Richmond, Va. He plans to buy another USRY Trailer Park, Chamberlain Avenue, and says the 10th string is out for any of the boys who would like to put in a couple of nights with him in his rolling home. Steve would like to have Harry Friss from E. C. Pardee, Al Harvey, H. Brazil, Spaul Manger, Henry and Cliffe Fulkner, Dave Dejong, Ralph Cangress and Lee Dale. Steve says it is a frequent visitor with A. L. Delmar, circulation manager of the Southern Planter.

COMING OUT...

of retirement is the well-known Illinois State Fair, Springfield, Prof. Joe Scharding has returned to his home in Long Beach, Calif., after virtually being floored by the heat and exhaustion during the annual. It was to hot at Springfield that Jack sold my stock of TUCANNI watches, and I recovered his cost and spent the rest of the time in Chicago. The veteran worker now vows that the trip was his last. Most of the boys at Spring Beach are of poor business, said Jack. "It looked like a shepherding convention in the hot this summer, I staved," said Jack. "I counted 60 boys and girls in the rides, and the house was then there on a vacation jaunt, and wasn't working. One of the acts was a magic show with the help of the new sound equipment."
COMING EVENTS

Albuquerque
Chickens Average of the Middle East.
Festival, Sept. 16. E. J. Finster

Arkansas
30th. J. W. Krueger.

California
Amador County Fair, Plymouth, Calif.,

Colorado
Littleton. Mon.-Fri. 9 A.M. to 5 P.M.,
Littleton, Colo. Sept. 5-6. J. E.

Connecticut
Bridgeport. Festival, Sept. 10-12.

Delaware
Dover. Festival, Sept. 2-4. J. D.

Florida
Miami, Fla. Festival, Sept. 18-20.

Georgia

Illinois

Indiana
Fort Wayne. Festival, Sept. 16-18.

Louisiana

Massachusetts
Boston. Festival, Sept. 10-12.

Missouri
Kansas City. Festival, Sept. 8-10.

Nebraska
Lincoln. Festival, Sept. 15.

New Mexico

Ohio
Cleveland. Festival, Sept. 16-18.

Oregon

Puerto Rico
San Juan. Festival, Sept. 20-22.

Rhode Island
Providence. Festival, Sept. 20-
22.

South Carolina

South Dakota
Sioux Falls. Festival, Sept. 20-22.

Oregon

Rhode Island
Providence. Festival, Sept. 20-
22.

South Carolina

South Dakota
Sioux Falls. Festival, Sept. 20-22.

Western D. S. BN Bixby Show &

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CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual small-ad style, one paragraph, no display. First and succeeding lines, 30 cents each, minimum $1.60 per display.

DISPLAY-CLASSIFIED ADS
Attract more attention and produce quicker and greater results than the use of larger type and smaller spaces. Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material. 1-inch ruled borders permitted on ads of 2 lines or more.

RATE: $1 per agata line—$14 per inch. Minimum $10.

CASH WITH COPY
(writes credit must be purchased)

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

GUARANTEE

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See 1957 Sparking New Juke Box Era
Developments in Operations, Advances by Pioneering Ops Can Open New Vistas

ONE ARGUMENT FOR CLASSICS ON JUKE BOX

RICHMOND, Va.—Scene: Socialite party in a squarish restaurant that dispenses pizza pie and beer to a congenial group of young people. No, it's not a scene from Minneapolis on the use of just one format.

By JACK WEINBERG

MINNEAPOLIS—Progressive or Diesel jazz may be all the rage now in the Twin Cities, but there's a definite preference for traditional home listening, but it has yet to come of age, in this area, for jukeboxes.

Norton Lieberman of Twin City Novelty Company, which operates a good number of the machines in the Minneapolis-St. Paul territory, said he has had several units which use progressive jazz like Shearing, Hamilton and the California-style music. "But these machines, for some reason or other, don't stick," he said.

WHAT'S THEIR AGE & INCOME?

Key Facts on Patrons, Location Spell Answers for Best Program

NEW YORK—Programming for jukeboxes is for people that merely have a knowledge of the top 100 records, according to Long Island Distributors, local one-stop.

Proper programming involves what the boys on Madison Avenue would call "a survey in depth." If the operator knowledgeably applies that knowledge to his record purchases, he will find that his programs are more acceptable. It's not enough to classify locations and audiences and then suggest the type of music that should be played in that area. The difference is to be determined by the general type of music that the customers prefer.

Location

If the location is a bar, he must know where most of the trade is transacted, and then he must feel that it is an intimate kind of lounge. Or it may be a neighborhood tavern, which is the area in which programming. However, the operator should be aware of the limitations of the clientele. For instance, if the clientele is college students, he may need to play more of the more recent hits. On the other hand, if the clientele is elderly, he may need to play more of the older hits.

Spanish Locations

If the operator has a large percentage of Puerto Rican patrons, in that case, Spanish music would be used extensively. But it wouldn't be just any kind of Spanish music. It would be music geared for the specific taste of the customers. This music is the most prevalent age group and their racial and national origin.

Juke Box Not Forgotten

"Juke Box Bill Not Forgotten—O'Mahoney"

The Senate today has a companion bill in the House, H.R. 9122, authorized by Rep. Ralph Cowin (B., N.Y.) No action has been taken on the House Judiciary Committee.

Comments feel that the difference between alphabetic programing and more accurate record scheduling could be increased with the use of better and more comprehensive systems.

Neighborhood Stop

In neighborhood taverns, frequented primarily by adults, for whom the operator has a better knowledge of that information. On locations frequented primarily by young people, it would seem to be only fair to keep the emphasis toward current hit songs in programming.

But the emphasis on keeping the emphasis toward current hit songs in programming is to be kept in mind, and the emphasis is to be kept in mind, and the emphasis is to be kept in mind.

Conners finds that neighborhood taverns are frequented primarily by adults, for whom the operator has a better knowledge of that information. On locations frequented primarily by young people, it would seem to be only fair to keep the emphasis toward current hit songs in programming.

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But the emphasis on keeping the emphasis toward current hit songs in programming is to be kept in mind, and the emphasis is to be kept in mind, and the emphasis is to be kept in mind.

Conners feels that the difference between alphabetic programing and more accurate record scheduling could be increased with the use of better and more comprehensive systems.

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Conners feels that the difference between alphabetic programing and more accurate record scheduling could be increased with the use of better and more comprehensive systems.
The luxury of high fashion decor is complemented by the graceful design and subdued lighting of the Wurlitzer Model 2100.

Patrons who enjoy hearing the music of their choice with flawless clarity and fidelity recognize this Wurlitzer as perfection in musical reproduction.

Its earning power and high resale value combine to make the 2100 the most desirable purchase in today's market.

The WURLITZER 2100

WURLITZER
NORTH TONAWANDA, N.Y.
Established 1856
Are Top Non-Hit Programs Costly?

This is the second in a series of forums on juke box programming.

Programming tunes other than top current hits on juke boxes, today a substantial part of total programs, is largely neglected by many— if not most—operators.

Operators participating in this Forum series indicates to us that they are not easily grasped by most operators. It is understandable why this is so. The juke box is synonymous with top pop hits; all of its income in the past came from such tunes and the overwhelming percentage of its income continues to come from this music.

Income Percentage

The average operator is therefore loath to spend his time and money on tunes that— at least for most operators to date— haven't produced a salable piece of income.

But the irony of this attitude— however widely held and understandable— is that some operators are apparently spending time and money on non-hit programming because of location and/or the first article in this Forum series. That operators— MOP operators at least— are devoting more time and spending more money on programming tunes in musical categories other than current pop hits than ever before. That some are not even satisfied with their progress does not mean that there is nothing to be gained from this programming, but only that the expenditure of time and money is not spent in locations and on records that will produce the most revenue.

New Tunes

A surprising statistic contained in the chart shows that the majority of standard tunes programmed are new, not taken from an operating library. Of course, the question did not ask for operators to define what they meant by "standard" tunes. If they refer to new versions of old favorites coming out now, it naturally includes numbers that were not classified as current best sellers. However, the figure does indicate that a far greater number of new tunes are bought for non-hit programming— or at least regarded as— than generally realized.

A high average of standards are changed on all three categories of machines as shown in the chart. Of interest is the figure which indicates almost as many standards being changed on 60 to 120 selection machines as on 200s.

More Changes

Since it is known that far more non-hit tunes are programmed by necessity on 200s, this reflects the fact that fewer non-hit tunes are changed on 200s, particularly in EP selections. Most operators told us that they change non-hit tunes because they find that their price schedule is giving ground among operators who find it necessary to extract a higher fee for the EP because of longer playing time. Most operators on a 15-10 price schedule have no change in their price schedule for the EP. The figures show that EP operators in the series do not program at least some EPs.

How They Voted

1. In programming standard tunes— on EPs or singles— what percentage are new and what percentage do you select from your library?

2. Approximately how many standard tunes— on singles or EPs— do you change on each of the following types of juke boxes each week?

<table>
<thead>
<tr>
<th>Type</th>
<th>Average %</th>
<th>New</th>
<th>Library</th>
</tr>
</thead>
<tbody>
<tr>
<td>200-Selection</td>
<td>80-120 Selection</td>
<td>Less Than 80-Selection</td>
<td></td>
</tr>
<tr>
<td>Percent</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charges</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operators</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EPs, 15c</td>
<td></td>
<td>44.9%</td>
<td></td>
</tr>
<tr>
<td>EPs and singles, 10c</td>
<td>27.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EPs, 10c, 5c</td>
<td></td>
<td>16.6%</td>
<td></td>
</tr>
<tr>
<td>Singles, 10c</td>
<td></td>
<td>11.9%</td>
<td></td>
</tr>
</tbody>
</table>

3. How much do you charge for an EP selection and how much for a single?

<table>
<thead>
<tr>
<th>Charge for EP</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.9% of Operators</td>
</tr>
</tbody>
</table>
the more they see the more they play... H-200

No other juke box gives you this extra earning power. Instant, eye-level visibility of all 200 titles—all of the time, through the widest expanse of unobstructed crystal clear glass. Model "H"—200, 120 and 100 selections for more plays in less time.

AMI Incorporated 1300 Union Avenue, S.E.
Grand Rapids, Michigan. Chicago—Zurich
Originators of the automatic selection juke box in 1927—known for the most dependable coin-operated music instruments since 1909 and the days of the nickelodeon.

www.americanradiohistory.com
600-Tune Juke Boosts Take 60%

The Harrison installation, their first of its kind, was home constructed and originally designed for their home. All in all, the switch to LP's cost approximately $500, excluding the price of the machine.

In the move to 33⅓ records and the hi-fi system, the Harrisons went all out. A pre-amplifier control unit was made and set behind the bar, where the bartender may control the volume. A speaker box, 33 inches high, 22 inches wide and 16 inches deep, was constructed to house the hi-frequency horn and a 15-inch bass speaker. The Harrisons, in a crossover network which channels the low frequencies into the large speaker and the high frequencies into the high-frequency horn.

This set-up gives a cycle range from 35 to 12,000, practically the entire range of a phonograph record. To cover the bar and dining area of the Cove, two 12-inch, mid-range speakers were installed. Each is 30 feet from the music box and the dual sound installation just above and behind the music machine.

Of the $500 installation costs, the Harrisons explained that approximately $200 of this is charged to the hi-fi system. The LP's, which are made of lighter-weight records range in price from $3 to nearly $35. An example of the higher price comes on a special Fitzgerald recording, which lists for $9.90. It is, however, two records.

Class Spot

The Harrisons selected the Cherry Cove for their experiment in the hi-fi field for the reason that it is a class spot. With careful programming, they keep the music almost in constant operation. Selections by Guy Lombardo and the Eddy Duchin ensembles by Harrison Cavallaro are in demand from 9 to 11 p.m., Remoncelli pointed out. This setup could add a different type of music with albums such as those by Nat (King) Cole being the main boys. The records are programmed with slightly more than 50 per cent being instrumental.

The switchboard from the "45" operation which the father and included "a few 100 extended plays," was made after long consideration. Making the various accessories required quite a bit of time and effort. It was, however, principally an assembly job. The Seeburg 78 machine, of course, standard and the Price Corporation turns out the conversions.

D. W. Price, well known in the coin machine field, said that he had sold a number of the 33⅓ conversion units but that he believed most of them had been used for home installations. As far as the Harrisons know, this is the first LP 78 box in a commercial installation.

New Name

At the music of the Harrisons, and Peterson, some thought was given to a new title for the type of music. While it is still a jockey box, they would like to see some other term that would denote and be symbolic of the new type of operation.

Harrisons have already set up a 33⅓ machine in a spot where the music is in demand. They believe that here, too, hi-fi would be highly appreciated. The machine can make any more 33⅓ installations, the father said, as one must be made to replace the unit that was originally intended for their home.

In the future machines, the Harrisons do want to correct one thing. They feel that 25 cents per side should be up to 50 cents and consideration is being given to the use of two quarter chits. The Cove machine was, at first, an experiment and the 25-cent play charge was used because the restaurant management was to see the reception it was given.

Harrisons' Background

The Harrisons are well qualified to take this project forward. Cecil has been interested in electronics ever since he was much younger. After he was discharged from the armed services, he joined the E. T. Maps Music Company, now out of business. In 1947, Cecil went on his own and later became associated with the William Leunshagen Company, which has one of the largest one-stop record operations here, along with music machine operation. The elder Harrison, formerly a truck mechanic, joined his son four years ago. While both are employed by the Leunshagen firm, they have some photography of their own, and the Cove installation is one of their projects.

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The MUSIC Goes Around and Around... and Around... and Around... and Around...

Shorter Change-Time Between Selections; Less Down-Time for Servicing!

WRITE FOR DETAILS

UNITED MUSIC CORPORATION

1540 NORTH CALIFORNIA AVENUE
CHICAGO 10, ILLINOIS

and the

...CASH...
comes out

HERE
You’ll be free as a bird from servicing worries... when you BUY ROCK-OLA.

The Phonograph that proves itself on location with:

- Proven time-tested mechanism
- Proven time-tested rotating magazine
- Proven time-tested rotating program
- Proven profits with single button selection system
- Proven service reliability

ROCK-OLA MANUFACTURING CORP.
800 N. KEDZIE AVENUE • CHICAGO 13, ILLINOIS
By SAM ABBOTT

LO ANGELES—"Distributors are the lubricants of the industry," said Leon Weiser, president of Western Vendor Leaders, at a recent convention of the organization and owner of one of the largest bulk vending machines chains on the East Coast Enterprises, has said. Weiser's view of the manufacturer-distributor nexus is in line with those of other local operators. Operators, The Billboard believes, prefer to do business with distributors—providing they can supply them with the variety of items and in the quantities needed, and prices are reasonable in line with those offered by manufacturers in direct sales.

Personal Contact

Operators like the personal contact with their supplier, feeling that they will be at home if they can give them the house for information on new egg business over the years leads to new locations. Thus distributors, too, are able to work out financing problems and can return charms or merchandise that is not meeting the needs. The old idea also reflects the fact that a local distributor has more interest in the progress of his representatives, greater care to their financial status. From manufacturer, there are no recourses, orders must be placed, and treasured cash or collect-on-delivery until credit standing is produced.

Price is the main thing, along with quality of the item, condition, completeness of line of merchandise, and financing terms are important to the operator of the merchandise.

Some buy their machines from distributors. Two manufacturing firms, Oak Manufacturing Company, Oak Manufacturing Company, do not sell direct locally and guard against any local operator buying the goods from them. Weiser buys gum and some fruits from one distributor, which he feels is best for him, Lally Vending Machine Service, purchases practically all of his supplies over the phone, with no personal visits.

(Continued on page 109)

Buckman Introduces Sport Ball Gum Unit

GREEN BAY, Wis. — A new gum novelty dispensing device has been introduced by a Green Bay firm, which is suitable for adaptation to penny ball gum vending machines. The advantage of the “Buckman” Sport Ball Vending Machine is to allow the customer to play for the ball gum as a basketball, bowling, or an atomic bomb feature. The Gum machine has been furnished with a card or token that must be inserted into the machine. The customer then places the card into the machine and the ball is dispensed in return. A small change machine is also available for the operator.

(Continued on page 109)

CAN OPS HELP SOLVE DIRECT SALES FIGHT?

CHICAGO—Can operators help solve the direct sales question? That was the question The Billboard sought to answer in interviewing operators in two representative areas, Chicago and Detroit. The results of these interviews appear in the adjoining column.

In the past five weeks, a full string of distributors, who claim that the direct sales problem is a major one. Some of these interviewees are appearing in the adjoining column. All of these views are reasonably consistent with their areas, but there are some differences on direct sales practices and the feeling that direct sales practices are being used to their advantage. Some interviewees feel that the direct sales problem is one that will get solved as time goes on. A great deal of display of different makers of the limited brands produced by each manufacturer.

Wilson buys about 75 per cent of his nuts, candy and gum from the manufacturer, and about 25 per cent of his machines from the distributor. He said he could not say why prices by distributors were in these cases.

(Continued on page 109)

NEW VENDING FORMAT BEGINS

In beginning this issue, The Billboard is introducing a new vending format beginning with this issue. This format is designed to give the reader more information on the latest developments in vending machines.

The units have an interchangeable playing field for either basketball, bowling, or an atom bomb feature. Number designation of the playing field is determined by the size of the unit, with production increasing in the following way:

The units have an interchangeable playing field for either basketball, bowling, or an atom bomb feature. Number designation of the playing field is determined by the size of the unit, with production increasing in the following way:

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Dimensions for the entire unit are 10 inches wide and height of six to eight inches in the rear tapering to four inches in the front.
New! The first—the only

2¢ Scale

doubles your receipts

without increased cost; produces up to 300% profit

Here is the scale which finally answers the tremendous and growing demand and need for more volume and profit.

Customers will pay 2¢ for their weight and fortune! Our tests prove it. (One location alone, which took in $6.91 in June, with a 1¢ scale, jumped its receipts to $15.08 in July with this new 2¢ scale.) Furthermore, owners have been finding nickels and dimes in 1¢ scales in growing numbers—proof indeed that a person who wants to know his weight won't stop for a penny.

Ours is the first—and the only 2¢ operation now on the market.

DATA: Scale foolproof—Guaranteed for 5 years.
100% automatic; no knobs or handles to turn.
Vault holds 10,000 pennies.
Different fortune with each weight; one slot for each month.
Use indoors or out; double-coat porcelain, baked enamel finish, choice of colors, stainless steel mouldings.
14" x 24"; 4' tall (5' with plate glass mirror).
Shipping weight: 150 pounds.

So don't delay. Be first in your area to double your receipts and profits with American's new 2¢ scale. $20 deposit puts this scale to work for you. To order your scales, or to get more details, send us the coupon today.

American Scale Mfg. Co.
3206 Grace Street, N.W., Washington 7, D.C.

Send more details  □  Send scale □
$20 deposit enclosed

NAME
ADDRESS
CITY  ZONE  STATE

American Scale Manufacturing Company
3206 Grace Street, N.W., Washington 7, D.C.
Established 1932 • Celebrating our 25th Year!
Buckman Intros

- Continued from page 96

No return unless all parts are intact and all parts are in original condition.

Buckman Intros

- Continued from page 96

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Buckman Intros

- Continued from page 96

No return unless all parts are intact and all parts are in original condition.
Tourney Play: How It Works For Dozen Ops in One City
Rockford, Ill., Tournament Set-Up Shows Dividends, Boost Coin Game Interest

This is the second of a series on tournament play on coin-operated games, what can be done, what is being done. The first article appeared in last week's issue.

By KEN KAUFU ROCKFORD, Ill.—If all the weather man predicted the expected drop in interest that the swelter season always seemed to bring, he wondered how he could beat the problem.

What he did not solve was the problem for all the Rockford game operators, but can serve as a year-round guide light to operators throughout the county.

Last Wednesday and followed thru on what may well be the outstanding tournament on a华东 games in the nation.

All Over Abroad

Kicked off with 12 local operators with a moderate ante of $2.50 a team, it covers all 12 game operators in town and runs to a $20,000 operation.

It covers play at 60 locations, has the blessing of State and local officials, and the promotional advantage of televised playoffs. It is now up to the Rockford machine operators as an independent corporation.

Since the idea was big, the efforts have been put into money and the investment considered, one of the first steps taken was to have state's Attorney General, Cullen, check out the State's Attorney's office in support of the tournament. Cashola got that prize money come out of a tournament fund, rather than directly from the game receipts. The tournament was set up as a combination with money, in the back, assessed from each operator in the group.

Federal Law Favorable

Federal law, as was pointed out, is definitely not opposed to such entertainment play—providing the games played are skill games. The idea of chance is not predominant. These funds, as assessed from each operator from game receipts, provided a $20,000 in money and additional capital to operate and promote the plan.

Here's how the actual tournament is set up.

A blackboard is placed at each tournament location. Players mark

| Coin Execs and City Officials Say Cash Payments Are Few and Far Between |

Baltimore Police Probe Alleged Cash Payoffs on Pinball Units

City Delegate Jerome Robinson commented that "in my opinion payoffs are not such an extensive problem as is being made, that plays these machines are ad

Baltimore Police Department is investigating the possibility that illegal payoffs are being made by players of pinball machines here.

The action stems from the recent arrest of a man charged with being a pinball menace to Baltimore.

The last was fined $100 by Judge James K. Cullen in Criminal Court, but the owner was given probation without verdict. This ruling is a conviction, and no record is entered.

A prominent Baltimore coin machine executive said the payoffs in the city are few and far between. Amusement game operators here have always enjoyed cordial relationships with city officials and they have been careful not to jeopardize their sales. Pinball machines are legal games in the city.

Free Play Legal

In fact, a recent act of the Leg

In hammering out the plan, it was held that the machines were legal up to a point.

In fact, the bringing of any action against the illegal payoffs was brought to his attention with disturbing regularity, Dowling said.

At his request the city's legal department has undertaken a study of the operation, irregularity of coin-payoffs and the possibility of the sale of illegal pinball machines. Up until now, the city has no record of any action against the machines.

In Hammond, as elsewhere in Illinois, pinball machines are illegal so far as the state is concerned. The anti-pin law is in a state of virtual (Continued on page 101)

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announcing...

The Billboard's Annual Fall Coin Machine MARKET REPORT ISSUE Dated September 30

• TOP EDITORIAL FEATURES in the MARKET REPORT ISSUE will contain such articles as
  "What's Being Bought and Sold."
  "How's '57 Shaping Up for Juke Boxes."
  "Amusement Game Business."
  "What Do Legislatures Say on Pinballs?"
  "Amusement Game Tax and License Bills..."  (and more.)

• Fall is BUYING TIME for thousands of take box, game and vending operators. It stands to reason that this is the time to make your all-out sales push to operators.

Tour ad, run in The Billboard's Fall Coin Machine Market Report issue, reaches more than 7,500 big operators who buy 95% of all take box, game and vending machines and other amusements. It is designed to reach every operator to the last name when they're poised to BUY.

• REGULAR ADVERTISING RATES APPLY TO THIS IMPORTANT ISSUE WRITE, WIRE OR CALL ONE OF THE BILLBOARD OFFICES LISTED BELOW AND GET COMPLETE DETAILS.

CHICAGO 1, ILL.  HOLLYWOOD 28, CALIF.

159 W. Randolph St.  1520 N. Cogar St.
CEntral 6-5818  Hollywood 8-5531
Dick Ford  George Kelley
Jack Sloan  Dick Wilson

CINCINNATI 22, O.  2160 Patterson St.

DUnbar 1-6450  Lou Schobert

NEW YORK 36, N. Y.  ST. LOUIS 1, MO.

594 Broadway  390 Ardouge Blvd.
FLaun 7-6406  Chestnut 1-0445
Murray Dorf  Frank Joelling

Tourney Play: How It Works

Continued from page 100

down their highest scores on the blackboard, which has space for 18 names and scores. At the end of each two-week period, the 18 top scorers qualify for a preliminary tournament.

These 18 players "battle it out" at their location in a Tuesday night three-game playoff. Player making the highest combined score is the location's winner. He wins $10 and qualifies to meet winners from other locations.

Group Winners

The winners from each of the 60 locations meet in individual group playoffs, 12 location winners to a group. Each of five group winners meets on a Thursday night at a selection from their group. Winners in each group take $25, a trophy, and a chance to go further.

The field is now narrowed down to five group winners. These five winners compete for the championship trophy and a $250 prize. The championship tournament is held on television, with a three-game playoff on Rockford's WIRE-TV.

At the end of the tournament season, individual location winners will compete for $1,000 an annual championship trophy, again on TV.

For the Rockford operators, the tournament relay acted as the top bowl games, year in, year out. It boosted interest in coin games, and pumped up sales. It kept the yards falling off during the summer, showing a profit rather than an expected loss. "It's the best thing that ever happened to us," says Cacola, speaking for all of Rockford's operators.

Tourney Stand Up

"This is the first time in the lives of these people to have seen the coin machine business making any attempt at public relations. It gets them into the taverns and interests them in the coin equipment."

Telecasts are run on Saturday afternoons, usually following the ball games. "The tournaments don't have great spectator appeal, but all the taverns in town tune in, and we have to TV to draw attention to the tournament."

It creates one problem: It makes locations which aren't really worthy of a ball bowling game want one. Both customers and location owners want the chance after seeing it in action on TV. Rockford operators are now making the idea of running a similar TV promotion in the local box field. "It could be set up like a telephone Jack," says Lou. "The station would have a chart with each location listed. A record would be played, and a wheel spun, stopping at the name of one of the locations listed. They'd call your Tavern and ask the man on the third floor to throw the tune and win a prize... We don't know if it will work. "It could well be done on a national level," suggests Lou, something like the $64,000 question.

Next week's article will describe how successful tournaments can be conducted on coin-operated pool games; and other tournament plans in operation in various areas of the country.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

September 10—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

September 11—Amusement Association of Canton, O., monthly meeting, office of Elum Music Company, Massillon.

September 12—Massachusetts Music Operators’ Association, monthly meeting, Beaconfield Hotel, Brookline.

September 18—Wessex Operators Guild, monthly meeting, Mount Vernon Legion Hall, White Plains, New York.

September 18—Automatic Equipment & Owners’ Association of Indiana, monthly meeting, association headquarters, Gary, Ind.

September 23—Chicago Independent Amusement Association’s semi-monthly meeting, Congress Hotel, Chicago.

September 30—Central States Phonograph Operators’ Association, monthly meeting, Foe, Ill.

October 1—Washington Music Merchants’ Association, monthly meeting, Seattle.

October 1—Anheuric Music Operators’ Association, monthly meeting, Waltham, Mass.

October 1—Anheuric Phonograph Owners’ Association, monthly meeting, Hotel Sherman-Collins, Chicago.

October 2—Music Operators’ Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka.

October 2—Summit County Music Operators’ Association, monthly meeting, Akron.

DESERVES A SECOND LOOK!

Wurlitzer Model 1700  $395.00

Wurlitzer Model 1800  $425.00

Wurlitzer Model 1900  $500.00

Seeburg Model V-200  $695.00

EMARY DISTRIBUTING COMPANY

340 Sixth Street
San Francisco, Calif.
Phone: Helena 1-3223

CONSOLETT

Freeman Bro. & Wilson

RE Wurlitzer 1500

R

CALL MARRISON 2270

EX VAT.

1101 S. MAIN ST.

SYRACUSE, N. Y.

Sandy Moore  Gabe Forman

BUYING IN BALL GAMES  JUKE BOXES  ARCADE EQUIPMENT

HIGHEST PRICES PAID

Send Us Your List

Used—Reconditioned—At Scale

YOUNG DISTRIBUTING

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Staten Island, N. Y.

R

-EXPORT SPECIALISTS-

540 E. Montauk Rd.

Peabody, L. I.

MAY 15-57

101
THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in Billboard for the period covered. Listings are based on the highest and lowest prices on all equipment which have been advertised during at least 10 times for the period shown or at least 5 times together with a competition based on average annual.

For 10-week period ending with issue of September 2, 1957

MUSIC MACHINES

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<th>High</th>
<th>Low</th>
<th>Average</th>
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PRICES given in the Index are in no way intended to be "standard," "national," "set," or other authoritative reflection of what prices should be used equipment. Prices in the Index are designed, however, to be a handy guide for operators and should be used only as a basis for setting prices. Prices depend on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the downward price level which average between the "high" and "low." High and low are the highest and lowest prices for the average the price level at which most of the machines are advertised. Therefore, when the mean average is nearest the "high" or the "low" it is usual for "as is" or "dissatisfied" equipment.

The Billboard Weekly, September 9, 1957
WANTED
Man thoroughly experienced in coin machine operation and small table capacities for large Midwestern town in large department store. Must know how to handle routine and otherwise manage routes and accounts. A good knowledge of coin handling, whether or not you are working, and a little experience to test your skill. Apply 50% GOP To 223 E. 3rd Street, Chicago 5.

YOU HAVE TRIED THE REST, NOW BUY THE BEST
Model 2100 Wurlitzers

L.A. Ops on Direct Sales

Hill Seder of Western Vending Machine Company, a division of Western Coin Company, has added a new direct sales force to its large sales staff already in place. The new men are assigned to serve coast to coast and be available to deal with individual accounts and smaller sales.

Hill Seder said: "We have been doing a lot of work on the West Coast and the Southwest. Now we are ready to proceed east and into the Northwest. We have a large number of accounts ready to go."

The new men will be working with direct accounts. They will be handling the machine directly and will be able to give the best possible service.

Hill Seder added: "The direct sales force is a good addition to our sales department. It will help us to reach more accounts and give better service to our customers."

L.A. Ops on Direct Sales

Coin Market Place

WILL PAY CASH or WILL TRADE for GOTTLIEB 5-BALL GAMES
Single and Multiple Players

ROOKIES

UNITED SHUFFLE ALLEYS

LET'S HEAR FROM YOU, PRONTO!

ATTENTION, OPERATORS in N. INDANA—N. ILLINOIS—IOWA!
WE'RE DELIVERING GOTTLIEB'S WORLD CHAMP!

The Game with the Money-Making Punch!

NATIONAL COIN MACHINE EXCHANGE

Chicago-2160 Patterson Street

Coin market place

Classified Advertising

REGULAR CLASSIFIED ADS
Set in usual want-ads style, one paragraph, no display. First line set in regular type, remaining lines flush left. Rates: $1.00 per line—$15.00 per column.

CASH WITH ORDER

Cash with order

DISPLAY CLASSIFIED ADS
Set in larger type size (up to 4 pt.), display headings. Rates: $2.00 per line—$30.00 per column.

CASH WITH ORDER

In determining cost of regular Classified Ads, be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard address for additional words on. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING COMPANY, 3160 PATTISON STREET, CINCINNATI 22

Used Coin-Operated Equipment

COIN MACHINES

WANTED TO BUY

COIN MACHINES

Used Coin-Operated Equipment

CASH HIGHEST CASH PAID for COIN MACHINES, VENDING MACHINES, PAPER MACHINE, CUP AND SAUCER, 1.00 CENTS on any coin machine, and all types of bicycle coin machines. Articles shipped at cost. No long expensive ads. Address: J. A. HAAS, 4640 NW 25th St., Portland, Ore.

COIN MACHINES

WANTED TO BUY

WANTED: Used Coin Machines. Dealers Call 36. Ideal Automobile Company, 2716 E. 13th Street, Indianapolis, Ind.

COIN MACHINES

WANTED: CASH PAID FOR COIN MACHINES, VENDING MACHINES, CUP AND SAUCER, ANY KIND. Address: JAIR, 1314 43rd Street, East Moline, Ill.

COIN MACHINES

WANTED TO BUY

COIN MACHINES

WANTED: Used Coin Machines. Dealers Call 36. Ideal Automobile Company, 2716 E. 13th Street, Indianapolis, Ind.

COIN MACHINES

WANTED: Wanted to buy used coin machines, 1.00 cents on any coin machine. Address: J. A. HAAS, 4640 NW 25th St., Portland, Ore.

COIN MACHINES

WANTED: Wanted to buy used coin machines. Address: J. A. HAAS, 4640 NW 25th St., Portland, Ore.

COIN MACHINES

WANTED: CASH PAID FOR COIN MACHINES, VENDING MACHINES, CUP AND SAUCER, ANY KIND. Address: JAIR, 1314 43rd Street, East Moline, Ill.

COIN MACHINES

WANTED TO BUY

COIN MACHINES
JOE ASH says:

**YOU** will be surprised when you hear about our

Rental Plan

Don't Delay! Call Today!


**ACTIVE AMUSEMENT MACHINES CO.**

15th and N. Broad St., Phila. 39, Pa. - Phone 304-19th

Write or wire for prices.

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**NEWS IN BRIEF**

Continued from page 99

Gum Manufacturers. A 1.5 per cent increase, or $187,200,000 worth of gum was sold last year. Shale of gum sold this vending machine increased as well. Number of operators with candy equipment vending nickel gum in their machines jumped 31 per cent due during the 1955-1956 period. Means that by end of last year 90 per cent of these operators were using gum in their candy machines.

**BALLY TO SHOW NEW 5-WAY DRINK VENDER**

New beverage vender made by Bally Vending Corporation will be shown Monday at the National Association of Amusement, Association convention in Philadelphia this fall. Named the "Mystery Vender," the machine features five different kinds of beverages in any combination from one hot and three cold, to three hot and one cold. Beverages made with fresh liquid and carbonated. Fresh cream used for hot chocolate and coffee. Machine incorporates basic features of Model 583.

**ROW 5-SELECTION HOT, COLD SANDWICH UNIT**

Hot, cold or toasted sandwiches will be vended by new machine to be brought out this month by W. E. Manufacturing Company, St. Louis. Machine vends five different types of sandwiches at multiple prices. Infra-red unit heating and toasting of sandwiches wrapped in individual packaging. Takes 10 seconds to heat a sandwich to 250 degrees to a customer. Vender stores up to 125 sandwiches under refrigeration in spring-driven drum. Automatic Food Specialists, Inc. will handle this machine in their distribution of machine. Price of vender $1,200. Will be on exhibit at NAM. Oct. 10-15 in Philadelphia. Washington Metal Products, Washington, D.C., will manufacture vender under contract.

**Distributor Expects**

Continued from page 100

**IRS Better Rising**

Continued from page 100

**EAT QUICKLY—ORDER TODAY**

10-20 Cent A Day C.O.D. Send for Complete List

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**WE Only Advertise What We Have in Stock**

ALL MACHINES 100% CLEAN AND CHECKED

Refund in 10 Days if Not Satisfactory

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**ON SALE AGAIN!**

Challenger Pistol and Stand with Aluminum Floor Stand and Bull's-Eye Target

**$39.95**

WE ENGINEER, DESIGN AND EUPP

**Now Delivering**

Exhibits' Circus

**POP-GUN**

New! Novel!

Featuring an entirely new principle using harmless ammunition which can be fired automatically, using the same ammunition over a period of time.

No loud noises! Locations love it! Call Today

**SEEBURG**

M. E. GUDER

MUSIC SALES CO., INC.

1479 Avenue, Chicago 25, Illinois

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**CLEVELAND COIN MACHINE EXCHANGE**

2035 Prospect Ave., Cleveland 15, Ohio

**M. E. GUDER**

Sales Manager

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**WEBER & WEBER**

G.E. & Pears. 7th St. & Main. Kansas City, Mo.

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**SEEBURG**

M. E. GUDER

MUSIC SALES CO., INC.

1479 Avenue, Chicago 25, Illinois

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1479 Avenue, Chicago 25, Illinois

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**WEBER & WEBER**

G.E. & Pears. 7th St. & Main. Kansas City, Mo.
L. A. Ops' Reaction
Continued from page 103

I know it is going to be Dentayne gum. If I color Spanish or blanche or cashew, there's only one kind of Spanish peanuts. On other hard snaks, such as charms, you should see what you're getting.

When you order from manufacturers or distributors away from here, you have to send in a letter. You have something you ordered and it doesn't move—try to use it and your whom operation is turned up.

From the local distributors, you can buy what you need. I buy quite a bit once a week. I can easily buy direct. I would rather go to the local house for I can see what I am getting. The distributor can help you out. Somewhere in New York? They don't care.

Association
If the manufacturer and the distributor had equal prices, I'd have the distributor every time. If the new distributors' association cares about this, it will certainly help me.

When I buy in the East, I have to purchase 5,000. Maybe I have bought this from a sample. When it arrives, even the box looks pretty good, it does not move. Then I have a dead item. I had bought locally, I will try for a chance at 500 or 1,000. If I had some left over, I could exchange them or make a deal.

"Distributors do not have enough order for every location; they should expand their complete line. Manufacturers and distributors should work together so that a complete line locally is available. If a manufacturer has a dead item here, he can sell it elsewhere in the country. Not a poor distributor. At least it is known, an item should be shown here and let the operators decide.

"Think a distributor is entitled to make 10 percent anyway. I think it's fair for any wholesaler. Distributors should get a break. They serve small operators with a half pound of this, a good quality.

The merchandise has to be broken up and weighed, stacked, and maybe, charged. This takes time, material, overhead. If case lots are bought, that's worse the case.

"I don't think it possible to get along without distributors. They are needed for the little fellow. We all started the same way. I started with eight or nine machines. If it had not been for distributors, how could I have possibly grown.

I could never build up a route if I had to order direct for those new machines. There should be one to talk over problems. What should I do, try to New York? If manufacturers do not protect their distributors, they're making a mistake. They can't lose in the long run.

FTC Charges
Continued from page 96

no matter how much time is spent servicing the machines.

FBI Security

"Alto a customer is told other- wise," the complaint alleged, "the manufacturer should not be held responsible by no means security for the money invested, and the customer stands a risking in this investment. FTC charges further that the customer has not been given an exclusive territory as promised, and the integrity of the leaseholders. FTC charges further that the leaseholders help the customers or help locate them. Machines are not reproduced or manufactured, as is represented, the Commission adds.

Final FTC charge is that, thru the use of his machines, McKee misrepresents that he owns and operates a laboratory in connection with his business.

McKee is granted 30 days to file any answer to the complaint. The hearing is scheduled October 20 in Des Moines, before an FTC hearing examiner.
WANTED TO BUY
500 New Electric Back Board Front End Pool Tables. Write giving full details, best cash price, manufacturer's name and type.

BOX #908
C/o The Billboard, 188 W. Randolph, Chicago 1, Ill.

14 FT. BOWLERS!!!
UNITED BOWLING ALLEY
BALLY ABC LANE
KEENEY TRUE-SCORE
$595
Plus setting.

WANTED LATE BOWLERS!!!

5-BALLS!!!
SOUTHERN BELLE $165.00
JOCKEY CLUB $120.00
GOLD STAR $150.00
CONTINENTAL CAFE $385.00
DIAMOND LILL $130.00
Hit 'n Run $65.00

14 FT. BOWLERS UNITING BOWLING ALLEY BALLY ABC LANE KEENEY TRUE-SCORE
$595
Plus setting.

S-ENN-A-TIONAL!
ROCK-OLA 200 SELECTION
DELUXE HI-FI PHONOGRAPH
Choice of Swivel Operators for shop styling, top performance, money-saving listening pleasure!

DUAL CREDIT SYSTEM • E.P. OPTIONAL.

CALL TODAY FOR THE DEAL OF A LIFETIME!

WORLD WIDE DISTRIBUTOR

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

YOU TOLD US WHAT YOU WANTED IN A 6-POCKET POOL TABLE...

NOW VALLEY GIVES IT TO YOU—
An Entirely New, Thoroughly Tested Mechanism That Assures Dependable, Trouble-Free, Service-Free Operation!

Positive Ball Return
Cheat-Proof
Entirely New Inside Mechanism
Choice of Double-Dime or 25c Chute
Vue-Box and Coin Chute Alongside Each Other on Side of Table
Built-in Ball Rack
Slate or Novoply Tops

Valley BUMPER POOL
IN DEMAND! IN PRODUCTION! AVAILABLE FOR IMMEDIATE SHIPMENT!

Valley SALES CO.
(Sales Affiliate, Valley Mfg. Co.)
333 MORTON ST., BAY CITY, MICHIGAN

THE BILLBOARD
SEPTEMBER 7, 1957
Detroit Ops on Direct Sales

Continued from page 56

Detroit Epidemic

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N. Y. Bulk Ops
Continued from page 98
The 5-cent capsule charm machines are still good earners in supermarkets and other high-traffic retail locations. Collectors aren't as high as they were when the machines were first put on location, but they are earning good incomes for the operators.

Most common among slimming New York operators is that in recent months no really hot charm item has appeared. One operator said that novelty is the life blood of the bulk vending industry, and that a few good new charm items could assure the operators of the most successful season in a decade.

Helping collections here this summer have been the new basic high-grade game bulk vend and the new fruit flavor ball gum. Candy items have had primarily a novelty value, while nuts have gone over only in scattered locations. Nickel out machines have enjoyed moderate success at taverns and other locations patronized primarily by adults.

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