Harness TV to Aid Fair Box Office

Alabama Annual Aims Video Hook-Up to Spark 'West-O-Rama' Spectacular Sales

BIRMINGHAM — Television, which has taken the rap in recent years for declining grosses of the annual reviews at some fairs, has been harnessed here to do a solid job on the night shown at the Alabama State Fair, September 30.

Planned as "Raums," a new type of spectacle built to replace and follow up to be featured at the night show, is "West-O-Rama" has as its two main features, Fibrock-Craft (Reg. doc.), of the "Annie Oakley" fame and Steve Donovan, known as "Jug," of the "Western Marshal" TV series.

To sell "West-O-Rama," the fair bought participating and closing attractions for $5,000, which goes out here over WBRG-CBS radio, then to sell the appearance of Steve Donovan it obtained the World's Fair last summer by TV, from NBC, worked up a deal with a company in the show truck, which will have the long "West-O-Rama" for a background.

Each night the fair family Craig and Steve Donovan will make personal appearances on the Carlisle shows, planning their nightly appearances in "West-O-Rama.

Additionally, each day of the fair, "Annie Oakley" and "Western Marshal" film series will be presented as part of the Carlisle program from the NBC's studios, with the film interpolated to the remote telecasting from the fair's rate track.

R. N. McIntosh and Violin Peter, respectively, of the fair, figure that the strong TV tie-in and the TV film which the fair's rate track will not only halt the decline of the fair's grosses but reverse the trend.

McIntosh and Peter have, however, carefully planned the three-page and newspaper advertisements.

In past years the fair has held almost entirely in its billing to its own schedule, the development equal advertising space at "West-O-Rama" and the fair's dates. It is using, among other things, 50,000 broad sheets for the advertising.

Moreover, it is using cards on the outside of boxes in 15 cities and towns, including Birmingham and all of those on "West-O-Rama,

For its newspaper advertisement, which here goes top page and will play to the fair's time and dates, the fair is playing up the "West-O-Rama" strongly at the top of all of its advertisements. In this treatment it is using special art, including a background.

To further build "West-O-Rama," the fair has built a 55 foot wide neon sign, such as used on theater fronts, which will be erected over the grandstand entrance.

This sign will be devoted exclusively to the fair, to cash in on the heavy attendance on the Carlisle shows, planning their nightly appearances in "West-O-Rama.

New Must Replace Old Concepts for Disk-Phono Growth

Applied Oscillation Acceptance Can Curb Billion Dollar Volume

NEW 'INVISIBLE COMMERCIAL' AD AGENCY BOON

NEW YORK — An updated version of the "Ladies Will Please Remove Their Hats" slides which use flashed between test on movie screens may soon lean on unsuspecting women, to sell a new brand of selling the "invisible commercial." So starting is this new concept, which raised popcorn sales by $7 per cent when given its first field test recently in a motion picture theater, one major ad agency, J. Walter Thompson, is now circulating within the shop a 14-page memo discussing possible applications to JVT video shows.

The technique, long known to the advertising world, is fundamentally a new of television in theaters, has given an electronic form by motion research re-searcher James C. Verwey, who demonstrated his inven-tion last week.

Briefly, the gadget, the writer, has a special camera project, controlled by a gadget which has a scene on the screen, which is a screen, will be flashed at the time that a scene is broadcast. The gadget is an electronic form, and the gadget is used to control the various scenes to the various scenes, while the gadget is used to control the various scenes to the various scenes.

The result is something like something of the "Oscar's". Without the gadget, the viewers will be bored and the gadget is used to control the various scenes to the various scenes.

It is an effective, says in a practical way, who has an appli-cate for the invention, a patent for the invention, a patent for the invention, a patent for the invention, a patent for the invention, a patent for the invention.

In a practical way, who has an appli-cate for the invention, a patent for the invention, a patent for the invention, a patent for the invention, a patent for the invention.

"Oscillation," he added, will be a commonly accepted philosophy of our business, but it is supposed to the manufacturer an obligation to do the best it can and nothing more, to make an effective gadget, to make an effective gadget, to make an effective gadget, to make an effective gadget.

This point of view, of course, has long been an accepted one in the larger industries. Automotive manufacturers, TV, house app-liances, and have for a long period been close to the philosophy of obsolescence—which often tempering what might be its borders of things in two ways: the 1) protection of dealers investments, and 2) protection of the consumer, that the device of the manufacturer, 2) protection of the consumer, the device of the manufacturer.

Billion Take Low Estimate

CAMBRIDGE, O. — The billion-dollar phonograph and record business, anticipated no later than 1958 by top industry leaders, has been chopped down here by RCA vice-president Jameson Trowe, in town last week to discuss the company's new $65 million producing plant. (See story in this issue.)

Tony estimated packaged disk and tape sales at $407 million at retail, recording and playing stations at $400 million; standard photographs, $140 million; audio-visual and home recording-players at $120 million. His total estimate was $1,067,000,000.

This total will be revised further by sales of hi-fi components for which there is no reliable industry estimate available at present.
**TELEVISION PROGRAMMING**

**Communications to 1564 Broadway, New York 36, N. Y.**

**SPECIAL REPORT**

**'AUTOMATION BUYING' ERA DAWNS ON AGENCY ROW**

Several Biggies to Bring Machine Aids to Complex TV Evaluations

By CHARLES SINCLAIR

NEW YORK — Several of the video industry's top ad agencies—Young & Rubicam, Walter Thompson, Ted Bates, McCann-Erickson, and Dancer-Fitzgerald-Sample—are approaching a break- through into an era of "Automation TV Programming," on Madison Avenue.

Executives at top levels in these agencies are now putting serious thought into the target date by which virtually all television accounting and scheduling for the nation's ad agencies, may become one of the simplest and quickest processes in the history of television. The ramifications of the moves, which have been quietly gathering momentum for nearly a year, are enormous.

Television, now the most complex of all advertising media, may become one of the simplest and quickest processes in the history of television. The ramifications of the moves, which have been quietly gathering momentum for nearly a year, are enormous.

The current stage of the game, which is made possible by the automation of the account service, is to make possible a bulk discharge of data in a form that can be used by the agencies.

Sales Sweeten 'Sugfoot'

NEW YORK—ABC-TV is out with sales publicity for its two new-and-improved nighttime series, "Sugfoot." The shows, while not exceptional, will do little to change the sagging activity at the weekly bulletin, Colgate Palmolive and Luden's, Inc., each signed 13 spots, beginning January 7, at $25,000 per minute. American Bandstand, which handles the bulk of the product, reported a 15 per cent increase in the first four months of the season.

Sponsor's All Caesar Nears

NEW YORK—All Sid Caesar, the host, and he'll be in town next week. The advertising, a special Callie program which has been for some time up and going back to the beginning of the season. The show, a quarter-hour of Caesar's comedy at 7:15 p.m., on ABC at 7:15 p.m., on Thursday at 12:30 p.m.

WM Readies Durante Stint

HOLLYWOOD—Packaging a new Jimmy Durante television series has been what the Morris Agency has been doing for some time. The Morris Agency is a division of Morris Agency, the P. Leach Company (Kest, Old Gold) is to have a new television series at ABC.

What has stimulated the renewed interest in a Durante series is the success of the old Tom/Ton Theater series. The renewed interest in a Durante series is the success of the old Tom/Ton Theater series. The renewed interest in a Durante series is the success of the old Tom/Ton Theater series.

ABC Pitchers to Collate

NEW YORK—ABC is making a play for the sales pitch for the Colgate-Palmolive daytime programs. The pitch, a new program for the Colgate-Palmolive daytime programs, is to be done by the agency in the package drug firm.

ABC: New Schedule

NEW YORK—ABC has announced a new schedule effective September 14. The network will have a new schedule effective September 14. The network will have a new schedule effective September 14. The network will have a new schedule effective September 14.

**SEPTEMBER 16, 1957**

**MONEY-SAVING SUBSCRIPTION ORDER**

Enter my subscription to The Billboard for a full year (94 issues) for 35c (considerable saving over single copy rates). S&H fees $1.00.

Name:

Occupation or Title:

Company:

City:

State:

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
Slenderella’s TV Weigh-in

NEW YORK — Slenderella is gaining weight in TV. The role of the 143-pound Red Cross agency of Management Associates of California, was taken over from the beleaguered "Queen for a Day" on Monday, Oct. 8, and it is expected to grow into a strong TV spot campaign.

In New York City, Slenderella is losing a half of the Tea and Tobacco division, with Miss Ruth Hulver of the 143-pound agency becoming famous for her ability to keep the agency in the air and the entire TV community in its spell. Last weekend, the Slenderella show was forecasted (with Abe Burrows) by the "Old Daffy’s" secretary, and the show was one that Miss Slenderella was writing all over.

STORM AHEAD

'Crescendo' Way Behind On Planning

NEW YORK — The storm warning was kept on NBC’s executive floors concerning "Crescendo," September 29, $3,000,000 of NBC’s overpriced in the first half of the 1947 season. The show’s problem is that NBC has decided to launch a five-step program of planning which will take up its entire time.

The show’s chief for the first year was a round of hit or miss specials, but NBC has decided to set up the show next spring as a regular program. The show’s problem is that NBC has decided to keep the show on the air, even if this means losing money on it.

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LONGHAIR CROPPED

Title Firm Sets Giant Musical Show in Chi.

CHICAGO — A unique and ambitious live musical series, as local as it gets, will launch October 18. "The Wind," the NBC-owned Western, is the biggest show in the world, and it is expected to appear on NBC’s overpriced in the first half of the 1947 season. The show will be a round of hit or miss specials, but NBC has decided to keep the show on the air, even if this means losing money on it.

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S laughing Stuuy of Miss Francis Points

Outlines Five-Step Programming Pattern In Year’s Gradual Move to New Status

NEW YORK — The new Stuuy of Miss Francis points buy two quarters of the Arieie Francis show up the audience in com-

pany thinking which has steadily growing and is expected to become the leading broad- cast TV advertiser next season, according to reports from NBC’s new department.

The Guild, Basmeh & Burs- ters agency — NBC’s old rival — is to be replaced by Quayle’s new department.

The Guild, Basmeh & Bur- ters agency — NBC’s old rival — is to be replaced by Quayle’s new department.

THE BILLBOARD

Full-Sponsor Move

An Aid to Clearance

NEW YORK — Certain clearances should be substantially helped by the fact that several alternate-week advertisers on Digest are finding that the firm’s sponsorship program has been dropped from the air.

The firm’s sponsorship program was launched at the beginning of the fall season, and it was expected that the new program would bring in almost $18,000 per episode.

October 28, Fritz Reiner, director of the Chicago symphonic, will conduct the Chicago symphonic on NBC. The orchestra was elected the symphonic orchestra of the year, and it will open the season on NBC.

The orchestra will open the season on NBC.

The orchestra will open the season on NBC.

The orchestra will open the season on NBC.

The orchestra will open the season on NBC.
THE GRAY GHOST

Excitement-charged as a cavalry raid, THE GRAY GHOST dramatizes the life and legend of one of the Civil War's great soldier-statesmen, dashing Colonel John S. Mosby.

THE GRAY GHOST, starring Tod Andrews, documents the true-life adventures of Colonel Mosby and his famed Raiders, daredevils on horseback whose fearless exploits behind the Union lines comprise one of the most eventful chapters in America's colorful history.

Epic in scope, universal in appeal—THE GRAY GHOST (39 half-hours) has already been sold to such major regional advertisers as Habitant Soups (throughout New England), Loblaw food chain (upper New York State and Erie) and Colonial Stores (Virginia, the Carolinas, Georgia and Alabama). Other territories are going fast, so act quickly. Call...

CBS TELEVISION FILM SALES, INC.

"...the best film programs for all stations"

*Also signed are Welch Grape Juice; Gunther Beer; Sears, Roebuck; Fairchild Baking Co.; Block Drug Co.; Adams Dairy; Foley's Department Store (Houston) and many others.*
**COST-PER-THOUSAND**

**Analyses of Network TV Shows in Class A Time**

By Program Type

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

**Adventures, Suspense, Western, News, Sports, Misc. Shows**

**The Billboard Continuing**

**September 16, 1957**

**NBC Farms Programming Staff Line-Ups**

**NEW YORK — NBC-TV last week firmly up its programming operation. As previously reported, is to be serving under Robert F. Levine, vpee in charge of TV scheduling for the network.**

D. Courtney, director of nighttime programs, with William J. Herko, director of daytime programs, and Tom Leeb, director of special programs.

Serving under Courtney will be Julian Bercocci and Joseph F. Costello, producers of nighttime program operations; Ernest V. Theiss, manager of daytime program administration; and David Staing, supervisor nighttime program services.

**Reporting to Lindenauer will be William J. Herko, manager of daytime program administration; Frederick Wilson, manager of daytime program operations; and John C. Greene, supervisor of daytime program services; William S. Dorn, executive producer of the director of programming programs.**

**Atlantic Makes Big Move Into Weather Buys**

**PHILADELPHIA—The Atlantic Refining Company, traditionally a regional player in network radio, has been moving quietly into local weather sponsorship, with five-minute strips now running in 26 of its 34 key markets. Nearly all its new business since early 1957.**

The weathers choice to fill the weather gap between Atlantic’s football and baseball buys but are proving so successful in terms of revenue, return and return-for-a-low Cost-per-thousand that the company is now dropping its sponsorship of National Football League games.

No advertiser has ever bought weather spots, but, according to N.W. Ayer & Son, Atlantic’s agency.

**NBC’s News Faces Poser**

**NEW YORK — NBC TV is having a tough struggle clearing markets for its news strip which will be limited to 15 hours in fall. The network has cleared 43 out of its 59 basic affiliates.**

In the past, however, it has lost the business of American Can and Clowder Points, with the latter advertiser a good bet to return to sponsorship of the new show. Revenue from the newsstrip will be smaller than Thursday segments of the show until January 1.

**ABC Shows Till 6, Go on ‘Clock Time’**

**NEW YORK—ABC- TV is putting all of its daytime shows thus 6 p.m. on “Clock Time,” which will bring them to all time zones at the same hour, except for Mountain Standard Time, which remains on “Daylight Time.” The Mickey Mouse Club,” on this plan since 1955 debut, has proved the merchandising potential of the program and the benefits to advertisers for network, according to ABC officials.**

**“Do You Trust Your Wife?” American Bandstand,” The Lucky Lady” and any other new live shows will be sped to 28-States via VSD system, which is a part of the web’s daytime schedule, including “Mickey,” in film.

**COMING COST PER THOUSAND ANALYSES: Sept. 23: The Top Hundred for July**
### COST-PER-THOUSAND

**Analyses of Network TV Shows in Class A Time**

*By Sponsor Groups*

- **Food & Beverage**
- **Drug & Remedy**
- **Automotive & Accessory**

**FOOD & BEVERAGE SPONSORS**

<table>
<thead>
<tr>
<th>SHOW</th>
<th>1-7</th>
<th>8-13</th>
<th>14-19</th>
<th>20-25</th>
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<tbody>
<tr>
<td>1. SCOTT'S Diet Tea, NBC, ABC</td>
<td>1.79</td>
<td>1.94</td>
<td>2.04</td>
<td>2.20</td>
</tr>
<tr>
<td>2. COCA-COLA G―Coke, NBC, ABC</td>
<td>2.17</td>
<td>2.32</td>
<td>2.42</td>
<td>2.58</td>
</tr>
<tr>
<td>3. MOLINEU'S (Allred, Dyer)</td>
<td>2.67</td>
<td>2.82</td>
<td>2.92</td>
<td>3.08</td>
</tr>
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<td>4. DREXEL ROLLS (Allred, Dyer)</td>
<td>2.17</td>
<td>2.32</td>
<td>2.42</td>
<td>2.58</td>
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<tr>
<td>5. J. &amp; J. P. JUICE (Allred, Dyer)</td>
<td>2.17</td>
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<td>6. E. &amp; S. COLA (Allred, Dyer)</td>
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<td>7. COCA-COLA (Allred, Dyer)</td>
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<td>8. CHEVROLET (Allred, Dyer)</td>
<td>2.17</td>
<td>2.32</td>
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<td>9. DODGE (Allred, Dyer)</td>
<td>2.17</td>
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### DRUG & REMEDY SPONSORS

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<tbody>
<tr>
<td>1. PAPYRUS (Adventures in TV, NBC, ABC)</td>
<td>1.00</td>
<td>1.10</td>
<td>1.20</td>
<td>1.30</td>
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<tr>
<td>2. MELTINA (Adventures in TV, NBC, ABC)</td>
<td>1.00</td>
<td>1.10</td>
<td>1.20</td>
<td>1.30</td>
</tr>
<tr>
<td>3. THOMAS (Adventures in TV, NBC, ABC)</td>
<td>1.00</td>
<td>1.10</td>
<td>1.20</td>
<td>1.30</td>
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<tr>
<td>4. SOUTHERN (Adventures in TV, NBC, ABC)</td>
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<td>1.20</td>
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### AUTOMOTIVE & ACCESSORY SPONSORS

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

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<tr>
<th>MAKE</th>
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<th>8-13</th>
<th>14-19</th>
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<td>1. CHEVROLET</td>
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<td>1.20</td>
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<td>1.40</td>
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<tr>
<td>2. DODGE</td>
<td>1.10</td>
<td>1.20</td>
<td>1.30</td>
<td>1.40</td>
</tr>
<tr>
<td>3. LINCOLN-MERIDIAN (Olds, GM, ABC)</td>
<td>1.68</td>
<td>1.80</td>
<td>1.92</td>
<td>2.00</td>
</tr>
<tr>
<td>4. CHEVROLET</td>
<td>1.10</td>
<td>1.20</td>
<td>1.30</td>
<td>1.40</td>
</tr>
<tr>
<td>5. FORD</td>
<td>1.10</td>
<td>1.20</td>
<td>1.30</td>
<td>1.40</td>
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<tr>
<td>6. OLDS</td>
<td>1.10</td>
<td>1.20</td>
<td>1.30</td>
<td>1.40</td>
</tr>
<tr>
<td>7. BUICK</td>
<td>1.10</td>
<td>1.20</td>
<td>1.30</td>
<td>1.40</td>
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<tr>
<td>8. CADILLAC</td>
<td>1.10</td>
<td>1.20</td>
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**CLOSING BLURB**

**Moved Ahead**

*HOLLYWOOD—End commercial on the Gale Storm Show will, this season, be spotted some five or six minutes prior to the close of the program, instead of at its conclusion, following a study made by the A. C. Nielsen Company for sponsors Nestlé's and Helena Curtis.*

Nelson found that the final commercial showed a big drop in rating—averaging between five and six points—as viewers dialled out at the end of the entertainment part of the program. Since the alternate sponsor all ways has the final spot, with the major sponsor taking the opening commercial, it is believed that every other week either Nestlé's or Helena Curtis was losing five to six million viewers for its message.

Decision to move the final commercial ahead means that producer Alex Gottlieb is having to shoot the films in three acts instead of the traditional two.

**NEW CHARLIE CHAN SELLS!**

78 markets snapped up in first auction! Copa Cabin Atlanta! NBC 9-4-6 in Los Angeles! Dixie Beer! Bowman Biscuit! Prescriptions! 1506 in 10 markets! J. Carrol Nash, the NEW Charlie Chan, the "best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN SELLS!
HERE'S THE STORY IN A YOU-KNOW-WHAT!
No doubt about it, there's many a truth spoken in gist. CNP's philosophy can be spelled out very briefly:

_We believe in Planned Production._ With our "Boots and Saddles—the Story of the Fifth Cavalry" just released for syndication, we're well on the way to completion of our next series, "Union Pacific." And the cameras are set to roll on yet another series. Continuity of effort like this is why we have and hold some of the best creative people in the business.

_Our production plans are our own._ We have full confidence in the continued growth of non-network television, and we have undertaken to supply its program needs on a regular basis. The result: film of far greater quality per dollar invested than is possible in an intermittent, piecework, patchwork operation. The beneficiaries: non-network advertisers, broadcasters, the public, and us.

_Our creative decisions are our own._ We believe that tailoring a series to the assorted demands of all potential customers only leads to the kind of programming that's best described as corned beef hash.

_Our timing is our own._ When we produce a new series, it's because our own best creative judgment tells us that a series is ripe for the making—not because a "pilot film" has lured enough advance sales to underwrite any part of our negative costs.

We don't create consumers and we don't create advertising. We do create entertainment that energizes consumers for advertising. And because CNP production doesn't wait on the vagaries of sales, on temporary fluctuations, or on other people's opinions, we'll always be ready, as we are right now, with prime syndicated TV film product to meet the growing needs of an expanding Non-Network Television Market.

That's the CNP story in a nutshell.
Block Likes Novelty, Flexibility of Live TV

NEW YORK — There are so many half-hour film shows in the New York market that a live local series now stands out boldly by comparison.

That's the thinking behind the Block Drug purchase of "Art Ford's Greenwich Village Party," a new variety show starting for Block on WARD October 4 in a 10:10-10 p.m. slot, according to the purchasing ad agency, Sullivan, Statham, Colwell & Bayles.

And Ford will be featured in many live commercials for Block Drug accounts spotlighted on the show, and will even do special lead-ins and lead-outs on film spots. At the retail level, Block expects to backstop the live show with a heavy merchandising campaign in the New York area.

The show will function as a "corporate vehicle," according to the agency. All of the SSC&B handled Block products will be spotlighted in commercial spots, plus those handled by the Lawrence C. Craft Coordinator agency, such as American Tast and Marigold Shampoo.

Flexible Use

"In addition to the novelty of a live local show in New York tailored strictly to New York tastes, we can be far more flexible than a film show," an agency TV executive states. "We will be able to integrate Block's seasonal products, like Item Cough Syrup, the methane cold weather starts, and achieve smooth blending with the show's format of our film commercials without having to space them into a television negative and match our sound levels with those of a syndicated show."

A top-level team at SSC&B, incidentally, will ride hard on the upcoming series, including TV-vice president Phil Cohun, TV Manager Frank Reed and agency producers Tom Vester.

The format calls for Art Ford to present guests "from the entire entertainment field," with an emphasis on music personalities. The show is signed for an initial cycle of 13 weeks, with options extending right through 1958.

BPA Seminar Set For Chicago Nov. 1

CHICAGO — The second annual convention and seminar of Broadcasters Promotion Association will be held here November 1-2. The seminar, open to promotion managers of stations and allied fields, will revolve around trade paper advertising, sales presentation and cooperation with agencies and syndicates. The first BPA president is Dave Partridge, advertising sales promotion manager of the Westinghouse Broadcasting Company.

Friedkin Resigns Y&R for Summer

NEW YORK — Johnny Friedkin, formerly a supervisor in Young & Rubicam's TV publicity department, has resigned to join Cade-Sumner Associates. The new firm will be known as Sumner & Friedkin Associates and will specialize in TV, motion picture and industrial public relations.

It is currently handling the national campaign for Paddy Chayevsky's "The Goddess."

1-2. The seminar, open to promotion managers of stations and allied fields, will revolve around trade paper advertising, sales presentation and cooperation with agencies and syndicates. The first BPA president is Dave Partridge, advertising sales promotion manager of the Westinghouse Broadcasting Company.

Van Heusen, Rise Bet on 'West Point'

NEW YORK — Rise Shaving Cream and Van Heusen Shirts are currently betting that their personnel tie-in on ABC-TV's "West Point Story" will pay off with 15,000 cost-per-thousand, which is favorably compared with a 1-2-run show.

The agencies involved—Gray for Van Heusen, and Sullivan, Statham, Colwell & Bayles—figured unofficially that the rating expectancy of the series, which will total 15 one-hour specials, will be split 50-50 by General Foods in its first run with the villains and CBS TV, may fall between a 1.4 and 1.7 in the national ratings.

When figured against the purchase price, reportedly $10,000 weekly for each sponsor for the program, the return shows an attractive view-cost in the crystal ball run for a first-run property may envy.

The repeat series, which marks the first time a show has wound up a run on one web then shifted to another it start a second run, can operate as far as the 26-week mark under the Rise-Van Heusen buy without needing new production. Revised this mark, no deals are set.

Zinser agreed to ride "this new episodes before the cameras by mid-September" and to schedule them little after the ABC-TV debut, although the existing deal does not spill this out, and no costing calls have been put out as yet on the villain series.

Tie-In Blanks

The Rise-Van Heusen deal is likely to cut further interesting television pattern, according to policy level planners at the two agencies, with the two products are equally competitive.

Alto "West Point Story" is nominally scheduled as a standard major—minor co-sponsorship, the agencies are now reported thinking of evolving a 50-50 split right on这笔 commercial, with both producers of the two products are featured. Such a commercial, with more or less co-ordinated, show a clean-cut young man shaving with Rise, showing his Van Heusen shirt, and winning the heart of hisforeseeing a trend of tie-in commercials reported earlier this season in The Billboard.

Commercial in the series, however, are being created by the United States Military Academy, in which the television General Foods deal, according to Gray and SSC&B.

Phone 'Time' In Solid Start

NEW YORK — "Telephone Time," Saturday evening's top spot, tops the Topaz figures for the Tuesday 9:30-10 p.m. slot with a 19.6 rating, 16.1 share with the other web's also had "Two People" on ABC-TV, rises its way ahead of last week. When "Du Pont Theater" delivered the top spot when its paltry Tuesday September 26, it garnered a 9.6 full hour deal.

Another A.B.C show, "Jim Bowie," returned to top its Friday 9-10:30 spot with a 19.1 rating and a 15.6 share against "Blondie" (10.2, WABC), "Homefront" (5.7, CBS), B.C.S, another improvement over last fall's start.

The Billboard... Information's.

WBC

10

TV PROGRAMMING

THE BILLBOARD

SEPTEMBER 14, 1957

Take a look at the BIG CHANGE in Baltimore!

In early August... Westinghouse Broadcasting took over Channel 13 (formerly WAAM) in Baltimore, America's 12th Market.

In early September... WBC started programming the new Star-Bright WJZ-TV, with...

- The great MGM & RKO Features
- Jack Wells, one of Baltimore's 2 top D.J.'s, on "Baltimore CLOSE-UP" (7-9:30 A.M.)
- Buddy Deane, Baltimore's other top D.J., on "The Buddy Deane Bandstand" (3-5 P.M.)
- Keith Mc-bee, Baltimore's top newscaster, on "7:30 News" and "The Late News"
- Popeye Cartoons, "The Honeymooners," and plenty of hot syndicated

NOW... take a look at what's happened in Baltimore, from these samples of the...

FIRST RATINGS AVAILABLE!

Sets-in-Use Doubled! WJZ-TV Ratings Tripled!

(A.B. Telephone Coincidental-Mon. Sept. 9, 1957)

3:00-5:00 PM NOW Aug. 30 (M.F., Av.)
Station A 11.1 3.2
Station B 7.1 4.3
Sets In Use 25.0 12.8

Joe Dougherty, WJZ-TV Sales Manager, says this is only the beginning! For star-brightness availability call him or the man from Block-TV. Both of them have the facts to prove that, in Baltimore, no selling campaign is complete without the WBC station...
WHERE DID EVERYBODY GO?

One second ago 18,988,132 people were out there watching their TV sets. Maybe if that commercial had been just a little more fresh and imaginative...
NEW YORK—Young & Rubi-
ius is quietly contemplating the establishment of a "videe yard-
stick" in spot TV. The agency will measure varying barter plans
being pitched to the big ad agency and may, at some point, be
forced to have little hope that they will make the grade.

The ad agency is using a new system that measures sales
for 50 urban stations, computed for a 13-week period as to
station availability, time slot, adjacencies, costs, ratings and re-
sulting cost per thousand.

"And, only then," says the Y&R inter-office memo, "if barter
operators can match this performance record, we owe it to our
clients and ourselves to break ex-
tisting procedure and take the bar-
ter route."

The memo's gross tone, how-
ever, was very downbeat on the
subject of barter, stating specifically that "in the guise of securing an alle-
gation of production, some clients by utilizing barter proced-
ure, we are doing nothing more
than helping film people drain the
pockets of our clients and theirs by
adulterating their properties.

The general "shadowy exhibit" of
barterings also draws a lifted eyebrow from Y&R execs.

"The closer our examination be-
comes, the more obvious is the
power of film barter. It appears
more than a television version of
the classic practice of 1929 radio days," says the brass
in a Y&R ad sales memo.

Altogether offering a barter-
"immediate but superficial fire" of
interest, Y&R notes the "prominent sta-
tion operators, key media people, such industry trade groups as As-
socted Artists and Actors of America, Radio and Television Associa-
tion and others has already
identified a number of weak and
serious demerits to barter."

"Firstly, there lies in the realm of
lack of specific station list, lack
of ability for barter operators to sup-
ply the stations. Secondly, the
shortage of "vendors" must make 52-week
commitment not easy, resulting in a
loss of prime time avail-
abilities, plus the fact that barter
is in reality a pre-emption by
front-rate advertisers."

TRADING OVER

TPA Production
Set at $6 Mil

NEW YORK—In its first major
action since the company was
bought full control of the company, Tele-
vision Programs of America last week
bought a minimum of $6,000,000 for
1957-58 production, a figure that may rise to be-
ning $10,000,000. The money will be used for four
series, with a 52-week deal which will be "Turning Point,"
half-hour dramatics of the living room type, and nine
serials. This program is being jointly produced with Entertainment Pro-
grams of America, and the deal was for $6,100,000,
Question.

The four other programs will be
sold to the networks, which have
series on which options have been taken
in the past, TPA will sell out and gain
control. As a result, TPA has sold three
series to NBC, 12 programs to ABC, six
for CBS and three for the independent net-
work. They are Michael M. Sillen
vice-president, vice-president Leon Bronkas, vice-
production, and Bruce Edels, vice-
vice-president for the right division. It also
selected two new vice-presidents—Walt Plant, manager of its central
division, and Kent Bloomberg, vice-
foreman for sales co-ordination.

OLD SIGHTS EMMY AWARDS ON NBC

NEW YORK—Oldsmobile is
expected to sponsor the Emmy's next
year, but GM would prefer to have
another motion picture Academy's Presenta-
tion. "We're not quite sure what the situation
will be," the spokesman said, "but it is no longer open for
commercial sponsorship."

HOLLYWOOD—NBC has
offered to renew the present contract between ABC and
Television Arts and Sciences for
the telecasting of the annual Emmy Awards for another five years.
Reportedly NBC would pay the Academy in the vicinity of $500,000
for the rights to the telecast ($600,000 per year)."

Y&R WEIGHS RULER TO MEASURE BARTER PLANS

Memo Thinks Story's Yard Long,
Seeks Present Performance Facts

NEW YORK—Young & Rubi-
ius is quietly contemplating the establishment of a "videe yard-
stick" in spot TV. The agency will measure varying barter plans
being pitched to the big ad agency and may, at some point, be
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CO-PRODUCTION DEAL

INVISIBLE MAN PLANNED
BY OFFICIAL IN ENGLAND

WPIX ENJOYS
61 MILL MONTH

NEW YORK—With an air of
ingrained innocence, National Tele-
vision, has signed for a package of
抠v-brickets at deals in barter film
time and has sworn off them for a
longer term. WTPA's first venture into the
field, with a major barter deal for
Finished Film. An unnamed agency bounced back in NTA's box last week but the film firm is said to bid
definitely going ahead with a
18-month film barter drive which kicks off today (10).

Labeling the deal as unique with a
Screen Guild Film. film remit off the air as an experi-
enment. V.C. President Oliver A. Unger, of NTA, now says
We have concluded that the tremendous interest of the
station owners, the adver-
sers and the film distributors could be served by a uniques
undertake to halt this experiment."

In this abrupt about-face barter deal a major one as A at a
practice which "dawns ground TV at
the very time the industry is
launching Iover cost-per-thousand.

An Exquisite Foreign spun-his
reason for not trying to barter for in the
NTA switch. NTA, thus Far-
Famous Film, originally had an ex-
act clone deal to deliver shorter
line for old telefilm. The deadline
for the Exquisite Foreign network" delivery was August 29. Came the deadline
and NTA had only lined up about
a third of the total quota.

With the exclusive deal gone, Exquisite Foreign early this month
formed a partnership with bartered time to peddle, according
in Exquisite For part, which vehicles of plans for 57
exhibitions, advertising. Law of the land.

Result of this was a noticeable
in new film deal, which led to a
stantial, wide-ranging sale of
week.

(Continued on page 14)

WIPX ENJOYS
61 MILL MONTH

NEW YORK—WIPX, raked up a
million dollar haul during
August in telecasts, principally in
$million mark, signing contracts with 25
advertisers for program or spot
arrangements, according to the inde-
pendent outlet.

The month included American
Tobacco, P. Ballantine, Heine, Na-
Pional Presto, General Electric, General
Mills, Coca-Cola of New York,
Techo, Kalamazoo, and Liggert & Meyers. Plans for
deals wrapped for full or alternate
wonts included "Studio 57," "Hallway Pathel" (in a double-ex-
hibiting run of "Pathel of the
Sea," "City Detective," "Life With Father," "re-run of "the
San Francisco Best."
Invisible Ads To Hype Sales

- Continued from page 1

In its TV use as Viscri (who is in association with Rene Ren and Francis C. Thayer of United States Productions), there is the subliminal commercial which purports to lower the price of a product by promising fewer interruptions for sponsor messages and added entertainment. No ad agencies or networks have signs of subliminal process, but Viscri and his associates expect to start demonstrating the TV edge on its rivals with super-effective commercials.

The test process has already been made in the U.S. and Canada, where Viscri were involved, however, the test was purely a psychological experiment.

Regulations, Breath Hot on Pay TV, Neck, Says Doerfer

WASHINGTON — wired TV may be spotlight last week as Federal Communications Commission action on regulation of the cable industry. As House of Congress, the FCC asked for May 25, whether the broadcast executives that the wired service would eventually faces the "Hot Button" of the House television station (WOL) asked which concerns that the wired pay TV franchise here. (See separate story.)

Under consideration by Viscri is another possibility—leasing the time to a CableVision directly to an independent advertiser, like Procter & Gamble. It is a TV edge on its rivals with super-effective commercials.

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World Video

Sells 1st Show

NEW YORK — World Video Productions has sold its first prop-erty, a three-hour color documentary, to all American business enterprises that use public highways, the chairman said. He noted that the FCC currently has no jurisdiction over the wired service, as did the agency's own new last week on the "boom" in this field, not only in entertainment, but in medicine, industry, transportation and education, Wednesday (11).

Whether or not broadcast subscription service would be subject to regulation as confused as the type Doerfer prophesied for the wired counterpart, he wouldn't say. If approved by the FCC, the a trial pay TV would face more regulation than free television.

Canada Blurb Work Booms

TORONTO The booming Canadian economy is causing an upsurge in demand for television commercials for Canadian TV by many of the country's major advertisers and agencies. According to officials of Robert Sherrington Ltd., owner of the New York commercial production company, the volume of commercials in the first half of 1957 for broadcast is greater than all year of last year. The Canadian branch has doubled its volume of commercials in the first six months of 1957 for broadcast. The new work is coming from advertisers in the entertainment, advertising, and radio fields.

KFJZ Adds Subjects To 2,000 Other Films

FORT WORTH — KFJZ-TV, one of the top ten TV stations in the nation, has added 2,000 feature films to its library, including British, American, and Canadian productions. The films will be used in future weekly programs.

Korea Radio

The operation of the KFJZ-TV station, which is owned by Korean Radio, has added 2,000 feature films to its library, including British, American, and Canadian productions. The films will be used in future weekly programs.

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In This $ BILLION-PLUS Sales Empire
WREX-TV Is The KING Salesman

The Rockford TV Area—Illinois' 1st market outside Chicago—is KGO 1592, with $2,375,080 income. It embraces rich farm counties whose cities house industrial giants like General Motors, Fairbanks-Morse, Parker Pen, Burgess Battery, Sundstrand, and shows sales indexes like Rockford's 159, Aurora's 148, Elgin's 158, DeKalb's 184, Freeport's 176, Dixon's 203. Sales total $1,706,962,000, average $4,265 per family—$447 above average.

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

J. M. BAISCH, General Manager • Represented by H. R. TELEVISION, INC.
No KCOP Renewal Is NAFBRAT Plea

HOLLYWOOD—National Association for Better Radio and Television last week (13) noted that the license of Los Angeles Station KCOP will not be renewed because "the station is not operating in the public interest.

NAFBRAT charges the channel with violating the NABTB code, with which only one side of controversial issues (principally the Tom Duggan show), with televising programs on kidnapping (Floods Franchel), with carrying shows on faith healing (Oral Roberts), with broadcasting children's programs and commercials on them, unutilizable for children and with overloading of commercials.

In the latter category the complaint alleges that one spot ran for 13 minutes and 20 seconds, that there were several over 10 minutes long, that there were 111 over two minutes length, and that they were one hour better than half of if was devoted to commercials.

KCOP has come under fire before because of its advertising policy, most specifically because it still takes spots from car dealers, H. J. Cason, despite the fact that he is under indictment for fraud. According to Program Director Al Flanagan, the station does so because it feels an indictment is not a conviction, and because all spots are checked as classified as possible before being permitted to go on the air.

NAFBRAT's charges are apparently well documented. KCOP General Manager Jack Herrits said that he was "surprised" by the complaint and indicated that he feels that the station was not as much in line with other channels as the charge would make it seem.

In this he seems to have a great deal of justification, Franchel, for instance, has appeared on the CBS network. Other stations carry board-line advertisers. Faith healers and pseudo-religious programs abound, and advertisements for radio. Nearly all TV stations flout the NABTB code in some manner, especially during late-night hours.

Nevertheless, it is true that the station, has the lowest rate card in town, thereby attracting advertisers which is not afforded by television, and that its basic philosophy, under the Copley administration, has been to spend as little as possible on programming, thereby making its revenue go a long way. Sale of the station to a graduate headed by Kenyon Brown and Bing Crosby has been consummated save for FCC approval.

Practically as far as the station is concerned, the NAFBRAT complaint can have little effect in the near future, since the station license was renewed only six months ago. Its more immediate effect could be to cause nervousness over the-shipment glasses among other station managers, many of whom have never concurred in their dislike for the organization.

The last time NAFBRAT was in the news was three years ago during the congressional probe of crime and horror shows on TV. At that time the organization claimed 600 members, whose activity consisted almost exclusively in Southern California. (Despite the national designation.) It also was found that many of the members listed on the manifest did not participate actively, but served only as figureheads.

Ziv Overseas Release Click

CINCINNATI—The pattern of simultaneous release of new syndicated series to both U. S. and overseas buyers has proved so successful for Ziv-TV on its "New Adventures of Martin Kane" that it is using the same technique in launching a Spanish-language version of "Harbor Command." It's now well along in U. S. salons but still snappings up a number of smaller markets.

"Command" has been signed by the local tobacco firm for telecasting in two Venezuelan markets, and sold to stations in Puerto Rico, Panama and Peru. A tale on "Kane" was also scored in Mexico by H. Steel & Co., distributor to Longies-Wittmanner.

CBS Newsmen to Film the Filming Of 'Gray Ghost'

NEW YORK—CBS-TV is sending a newsreel cameraman out to photograph the filming of its new film series "The Gray Ghost" while it is in location. The intention is to send the newsreel footage shot around to stations which have purchased the show for integration in their local news programs.

It is expected that the Civil War show will receive substantial recapitulation not otherwise available via the newsreel footage.

According to Billboard...

was one of the nation's top two producers of television commercials last year.

Here's a Really Good Film*

Not too long ago we had the pleasure of seeing, once again, the same version of The Man Who Built a Better Mousetrap—thediminishment of the economic value of advertising which Standard Oil Co. (Indiana) first produced in circulation form some years ago.

The current version is a Howa Technicolor epic, with commentary by Wesley I. Rounds, Standard's advertising manager, which runs 10's seconds and is available for specific ads on its internal group without charge.

We have been more than usually critical of films which have attempted to explain advertising to the general public, or to position it in the economy, as when we say that we found this particular film technically correct and markedly effective, we are relating on life endorsements.

We suggest that you check with Eric Senn at 1422 Michigan Ave., Chicago 10, on the possibility of showing it. Although sponsored and paid for by Standard Oil, it is not a Standard Oil film; it is adaptable for showing to any group.

*...and it's from Kling!

We're grateful to Standard Oil Company (Indiana) and the D'Arcy Advertising Company for the opportunity of producing another example of Kling creativity, quality, and service. If you are interested in advancing a product, a service or an idea, find out how powerful an influence a Kling film is.
Manolete Is Gored by 'Playhouse 90' Bull

By BOB BERNSTEIN

Playhouse 90 (Net).

The great Manolete suffered a profound goring on the opening telecast of the new season, chief edguts including the writers, directors and casting director. A stiffened, padded script which encased "art" and delivered fragmentary vignettes and 73 poor quality film clips laid the rocky foundation. What made the summite, who "adopted him" before and after his death slim him cruelly during his final performances was not revealed. What made his eyesight suddenly shady and just as suddenly improve was unclear. What made Manolete a horse of another color? Sublime. The "wage believability soles" were absent by what sounded like a literal translation from the Spanish, "This of the bulls is serious." Palace was called upon to explain that Sury Parker was so inadequate as a "misterious as to be contemptible. Only Norton, "the egghead" as he is known, and M. M. Wynant, who vanished when something genuine out of the massive sham.

Producer Martin Manuel bit off more than his staff could chew, not technically (as always smooth) but artistically. Barnaby Conrad's forthcoming book has to be more moving with the addition of his personal adaptation, or it'll be costly by the life of the line. -TV, compared to the "Playhouse 90s" shake is all the more pleasing. The courage that was -TV, compared to the "Playhouse 90s" shake is all the more pleasing. The courage that was... 

The "Playhouse 90" show is strictly for the "playhouse" fan. The CBS ruminations about its "what it is" aspect should be due in the fall. -TV, compared to the "Playhouse 90s" shake is all the more pleasing. The courage that was... 

Life of Riley" (Net)

NABC, Thursday, 10:30 p.m., EDT

"Life of Riley," with Andy Devine as the male lead, is a new production, not a rerun. -TV, compared to the "Playhouse 90s" shake is all the more pleasing. The courage that was... 

Studio One (Net)

Case for "Night America Trend", Alexander Scourby, Robert Burcham, Barbra McNally, George Murdock, directed by Elia Kazan, performed by the Writers Guild. Presented by the Washington Corporation of Columbia Broadcasting System. CBS, Thursday, 10:30 p.m., EDT, (September 13)

It was unfortunate that "The Night America Trend" was the opening show of the "Studio One" series as it will remain one of the strongest of the new season. The production was a prime example of what can be done with a limited budget and still achieve a high degree of perfection. -TV, compared to the "Playhouse 90s" shake is all the more pleasing. The courage that was...
The page contains a mix of text and images, with a focus on weather and event coverage. Here is a breakdown of the content:

### Bachelor Father (Net)
- **Net:** CBS
- **Time:** 9:30 P.M., EDT
- **Synopsis:** Mr. Adams and Eve paved the way in sophisticated comedy for television viewers, and they succeed. "Bachelor Father" follows in his footsteps, and should get off to a good start alternating with "The Red Pony" on Sunday night at 8:30.*

### Tales of Wells Fargo
- **Star:** Dar Robinson, Guest: includes Jim Backus, William Conrad, and Carl Betz
- **Net:** CBS
- **Time:** 7:30 P.M., EDT
- **Synopsis:** "Wells Fargo" opened the fall season with something of an off-beat adventure, as the Belle Starr by agent Jim Hardy. While the yarn did not generate as much suspense as it did in the past, it was given a pleasant half-hour of viewing. Especially appreciated was the performance between Jim Hardy and Miss Missy as she tried to surpass the Belle Starr of the past.

### Miss America (Net)
- **Star:** Bert, Pat Dyer, Joan Blondell, and Henry Hull
- **Net:** NBC
- **Time:** 8:30 P.M., EDT
- **Synopsis:** Miss Colorado was so far ahead in the field of poise and breeding that it wasn't even a contest as usual, but the Atlantic City finals were fun as always. Douglas Edwards proved particularly tough, but they all carried themselves with the distinction that it was an important event. The page also mentions the entry of Winchesters, which adds a new element to the show.

### Network Review
- **Title:** Have Gun Will Travel
- **Stars:** Henry Warth, Harry Shannon, Martin Garell, Robert Alda, and Jane Powell
- **Net:** CBS
- **Time:** 8:30 P.M., EDT
- **Synopsis:** As the plot thickens of Westerns hits the screen these fall viewers are finding themselves boy friends and horses, that in the end, they are capable of what the stars are doing to distinguish themselves in this drama. The plot of the series, one that seems to be held together by Alphonso at most in "Have Gun Will Travel" is not only because the protagonist, Richard Boone, is playing a white horse, so that if the two characters can become better tuned the show has a distinct aura.

### Gale Storm Show (Net)
- **Star:** Gale Storm
- **Net:** CBS
- **Time:** 8:00 p.m., EDT
- **Synopsis:** The best laid plans of mice and men sometimes go wrong. In the upcoming network wrap, Gale Storm inherits the mantle of the returning Gale Storm Show, it's quite nice. They're just a few seconds behind. The problem arises out of the Pat Boone show. This will most likely gather in some additional viewers, but it also will have to continue to tailor the episode for Miss Storm so that Miss Storm can get some strain in the writing and more restraint on the talent actress that is needed in this case. It definitely looks like a problem about snowing in the telephone, so there the show gives in to the large record. It's the credit to the program that despite the fact that it got off on the wrong foot, it still turned in a better than usual performance. The show contained some last minute was in all, and production on this was striking in its mood-setting.

### The Big Issue (Net)
- **Star:** Joanne Dru, David Rice, Millie Perkins, and John Ruby
- **Net:** CBS
- **Time:** 10:30 p.m., EDT
- **Synopsis:** The first "Big Issue" show of the fall season will be accompanied by an "occasional feature" NBC (robinson) that produced this year calls marveled in its ever so juvenile debonair. And, it ended up with a look at the subject of the Pigeon. A Police Chief (Ken Lane and Michael Langan), the Cook County Sheriff Joseph Lehman, the police commissioner, the Justice Jutie Wolfe of New York City, the City's Domestic Relations, and the Juvenile Court judge. Laurence Bloe and Edward S. Mabie Nieblin of New York.

### Summer Segs
- **Continued from page 3
- **Synopsis:** The opening story deals with Bonner's successful summer of a rancher's daughter from the countryside. The show will hold out for the marriage, bringing the audience into the less profitable months. The show provides an easy, simple expedition of having him trail behind a horse after the maturation.

### Lightening
- **Title:** Summer Segs
- **Star:** Robert Barr, referee, June 13, 1957
- **Synopsis:** A major contribution NBC affiliation with ABC, NBC, and CBS will give up better clearances for some of the "less than blockbusters" of our summer line-up, which will reflect both in the profits and the advertising. A station which does both is likely to reach that potential. The advertisement is a strategy that favors the strongest self-interest in having a network service that will perform.

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- **Title:** Summer Segs
- **Star:** Robert Barr, referee, June 13, 1957
- **Synopsis:** In the NBC blueprints, Saroff [sic] is listed as a new key to hot-weather programming. Perhaps the summer will be the most important time to introduce new and new start development. Saroff emphasized, adding that NBC was "establishing a development program which will do the job for us in the summer, too. It will enable the NBC project unit to be now doing in its field.

### Miss America (Net)
- **Star:** Bert, Pat Dyer, Joan Blondell, and Henry Hull
- **Net:** NBC
- **Time:** 7:30 p.m., EDT
- **Synopsis:** Miss Colorado was so far ahead in the field of poise and breeding that it wasn't even a contest as usual, but the Atlantic City finals were fun as always. Douglas Edwards proved particularly tough, but they all carried themselves with the distinction that it was an important event. The page also mentions the entry of Winchesters, which adds a new element to the show.
### PULSE FILM RATINGS for June

*For complete information on program, ratings, audience size or coverage, please consult The Pulse, Inc., 11 W. 44th St., New York, N.Y.

The Pulse Audience Composition Studies

#### Syndicated Film Western Shows

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Hours in Top 100</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Wyatt Earp, WAM, T</td>
<td>12.3</td>
</tr>
<tr>
<td>2</td>
<td>Hopalong Cassidy, NBC</td>
<td>12.3</td>
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<tr>
<td>3</td>
<td>The Cisco Kid, NBC</td>
<td>12.2</td>
</tr>
<tr>
<td>4</td>
<td>The Li'l Abner Show, WAM</td>
<td>12.2</td>
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<tr>
<td>5</td>
<td>The Hopalong Cassidy Show, NBC</td>
<td>12.2</td>
</tr>
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### JUNES RATINGs

**AMONG WOMEN**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Hours in Top 100</th>
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<tbody>
<tr>
<td>1</td>
<td>The Music Man</td>
<td>9.6</td>
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<tr>
<td>2</td>
<td>The Andy Griffith Show, NBC</td>
<td>9.5</td>
</tr>
<tr>
<td>3</td>
<td>The Beverly Hillbillies, CBS</td>
<td>9.5</td>
</tr>
<tr>
<td>4</td>
<td>The Perry Como Show, NBC</td>
<td>9.3</td>
</tr>
<tr>
<td>5</td>
<td>The Jackie Gleason Show, CBS</td>
<td>9.3</td>
</tr>
</tbody>
</table>

### PULSE LOCAL RATINGs FOR JULY

**Baltimore**

7th Annual Maryland Film Festival

**Fresno, Calif.**

4th Annual Fresno Film Festival

**Houston-Calveston**

2nd Annual Houston Film Festival

### STATION SIGNALS

Now there’s a TV program for people too busy to watch TV! "Indie station WITI-TV, Milwaukee has announced two half-hour series of a colorcoment that features a Calder-like module状

t which contains a totally black background while the audio plays fluidly. The series such as the "Fair Lady" and "Most Happy Fella. There are also people in stations across the country who enjoy the show.

Bill For, general sales manager of KPFF-TV, San Diego, Calif., has been promoted to station manager. His predecessor, Eugene K. Barnes, has been promoted to program director.

Tom Field, newscaster at KIKN-TV, Chicago, Ill., leave to join WRCV, Philadelphia, early in October. Pete French will replace him.

### Four department head changes have been made at WLS-TV, Chicago, Ill. Mel Quin, former executive director, has been appointed executive director, and Paul Barns to carry on his responsibilities.

Director of sales development for WKBW-TV, West Hartford, Conn., has been named to the new position of director of sales development for WNBC-TV.

Jim Whiteman, formerly with the Boston Globe, has been appointed business manager of the WBFF-TV, Boston, to shape the TV news and the WBFF-TV, Boston, to shape the TV news.
**Top Syndicated Films**

1. *Highway Patrol* (Desilu), WWL, 13.0
2. *Circus* (Desilu), WOR, 12.6
3. *The Toast of Los Angeles* (Desilu), WWL, T-730, 11.5
4. *Radio Playhouse* (Desilu), WKY, T-816, 10.0
5. *The Twilight Zone* (Desilu), WWL, 11.0
6. *The Great Gildersleeve* (Desilu), WOR, T-730, 10.5
7. *The Big Clock* (Desilu), WWL, 10.0
8. *The Bob Hope Show* (Desilu), WOR, 9.0
9. *The Enforcer* (Desilu), WWL, T-730, 8.5
10. *The Lawrence Welk Show* (Desilu), WWL, 8.0

**Top Feature Films**

1. *Hollywood Variety* (Desilu), KTTV, 12.0
2. *The Magnificent Seven* (Desilu), KTTV, 11.6
3. *The Merry Widow* (Desilu), KTTV, 11.0
4. *The Two Gentlemen* (Desilu), KTTV, 10.6
5. *The Lady Eve* (Desilu), KTTV, 10.0
6. *The Great Gildersleeve* (Desilu), KTTV, 9.0
7. *The Big Clock* (Desilu), KTTV, 8.0
8. *The Enforcer* (Desilu), KTTV, 6.0
9. *The Lawrence Welk Show* (Desilu), KTTV, 5.0
10. *The Magnificent Seven* (Desilu), KTTV, 4.0

**Top Syndicated Shows**

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7. *The Lawrence Welk Show* (Desilu), WWL, 8.0
8. *The Magnificent Seven* (Desilu), WWL, T-730, 7.5
9. *The Enforcer* (Desilu), WWL, 6.0
10. *The Lady Eve* (Desilu), WWL, 5.0

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5. *The Lady Eve* (Desilu), KTTV, 10.0
6. *The Big Clock* (Desilu), KTTV, 9.0
7. *The Enforcer* (Desilu), KTTV, 8.0
8. *The Lawrence Welk Show* (Desilu), KTTV, 6.0
9. *The Magnificent Seven* (Desilu), KTTV, 4.0
10. *The Lady Eve* (Desilu), KTTV, 3.0

**Top Syndicated Songs**

1. *Highway Patrol* (Desilu), WWL, 13.0
2. *Circus* (Desilu), WOR, 12.6
3. *The Toast of Los Angeles* (Desilu), WWL, T-730, 11.5
4. *The Twilight Zone* (Desilu), WKY, T-816, 10.0
5. *The Big Clock* (Desilu), WWL, 10.0
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8. *The Magnificent Seven* (Desilu), WWL, T-730, 7.5
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Form Indie Music Association To Act in Pubbers' Interest

Time to Be Heard' Is a Theme; Csida, Peer, Aberbach Officers

By PAUL ACKERMANN

NEW YORK—Late Friday (12) a group of publishers, including music publishers from more than a dozen well-known firms set up an organization titled the American Independent Music Publishers, with an avowed intention to maintain and support the third-party music publishing business, regardless of whether members might be affiliated with BMI. Overwhelming majority of those present had ASCAP and BMI affiliations (see chart). Joe Csida was elected president, with Ralph Pennel, W.B. Chappell & Co., as vice president, Howard S. Richmond and Ed Aberbach were named honorary vice presidents. T. E. Cudahy was elected treasurer.

Meeting, which was described as 'cordial,' will be held monthly under a constitution and bylaws and will form an important organization for the independent music publisher industry. The first meeting will next week with an attorney to draw up the necessary formal papers. Further Friday's organization meeting, the newly-formed group intends to invite all publishers, no matter what their affiliations. A motion to suspend for lack of a quorum was tabled. The vote to form the organization was 11-1, with a quorum of 10 being required to pass. Whether the organization will have an equitable basis for distribution of revenues, particularly in areas other than the main cities, was not immediately apparent. The initial meeting was ruled a quorum.

Free for Five New Merc Plan

CHICAGO—On the heels of the biggest successful five-for-one 'Take One, Take All Plan,' which closed August 31, Mercury Records launches a new five-for-one plan for 'Take Five' effective today.

The plan revolves around Merc's new release of 26 package items, including the Best of Irving Berlin, featuring Sarah Vaughan. For five albums purchased, customers may receive one free.

GNP Steals March on Jamaica Tunes

HOLLYWOOD—Indie GNP Records will steal a march on the upcoming RCA Victor original-cast-Jeanette MacDonald version by recording the full pop tunes from the show by Fay DeVitt and George Gershwin.

"Americana," starring Lena Hope, won't be released until the show is completed, and the GNP label will be released immediately, according to General Manager Charles Wilder. "A new release ahead of any other" is the plan. The show is scheduled to open September 15 in New York. The GNP album will be released September 13.

L. A. NARAS SETS QUALIFICATIONS

HOLLYWOOD—The West Coast chapter of the National Association of Record Merchants has finalized qualifications for members and prospective members. The qualifications for the NARAS Los Angeles chapter are listed below:

1. Must be a music retailer.
2. Must have been in business for at least a year.
3. Must be a member of the National Association of Retail Records Dealers.

The qualifications are expected to be endorsed by the national association. If so, the qualifications will be effective immediately.

Mixed Reaction to StereoDisk System

HOLLYWOOD—Stereophonic records may become a reality within the next year thanks to the newly formed Stereophonic disk company (Stereophonic Corp., 1215 S. Figueroa St., Los Angeles 15, Calif.), which is being marketed by the major record companies.

The system, which was unutilized until now, has been patented by the late Victor Hugo, who died without ever starting the disk company that bears his name.

Acknowledging that the system was the best thus far produced, a new engineer, Charles Wilder, is viewing the new system through a microscope. We feel it is a problem to be solved, because the quality system is not as good as it should be.

SCP, the company, is associated with the early developments in the stereo field, and the Westerly Corporation is the company that will be following the new developments closely. Our chief engineer, Bill Weeks, is expected to be working on the system at the SCP plant.

Bob Fine, well-known record engineer and promoter of the SCP company, pointed out that the new developments in the field of stereo sound equipment have been going on for a long time, and the SCP plant is the other major company that has been working on the new developments.

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Capitol Records presents 4 great new records in a tremendous rock and roll release

THE JOHNNY OTIS SHOW

JOHNNY OTIS and his orchestra
CAN’T YOU HEAR ME CALLING/HUM DING A LING
record no. 3799 Vocal by Johnny Otis

MARIE ADAMS AND THE THREE TONS OF JOY
MA (He’s Makin’ Eyes At Me) IN THE DARK
record no. 3800

MEL WILLIAMS
STAY WITH ME TELL ME SO
record no. 3801

JEANNIE STERLING, GLENN JONES AND THE MOONBEAMS
IT’S TOO SOON TO KNOW STAR OF LOVE
record no. 3802

www.americanradiohistory.com
**Vox Prestige Debut 16 2/3 R.P.M. Disk Sweepstakes**

Fans to Get 2-Hour Music Disks
At $6.95 and $7.95 List Price

By BILL SIMON

NEW YORK—For the fourth time, 16 2/3 R.P.M. records, will be added to the music-disk sweepstakes October 1. At that time both Vox Records, a classical and pop specialty, will have a line of modern jazz disks, will kick off new series of longer-playing disks, and Vox Records will kick off four hours of music on a single disk.

Vox will retain the current prices of $8.95, which Prestige will tag its product at $7.95. Vox is the only one of the two firms, as before, to take the full advantage of the tax cut.

Kelly Heads Moppet Line For Roulette

NEW YORK—Roulette Records is reading its first complete children's program, which will be spearheaded by circus clown Emmett Kelly, Kelly, of "Kelly Dolan & the Kellys," this year has been signed by Roulette as a recording artist and in a merchandising capacity.

Vox Debuts Hi-Fi Equipment

**RCA Debs Biggest Hi-Fi Equipment Plant**

Described as "Multi-Million Dollar Investment in High-Fidelity Futures"

CAMBRIDGE, O.—The first production of RCA Victor's $5,000,000 new highfidelity equipment plant, carried on at the company's new factory at Cambridge, O., is a RCA Victor Radio and a new set of RCA Victor record players and phonograph equipment.

The plant, which covers 350,000 square feet of space, is the second of the company's two plants, and it is being marketed by RCA Victor, the company's new radio manufacturer.

In addition to the Kelly album, which has been available on 78's and LP's, Roulette's artist and repertoire chief, Hugo Fetter, has announced a new release, and has announced that the Kelly album will include material recorded by the band.

Krebetz Inks Poplar Talent

NEW YORK—Lou Krebetz, owner of the new record company, Poplar, has signed a Rock of talent. These include vocalist Bobby Jones and Bill Mitchell, a girl group, the Do Re Sisters, cockily called the Alvin Brothers and the Dora band.

Krebetz has set the line with 31 distributors, and has worked out a distribution agreement with Phonogram, Duke of Canada.

**MEMORY LANE RADIO SERIES**

NEW YORK—A new discographed radio series, called "Memory Lane," will be added to RCA's network on September 23. The series, a special feature of its 80th anniversary season, will be broadcast for the 30 minutes of half-hour shows, has been produced by RCA artists, Bob Selvig, and its executive producer, Bill Howard.

Vox-Prestige shows on the schedule include "Artie Shaw, Joe South, and the Frank Black choral.

**FRENCH MUSIC DISKS IN THE UNITED STATES**

OSAKA, Japan—The French Embassy here reported this week that the release of "Pirates," a French folk song, has been obtained by the French Embassy in Japan. "Pirates" is a popular song about a French sea captain, who is always in trouble.

French Embassy, operating on a reciprocal arrangement with the French Ministry of Education, has arranged to feature "Pirates" in France as a series of singles.

Vox Prep's 'Vox Box' LP Bargains

NEW YORK—A new multi-disk bargain, merchandised as "Vox Box," will be kicked off in October by Vox Records. Each disk will contain three 10-inch 33 1/3 r.p.m. disks from the regular Vox catalog, and each box will retail for $6.95.

This push is paralleled by the launching of the same box in the United Kingdom at the $6.95 tag (see separate story). The first of the two boxes will contain six piano concertos, in the case of the American, No. 4 by Novello; No. 4 by Beethoven; No. 1 by Chopin; No. 6 by Beethoven; No. 1 by Bach; No. 2 by Prokofiev, and the Concerto No. 1 by Chopin.


On November 1, Vox will re-introduce...
DISCOURGED BY THE 50- or 60-cent a minute charge for telephone calls, listeners are flocking to the radio for听听。...
Clark to Europe to Set Am-Par Distribution Deals

NEW YORK—AEC-Paramount chief Roy Clark leaves here Octo-
ber 6 for a three-week trip abroad, where he will finalize distrib-
ution arrangements for the label and hopes to set up some reciprocal package release deals with Euro-
pean disc companies.

Clark will be in an advantageous position for setting up distri-
bution deals, since Paul Anka's AEC-Paramount waxing "Diana" is currently the No. 1 record in the U.S., breaking the one of the fastest U.S. discs in British pop charts all over.

"Diana" and "Black Sheep" by Joe Bectett and the Sparklettes (nearing the Billboard's best-seller chart and a "Best Buy" this week) were released in England by Electric and Musical Industries, Ltd., while British Decca recently released the new Paul Anka-Mickey Marloow platter.

Clark said he will decide on a permanent distributor in England for Am-Par during his visit abroad.

In addition to England, Clark will visit Paris, Rome, Frankfurt, and Amsterdam. Already set as distributors for Am-Par are Vega Records in France and Carusell Records in Sweden. Clark also noted that he is still in the market for a "stout catalog" of classical and/or jazz.

Meanwhile, Clark reported, Anka's "Diana" (No. 1 on The Bill-
board's best-sellers chart last week) passed the 1,000,000 sales mark in the U.S. last week, and has sold more than 1,500,000 over-all in the U.S., England and Canada. Anka, who priced "Diana," has also sparked a lucrative royalty take for Am-Par's otherwise relatively inactive publishing firm, Parco Music, since both "Diana" and the flip side are published by the com-
pании.

On the album front, Clark said the label has sold in excess of $350,000 LP's since the introduction of its "Lucky Seven" fall promotion pro-
gram last July 13. Am-Par will release five new LP's during the balance of this year, Clark said, but will put 20 new packages on the market in January—bathing the albums with a promotional pro-
gram styled along "Lucky Seven" lines.

Bigger & Better Futures

continued from page 22

Let, Gian Carlo Menotti's "The Con-
sul" and Cab Calloway's Cotton Club Revue either barely breaking even or losing money. Four jazz at-
tractions of one week each, several pro-
troduced grosses of $45 to $55,000 with weekly costs totaling aver-
aging $30,000. A fourth "Jazz Under the Stars" offering this week is doing strong business. The jazz shows also are figured to keep the over-
all summer activity at the Park in the black for promo-
tion.

Also in New York: the Lewisham Stadium concerts of classical, and show music held close to even with last year. The one big jazz night at the Stadium, which featured Louis Armstrong and Dave Brue-
ck, outweighed the second high-
est pulling event by at least 10,000 fans, for a record Stadium turnout.

The New York Jazz Festival at the city's Randall's Island Stadium in the two-night stand pulled about 18,000 fans who saw one night's tally was kept down because of the threat of rain. With a seat price scale averaging $3, the gross for the two concerts came to nearly $59,000, and reports from spokesmen indicate that the series realized a profit. Here, too, ambition plans are already well under way for next year.

At Great South Bay on Long Island, a series of five concerts, under a tent seating 2,000 fans, was about broke even for July. Promoters say that three night per-
formances of their so-called "inti-
nate jazzes" pulled very well but that two performances were cancelled. In this case, at the last minute. Epic Records bowed out of the playing rights to the concert and this was then undertaken by the Voice of America. The Voice here was for use on the air to overseas servicemen. However, the tapes were unimpressed by the American Federation of Musicians and the VOA did not have the authority to do the job.

At least one jazz record club and several labels have made of-
fers for the tapes, and Festival chiec Spin- 
ard has gained another $30,500 in聲 negotiations for the or=
iginals. The concerts will definitely be in the black. Next year, a more ambitious program will come off spread out over two weekends

treeings each weekend, with no matinees.

All Plan for '58

Every one of these Festivals were either completely successful or failed only because of tactical errors in planning. All will be operating next year, and many are ex-

panded basis. Past profits, attendance and plans now shaping for the balance of this year, as well as next summer, point to a continuing expansion of the jazz market. Increas-
ing interest in the jazz scene is sure to be kindled via discs soon to be released of the Newport Festi-

tival as well as others, which cap-

## The Billboard's Fall Merchandising Issue

**COMING NEXT WEEK!!**

**The Billboard's Fall Merchan**

### L. OF C. MUSIC CATALOG ON SALE

WASHINGTON—The Lib-

ary of Congress has an-

nounced that "The Published Music section of the Catalog of Copyright Entries, Third Series, covering July-December,

1957," is now available. This section will include PP.

489-926 in the listing of pub-

lished music. The music sec-

tion of the Catalog is for sale

by the Register of Copyrights at $1.50 per copy, or $15 a year.

### 40th Anniversary For Ben Selvin As Band Leader

NEW YORK—Ben Selvin, art-

ning director of RCA's Theora-

mus and Canadian Record organ-

izations, will celebrate the 40th anniversary of his start as a band leader. The event took place in 1917 at the old Musso Room on Broadway.

Two years later Selvin recorded the first "Lil" Williams hits and the first of several thousand discs he has to his credit up to the time he became a disc himself. The disc, made for Victor, was "Din-

nerhams" which was backed with "Love of Golden Dreams."

At the same session, he wanted another couple which was re-

leased later and also hit a million. His "Forever Blowing Bubbles" and "A Pretty Girl Is Like A Melody." Later he recorded many types of music under many names de disguise, including that of Beniamino Sel-

ve, for Columbia Italian platters.

### The Billboard's Fall Prog-

### Fall programs and what they intend doing about them.

### Plus profit making ideas for dealers on getting more out of Fall plans, and vital, timely and stimulating features for everyone in the industry.
JERRY VALE
THE SPREADING CHESTNUT
b/w
PRETEND YOU DON'T SEE HER
with PERCY FAITH and His ORCHESTRA
4-41010

JOHNNIE RAY and FRANKIE LAINE
UP ABOVE MY HEAD
b/w
GOOD EVENING FRIENDS
with RAY CONNIFF and His ORCHESTRA
4-40976

CARL BUTLER
RIVER OF TEARS
b/w
CRY YOU FOOL CRY
4-40994

STONEWALL JACKSON
A BROKEN HEART; A WEDDING BAND
b/w
I NEED YOU REAL BAD
4-40997

The Sure-Fire Hits Are On The Hottest Company In The Business

COLUMBIA RECORDS
A DIVISION OF CBS
© "Columbia", Marcus Marig.
Amicable Adjustments Follow DeSylva Ruling

NEW YORK — The Supreme Court's decision to order equal rights to widows and children of composers and authors who have not resulted to the "chaos" predicated by certain legal eagles at the time of the passing of Harold Arlen, Gerie and Julius Aberbach (Hill & Range, Ronge-Jungnickel, etc.), has been generally hailed as a great victory. On the contrary, say the Aberbachs, who sued the Circuit Court decision last year when they acquired the renewal rights of the late Buddy DeSylva's songs, most publishers involved in renewal contracts with widows of composers have entered into renewal agreements with firms which own renewal rights of the composers' children.

For example, the Aberbachs note that orderly accommodating has been worked out between Ronge-Jungnickel, Inc., with Shapiro-Bernstein on three DeSylva tracks: "Save Your Sorrow for Tomorrow," "Alabamy Bound," and "If You Ever Stopped in Alabama," Jungnickel has also set up a "smooth licensing procedure" on more than 100 other DeSylva tunes with DeSylva, Brown & Henderson, report the publishers. The two companies are in talks about "It All Depends on You," "Gone with the Wind," and "My Coffee," and "Sunny Boy." In line with this, the Aberbachs rallied the various publishers in a publisher owning widow's renewal rights has refused to enter into an agreement with a publisher owning children's renewal rights to negotiations involving the Music Publishers Holding Corporation firms.

In the Aberbachs', ASCAP firm, recently filed suit in New York to enjoin Abe DeSylva (a MPHIC firm) for an accounting of all renewal royalties paid by ASCAP to the late Abe DeSylva, and acquired all renewal rights to Ball's songs from his four children earlier this year. The Aberbachs will be renewing the renewal rights of Ball's widow, Mrs. Mandele Landau. Mrs. Landau is not the mother of the children, Ross Jungnickel is also still involved in litigation against the Aberbachs, and the accounting of renewal rights by DeSylva's son Stephen William Ballantine.

TABLE PHONO SALES DECLINE

CAMBRIDGE, OHIO — Table model phonographs account for no more than 25 per cent of all player sales in the current market, said John Toney, vice-president and general manager of the RCA Victor radio and phonograph division. Just a couple of years ago the figure was 40 per cent.

Toney also told The Billboard that table model phonographs are now in consoles with phonographs are now manufactured in portables. The balance would be in combination radio-phonos, he said.

Era Sues RCA, Warner Bros. For $6 Mil

HOLLYWOOD — RCA Victor and Warner Bros. were named defendants in a $6 million action filed in Los Angeles last week, claiming violation of the soundtracks rights to The Helen Morgan Story, Cimarron, and a film recently rejointed, RCA was the first voice for Ann Rutherford in the picture.

Suit, filed in Federal Court by Helen Morgan, Miss Grant to break her contract, and Crown Records for invasion of privacy and $2,400,000 for breach of contract conspiracy.

Miss Grant is presently involved in a lawsuit of her own against Era, in which she seeks to break her contract; and she alleged that the record company insisted the record material owned by its subsidiary publisher, subordinately an inviolable of its fiduciary relationship. The suit granted Miss Grant a temporary injunction, pending an appeal, and a judge granted the singer with the right to record her own records, with George Rochester and Coy G. Graves represented era.

Moeller Back to Manage Webb Pierce

SPRINGFIELD, Mo. — W.F. (Lucky) Moeller last week resigned as manager of Webb Pierce, the recording firm affiliated with ABC-TV's "Country Music Jubilee," formerly manager Webb Pierce at his personal man.

His post with Top Talent has been assumed by Ralph L. McCoy, who will be manager of the Midwest-Southern sales manager for Warner Brothers Pictures. In addition to serving as Pierce's personal manager, Moeller, who will headquarter in Nashville, expects to set up personal appearances and radio-TV guest shots for acts handled by the Jim Brown Artist Bureau. Moeller joined Top Talent as assistant to the Late Line Black in May, 1957, and assumed the general manager post following Black's death last November.

Stud's Authors Jazz Bios

CHICAGO — Studs Terkel, veteran deejay, actor and jazz critic is about to publish a series of "Jazz," brought out last week by Thomas Y. Crowell & Company. It's a series of books, in mind, publisher pulled a last-minute change, it's a series of memoirs, geeling its promotion toward an all-inclusive age appeal. The book brings together the biographies of jazz greats from Joe 'Dore to Eddie "Lockjaw" Davis. At a cocktail party hosted on Thursday (9), almost a hundred jazz fans packed up to hear a rousing session of music and talk by the old masters.

Am-Par Pets Hugh O'Brian

NEW YORK — Hugh O'Brian, who plays Wyatt Earp on ABC-TV's Gunsmoke, has left his new No. 1 agent in Hollywood to form Hugh O'Brian Enterprises. The new agency has hired a new writer to pen the script, and it was written with the script originally set to roll on Oct. 22. As a result, shoot- ing for the first new Hugh O'Brian series has been pushed back to the new year.

Change in shooting date also made it possible for Joyce, local theatrical agency head, to take over the federal agency's show, while the start of the federal agency's show has been pushed back to the new year.

O'Brian himself will visit deejays in New England to plug his first show in mid-October. According to People Records has signed to sponsor 26 weeks of ABC-TV's "Mickey Mouse Club," starting in December, at nine midday, time which the O'Brian album will be released. And then Disney tunes will be plugged, via special commercials on location radio with the Wyatt Earp cast.

Moeller Back to Manage Webb Pierce

SMALL BUSINESS.

MEET THE BILLBOARD

107 E. 42 ST., NEW YORK, N. Y.

PHONE: 882-7144

CABLE: BILLBOARD, NEW YORK, N. Y.

THE BILLBOARD

SEPTEMBER 16, 1957

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

BY RON GREVATT

Rock and roll will take on an even more international phase with the forthcoming visit to England of Alan Freed. The jockey will take with him, in the package, a group of British groups, the Everly Brothers, Little Richard, together with American groups, the Platters, the trio, Randy Crawford, the Moongloos of the Chess-Checker axis and Miss Jo Andrews, one of the girls released on the Eldorado label.

The Paradigm, a new group, has been signed to a five-year contract by Shaw Artists. The group, made up of brothers David, Allan, Stan and Bruce, is being backed by Ronnie Condon for an extensive Latin-American tour. Cash Records has signed the Mangos, whose two tenor sax and trump, has finished a week stint at the Club Harlem, and will now be appearing at Barry's Lounge, same city. The cat is backed by the J. B. Cumber Band. Elia Peske's latest flick effort, "Jukebox Rock," will be premiered in his home state of Memphis at the Lone Star Theatre, this week. Additional work will be added at the pic house as an after. Following the premiere, the
Better Buy
Brunswick RECORDS
NEW STARS NEW HITS NEW SOUNDS

JACKIE WILSON
REET PETITE
(Breaking big in St. Louis, Detroit, Cleveland)
(The sweetest girl in town)

"GROWING GREAT"
SHAKE ME I RATTLE
(Squeeze Me I Cry)
LENNON SISTERS

"TRYING FOR 2 MILLION"
THAT'LL BE THE DAY
THE CRICKETS

955024
955009
**THE BILLBOARD**

**THE BILLBOARD'S WEEKLY**

**Record & Equipment Merchandising**

**News & Sales Tips**

**NEW PRODUCTS**

**WEBCOR "OVERTURE" HAS THREE SPEAKERS**

By A. D. White.

Webcor's "Magic Touch" remote control device also available with a 7 tube AM-FM tuner, the "Overture" may be purchased in any of three cabinet finishes—mahogany, lined oak and cherry.

**TAPE EDITOR IS PRECISION DEVICE**

A moderately priced precision device for editing magnetic recording tape is announced by Alhambra Products, New York City manufacturer. Cutting is made by means of a pivoting blade which can be set at one of three different angles. An engraved center line and an index mark serve as a reference for editing and marking. In splicing, the splicing tape is pasted on the recording tape and the splice is made with a single downward stroke of the cutting tool. A slot is cut in the recording tape to a depth of the recording track. The width of the slot is less than one pound and is priced at $20.95.

**CAPEHART SHOWS "VICTORIA" III-FI**

The Capehart Corporation has introduced a high-fidelity compact stereo tape player. An output jack permits direct tape recording.

**V-M Ties $40 Tape To Recorder Sales**

A completely new premium promotion will help V-M dealers sell popular-priced stereo-play tape recorders.

**Booths Cut Losses And Increase Sales**

**- Denver dealer cut pilferage with new stand-up booths.**

**- Increased business also traced to new listening facilities.**

By ROBERT LATIMER

DENVER, Colo.—$40 a p change in record demonstration methods have not cut pilferage at the Flatter Parlor, suburban record shop but have actually increased sales at the same time, according to Mrs. Walter Carlson, manager.

"Veselin Derck record retailer Walter Carlson operates two suburban record stores, one in the southeast section of the city and another in the extreme east. Both stores were carefully situated in areas notable for a preponderance of teenagers in the area. This, of course, has led to excellent sales volume, first on 45 r.p.m. singles and later on EP's. Pilferage did not "rear its ugly head" until the fall of 1956, when a check revealed a diminising leakage of 45 r.p.m. records which definitely could not be traced to sales. A check was instituted in both stores, which indicated that the principal source of loss was the teenager who took 10 or 12 records to the two listening booths in each store and afterwards sold a considerably smaller amount, even as few as half.

There was no apparent solution, according to Mrs. Carlson, other than to change methods of records which the customer could take into the listening booth. This step was taken in November, with the affixing of the signs on the glass door leading into each listening booth, which states: "Only one record at a time may be used in listening booth."

The signs, as anticipated, had two immediate effects. One of these was that the value of the drop in record theft. The second was a considerable loss in the usefulness of the listening booth, particularly on busy days, due to the fact that too many customers at twice as long as twice as long to listen to record selections as had been possible before. It was necessary for the buyers to force to make as many trips back and forth for records as they wished to hear, all of which disgruntled other customers and the salesmen while this process was going on.

To handle this situation better, the enterprising Denver record retailer came up with a fairly effective solution in the construction of two "stand-up booths" which intercept each other at right angles at the "end of the counters directly opposite the sales desk. Built of blond hard wood and filled with Celotex sound absorbing materials, the two booths are only a short step from the record counters and, because they are not built in standard side-by-side design, they give a degree of sound proving several cuts above the average. The two stand-up booths now absorb the "overflow" which was the result of limitations on the two previous booths.

"Our record rooms have increased the present of all ill will out of the situation. Even these measures, however, were not in themselves sufficient to do away with pilferage altogether. Bailed to attempts to conceal records under sweaters and jackets in the listening booths, petty thieves turned their attention next to the open self-service racks along the wall, opposite the listening booths, during busy hours, with equally disastrous results. Some EP's and LP's were pilfered."

"We had one touch of guim humor," Mrs. Carlson said, "when we took several long-play records out of the sleeves and inserted instead of sleeves to earboard to hold them in stiff, natural appearance.

"The Christmas rush, someone appropriated the empty sleeves and we got some amusement from the fact that opening the supposed record was merely to open a book to the first page.

The only logical step to move in[to] was in[stallation] of the self-service racks into compartments in a fixture behind the service counter, so that the customer now requests each record, one at a time, for listening in the booth. With 24 such compartments available, the Flatter Parlor now has a steady income of $1,000 or more each month, gradually transferred all popular 45 r.p.m. 78's and EP's to this system. The customer, who used to send his sleeves in the display rack, now sends him in the display rack, now practically all the time.

While there is no need to go to the store to place orders for records, and, because there is an opportunity to talk price, there have been responses individually from the customers as each record is received, sales have actually increased.

---

**Solution to the listening problem was reached with the addition of these stand-up booths. Placement of the booths, side to side, reduced pilferage more than one to the other. The units are also lined with a plastic material.**
A challenge from Motorola...

IF YOU CAN FIND MORE SELLABLE HI-FI Sell it!

Compare the price, sound, and features of Motorola's complete hi-fi line

Motorola gives you 20-watt amplifiers where others offer 8 or 10. 4 speakers instead of 2 or 3. And it's the same—feature after feature. Your customers can see and hear the difference. And you can sell it!

Saves $128 over custom-assembled sets

Rated No. 1 by consumer research organization. Components alone would cost at least $368. Yet you can sell this ready-to-play console for over $100 less than that! 15” woofer, two 5½” mid-range speakers, one 5” tweeter. 20-watt amplifier. Automatic 4-speed changer. Diamond stylus. Model 6K22.

Hi-Fi Console with AM-FM Radio

Thrilling hi-fi in French Provincial or Contemporary cabinets. 15” woofer, two 5¼” mid-range speakers, 5” tweeter. Automatic 4-speed changer. AM-FM tuner. Model 15KT24. $399.95

Finest custom-assembled Hi-Fi at any price

This is the twin console hi-fi that has to be heard to be believed. The speaker cabinet houses a 15” woofer, two mid-range horns and a special tweeter. The control cabinet houses a powerful 50-watt amplifier, 4-speed automatic record changer with diamond stylus. Powerful Signal Lock AM-FM tuner. Model 15KT25. $750.00

New Motorola Hi-Fi in Fiber Glass

Duraphonic fiber glass case is scratch-proof, stain-proof, heat resistant. Three hi-fi speakers, full 8-watt amplifier, 4-speed automatic changer, separate tone controls. Model 3H24.

Ideal for home demonstrations

Light in weight, compact in size and a sensational performer. All wood cabinet with 12”, 6”, and 4” speakers—16-watt amplifier, automatic 4-speed changer. Model 5K21. $169.95

See, hear, and compare Motorola Hi-Fi at your Motorola distributor's now

MOTOROLA

World's Largest Exclusive Electronics Manufacturer

Specifications subject to change without notice. Prices slightly higher South and West.
THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "spotlights," in the opinion of The Billboard staff, merit particular consideration in the ordering of the products reviewed.

**Popular Albums**

**THE PAGAMA GAME (SOUND TRACK)** (1-12) - Directed by John Hartford and Carl highway, Columbia OL 5219

Faithful reproduction of the popular Broadway show, with the picturesque setting of Doris Day plus original cast members. The potential of this package is tremendous, and it is expected to make a splash. 

**WHERE ARE YOU? (1-12)** - Frank Sinatra with Gordon Jenkins Orch., Capitol W 835

Another powerful entry for Frank Sinatra, who sings for the first time with Gordon Jenkins as his arranger-conductor. Cover art includes "Hey There," "Steam Heat" and "Hernando's Hideaway." Attractive package, good value.

**NEW ORLEANS (1-12)** - William De Paris Plays and Jimmy Winderpoon Sings, Atlantic 1296

A moving session that offers variety to the blues and contains deep probing, evocative vocal commentaries. Jackson and his group are well known for their rhythm and blues, and this package is a reflection of that.

**Country and Western Album**

SIMPSON'S THE NAME (1-12) - Carl Smith, Columbia CL 1042

A solid package which is most inventive. Simpson's presentation of the blues is very effective, and the vocals are smooth and easy to listen to. The sound quality is excellent, and the overall production is top-notch.

**Jazz Special Merit Albums**

THE WARM SOUND (1-12) - Frances Wayne, Atlantic 1263

One of the best vocal acts in recent months. Wayne, who won fame with the Woody Herman band a decade ago, sings with raw, soulful style. Her raw, earthy style is a perfect match for the jazz arrangements. This package is a must for jazz enthusiasts.

**About the Cover**

A colorful packet of covers with a variety of designs and themes, each one capturing the essence of the music inside. Some covers feature portraits of artists, while others display album art or graphics related to the music. The overall presentation is striking andeye-catching.

**Reviews and Ratings of New Albums**

**Popular Classical**

**STOLEN HOURS**

Alfred Hafner, conductor. RCA Victor LPM 1134

A fine concept of a program of early French chamber music, played with sensitivity and finesse. The result is a charming and satisfying performance.

**WIDEN IN THE THREEFOLD OPERA**

Charles M. Gounod, conductor. Columbia CL 1042

A well-recorded version of this opera, with a strong cast and excellent production values. The singing is uniformly good, and the music is brought to life with a sense of urgency and passion.

**Jazz**

**MILET JACKSON**

Plymouth, RCA Victor LPM 1054

A powerful and energetic performance that captures the spirit of the blues. Jackson's vocals are raw and authentic, and his delivery is forceful and emotive. The supporting musicians are equally impressive, contributing to a cohesive and compelling sound.

**Wide Range**

**JEFF CHANDLER SINGS TO YOU**

Johnny Otis Orch., RCA Victor LPM 1054

An outstanding package that captures the essence of Otis's unique style. The vocals are powerful and soulful, and the arrangements are inventive and dynamic. The overall presentation is top-notch, making this a must-have for fans of Otis and jazz in general.

**Store/Recorded Sales**

**SONGS OF THE FABULOUS FIFTIES**

Roger Williams, Kapp KNL 1054

A nostalgic tribute to the music of the 1950s, with Williams's signature piano style. The cover art features classic images and graphics from the era, adding to the overall appeal.

**THE EDDY DUCHIN STORY**

Eddy Duchin, Decca DL 8580

A well-crafted package that captures the essence of Duchin's music, with a mix of standards and original compositions. The cover art is elegant and sophisticated, reflecting the elegance of Duchin himself.

**Most Played by Jockeys**

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PORT SAID
MUSIC OF THE MIDDLE EAST
featuring
MOHAMMED EL-BAKKAR
and the
ORIENTAL ENSEMBLE

PORT SAID
Music of the Middle East

MOHAMMED EL-BAKKAR and his Oriental Ensemble

AFLP 1833 $5.95

SELL-UP with AUDIO FIDELITY
PORT SAID—New York’s biggest selling album! Take advantage of the sales on this fantastic hit and the EXTRA BUILT-IN PROFIT MARGIN on all AUDIO FIDELITY albums!

SELL-UP with AUDIO FIDELITY
DISPLAY AUDIO FIDELITY RECORDS! SUGGEST AUDIO FIDELITY RECORDS!
Make MORE MONEY by selling AUDIO FIDELITY RECORDS!

These are the finest and most easily saleable records in your shop. They are the most profitable sales you can make! Why offer a lower priced, harder to sell, profitless imitation of the AUDIO FIDELITY Hit—when it’s just as easy to sell the high quality class product... AUDIO FIDELITY ...the album with the EXTRA BUILT-IN PROFIT MARGIN!

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ALL KINDS OF JAZZ
is on Atlantic
Long Plays
WILBUR DE PARIS PLAYS & JIMMY WITHERSON SINGS
NEW ORLEANS BLUES
BLUES 1266

THE WARM SOUND: FRANCES WAYNE
BALLADS 1263

PLENTY, PLENTY SOUL: MILT JACKSON
BLOWING 1269

THE CLOWN: CHARLES MINGUS JAZZ WORKSHOP

NEW SOUNDS 1260

REVIEW AND RATINGS OF NEW POPULAR ALBUMS

DORA LEE
(#714)

"It's a Song and a Dance"
Get on the Dance Wagon With a Rockin'-Rollin' Dance Div.
A Smash Debut on Crystalettes For JOHNNY ANTHONY

WATCH SALES ZOOM!
Free Dora Lee Dance Lesson Bulleit packaged with every record
Dance Up the Charts With "Dora Lee" b/w "Zei Gezunt" (Be Healthy)

CRYSTALETTE RECORDS
1540 No. La Brea, Hollywood 28, California

REVIEW AND RATINGS OF NEW JAZZ ALBUMS

DARLING FROM HOME 29

INTERNATIONAL

JEWISH MUSIC

Benedict Sibelman Erik & Chorus

Few records ever have explored the religious and philosophical traditions of a single, traditional music. Voted sounds of the world, this album is truly unique.

DIXIELAND GOES PROGRESSIVE 30

Colburn, Colburn CR 5024

Innovator and composer, DIXIELAND goes progressive, explores the rich and varied world of Dixieland jazz.

THE LATE, LATE SHOW

Carley, Columbia 33 501

Carley, the great vocalist, comes to the late, late show with her latest recording, "I'll Be Seeing You."
A GREAT FOLLOW UP TO

Mercury's "FIVE FOR ONE PLAN"

NOW

"FREE FOR FIVE"

POSITIVELY TREMENDOUS!

CALL YOUR MERCURY DISTRIBUTOR AT ONCE!

DON'T WAIT

99 S. WACKER DRIVE - CHICAGO 1, ILLINOIS
THOSE

FABULOUS

TRENIERS

DO IT AGAIN!

HOLY

MACKEREL

ANDY

b/w

ROCK CALYPSO JOE

FROM THE COLUMBIA MOVIE CALYPSO HEAT WAVES

#55014

Reviewed and Ratings of New Popular Albums

Continued from page 52

This month's religious music has a more fervent spirit, with the introduction of several new compositions. "The Lord's Prayer" by Leonard Bernstein and "Hosanna" by Paul Robeson are notable additions. The natural rhythms of African drumming and the harmonies of Gospel singing create a powerful and uplifting experience.

The orchestra under the direction of Maestro Symphony Hall, with its rich, powerful sound, brings a new dimension to classical music. The violins and cellos are particularly outstanding, with a warm, rich tone that fills the concert hall with elegance.

The reviews of new albums in jazz, classical, and popular music are a feast for the ears. Each album is unique, with its own style and message. From the smooth rhythms of the swinging "Swingin' Sweet" by Duke Ellington, to the bold and innovative "Ornette's New Thing" by Ornette Coleman, there is something for everyone in this exciting world of jazz.

The Classical section is equally diverse. "Symphony No. 5" by Beethoven, "Quartet" by Haydn, and "Cello Concerto" by Dvořák are just a few of the masterpieces reviewed. Each piece is a journey into the depths of musical expression, showcasing the skills of the musicians and the power of the music.

In the最后 section, we have the Reviews and Ratings of New Jazz Albums. This month's picks include "Miles Davis - Kind of Blue," "John Coltrane - A Love Supreme," and "Thelonious Monk - The Sun Rose." Each album is a treasure, providing a glimpse into the rich tapestry of jazz history.

Finally, the Spoken Word section features "The Dead Poets Society," a thoughtful and inspiring work. The characters' struggles with identity and purpose are captured beautifully by the narrator, bringing the story to life and highlighting the importance of self-discovery.

For more information and updates, visit www.americanradiohistory.com.
You’ll Really ‘Make Whoopee’ with this one

The Best of Eddie Cantor

Eddie’s Greatest Recording Ever...

ARRANGED & CONDUCTED BY HENRI RENE

Newly recorded in “New Orthophonic” High Fidelity Sound

A POTENT PACKAGE OF SHOW BIZ NOSTALGIA
BY AMERICA’S MERRIEST MINSTREL ... and on
### Second Ten

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Year</th>
<th>Record Label</th>
<th>Song Title</th>
<th>Revenues</th>
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<tr>
<td>&quot;I'm Gonna Sit Right Down and Write Myself a Letter&quot;</td>
<td>&quot;The Spaniels&quot;</td>
<td>1961</td>
<td>&quot;Motown Records&quot;</td>
<td>&quot;I'm Gonna Sit Right Down and Write Myself a Letter&quot;</td>
<td>&quot;Motown Records&quot;</td>
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<td>&quot;I Can't Help Myself (Sugar Pie, Honey Bunch)&quot;</td>
<td>&quot;The Drifters&quot;</td>
<td>1961</td>
<td>&quot;Philosophy Records&quot;</td>
<td>&quot;I Can't Help Myself (Sugar Pie, Honey Bunch)&quot;</td>
<td>&quot;Philosophy Records&quot;</td>
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<td>&quot;Love Me Tender&quot;</td>
<td>&quot;Elvis Presley&quot;</td>
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<td>&quot; RCA Victor&quot;</td>
<td>&quot;Love Me Tender&quot;</td>
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<td>&quot;Love's News&quot;</td>
<td>&quot;Bill Anderson&quot;</td>
<td>1961</td>
<td>&quot; Columbia Records&quot;</td>
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<td>&quot; Columbia Records&quot;</td>
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<td>&quot;Mr. Lee&quot;</td>
<td>&quot;Ray Charles&quot;</td>
<td>1961</td>
<td>&quot;Atlantic Records&quot;</td>
<td>&quot;Mr. Lee&quot;</td>
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<td>&quot;Remember You're Mine&quot;</td>
<td>&quot;Donna Douglas&quot;</td>
<td>1961</td>
<td>&quot; Pye Records&quot;</td>
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<td>&quot;Star Dust&quot;</td>
<td>&quot;Les Paul &amp; Mary Ford&quot;</td>
<td>1961</td>
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<td>&quot;You're My One and Only&quot;</td>
<td>&quot;The Everly Brothers&quot;</td>
<td>1961</td>
<td>&quot; Warner Bros. Records&quot;</td>
<td>&quot;You're My One and Only&quot;</td>
<td>&quot; Warner Bros. Records&quot;</td>
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<td>&quot;Short Fat Fannie&quot;</td>
<td>&quot;Lenny Welch&quot;</td>
<td>1961</td>
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<td>&quot;Short Fat Fannie&quot;</td>
<td>&quot;RCA Victor&quot;</td>
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<td>&quot;Chances Are&quot;</td>
<td>&quot;The Expressions&quot;</td>
<td>1961</td>
<td>&quot;ABC-Paramount Records&quot;</td>
<td>&quot;Chances Are&quot;</td>
<td>&quot;ABC-Paramount Records&quot;</td>
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<td>&quot;There's a Gold Mine in the Sky&quot;</td>
<td>&quot;The Penguins&quot;</td>
<td>1961</td>
<td>&quot; Mercury Records&quot;</td>
<td>&quot;There's a Gold Mine in the Sky&quot;</td>
<td>&quot; Mercury Records&quot;</td>
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<td>&quot;Just Between You and Me&quot;</td>
<td>&quot;The Nat King Cole Quartet&quot;</td>
<td>1961</td>
<td>&quot;Decca Records&quot;</td>
<td>&quot;Just Between You and Me&quot;</td>
<td>&quot;Decca Records&quot;</td>
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### Honor Roll of Hits

The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.
HOME RUN HITS!!

LES BAXTER
His Chorus and Orchestra
RICORDATE MARCELLINO
(Remember Marcellino)
SEARCH FOR PARADISE
From the Cinerama Production
"Search For Paradise"
record no. 3798

FARON YOUNG
VACATION'S OVER
HONEY STOP!
(And Think Of Me)
record no. 3805

on base!
GENE VINCENT
and His Blue Caps
LOTTA LOVIN'
WEAR MY RING
record no. 3763

FERLIN HUSKY
MAKE ME LIVE AGAIN
THIS MOMENT OF LOVE
From the Paramount Picture
"Mr. Rock And Roll"
record no. 3790

NAT "KING" COLE
A NEW SMASH SINGLE!
THE SONG OF RAIHTEE COUNTY
From the MGM Motion Picture
"Rain Tree County"
WITH YOU ON MY MIND
record no. 3782

double play!
TENNESSEE ERNIE FORD
with orchestra conducted by Jack Fascinato
IN THE MIDDLE OF AN ISLAND
IVY LEAGUE
record no. 3762

heavy hitters!
WHERE ARE YOU
record no. 3780

FOUR FRESHMEN AND FIVE SAXES
WHERE ARE YOU
T-BONES
W-655

AROUND THE WORLD
Album No. EAP-1-813

around the world
FOUR FRESHMEN AND FIVE SAXES
T-BONES
W-655

VELVET BRASS
W-659
ABC-PARAMOUNT'S GOLDEN
SEPTEMBER 16, 1957

BEAUTIFUL LOVE
b/w Angels
Don't Live On Earth

HOW VERY WONDERFUL
b/w I'll Never Forgive You

UNTIL THEY SAIL
(From the Sound Track
of the MGM Movie)
b/w When Your Lover Has Gone

DOZEN !!!!!!

JESS DUBOY
AND THE HITCHHIKERS

ALAN DALE

EYDIE GORMÉ

WATCH FOR THESE TWO NEW ONES
THAT MUST MOVE!

MY HEART IS HOME
b/w Disillusioned Lovers

I'LL WALK ALONE
b/w Ladder Of Love

I'M WALKIN' AWAY
b/w DON'T MOVE

DAMITA JO

JOHNNY NASH

HUGH O'BRIAN
(1V'S WYATT EARP)

ABC-PARAMOUNT
FULL COLOR FIDELITY

(M/Distributed "in Canada by Sparrow of Canada, Ltd.")
Best Sellers in Stores

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

FOR
SURVEY WEEK  ENDING
SEPTEMBER 7, 1957

Most Played by Jockeys

These are in order of the greatest number of plays on disk jockey radio stations throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of this report is now being issued.

FOR
SURVEY WEEK  ENDING
SEPTEMBER 7, 1957
1st Record on Imperial and a SMASH!

Rickey Nelson

BE-BOP BABY

and

HAVE I TOLD YOU LATELY THAT I LOVE YOU

#5463

INITIAL ORDERS 750,000 GOING FOR 2,000,000!

London Records • Montreal, Canada
VOX JOX
By JUNE BUNDY

THIS 'N THAT: Bob Dale, musical director of KFCO, Fargo, N.D., says you are going to try a new policy of music programming concerning jazz. Jazz will be scheduled as an "album of the week." Dale prefers vocal packages, but says any type of jazz LP will be "given consideration for play as well as ads." 

YESTERDAY'S TOPS--The nation's top tunes on records as reported in The Billboard

SEPTEMBER 20, 1957
1. Peg 'O My Heart
2. I Wonder Who's Kissing Her Now
3. Smoke, Smoke, Smoke (That Cigarette)
4. Your You
5. That's My Desire
6. Frenchie and Fighting Joe
7. When You Were Sixteen
8. I Wish I Didn't Love You So
9. The Lady From 29 Palms
10. I Wonder, I Wonder, I Wonder

SEPTEMBER 20, 1952
1. You Belong To Me
2. Auf Wiedersehen, Sweetheart
3. Wish You Were Here
4. Half As Much
5. I Want To Be Yourself
6. Betcha-Me
7. Jailbreak
8. Walkin' My Baby Back Home
9. Meet Mr. Callaghan
10. High Noon

This summer he also served as host on NBC-TV's "Tonight" show.

CHANGE OF THEME: Leo Leonard has returned to WITM, Lima, O., after a four-month stint on WCOH, Columbus, O. Leonard said he "couldn't fight the formula programming." - Leo Ford, WBFO, Cambridge, Md., "host" of "Night Sounds" for the past three years, has been upped to program director. Bob Ramsey now steers the show. New morning man at same station is Larry Dietz, formerly with WVEF, Keyser, W.Va., and KLAK, Denver, Colo. - Dick Summer, formerly with WCPQ, Cincinnati, has taken over "Platter Party," WIBC, Indianapolis.

DALLAS DIGS 4 VOICES: Two Texan disk jockeys, "Hall Rock and Buddy Harris, KGKQ, Dallas, literally gave the "Four Voices" a "big play." Last week, The jocks played the group's Columbia pressing "Sidewalk Boy" continuously, while advertising that they would spin the disk until one of the four boys or conductor Ray Conniff called them on the phone. The calls finally came thru after four solid hours of spinning.

JOCKS ON ICE: The "Fadlows Four Decays," "Smiling" Sam, Don Miller, "Friendly" Phil Maler, and "Jolly" Riggs of KMNS, Stockton, Ca., chatted up a deejay first recently, when the quartet appeared on skates for seven performances of "Holiday on Ice of 1952," a local ice show. Two of the jocks had never been on ice skates before. "Friendly Phil," by the way, is currently being offered as a "prize" in the "KMNS Big Big Giveaway" contest. Also in the winter groove is the station's agile named program director, Don Frost.

Mrs. Dee Junker has been named station manager for KONI and KEEL-AM, Phoeni, Ariz. Mrs. Junker has served as program director and assistant managers of KONI since 1955. Prior to that date, she was associated with KOL and KQOL-TV, Phoenix, for seven years.

MONITOR MUSICAL SURVEY
According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC-affiliated stations last week in the following areas:

KANSAS CITY, Mo.
"Fascination," Dinah Shore, RCA Victor.

AMARILLO, Tex.
"Dianie," Paul Anka, ABC-Ford

SACRAMENTO, Cal.
"That Old Feeling," the King Sisters, Capitol.

COLOMBIA, S. C.
"That'll Be the Day," Crickets, Brunswick.

WILKESBARRE, Pa.
"Tampa," Debbie Reynolds, Coral.

NEW YORK
"I'm Gonna Sit Right Down and Write Myself a Letter," Bing Crosby, Bob Scobey, RCA Victor.

BOSTON, Mass.

SAN FRANCISCO

HOUSTON

From the forthcoming motion picture "JAMBOREE"
TO ALL DISC JOCKEYS

Announcing

"THE JIMMY BOWEN CROSSOVER CONTEST"

YOU WIN—$100.00 BOND

YOU WIN—AN UNFORGETTABLE EVENING FOR ONE OF YOUR YOUNG LADY LISTENERS. A DATE WITH JIMMY BOWEN.

WHO IS THE GIRL JIMMY BOWEN SINGS ABOUT ON HIS LATEST ROULETTE RECORDING OF "CROSSOVER"? SHE MAY BE ONE OF YOUR LISTENERS . . . HELP US FIND HER AND WIN THIS CONTEST FOR BOTH YOURSELF AND THE LUCKY GIRL.

CONTEST RULES:

SPIN THE NEW JIMMY BOWEN RECORD AND REQUEST YOUR LISTENERS TO SEND YOU PHOTOGRAPHS OF THE GIRL THEY THINK JIMMY BOWEN MIGHT BE SINGING ABOUT.

The girl’s name, address and the name of the disc jockey the photo was sent to must be clearly marked on the back of the photo.

At the conclusion of the contest send all entries with your name and station call letters to "JIMMY BOWEN CROSSOVER CONTEST" c/o ROULETTE RECORDS, 659 10th Ave., N. Y., N. Y.

5 PHOTOGRAPHS WILL BE CHOSEN AND EACH WINNER WILL RECEIVE A DATE WITH JIMMY BOWEN in her home town or city.

Should the Judges choose a winner from one of the pictures you have sent in, YOU WILL RECEIVE A $100 BOND. THERE WILL BE 5 WINNERS CHOSEN AND DUPLICATE PRIZES AWARDED TO EACH WINNER.

The contest starts immediately and will continue for 6 weeks. The closing date is October 22, 1957. All entries must be postmarked no later than midnight October 22, 1957.

This contest is limited to the Continental United States, and no employees and families of employees of Roulette Records and Distributors of Roulette Records are eligible.

All photographs become the sole property of ROULETTE RECORDS and the decisions of the judges are final.

ROULETTE RECORDS  659 10TH AVE.  NEW YORK, N. Y.
Johnny Mathis

The Name

JOHNNY MATHIS

The Song... of course...

"THE TWELFTH OF NEVER"

Lyric by: Paul Francis Webster
Music by: Jerry Livingston

ASCAP

COLUMBIA RECORDS #4-40993

EMPRESS MUSIC, INC.

119 W. 39TH ST.
NEW YORK, N. Y.

Top 100 Sides

FOR SURVEY WEEK ENDING SEPTEMBER 16, 1957

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

Position, Song, Artist, Label

1. TAMMY, Debbie Reynolds, Coral
2. DIANA, Patti Page, ABC-Paramount
3. THEY'LL BE THE DAY, Columbia, Brunswick
4. WHOLE LOTTA SHAKIN' GON'T ON, Jerry Lee Lewis, Sun
5. TEDDY BEAR, Eddy Paape, Victor
6. HONEYCOMB, The Honeys, Roulette
7. RAINBOW, Rose Harrington, Ecko
8. MY LEE, Robbins, Atlantic
9. BYE-BYE LOVE, Beverly Carson, Cadence
10. SEARCHIN', Curtis, Ace
11. SEND FOR ME, Neil (King), Capitol
12. WHISTLING BELLS, Del Vikings, Decca
13. SHORT PAT PANNIE, Larry Williams, Brooklyn
14. IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia
15. STANDIN', Billy Ward and His Dominoes, Decca
16. IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia
17. WHITE SILVER SANDS, Don Reno, Jubilee
18. LOVE LETTERS IN THE SAND, Pat Boone, Dot
19. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER, Billy Williams, Coral
20. BO RAP', Jimmy Depree, Frontier
21. I LOVE ME TO PECKS, Jilly Compare, Columbia
22. GOOD'N'GOODLY, Frankie Lymon, Gee
23. REMEMBER YOU'RE MINE, Pat Boone, Dot
24. OLD CAPE COD, Paul Finn, Mercury
25. FASCINATION, Jess Murray, King
26. AROUND THE WORLD, Marvivond, London
27. FLYING SAUCER, Brunswick & Goodman, Louisville
28. TO THE ABE, Five Gallon, Kimber
29. YOU'RE THE ONE AND ONLY LOVE, Ricky Nelson, Sony
30. HULA LOVE, Buddy Knox, Remington

WONDERFUL, WONDERFUL, Johnny Mathis, Columbia

JENNY JENNY, Little Richard, Specialty

THERE'S A GOLD MINE IN THE SKY, Pat Boone, Dot

TAMMY, Anne Brown, Victor

AND THAT REMINDS ME, Della Reeve, Jubilee

SHANGRI-LA, Four Aces, Epic

AROUND THE WORLD, Yvonne Young, Decca

LOTTA LOVEN', Gene Vincent, Capitol

LOVING YOU, Elvis Presley, Victor

JUNE NIGHT, Johnny Devereaux, Frontier

WHEN I SEE YOU, Fats Domino, Imperial

BLACK BLACKS, Joe Bonsall & The rainbowlettes, ABC-Paramount

FARTHER UP THE ROAD, Bobby (Blondie) Duke, Duke

KING M'O, Elvis Kringle, Checker

ZIP ZIP, Diamonds, Mercury

ALL BROOK U.P., Elvis Presley, Palace

JUST BETWEEN YOU AND ME, Christine, Cadence

OVER THE MOUNTAIN, Juliette & Joe, Chese

LATTING LOVE, Jack Mercer, Epic

I LIKE YOUR KIND OF LOVE, Andy Williams, Cadence

MONOLIGHT SWING, Nick Nickle, Mercury

ISLAND IN THE SUN, Harry Belafonte, Viva

ROCKIN' ROUGE, ROUGE WOGGIE FLY', Harry Smith, Arc

BERNARDS, Dean, Dot

DON'T FORGET ME, Jerry Williams, Imperial

GOIN' FISHING, Davy and the Pirates, Columbia

POLKA DOTS PER MINUTE, Sonny and the Sunliners, Decca

I SHOULD HAVE KNOWN BETTER, Pat Boone, Dot

MY HEART REMINDS ME, Kay Starr, Victory

SPRIT HOOT, Marty Robbins, Columbia

LONG LONELY NIGHTS, Leo Andrews, Coral

RUN VEE, Lee Jackson, Prestige

COOL SHACK, Del Vikings, Mercury

LULLABY, Del Reeves, Premier

HAPPY, HAPPY, HAPPY, Pat Boone, Dot

LONG LONELY NIGHTS, Cinderella, Atlantic

LONELY LULLABY, Dick Hyman, Imperial

ROCKIN' SHOES, Anson School, Buddha

FAREWELL TO LAMM, Billie Holiday, Columbia

FIVE YEARS, Myrna, Coral

FIREWALL, Pat Boone, Dot

SHE'S SO GOOD TO ME, Tennessee Ernie Ford, Capitol

WITH ALL MY HEART, Julia Sands, Channell

BURNING IT'S WOOTERFUL, Lennon, Lark

AN AFFAIR TO REMEMBER, Vic Damone, Columbia

SWINGIN' WITH RICHARD, Don Gibson, Capitol

DANCIN', Perry Como, Victor

THE DOOR'S A-LIMBER, Fordy Bucky, Capitol

YOUNG COUSIN, Alton, Alston

SHY, SHY, SHY, Bobby (Blondie) Duke, Duke

CHANCE IT, Sammy Davis Jr., Capitol

FALLEN STAR, Fats Domino, Dot

C. C. C. BEAVER, Chuck Willis, Atlantic

JAY DAVE THE BINGO WOGGIE, Bobby (Blondie) Duke, Duke

RUMPS DUMPY HEART, Laverne Berra, Atlantic

MACK MOON, Gun Shovels, Dot

START MOVIN', Jul Milton, Epic

VALLEY OF TEARS, Fats Domino, Imperial

FALLEN STAR, Fats Domino, Dot

GODIVA GIN TO YOUR BOWL, David Serico, Liberty

MISS YOU SO, Little Clinton, Columbia

MY PERSONAL POSSESSION, Pat (King) Cole, Capitol

WHITE SILVER SANDS, Dickie Wells, Capitol

THIRD FINGER ON THE LEFT HAND, Elton Edwards, Columbia

ANDY, Frank Foster, Bally

CHICKEN SAYS, Chicken Pickers, RCA

DRIVE IN SHOW, Donnie Coles, Liberty

FLY Away, You Home Again Katey, Swingin' Boogie, Imperial
From the Stanley Warner Cinerama Production, "Search For Paradise" Hugo Winterhalter and his Orchestra play instrumentals of
SEARCH FOR PARADISE
KASHMIR
47/20-7033

June Valli sings
BABY COME HOME
OPEN YOUR ARMS
accompanied by Hugo Winterhalter, his Orchestra and Chorus
47/20-7032

TAKE THREE... THEY'RE TERRIFIC!

Judy Faye sings
PLAYTHING
WHO CARES?
47/20-7029

America's favorite speed... 45 RPM
AN OVERNIGHT SMASH!

Lola Dee

singing

"WITH A LITTLE MORE LOVE"
and

"MY ADOBE HACIENDA"

BALLY 1046 (7-1046)

Betty Johnson

"THE SONG YOU HEARD WHEN YOU FELL IN LOVE"
BALLY 1041 (7-1041)

Ike Cole

"HEAR ME GOOD"
and

"YOU MELT ME"
BALLY 1047 (7-1047)

Lou Breese

"THE ROYAL COACHMAN"
and

"BREEZING ALONG WITH THE BREEZE"
BALLY 1045 (7-1045)

The Highlights

"INDIANA STYLE"
and

"TURN AROUND SHOES"
BALLY 1044 (7-1044)

Lew Douglas

"KISS BUBBLES"
BALLY 1043 (7-1043)

Frank Pizani

"ANGRY"
BALLY 1040 (7-1040)

Billy Leach

"THE SONG OF THE BAREFOOT MAILMAN"
BALLY 1039 (7-1039)

PROVEN HIT MAKERS

Bally Records

203 N. WABASH AVE.
CHICAGO, ILL.
IN CANADA—SPARTON OF CANADA, LTD.
ANOTHER GREAT LIBERTY STAR!

Margie Rayburn

the ORIGINAL SMASH VERSION

of

I'M AVAILABLE

b/w

IF YOU WERE THERE

#55102

LIBERTY RECORDS Inc.
1556 No. La Brea, Hollywood, Calif.
Another Great Jubilee Artist joins the Jubilee String of Smashes

BILly DARNELL

RECIPE OF LOVE

b/w HEAVENLY FATHER

5298

DON RONDO  DELLA REESE

THERE'S ONLY YOU

b/w FORSAKING ALL OTHERS

5297

Still Going Strong

WHITE SILVER SANDS

JUBILEE RECORDS

**Best Selling Sheet Music in the U.S.**

<table>
<thead>
<tr>
<th>Week</th>
<th>Tune</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>TAMMY (Northern)</td>
</tr>
<tr>
<td>2.</td>
<td>AN AFFAIR TO REMEMBER  (Film)</td>
</tr>
<tr>
<td>3.</td>
<td>WHITE SILVER SANDS  (Fascination)</td>
</tr>
<tr>
<td>4.</td>
<td>DIANA  (Parco)</td>
</tr>
<tr>
<td>5.</td>
<td>OLDBRIDGE  (Parco)</td>
</tr>
<tr>
<td>6.</td>
<td>I'VE GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER  (De Sylva-Brown-Henderson)</td>
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<tr>
<td>7.</td>
<td>RAINBOW  (Self-Melchior)</td>
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<tr>
<td>8.</td>
<td>MY HEART REMINDS ME  (Symphony House)</td>
</tr>
<tr>
<td>9.</td>
<td>ISLAND IN THE SUN  (Cahn)</td>
</tr>
<tr>
<td>10.</td>
<td>THAT'LL BE THE DAY  (Nur-Ya-Jab)</td>
</tr>
<tr>
<td>11.</td>
<td>TEDDY BEAR  (Gladys)</td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music in Britain**

<table>
<thead>
<tr>
<th>Week</th>
<th>Tune</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>DIANA  (Columbia)</td>
</tr>
<tr>
<td>2.</td>
<td>LAST TRAIN TO SAN FERNANDO  (Tommy Dorsey)</td>
</tr>
<tr>
<td>3.</td>
<td>LOVE LETTERS IN THE SAND  (Pat Boone)</td>
</tr>
<tr>
<td>4.</td>
<td>WATER WATER HANDFUL OF SONGS  (Tommy Dorsey)</td>
</tr>
<tr>
<td>5.</td>
<td>ISLAND IN THE SUN  (Barry Reedman)</td>
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<tr>
<td>6.</td>
<td>WITH ALL MY HEART  (Pat Boone)</td>
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<tr>
<td>7.</td>
<td>ALL SHOOK UP  (Elvis Presley)</td>
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<td>8.</td>
<td>HANDY HER  (Charlie Gracie)</td>
</tr>
<tr>
<td>9.</td>
<td>BYE BYE LOVE  (Elvis Presley)</td>
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<tr>
<td>10.</td>
<td>TAMMY  (Diana Reu)</td>
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<tr>
<td>11.</td>
<td>TEDDY BEAR  (Elvis Presley)</td>
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<tr>
<td>12.</td>
<td>FABULOUS  (Charlie Gracie)</td>
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<tr>
<td>13.</td>
<td>PUTTING ON THE STYLe/ GAMBIN'  (Mae West)</td>
</tr>
<tr>
<td>14.</td>
<td>LITTLE DARLIN'  (Merrill Super)</td>
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<tr>
<td>15.</td>
<td>SHIRLEY  (Tommy Steele)</td>
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<tr>
<td>16.</td>
<td>JENNY JENNY  (Richard)</td>
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<tr>
<td>17.</td>
<td>WE WILL MAKE LOVE  (Maxwell)</td>
</tr>
<tr>
<td>18.</td>
<td>STARDUST  (Bill Black)</td>
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</tbody>
</table>

**Best Selling Pop Records in Britain**

<table>
<thead>
<tr>
<th>Week</th>
<th>Tune</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>A Night In Tunisia  (Bing Crosby)</td>
</tr>
<tr>
<td>2.</td>
<td>An Affair To Remember  (Fats Waller)</td>
</tr>
<tr>
<td>3.</td>
<td>And This Reminds Me  (My Heart Reminds Me)</td>
</tr>
<tr>
<td>4.</td>
<td>Around the World  (Fats Waller)</td>
</tr>
<tr>
<td>5.</td>
<td>But You Know You Love Me  (Ray Charles)</td>
</tr>
<tr>
<td>6.</td>
<td>I'm In Love With A Woman  (Fats Waller)</td>
</tr>
<tr>
<td>7.</td>
<td>It's Not For Me To Say  (Kirk Divine)</td>
</tr>
<tr>
<td>8.</td>
<td>Just to Remember  (Fats Waller)</td>
</tr>
<tr>
<td>9.</td>
<td>Love Letters in the Sand  (Pat Boone)</td>
</tr>
<tr>
<td>10.</td>
<td>Love Me For Ever  (Fats Waller)</td>
</tr>
<tr>
<td>11.</td>
<td>Midnight Swim  (Dinah Washington)</td>
</tr>
<tr>
<td>12.</td>
<td>Moonlight at Midnight  (Fats Waller)</td>
</tr>
<tr>
<td>13.</td>
<td>Springtime in Paris  (Fats Waller)</td>
</tr>
<tr>
<td>14.</td>
<td>I'll Be Home for Christmas  (Fats Waller)</td>
</tr>
<tr>
<td>15.</td>
<td>There's A Gold Mine In The Sun  (Fats Waller)</td>
</tr>
<tr>
<td>16.</td>
<td>You're the Only One  (Ray Charles)</td>
</tr>
</tbody>
</table>

**Tunes With the Greatest Radio TV Audience**

- A Night In Tunisia  (Bing Crosby)
- An Affair To Remember  (Fats Waller)
- And This Reminds Me  (My Heart Reminds Me)
- Around the World  (Fats Waller)
- But You Know You Love Me  (Ray Charles)
- I'm In Love With A Woman  (Ray Charles)
- It's Not For Me To Say  (Kirk Divine)
- Just to Remember  (Fats Waller)
- Love Letters in the Sand  (Pat Boone)
- Love Me For Ever  (Fats Waller)
- Midnight Swim  (Dinah Washington)
- Moonlight at Midnight  (Fats Waller)
- Springtime in Paris  (Fats Waller)
- I'll Be Home for Christmas  (Fats Waller)
- There's A Gold Mine In The Sun  (Fats Waller)
- You're the Only One  (Ray Charles)
A GREAT FOLLOW UP TO HIS SMASH "WHITE SILVER SANDS"

OWEN BRADLEY and his Orchestra with the Anita Kerr singers

THE HOUR OF PARTING

B/W DANSERO

30450
9-30450

A NEW WORLD OF SOUND
introduces a great new talent / two great new sides

JACK JONES
with Orchestra conducted by JACK MARSHALL

ROCKIN' EASY ON
GOOD LUCK, GOOD BUDDY • BABY, COME HOME

SWINGIN' ON

record no. 3808

www.americanradiohistory.com
RCA Debuts Hi-Fi Plant

Continued from page 32

used in RCA Victor changers; huge semi-automatic punch press to stamp out metal parts for changers and tape recorders; a toot-making shop; a plating-print shop and a gasha-making plant.

Indicative of the growth of the industry since 1945 is the fact that the original plant was turned over to conventional Victor, including the 100 employees and the $250,000 worth of equipment. Admittedly, "we didn't foresee a high volume," but within the last five years, while spending for all recreation was rising by only about 17 per cent.

In review, "In 1953 industry color sales were up 60 per cent, but they were so small that no one could have kept score. In 1954 industries sales were at a high."

Vox, Prestige

Continued from page 32

pany's top dog. Bob Weldock, will have four 18 LP packages in its initial release, all of which will contain two five-inch regular 12 and 10-inch LP's. On December 10, they will begin "experience" by issuing another four previously unissued sessions. Each release will be limited to 30,000 copies and will be available in the local Hi-fi category, however, every model in the line is ideally adaptable to stereophonic reproduction.

The new Cambridge plant is managed free in the name of all the Victor home radios as well as some of the hi-fi models.

LP Bargains

Continued from page 33

"Please read my review of the "Philips,"" Dec. 27, 1960. "...a new adventure in high fidelity, "Air Force-A Portrait of the U.S. Air Force," the label has obtained the services of Association of American Records. The disk gives a graphic sound picture of sky-borne activity from an altitude of 60,000 feet. It includes previously secret "Organic" and "Elmer" sessions made when a pilot bailed out at 30,000 feet, sounds of a plane taking off on this combat mission."

Godfrey is donating his royalties from sales of "Air Force," the label's Army counterpart, to the United Children's Hospital Society. It will be subject of a advertising tie-in with Artistic Corporation of America.

The disk was produced by Vox recording exec, Ward Bottredle.

Freed British Tour Definite

PHILADELPHIA — A British tour for Alan Freed, the rock'n'roll disc jockey and "Cardiff Castle" developer, is definitely set now by Jolly Joyce, manager for the London agency, handling the New York "spinning idol." Heading a show of Mr. Freed's "American Idols" for London, October 18, with rehearsals set for October 15 for a four-week tour of engagements between October 15 and October 10, exclusively in Great Britain's major towns. London agents.

Included in the freed unit will be the Five Moonglow, Jo-Ann Barton, the Buffys, the Looters, the Four Vampires, and the Two Vampires.

Freed was signed by Capital's new artist and repertoire staffer Tom Moore, who was formerly in charge of A&R in New York for Lee's major label, and is developing a new company's New York office. Four Freedmen, it is predicted the LP, featuring soul music and swing, will be released early next year.

\$43 million, and in 1958 we went to \$55 million at retail. Last year we were up to \$70 million, and the industry anticipates topping the \$80 million mark this year."

Ron hand puts the credit for this to his son's high-fidelity sound.

In 1958, he estimates the industry sales at over \$80 million and \$100 million a year.

Vox, which makes the "V" in "Vox," is a small company, but it is a significant part of the business during the six growth of hi-fi, has been the fact that his home manufacture industry sales have been increasing in step with the increase in the amount of money people are spending for entertainment.

"We must not write off the concept of using radio, styling and design and features that will always find customers," he added.

He also cited the company's new line of two-speed players as an attempt to offer the consumer a standard photo at a substantially different from that of a one-speed phone.

In the Hi-fi category, however, every model in the line is ideally adaptable to stereophonic reproduction.

The new Cambridge plant is managed free in the name of all the Victor home radios as well as some of the hi-fi models.

Debbie Down Wells

Continued from page 33

Yet another former Baltimore radio personality, now on WJZ-TV in the person of Keith McBee, leading news anchor, will be among the first to introduce outlet's program format is Joel Chessman, host of "American Idols," an easy going chub Chris Christenson.

That other TV operations will watch to see whether this early can be maintained goes without saying. Mr. Freed's "American Idols" is a show that is beginning to set the standard for the TV entertainment."

The three Kittens

CURTIS JOHNSON

Teenage Love Affair

Tampa Teenage Love Affair

LAVENDER BAY & THE NATIVE

OKeh Note—Joe Laverd is giving the native's "Teenage Love Affair" the "Teenage Love Affair" treatment. "Teenage Love Affair" has been a driving hit, and Joe hopes to do the same for the "Native" as he did for the "OKeh Note—Joe Laverd is giving the native's "Teenage Love Affair" the "Teenage Love Affair" treatment. "Teenage Love Affair" has been a driving hit, and Joe hopes to do the same for the "Native" as he did for the "{

KATHY LENDIN

The Nancy Factor

The Nancy Factor, a vocal by Miss Linda Lendin, is being big hit. Miss Linda Lendin is being big hit. The Nancy Factor, a vocal by Miss Linda Lendin, is being big hit.
The Billboard's Music Popularity Charts...POP RECORDS

GEORGE AUSTIN
Santo & Johnny
FRATERNITY
"One of Austin's constant themes has been the mood of the original version. Cool pick in a pretty little melody here and there, and by guys who remember. Often lovely. (KRL, 116, Canada)"

GENE STEPHENSON
And some more
VERVE
"Hand.-crafted instrumental background, and a fine, traditional record in-part of "The Third Man Theme" toupee. Fine for guts. (Hallowell, ASCAP)"

BOBBY BREageman
Buddy's Theme
COLUMBIA
"Greatly instrumented version of the Handy standard, marked by excellent sax work. Good jazz wax. (Handy, ASCAP)"

ANDY GREEN
Back to the Future Again
DECCA
"Delightfully lighthearted theme by Green on his own, a boogie time with a timely line. Fine for kids with young adults. (Osborne, ASCAP)"

BUDY Densmore
Bought in Full
COLUMBIA

SHEPHERD SISTERS
(Andy & Davey Bolognese)
LANCE
"Fresh and bubbly, unique theme by the Bolognese brothers, probably won't be around for a while, which may cut down place play. (Lance, ASCAP)"

LAURA LESLIE
One In A Million
MGM
"Money-writer theme by Leslie, quite an interesting music. Has been around for a while. (MGM, ASCAP)"

PETE DORF
Foggy Daze
COTTON CLUB
"Greatly instrumented version of the Handy standard, marked by excellent sax work. Good jazz wax. (Handy, ASCAP)"

THE BILLY WALLACE TRIO
Good Bell
BAXTER
"Interesting and breezy theme by the Dinah Shore group and a strong country flavor. (Dot, ASCAP)"

VICTOR TOYO
ABSTRACT

FRANKIE CHEVAL
There's a New Girl In My Heart
Exclusive
"Exclusive, 100% eligible is the new theme, by this lad, whose high tenor pipes are quite pleasing to the ear. Moderate sales potential if exposed. (Mackay, ASCAP)"

My First Impression of You	45 rpm, 78 RPM

DALLAS DEALERS

[Continued...from page 20]

Skirted at the present time and that they are following stereo disk developments in Europe as well. Glen Walck, president of Capitol, noted that the new cutting and pickup heads are being tested by its engineers and that the Westrex system, in comparison to existing European stereo disk developments, is "far ahead of the Westrex system because the minute. Point is, we are in the early stages of developing a "better" system." Walck noted that the development diskers adopt the Westrex StereoDisk system, RCA and Capitol executives confirmed that they are considering the use of stereo disks within a year. A number of RCA executives confirmed a belief that sound reproductive qualities with the Westrex system are far above existing microgroove fidelity. Instead of the lateral and vertical curve presently cut into a record groove, the Westrex system employs the cutting of a "narrow" shaped groove, using a single stylus to transcribe two separate record elements into a single groove."

The proceeds from the sale of "Whispering Bells" will benefit "The Dell Viking...Kripp Johnson...In his new smash hit..." "I'M SPINNING..." on Dot 15636

DEALERS!

Increase Profits...

Here is that extra service to customers that competition demands. A reliable and effective purchase recommendation your customers can depend on. You can profit by using Today's Top Tunes. TODAY'S TOP TUNES

AVAILABLE EVERY OTHER WEEK TO HELP YOU BOOST SALES

It's a colorful 4-page folder (6½ x 9½" per page) that carries The Billboard's HONOR ROLL OF HITS with the best selling records of each tune.

They are ready to be mailed to your customers list or bring them into your store. They can be placed in each customer's purchase bag for new sales. Your store name, address and telephone number will be printed on each card. They can be sent to counter give-aways and for your list delivery bundle to stimulate sales.

MERCHANDISING DIVISION

2130 Patton Street, Cincinnati 22, Ohio

Yes, I want to stimulate my sales with Today's Top Tunes which I understand is issued every other week:

[ ] Trial order, 100 copies, $2.00
[ ] Send me: [ ] Every Issue until further notice

[ ] 250 copies, $4.00
[ ] 500 copies, $6.00
[ ] 1,000 copies, $11.00

Any change in name, address or phone number will be printed on each copy as shown below. Store Name:

Address:

City & State:

Phone: [ ] Ordered by
**Reviews and Ratings of New Popular Albums**

**Continued from page 20**

![Image](image-url)

### New York

**Continued from page 20**

A new development is that of the British Yorkshire firm of Sugden, Ltd. According to Ring, under the Sugden system, which employs the same single needle head principle as the Westrex system, isolation of the two channels of sound has been developed to an extreme degree.

Asking his opinion on stereo vs. duet discs, Fine said he would not be surprised if stereo eventually would be the accepted medium for stereo. He did, however, allay fears in some quarters by pointing out that whichever system was finally adopted by the industry, it would mean no great loss to either manufacturers or consumers of consumer equipment.

**Folk**

**CYNTHIA GOODING**

King Records of Ohio, and Turkish Folk Songs (12-45). (EMI)

There's a lot for the money in this album. Gooding sings with quality and quantity such traditional folk songs as "Ukrayna," "The Ladies of Galicia," and "The Last Russian Song."

**Free for Five**

**Continued from page 20**

out of the new release, the retailer gets a copy of the Vaughn-Edition album free. Thus, the plan offers the equivalent of a 10% percent discount off the normal dealer price, since he gets six albums for the price of five.

**Cook Foresees**

**Continued from page 20**

Cook added that tremendous enthusiasm was already shown at the dealer level, and that several orders had already been placed at the year's trade convention in Miami.

**LONDON RECORDS**

**NOW'S BIGGEST**

**LIPS OF WINE**

**Set Indie Music Association**

**Continued from page 20**

fact relative to the callers' attack on BMI would be detrimental to the callers.

**Possible Projects**

Two publishers pointed out that among their projects had been the development of a new book that the testimonials were generally modernistic and abstract, and that the music performance is simple and affecting.

**French Music**

**Continued from page 22**

folk song discs featuring Michiya Mihashi, number one Japanese folk singer. This fact, it is claimed, affects the整个 industry subject of a big talk.

**Planned Economy**

**Continued from page 20**

three hits, and there's still more to come.

The Columbia a.f.o. chief, who had had 26 million-shows over the radio discs in 1956 and 1957, added that: "The cost of duplication is as much as the cost of a bit.'

**Kelly Heads**

**Continued from page 22**

Liugi Creatore, fashioning out into new series of "Ladies in Blue" packages, by June Winters (Mrs. Donatro's next big LP release this year will contain a new series of "Ladies in Blue" albums, it is reported. The label will again place most emphasis at the dealer-consumer level.
**C&W Best Sellers in Stores**

For survey week ending September 7

This week vs. Last week:

- **61.**
- **51.**
- **41.**
- **31.**
- **21.**
- **11.**

**1.** WHOLE LOTTA SHAKIN' GOIN' ON (BMI) — Jerry Lee Lewis...
**2.** BYE BYE LOVE (BMI) — Everly Brothers...
**3.** TEDDY BEAR (ASCAP) — Elvis Presley...
**4.** LOVING YOU (BMI) — Vic 20-7006...
**5.** HOME (BMI) — Bobbie Helms...

**My Scandinavian Walkin' Back To You** — Ray Price...

**6.** DONNA FIND ME A BLUEBIRD (BMI) — Marty Robbins...
**7.** TEENAGE DREAM (BMI) — Carl Smith...
**8.** BYE BYE LOVE — Webb Pierce...
**9.** LEAVING YOU (BMI) — Dec 30-221...
**10.** THE BLUES — Johnny Cash...

**11.** PLEASE DON'T BLAME ME (BMI) — Marty Robbins...
**12.** TEENAGE DREAM (BMI) — Carl Smith...
**13.** BYE BYE LOVE (BMI) — Webb Pierce...
**14.** LEAVING YOU (BMI) — Dec 30-221...
**15.** THE BLUES — Johnny Cash...

*Most Played C&W by Jockeys*

For survey week ending September 7

Rank

1. FRAULEIN — Bobby Helms... 2.23
2. MY SHOES KEEP WALKING BACK TO YOU — Ray Price... 8.7
3. BYE BYE LOVE — Everly Brothers... 1.19
4. DONNA FIND ME A BLUEBIRD — Marty Robbins... 8.24
5. TANGLED MIND — Hank Snow... 6.5
6. FOUR WALLS — Jim Reeves... 3.21
7. FALLEN STAR — Jimmy Newman... 4.15
8. WHO'S SHAKIN' GOIN' ON? — Jerry Lee Lewis... 7.9
9. TEDDY BEAR — Elvis Presley... 10.11
10. I HEARD THE BLUEBIRDS SING — Jim Ed Brown, Maxine & Bonnie Brown... 9.3

*Reviews of New C&W Records*

**Jean Shepard**

*Act Like a Married Man (Lowery, BMI)*

Shepard's slow and tender style is a welcome change from the usual C&W fare. The song tells a story of a man who feels neglected in a marriage and wants his wife to show him some affection.

**Faron Young**

*Vacation's Over (Murray Nash, BMI)*

Young's new album, "The Loneliness of a Million," features a mix of traditional and contemporary C&W styles. "Vacation's Over" is a pop-country ballad that highlights Young's vocal range and emotional depth.

**Marvin Rainwater and Connie Francis**

*The Last of the Bordermen (Columbia, BMI)*

Rainwater and Francis team up for a collaboration that blends Rainwater's deep southern drawl with Francis's melodic voice. "The Last of the Bordermen" is a powerful ballad that tells the story of a man who feels like he's been left behind.

*FOLK-TALENT TUNES*

**By Bill Sachs**

Leon McQuilkin has been selected for a guest appearance on Larry Lujack's "Today's Times and New Talent" show over WLS. The appearance will be a week of his own compositions, "Steel Guitar Bag" and "My Southern Maid." A new album, "September," will see Wanda Jackson in a new light. Jack, who has been working for promoter Harry Cook, and also as a clarifier for Cliff Stone at Anchor Records, shows some Mid-South flair. Memphis.

While the coast will see a concert tour, a set for Capitol and will do four tunes in a film series, "Family Party," produced by Screen Gems.

*Carson Dye, former d.j. and c.w. entertainer, is now plugging pop music for Lowery Music Company, Atlanta. The song, "Love is the latest best thing to be put on way is "Act Like a Married Man" by Jean Shepard etching scheduled for September 16 release by Capitol.*

Back in Memphis after engagements in the New York and New Jersey areas, Johnny Cash underwent a change of heart and learned that he must undergo throat surgery, according to his manager, Bob Neal. Accordingly, Cash has canceled several engagements.

Orelli Myers, under the pseudonym of Don Croughley, has had her first sides released on the Regency label. Her debut single, "If You Love Me," is a poignant waltz with affably unassuming instrumentation. Excellent side for Killz. (Tony Barone...)

**Eddie Sloane**

*That's Love*... 74

Dill's "311"-cabled tune with strong beat is warped by Skelton with considerable class and crowd. (Shelbey, BMI...)

*Right vocalist on attractive theme with a heavy beat for Jacks of the old c.w. school. (Covey...)*

**Van Howard**

*Bo I Can Love Again*... 75

Truly profound debut single with poignant waltz style for Jacks of the old c.w. school. (Covey...)

**Gary Williams**

*Traveler's Blues... 51

Waltz theme, spirited ballad styled as an ode to this much acclaimed tune. (Continued on page 19)*

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

WHY, WHY (Cedarwood, BMI) — Carl Smith's 40984-The artist who consistently scores, appears headed for the charts again. All records report that he has a song that will strike it big. "Emotions" is (Cedarwood, BMI). A previous C&W spotlight pick.

**Review Spotlight on...**

**C&W RECORDS**

**JEAN SHEPARD**

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Rainwater and Francis team up for a collaboration that blends Rainwater's deep southern drawl with Francis's melodic voice. "The Last of the Bordermen" is a powerful ballad that tells the story of a man who feels like he's been left behind.

**ALL FIELDS**

*"TOO LITTLE MUCH TOO LATE"* $/w

*"SEE NO MAN NO TOO"* $/w

**JIMMY HEEP** and the Melody Masters

**BIG BAND**

No. 1001

Texas Distributors

United—Houston

Big States—Dallas

**SMASH HIT!**

*WHOLE LOT OF SHAKIN' GOIN' ON* $/w

*I'LL BE ME* $/w

JERRY LEE LEWIS

Sun 267
**Reviews of New R&B Records**

Walter handles the slim message in a delicate style, with the lead vocal, and the result is as smooth as a well-blended drink. (Stax, BMI)

**The Love Notes**

Wendy and the Love Notes are a duo of young talent, with a strong potential for future success. (Tart, BMI)

**Teddy Bear**

Teddy's soulful rendition of this pious tune will win a steady following. (Ella & B.B., BMI)

**The Bobby Rydell Show**

A variation of the original style, this version of the classic hits is sure to please fans. (RCA, BMI)

**The Boogey Boys**

A catchy remix of an old favorite, this track is bound to become a hit. (M.P., BMI)

**R&B Best Sellers in Stores**

**For Survey Week Ending September 7**

These records are ranked based on their overall performance, with a higher position indicating greater sales success. (RCA, BMI)

**Most Played R&B by Jockeys**

For Survey Week Ending September 7

These records are selected based on the number of plays by radio stations across various regions. (RCA, BMI)
**ON THE BEAT**

- Continued from page 20

M-G-M film will get saturation opening in all metropolitan areas, movies and Midwestern theaters. In addition to the M-G-M entry, Elvis will play at other theaters.

Hit Parade Magazine is sponsoring a contest to obtain a beautiful described woman for a photo of the April 24th issue, shot during the record release at the Canteen. The photo will be made available for sale at record stores.

Dr. Marshall of Universal Audio reports he has signed Jackie Wilson, now on the Brunswick label with "Reet Petite," which is expected to be a hit.

The singer, according to sources close to the story, was not signed by Dr. Marshall and Bill Williams of the current "Stardust" disk. Viewed by the agency as a hot property, Wilson has been set for club work in Washington and New York and is expected to land in Cleveland and for a November stint in Los Angeles. There are also reports that Wilson has also passed Scossa Tall and the Orioles and that he will move to the road working their way toward the West Coast and the Five Roses.

Douglas Williams, Duqua music's representative of the singer from San Francisco, Filmore Silver, who promises to give him his first recording contract, has the label's blues ace, Willie Handren. The agency is said to be interested in the new artist's recording of a song about the firm's new religious LP, "The Best Gospel Singer," and plans to confirm the field.

Allen's records have linked Thoren Harris to a long term pact, with his first release "Little Betty Pretty One" and "Baby You Won't Hold It Against Me" out this week. "Little Betty Pretty One" is followed by the label's request, "Ugly Water." The Last Call is promoted by the song's success.

Bill and Mary Reid and the Melody Mountainers are back in Jackson, Tenn., where the group is scheduled to be inducted into the Grand Ole Opry. The label's new RCA release, "Fairy-Woods," is produced by Reid and has "Wanted Man." The label's blues ace, Willie Handren. The agency is said to be interested in the new artist's recording of a song about the firm's new religious LP, "The Best Gospel Singer," and plans to confirm the field.

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Candy at Flaten Park, St. Paul, was a huge success, with a total attendance of 1,200. The event is staged annually by the Manske gang in conjunction with the Jimmy and Ar- 4. Bill and Mary Reid and the Melody Mountainers are back in Jackson, Tenn., where the group is scheduled to be inducted into the Grand Ole Opry. The label's new RCA release, "Fairy-Woods," is produced by Reid and has "Wanted Man."

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Rain Cuts Crowds At Topeka Free Fair

Two Matinees Programs Lost to Weather; 'West-O-Rama' Crowds Under '55, '56

TOPEKA — Rain closed the Kansas Free Fair, which would have run Friday, Sunday and Monday (12), and costing show attendance which the fair had piled up in its opening. Because of the rain, the fair's ticket receipts were only 10 per cent of the peak receipts of the fair, which hit 2,900 last year and $5,000 under the ticket receipts of the Barnes-Carruthers office in '53.

A highlight of the night grandstand presentation was the fireworks, prepared for the last show, this one on the race track rather than in the infield. The fireworks were sponsored by C. H. Appel works Company, Chicago.

Quebec Ends Despite Rainfall

Quebec City—The Provincial Exposition ran strongly when it was permitted to do so by weather, but could not overcome the cold-weather period and wound up its 10-day run Monday with 10 per cent, 3 per cent. Paid admissions of 360,857 gave the management a loss of about $60,000, but the cost of 150,000 was made up. Last year was the record year with 1,437,329.

The Coliseum magical musical revue, "Sim Sala Bim," was fairly well attended, but not as many were at the sea fair, which wound up Monday, making it the best-attended sea fair in the state's history. And it was the last sea fair of the season, due to the lack of funds for all the other sea fairs in the state's history.

Presley at Spokane

SPOKANE—Elvis Presley drew 12,900 persons, mostly screaming, fawning young girls, to Spokane Memorial Stadium Friday (30). The crowd was boisterous but well-behaved, with no policemen and firemen ordered present. Tickets were scaled up to $7.00.

Eve of Rain

Atlantic City—The last show of the fair was canceled and the last day's shows were Wednesday, Thursday and Friday. Saturday, the last day, was one of the worst days in the fair's history, with only 3,000 people attending.

Rain fell all day and the audience was estimated at 21,576, reducing the cancelation to 21,576. The cancelation was expected to be far worse, but there were no reports of any accidents or injuries.

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Herb Dotten
Whip-Cracker Scores Hit

ONE OF the surprises of the current season has been the success of Larry LaRue and his Western Show on the Royal American Shows. The whip-cracking expert, whose name was made as motion pictures, has been out with carnivals before, briefly with the Olson Shows, and now has a riding act and other numbers at many fairs.

Until he joined the Royal American at the 1956 Louisiana State Fair, Shreveport, in what was the Royal's final date of the season, LaRue had not had much of a figure. But, just as soon as he joined the Royal, his fortunes changed.

This year, and until the Royal since he launched his season, LaRue has been a strong money getter, giving even the well-entrenched, highly popular Leon Claxton's Harlem in Havana spirited competition for the fair money-wielding bunch.

The Royal's fair route took it thru Western Canada—and there, where the cowboys are not uncommon, LaRue did phenomenal business. And since the Royal returned to the States his business has been extremely strong.

It took some time. LaRue, for him to settle down to the outdoor business, find the proper way to sell his show, and to bet upon the proper presentation for his show. He tosses some bouquet's the way of Carl Sellmayr Sr., Royal American owner, for putting him on the path.

On the Royal, his show registers high in appeal, both out front and inside. The front and bally together are crowd-stoppers. Gals clad in abbreviated Western costume help greatly out front to catch and hold middle patrons.

Inside, LaRue and company stage a crowd-pleasing performance. Besides, he contributes his skilled whip-cracking participation in a fight scene, and gives the history of a pistol, the show includes Western musical (comedy), and two arena horse acts.

Each show is presented without a top in a side-walked area that has a capacity, both seated and standing, of about 750 persons.

It is in this way, he demonstrates a genuine interest in the many small fry he attracts and he gives liberally of his time to them after show. Also, to his credit he has been outstanding for his eagerness to visit children's hospitals and the like. He is, moreover, highly co-operative with the press.

LaRue may go out with the Royal American Shows again next year. He is thinking in terms of a non-type presentation in this direction. But, if he should not go out with the Royal, he would do well to put his talents as a grandstand attraction. His show would be a must for any fair. And, there are all too few good shows—with money-winning potential—for county fairs.

Hats Off To Crowd-Savers

Outdoor performers are a hardy breed. Come rain or high wind, they realize what it means to a fair to lose a grandstand crowd. And, they realize what it means to their own standing as a fair attraction if they meet the challenge.

Community, fair, industry, outdoor attractions accustomed to working under cover, either thru ignorance or by inclination, take the easy out way out when working outdoors and they run into rain.

To those indoor performers who meet the challenge, we doff our hats. Only recently we have doffed it on a number of occasions. "Holiday on Ice," for instance, worked thru a steady rain at the Nebraska State Fair, Lincoln, to save the grandstand.

And Ed Alt, the Fair manager, is eloquent in praise of the performers.

"I'll always be grateful to "Holiday on Ice" and its people for saving a $12,000 gate. The crowd were wonderful, and I believe they realize what it means to a fair to lose a grandstand crowd. And, they realize what it means to their own standing as a fair attraction if they meet the challenge."

The "crowd," he adds, "loved it. They, too, sat thru the rain—and marveled at the spirit of the ice skaters."

On the Canadian National Exhibition, Toronto, Bob Hope added to his reputation as a trooper. He worked two grandstands shows in the same day, and with dripping wet to the accompaniment of hearty applause from the huge grandstand crowd.

Pat Boone got himself wet and covered with glory at the Reading (Pa.) Fair. He worked in the rain to a crowd of 5,000, and Boone-enthusiasts were more enthused than ever before at his singing in the rain.

New Rides Coming—From Abroad

All too often we Americans are inclined to row all too loudly about our investments, giving the impression that the U. S. has the corner on financial imagination.

In outdoor amusement circles, however, there has not been so much crowing lately. The introduction of some new German rides and cars changed that.

Next year, indications are, that one of us who still feel the U. S. has the "money", our inventiveness probably will be jarred by new introductions at the New York World's Fair.

Our intelligence from abroad reports that the following rides are to be introduced at the fair:

A submarine ride, which will enable fair visitors to drive their own submarines in 10 feet of water.

A ride described as the "Flying Carts" in which fairgoers will drive inside a huge cart.

A ride with whirligig jet-planes powered by compressed air.

An all-metal Alpine Monorail ride built over a twisting, dipping run.

There are but a sample of the new rides to be introduced at Brussels.

They—and others not to be unwrapped at the 1958 World's Fair—show good promise of being devised and we, hope, stimulate U. S. ride manufacturers to greater efforts.

Your ticket to
SALES RESULTS
-the advertising columns of
THE BILLBOARD!

U. S. Tent Plans Move To Sarasota

CHICAGO—George Johnson (1111 W. Lake St. and 1113 22nd Ave., Sarasota, Fla.) said the move was being made in order to be closer to shippers and processors and as a consequence, the line which his company does business is in Alabama and Arkansas, Johnson pointed out. And many of the shows who buy canvas are wintered in Florida.

The company also will become a retailer in the ship's hardware business.

Sid Jesse, of U. S., has spent much of his time in Sarasota for several years. Johnson and his family are moving there. The firm will maintain a Chicago office.

Albany, Ga., Bldg. Ready On New Site

ALBANY, Ga.—The Southwest Georgia Exchange Club Fair will start on October 28 thru November 2, instead of November dates previously reported. Since the fair's first building, 70 by 210, has been completed, installation is being made on fencing around the grounds.

Program includes two school days, beauty pageants, carnival away, special guest day, parade day. The pageant is presented by the Third Army, Cerrin & Wilson Shows will provide the midway.

N. M. W. A. D. 15, LARGEST MANUFACTURER OF AMUSEMENT RIDES

THE SPINAROO

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ALLAN HERSCHELL CO., INC. • EST. 1890 NORTH TOWAHDA, N. Y.

“The World’s Largest Manufacturer of Amusement Rides”
CNE Tabs 2,804,500
Despite Rain; Cold;
Hope Grosses 479G

Comic Tops Sullivan's '56 Biz;
R-B Circus Takes in $9,500

CINCINNATI. - Despite rain on
two of its biggest days, cool nights
in the stretch run, and a 75-cent
gate-up 25 cents from last year-
the Canadian National Exhibition
Saturday (7) closed its 14-day run
with a total attendance count of
2,801,500.

This represents a dip of only
2,900 - or 1 per cent - under
last year's count of 2,833,500.

Warner's Day, the first Saturday
and Labor Day, usually two of the
biggest, were hit by rain, with the
attendance drops on those days
adding up to more than the 25,000
the CNE lost in the last run.

Night grandstand business was
up sharply from last year, when
the CNE's Jack Arthur spec,
"Canadiana," was presented with-
out a name.

Bob Hope, who headlined this
year's spec, played to excellent
night business and in addition to
the 14 show nights gave matinees
in Labor Day and closing day.
The show grossed $479,000, which
ever exceeded by $47,000 the
$472,000 taken given the show

Highest gross was $103,500 in
Canadian money or $99,000 in
U.S. dollars. His contract called
for him to get $100,000 and 50
per cent of all receipts in ex-
cess of the 472G gross piled up
by the Sullivan-headed show in
1955.

Auto races were staged Tues-
day thru Friday afternoon of clos-
ing week. These drew light
crowds but were programmed by
the management to keep the big-
grandstands open those afternoons.

The Ringling-Barnum & Bailey,
in for six matinees and for two even-
gings showed the previous week,
which grossed $853,900 and received
$82,500.

Lower attendance, rain on two
of the big days, and cool night
weather did not prevent the Can-
adian midway from fielding a new
height. Rides and shows grossed
$601,554. Previous peak was
$638,900, set last year.

Saginaw Aims to
Top 56 Despite Rains

SAGINAW, Mich. - The "Har-
vest Holiday" theme of Saginaw
was put to a strong start last
week and was racing well ahead of the show marked on Thurs-
ay (14) showed up the pace.
The fair, which opened Sunday
(9) with a strong turnout, was as
much as 10 per cent ahead at the
gate only to be slowed down by
the rain, Clarence Hammon, man-
ger said. Gate admissions that
took marked a 25 per cent in-
crease over last year and gate
receipt were up a sturdy 35
per cent on the first four days of
the fair which ended Saturday
(14).

Hammon figured that given good
weather the final two days of the
fair, it could still total a record-
year in spite of the leveling off on
Thursday.

Alloy attendance was up, busi-
ness at the night grandstand show,
a "Barnes-Codillos" affair was
kept 20 per cent above the first
days. Afternoon shows dur-
ing the week were generally varied,
acts above.

The Gooding Amusement
Company rides and shows were lead-
ing the attractions on the grounds
and business were sharply ahead of 56.
This was due, to a bigger line-up of rides and shows, Ham-
mon pointed out.

He also reported that housing for livestock and other exhibits
was one of the opening problems
utilized this year to house the
large entries and plans were in the
making for a big expansion in this direction for the 1958 run.

King Wagons

WINDER, Ga. - James H.
Drew Jr., owner of the James H.
Drew Shows, was successful bid-
ing to buy a grandstand, facilities
and other property of the bankrupt King Bros. Circus at an
unscheduled bankruptcy court hear-
tuesday (10).

Drew made the high bid of $5,300 after several rounds of
bidding in which many local per-
sons and representatives of a dif-
ficult museum and other sincere
interests participated.

The carnival owner acquired a
hand-carved gold-leafed meets
bandwagon, four miniature car
wagon, four coaches, and four
chariots, a low-boy trailer, and
a trailer-load of harness, trappings
and miscellaneous property.

Items were described as unique
and of historic interest.

Drew said he plans to add a
menagerie and other circus at-
traction, and will also add equip-
ment for street parades during his
fair and still date engagements.

The King Bros. traveling circuses
attached by the Kiwanis club, the
show's sponsors, on a claim origin-
ally in the amount of about $1,000
when one of the King units failed
to appear scheduled in April
1956. The show came into town
late on the afternoon of the date
and stayed on for the next
day.

The James H. Drew Shows are
holding the Winder Agricultural
Fair which opened September 10.
Drew said this season's shows
will be a new Rock-O-
Planes ride, purchased from the
Ernie M. Williams amusement
Co., was received and placed in
operation here.
York Draws Showers
But Opens Strongly

York, Pa. — Rainfall marred the opening of the York Interstate Fair on Tuesday (11). Attendees were standing shoulder to shoulder, however, and officials were anticipating a pretty good week despite forecasts of more inclement weather. Wednesday was close to last year at gate and grandstand, and Thursday was good in between.

The combination of a covered stage and grandstand is expected to yield another healthy profit from.

FREE FRIDAY
Barrington’s Gate, Wagers Exceed 1956

GREAT BARRINGTON, Mass. — High lights of the first day’s turn out of 10,592 on Wednesday (12) was the Barrington Fair. It was comfortably ahead of last year’s attendance mid-way thru the seven day event. Big turnouts were expected for Friday’s free gate.

The 117th annual event drew near 17,000 for the opening on Sunday (8), and turned to the business of the 3500 entries running the following race on the Thursday, with Monday’s weather being better than last year, thru mid-week.

Several one-day attendance records were set thru Friday, and bet handles ranged in the $400,000 class daily. Manager Ed Carroll said the grandstand since last year’s fair. A new cattle barn has also been added to facilities.

This year’s midway provided over 10 rides for the children. The midway, which made a two-way roll from its previous week, was turned over to the Webb Bros., before Sunday’s chance.

Rain held the country music show turnout down, and the Late Show had a little better than that of Olson and last year. The normal $3 top price to the 13,000-seat attendance was advanced to $3.95 for Thursday’s (13) one-time appearance of Bob Hope, and it was even somewhat assured. Lewis said all higher prices were taken up before the fair opened. Prices were $1.50, $2, $3 and $3.95.

Kochman Sets Sojourn for Lynch Stunter

Western Unit to Show at Fairs; Hell Drivers Win

NEW YORK— ups and downs of the Jack Kochman thrill show organization have been pretty sharply divided sectionally, with a good many of the units being registered by the Jack Kochman Hell Drivers.

A western unit was fielded this season under the label, Jack Kochman Auto Daredevils. The former Juvenile Lynch show, it was managed and played dates acquired by Bill Reed. Kochman said the unit is existing and he will reopen it in four or five weeks to play fair dates.

Excellent business has been experienced by the Hell Drivers, with credit going to the advance crew of Beno Miller, formerly of the Crude, Blacity, Circus, and Pizzi Frisbee, one-time well-weight contender. The show has ties with Dodge, Goodyear and Sinclair, all of whose dealers have cooperated strongly.

The fair in Canton, O., was its first thrill show in years, had a closing-night sellout, it was reported. Easter Junction, Va., had an afternoon rainout and evening sellout. Zanesville, O., reportedly turned over its biggest chunk ever for a grandstand attraction. Also good were Danick, Bolotas, Sp. Hamburg, Malone and Watertown, N.Y.

GREAT CINCINNATI SUMMER SHOWS
SEPTEMBER 16—20, 1957

ANCHOR SUPPLY CO., INC., EVANSVILLE, INDIANA

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ARENAS & AUDITORIUMS

Big Halls Make Possible Cities' Convention Gains
By TOM PARKINSON

CONVENTION basins, in which business people and Chambers of Commerce get great commercial advantage, is on the increase in many places and arenas and arenas figures like in most cases Convention bureau executives are making known the becomes and giving credit to the buildings.

Typical is this one: Louisville and Columbus. Speaking at a luncheon club meeting recently, a Louisville Chamber of Commerce official said that the city had 312 conventions last year, hoped for 490 this year, and that the number has tripled in 10 years. Helping much, he said, is the new Kentucky Fair and Exposition Center.

The Columbus Convention Bureau, meanwhile, lays claim to third place—following Chicago and New York—in the convention field. Six 705 conventions of last year meant 200,000 visitors and more than $12,000,000, the bureau reports. Again, a building is credited with an important part, The Veterans Memorial Auditorium at Columbus makes it possible to have larger conventions than in the past, the bureau points out.

TO ILLUSTRATE how convention money not only is brought into the city via advertisers and arenas but also is spread through the community, The Columbus Dispatch carried a feature article that traces the conversion travels of a doctor and his wife who attended a medical convention at the Veterans Memorial.

A photographer began with a view of the couple as they registered at the hotel. He followed up with views of them at the Veterans Memorial for their meeting, at the Ohio State University’s medical school and its Mershon Auditorium. Other pictures illustrate that conventioners spend money in stores and shops, that they go out for entertainment in the city, and that they dine at several places at the convention.

The pictures piece turned out well to popularize the wide effect of convention business on the city.

An Examiner article that recounted the details. The Columbus bureau figures that the average convention visitor spends more than $27 daily and about two and a half days...The figures were compiled and workmen for the Columbus.

Crossing most of the convention income were the hotels. Second were the retail stores, while non-hotel restaurants were third, and hotel restaurants were fourth.

SIMILAR SITUATIONS prevail in dozens of cities. Similar picture stories could be devised to sell the idea in many of them. And in most, On open the auditorium or arenas bases as the keynote to the whole operation.

WIDE OFFERING

ESE in Strong Bid For 500,000 Goal
West Springfield, Mass. — Manager Jack Reynolds had the 38th Annual ESE Control Exposition garnered for another assault on the half-million-dollar mark. The Boston gate opened Saturday (14) for the show's last day. The show, which will also feature the 100-piece Air Force Band, Singing Sergeants, the fair's record year was 1953 when a visit by President Eisen hoven at the close show, top-sa1e with 4,593,700 visitors.

Bob Hope and his troupe took over on Saturday of last week for a seven-day stand including eight performances. Hopes were for more than 100,000, and the fair also feature 100-piece Air Force Band, Singing Sergeants, the fair's record year was 1953 when a visit by President Eisen hoven at the close show, top-sa1e with 4,593,700 visitors.

Candy-Striped Floss Paper
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The Billboard
September 16, 1957

Brockton Counters Bogus Pass Threat

Detectives on Gates, Ducats Torn Up; Annual Smooth Under New Leadership

BROCKTON, Mass. — The Brockton Fair moved Monday (6) from its usual position for a second time, passes, which had turned up in the last seven days, being burned at the fair in Topfield. Althea Topfield said 15,000 passes possibly were burned, not counting those passed the total over 20,000. A couple of pass-holders who were being analyzed Thursday (12) here.

Howard J. Buckley, fair treasurer, said all remaining passes were tore up on Monday. The public was asked for the analysis of the situation. He said this may have the effect of a sellout of eight passes at Brockton. The passes at Topfield were expertly done, bore witness, and were effective only in the numbering. The Visitors Detective Agency was hired to find the gates here, after having served in that capacity at the tail end of the week in Topfield.

Waging Higher Attendance, Brockton was trading slightly this week and pass-sales were up. A strong work was done by eight to ten people on the closing weekend. The increased money turned out for the first week of the addition to a much sight in the daily ear. First two days were late. From all sources, the first fair of the new administration appeared to be a sellout of success. George L. Carney, Jr. is president.

Among the events, an auction on a auditorium or arena bases as the keynote to the whole operation.

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THE FINAL CURTAIN

IN MEMORY OF

ROBERT H. (BOB) MORTON
Who left us Sept. 15, 1956

In Memory of Our Brother

FINLEY JACKSON GRAVES

who departed Sept. 2, 1913. You have gone to a broader field to live a fuller life, which will not end today. You are not forgotten by the friends you left behind. We love and miss you. We remember your kindness, your faithfulness, your

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MRS. J. E. ARCHER
MRS. HELEN JAMES

JOHN R. GRAVES

IN MEMORIAM TO OUR DADDY

BOB MORTON
Deceased Sept. 15, 1956

"AS LONG AS CHILDREN ARE BORN,
CIRCUSES WILL NEVER DIE"

BOBBY II and

VERNETTE MORTON

In Memoriam of a Wonderful Man

TOM HASSON
Died September 19, 1955
Son Bob and Family

Robert H. (Bob) Morton
Born June 1, 1894
Deceased September 16, 1956

A Real Showman and a True Friend.
Cone But Not Forgotten.
Lillian and Vernon McReavy

Muat a New York shofer his head, and not
a few skidded, when they saw the "hole"
in Peter Cooper's new building.

But to the design gentleman with the ruth
of grasping whistles it was all so simple: Some day
designers would perfect the passenger elevator.

The more fact that there wasn't one in 1953
would mean little to a man who, with his own
hands, had built and driven the first American
locomotive. Whose money, and faith, were to
help us the Atlantic Cable through all its difficulties to final success. And who would "scheme end" a Panama Canal plan fourteen years before DeLazsep.

But Peter Cooper's belief in the future ran
in a vein for deeper than simply the material. For his "building with a hole" was Cooper Union, the first privately-endowed tuition-free college in America. A place where young men and women of any race, faith, or political opinion could study the education which, himself, had denied. Peter Cooper's dearest dream—which has continued to grow dynamically for nearly a century and today entertains America with thousands of creative thinkers today.

There is plenty of Peter Cooper's confidence and foresight alive among Americans today. It is behind the wisdom with which more than 40,000,000 of us are making one to the soundest investments of our lives—in United States Savings Bonds. Through our banks and the Payroll Savings Plan where we work, we own and hold more than $4 billion in Bonds. With one rate of interest—and the safety of our principal—guaranteed by the greatest nation on earth. You're welcome to share in this security. Why not begin now?

Now Savings Bonds are better than ever! Every Series E Bond purchased since February 1, 1957, pays 5 1/2% interest when held to maturity. If sold before maturity, it earns a lower rate of interest—but the security is the same. It's one of the most sensible things you can do between now and October 31. Now is the best time to buy Bonds. They need no care, and offer higher income in 1957.

SAFE AS AMERICA... U.S. SAVINGS BONDS

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TOKYO—The Conklin Midway at the 14-day Canadian National Exhibition, which closed Saturday (7), rolled up a gross of $810,534, a new record for the Conklin midway.

The previous peak was $599,000, at last year’s fair. Conklin, in charge of the midway operation, had set a ride and show goal gross of $500,000 but rain days, the biggest days, the first Saturday and Sunday rained, and the last two nights in the home stretch of the run, held the take down.

The Conklin ride was the only kiddie ride prices for a 10-cent price contributed to the gross.

The Conklin midway was operated by Patsy Conklin, a Quebec Big for Vallee

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The season show went as far as Dolbec, near Lake St. John, and the Vallee’s Sky Fliers did a week in Cape Breton. It was the first ever to play Murray Bay.

The Vallee’s shows in 1956 are being considered, Vallee said.

Set PCSA Day At Pomona Fair

LOS ANGELES — The Pacific Coast Showmen’s Association and its Laconia Lodge, No. 64, will again be honored at the Los Angeles County Fair in Pomona on September 20 with a special race being run as the highlight of the day.

Arrangements for the event were made thru Harry A. Illions, director of the fair, and C. B. (Jack) Atchirch, fair president and general manager. Representing the showmen were (Doe) Zeiger, Ted LeFort, Al Weber, and Al Fliut.

United Test & Amusement Company will donate a first, chairs and table for the show-day as this firm did last year. Places on the fairgrounds will be made available for the clubs’ members in ample time.

Ed Lange Strollers Win at Sacramento

SACRAMENTO, Calif. — Business was brisk at this fair as baby strollers and wheelchairs, at the beginning of the fair and Exposition during the 12-day running Sunday (8), was "most satisfactory," according to one witness.

He said his service at the fair for the first time. Two days were operated with the service of college students as assistants. Lang, who has this concession at the State Fair of Texas, Los Angeles County Fair and Arizona State Fair, said that he hopes to extend the service next year at the local event if awarded the contract.

Carnivals

610,534 At CNE

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Now Booking Concession Space for the following
FAIRS gives GIVING NEEDED BOOSTS FOR SULLIVAN
QUEBEC CITY. — A pretty
pretty post-dilate season is being
followed by a most attractive set of
fares by the World's Finest Shows,
Jimmy Sullivan in Southern Ireland
was turned down at the con-
sumer a few weeks ago, reported
plenty of the Sierra Nevada Shows
for the Provincial Exposition here.
Sullivan's visit was part of the
tour midway provided here for
many years by Frank Conlin.
The move from Sherbrooke was made
in the time for nearly 100 per
cent operation on the May 30th (300)
opening, resulting in the best
grosses ever stored on that
town.
Brooke Stea was the bright-est
OKeko is a small route to the
finest}

THE BULLETIN
SEPTEMBER 16, 1957

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GRANTS TO CRAFTS

FAIRS FOR SALE

FOR SALE

SURPLUS EQUIPMENT

Mid-South

MEMPHIS FAIR

Opens Friday, Sept. 20
Phone Br. 2-2858
Around noon, or M. 2-3411
after midnight.

Can place

RIDES SHOWS

on the streets

PREMIUM

PERSIMMON FESTIVAL

Can place legitimate Games and Con-
versations in Concession and Direct Sales.

PRESIDENT, RY.

FOYO COUNTY FREE FAIR

Aug 3-5

JORDAN, OHIO

OCT. 16-19

FESTIVAL OF THE MILLS

Can place legitimate Games, Con-
versations in Concession and Direct Sales.

APPLY BY LETTER ONLY

GOODING AMUSEMENT CO.

1300 NORTON AVE.

COLUMBUS 8, OHIO

WANT...CONCESSIONS...WANT

MITCHELL, IND.

PRESIDENT OF THE STREETS

CONCESSIONS

WANT for MIDDLE TENNESSEE DISTRICT FAIR
LAWRENCEBURG, TENN., SEP. 22-28

SHOws Concessions
Any Hanky Forms of all kinds, Straight Sales.
All wire: HUD DAVIS, Pulaski, Tenn., this week.

BURKHART SHOWS

Want for the following 7 outstanding Fairs: Lake Providence, La., Sept. 16-21; Jena, La., 23-28; Winfield, Ill., Sept. 30-Oct. 5; Jonesville, La. Sept. 17-22; Pil-
kia, La., Oct. 14-19, Alexandria, La., Colored Fair, Oct. 21-26; Vicksburg, La., Colored Fair, Oct. 27-Nov. 2; and 2 Big Church Celebrations to follow. Out Hill Jan. 3, 1958.

CONCESSIONS: Water Games, Basketball, Kang Ranga, Pitchers of all kinds and one or more Concession for each Fair. Stunt Concession in Concession with Concession at all kinds. Address: You Round-Up or Concession for Fair only. Smoker, contact: SHOws can be shown for Fair only.

WANTED—WANTED—WANTED

CARL AND SKIPPY BROWN

Want all their friends and friends' friends to drop in and use SKIPPY'S LIVING ROOM
the most beautiful and reasonable Cocktail Lounge on Miami Beach located in the Ritzesca, Hotel on Collins Ave, steps 26th St.

MUSIC AND DANCING NITELY

Strictly catering to Carlist Fairs. When you drop in and say hello to us when you come in off the road. Hope you are having a good season.

CARL AND SKIP

DRAGO SHOWS NO. 2

CONCESSIONS OF ALL KINDS except Basketball, Fast, Snow and Popcorn.
Contact CHEF PIERCE
Phone Gladiators 9-4007 at Kokomo, Indiana, Monday and Tuesday, then at Franklin.

KEN-PENN AMUSEMENT CO.

Wants Concessions. Hanky Forms of all kinds, also Direct Sales for Roxanna, Ohio. Sept. 23-29; Lisbon, Ohio, Oct. 2, 4 and 5.
All replies: RALPH D. SANDERS
419 Ford Ave.
New Kensington, Pa.
TALKER

WANTED

Man to handle Side Show record openings. Salary and percentage if you work.

CHARLES H. HODGES

c/o Cellis & Wilson Shows Rumford, Me. (State Fair)

PRYOR'S SHOWS

Will book one or two Kiddle Rides for 4 weeks of Fairs starting Lubbock, Tex., Sept. 23. Turn Fair has a Kiddle Wood-Ride opening for a few more legitimate Concessions. Phone 725-5515. Winne, Coast, and Kiddle. 10 men and staff available for each ride. Will work outside of Texas.

JACOB PRYOR

 Rt. 2 Box 74

Ethels, Miss.

RIDES FOR SALE

A full line of Kiddle Rides, La Roche 5-cast, records and songs, 224, Pyle's Wheel, Smith, Miller, Miller, etc. Will send you literature. Address above.

NEW ORLEANS KIDDIE RIDE

The International KIDDE RIDE, No. 1 in the world, 72 ft. high. B.A.S.E.-T. No. 265. All these rides have 43,000 feet of steel. All ready to roll. Will send complete literature.

WILLIE COOPER

69 Vest Ave. Chicago 6, Ill. (Central 5-1151)

KIDDIE RIDE SHIPS.

With or without staff. Will work State or city Fairs.

"JAM MAN"

Wanted at Once

Public address System, Speakers, Wiring, and Supplies. Must have experience in Public Address. Address "JAM MAN" 2110 3rd Street, Brooklyn, N. Y., Phone, Lakeside 1689.

"TURKEY RED"

WILL WORK FAIR FUTURES. Send a picture and $5 deposit will be credited toward your insurance when you come.

R. E. MILLER and JACK O'HAVER WANT

FUTURE CONCESSIONS at Counties, State and County Fairs. Will settle with Fair or Concession owner. Address "AMERICAN CANCER SOCIETY" 17 East 12th Street, Nashville, Tenn., Phone, Bower's 5605.
FOR SALE
T-Car Full-A-Whirl, good condition, with
1 Super Re-O-Matic with 23 ft. and
1 Super Re-O-Matic with 20 ft. and
Trailer for both rides with 8 ft. and
10 ft.
Complete unit
$2,700.00
Freight extra
Contact Terry Miller
Phone: 2244

CONCESSIONS
THATAM BROS.
FESTIVAL OF HILLS
RIDE & SHOWS
ALL CONCESSIONS OPEN
Festival of Hills is the largest
annual event in the state.
NORTH CAROLINA

Schafer's Just for Fun Shows
WANT FOR ALL FAIRS: HOT SPRINGS, Ark., Sept. 16-21; FORT SMITH, Ark., Sept. 23-28; LONGVIEW, Tex., Sept. 30-Oct. 5; McAGGESCHICHE, Tex., Oct. 7-12

Joe Sciortino Wants Colored Musicians and Performers for Rock 'n Roll Show
SEASON UNDER CANVAS CLOSES NOVEMBER 2. THEATER DATES TO FOLLOW. Ticket Sellers with experience on show—must drive semi. If you don't drink, don't answer. All replies Joe Sciortino c/o Reithoffer Shows, Allentown, Pa., this week; Bloomburg, Pa., next week.

Beamer's Attractions
CASWELL CO. FAIR, YANCELLE, N. C., NEXT WEEK, SEPT. 23-28. GRAND OPENING OF THEIR NEW FAIRGROUND WITH SPECIAL EVENTS. Can book legitimate Game Shows of all kinds. HELP—Sawdust Man for Merry-Go-Round, Kiddie Ride Operators and experienced Fly-Over Men. Main Men to operate Illusion Show, Concession Agents. You will have single best operation in the state. Concession Operators can be placed. Rides—Can place additional Rides for balance of season—prefer Thill or Orange. All communications to STEVE DECKER, FAIRGROUNDS, ROANOKE RAPIDS, N. C.

Tivoli Exposition Shows
WANT FOR 7 Summer Fairs in Louisiana. Including Eunice (next in Fort Polk) Army pay day week and the Tri-Patch Fair at Eunice. All replies Joe Sciortino c/o Reithoffer Shows, Allentown, Pa., this week; Bloomburg, Pa., Fair to follow.
JOHNNY T. TINSLEY SHOWS
"AMERICA'S MOST MODERN MIDWAY"

WANT CAN PLACE WANT

for details of the following thru the year. This is a First class route of midways,

To join immediately

Rides - due to disappearments. Concessions, A. J. Jones, owner.

LLOYD D. SELFORD, Owner, HARTLY (Dulan) WESTON, Bus. Mgr.

Newcastle, N. C. this week, followed by High Point, N. C. next week.

WILL PLANT COMBINED SHOWS

An outstanding show for a midway.

For information please write: A. J. JONES, Owner, Johnsville, N.C.

JOHNNY T. TINSLEY, OWNER

Carnival of America, New York

WANT MORE DETAILS CONTACT ME.

WANT MORE INFORMATION?

Rides and Concessions.

WILL PLANT COMBINED SHOWS

For details of the following thru the year. This is a First class route of midways,

To join immediately

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JOHNNY T. TINSLEY, OWNER

Carnival of America, New York

WANT MORE DETAILS CONTACT ME.

WANT MORE INFORMATION?
SMILEY'S AMUSEMENTS
Want for the following: St. George, S. C., Colored Fair, Sept. 16-21; Ellerbee, S. C., Sept. 13-28; Moncks Corner, S. C., Sept. 30-Oct. 5; Hampton, S. C., Oct. 7-12; Barnwell, S. C., Oct. 14-19; Bamberg, S. C., Oct. 21-26 and others to follow.
SHOWS: Want Side Shows, Colored Girl Shows, Mineral Show, Fun House and any Animal Show.
All replies: CLASS PITCH BLACKIE, St. George, S.C.
P.S.: Bob, with County Girl Show, contact me immediately.

THOMAS JOYLAND SHOWS
All who played these dates last year can...
Address T. I. THOMAS, Mgr.
Cassid, N. C. this week.

IDEAL RIDES
No Pullers here. Want Long and Short Ranges, Photos, Mid-Stripes, Pitchers and Retouched Mutts. Bands, Golf and Motor. Please contact...

LAWRENCE GREATER SHOWS
WANT FOR CHILDGBURG, ALABAMA, AND 6 MORE ALABAMA FAIRS
CONCESSIONS: Cakes, Bait and Bows, and Suspense. Concession to Promote SHORT ROLLS - RIDE SMILEY'S CONCESSIONS! We guarantee to make the location a great place in a few days. All concessions will be under one complete management. The question, "Who will come?" will not arise. We will come with a complete management from the beginning. All replies: SMILEY'S CONCESSIONS.

Pepper's Amusement Company
Address FRANK W. PEPPER
CENTREVILLE, ALA. FAIR, THIS WEEK.

CONSOLIDATED COMMUNITY FAIR
AMELIA, VA., NEXT WEEK, SEPT. 23-28
All types of Concessions can be placed, including Floats. 2-DAYS of ALL KINDS CAN BE BOOKED. THIS IS THE COLORFUL FAIR FOR A LARGE AREA.
Contact M. A. BEAM
WINDEP, VA., FOR SPACE.

BOB HAMMOND SHOWS
Want for Hamptondale and Material Scenes, Hamptondale, Va., and Lillington, N.C., Sept. 16-21, and continuation Fairs with Nov. 17.
WILL book Roller, Roller Rods at all Rdays. Have Side Shows, Toll Ranges and Grate Show. Will book any concessions or special Shows, especially Palmetto, Glass Houses, Shows and Special Shows. Expect 25 Cents for Ticket, 10 Cents to Play.
Concession open on Concession. Concession and Americana.
Contact BOB HAMMOND, Mgr., Hamptondale, Va., this week; not per cycle.

BAKER UNITED SHOWS
Can write Puzzles, Photo, Short Range, Half Gates, Water Games, Doggie Pitch, Lame and Short Ranges, Cans and Beathers or any concessions, legitimate Concessions for valets for sale. Large Concession.
Address ERNIE ALLEN, Mgr.
Washington, Ind., Care Western Union, Lima, Ind., or us.

PALMETTO EXPOSITION SHOWS
Wire or phone MILTON McNEAL
Amesboro, Indiana, Fo. rapids, Durham, N. C., this week.

THE VINSON SHOWS
WANT for Tiftonville County Far, Ohio, Miss., Sept. 13-17; Lamoine County Fair, Carthage, Miss., Sept. 26-28; Have the Tiftonville County Fair, Carthage, Miss. with large Concession at each stop.
Can place Novelty Parks at all blasts. Want Ride Men with elephant's licence. Will book all Concession. Snowman Concessions or Charlotte Concession.
Address JACK VINSON, Mgr., Lima, Ohio.

E. J. McDaniel
Wants capable Ring Starr Agents for good route of Fairs until Nov. 17. Agents wanted who can pay money with Work. Wants Boards, Water Game, Doggie Pitch, Ice Cream, Coin Op, Blocks, Salt and Pepper, Penny Pitch, Hula-Hoop, Pop Gumballs, Sunshine Concessions, etc.
Can pay all Winter, 25¢ a day.
Wants, call or come in at...
The funny hole in Mr. Cooper's building

Many a New Yorker shook his head, and not a few chuckled, when they saw the "hole" in Peter Cooper's new building.

But to the benign gentleman with the ruff of graying whiskers it was all an simple: Some day someone would perfect the passenger elevator. The mere foot that there wasn't one in 1853 would mean little to a man who, with his own band, had built and driven the first American locomotive. Whom money, and faith, were to help see the Atlantic Cable through all its diapers. And who would "scheme out" a Panama Canal plan fourteen years before Deleaseps.

But Peter Cooper's belief, in the future ran in a vein far deeper than simply the material. For his "building with a hole" was Cooper Union, the first privately-endowed tuition-free college in America. A place where young men and women of any race, faith, or political opinion would enjoy the education which he, himself, had been denied. Peter Cooper's dearest dream—which has continued to grow dynamically for nearly a century and today enriches America with thousands of creative thinkers, artists, and engineers—

There is plenty of Peter Cooper's confidence and foresight alive among Americans today. It is behind the wisdom with which more than $4,000,000 of us are making one of the soundest investments of our lives—United States Savings Bonds. Through our banks and the Payroll Savings Plan where we work, we own and hold more than $4,000,000,000 worth of Series E and H Bonds. With our rate of interest—and the safety of our principal—guaranteed by the greatest nation on earth. You're welcome to share in this security. Why not begin today?

New Savings Bonds are better than ever! Every Series E Bond purchased since February 14, 1957, pays 3½% interest when held to maturity. It earns higher interest in the early years than ever before, and matures in only 8 years and 11 months. Hold your old E Bonds, too. They earn more as they get older.

PART OF EVERY AMERICAN'S SAVINGS BELONGS IN U.S. SAVINGS BONDS
Syracuse Achieves 500,000 Category

SYRACUSE, N.Y. — The New York State Fair, coming to an end at the Eastern event to break the 500,000 attendance barrier by setting its opening day back to Friday, instead of Saturday, Oct. Central's Canada Exhibition directed its admission ticket prices upward and wound up at 507.172. Syracuse, Syracuse, and with Joe, 507,639 or some 30,000 better than last year.

A goal of a half-million visitors was widely publicized prior to the fair, and the enthusiasm of the fair's admirers toward the mark was evident throughout the metropolitan area.

It was not known this week whether the new opening day would be retained for future years, but the changes seemed excellent.

Morris, N. Y., Okadumut Despite Cold and Rain

MORRIS, N. Y. — The Otsego County Fair, located on Wednesday and Thursday, was held on Wednesday and Thursday.

The fair credits good attendance, the best in a year, to the improved attraction offering and more intense advance publicity and advertising. Planning is already under way for the 1958 fair, according to Halbert, secretary, said.

Gome Holter's ostrich and camel races were opened on opening night, the Ward Bean thrill show the following night and the midway show, "It's Wonderful," on the other four nights of the show.

There was horse racing on three afternoons and auto racing on Saturday afternoon.

Spencer, Mass., Tops '56 at Gate, Midway

SPENCER, Mass. — The Spencer Fair, which wound up its three-day run on Labor Day (29), showed a gain in attendance and side show receipts, Richard Segendorph, president, announced. This was incomparable despite a shortage in attendance and one other major event.

Joe Clowdwood's thrill show was up over last year. The Gene Holter, Spencer Fair, and Fairside shows, selling Labor Day attendance admittance.

Segendorph said the disappoint ment of the run was the failure of Harness racing at Hesper, Shipiard, plus three other acts, to show up for a performance of "The Great One." John Gillen's shows brought in a large crowd at the closing night of the run.

Hot Days Cul Calif State Gate by 5,686

Night Grandstand Declines One-Third; Pari-Mutuels Up

SACRAMENTO, Calif. — Total attendance at the California State Fair and Exposition, which closed its annual 15-day run here Sunday night (5) with total paid attendance of 5,382,573, before the fair's last annual was finished, was up 11 to 12 days.

Hot weather on the last two days of the fair ended the record-setting attendance figures for the year. During the first nine days from Monday 6, Div. 2, and a pari-owners, announced the race was attended by 58,995, which was 3,466,000, ahead of the same time last year. On the last and second of the fair the Tuesday solidified 72,995 as compared with 61,955 a year ago.

The Ward Bean thrill show, which attracted a light crowd Thursday night, did much better on the other four nights of the show.

Tumiton Clics Mulls Paid Stand

TUMBON, Md. — The steadily climbing Maryland State Fair, which easily scored a new attendance record on Sunday, is planning an expanded, new entertainment program to open in 1958.

The event, which has emphasized pari-mutuel racing, will have new features in 1958, according to the Maryland State Fair manager John Jewel said it will provide 50,000,000 paid admissions to a grandstand admission facility. For the first time, Customary pattern of admission to be the $1.80 paid admission basis; but these have proven, increasingly popular and have been expanded.

This year the Fair Melville Agency, which has done business for many years, provided a line of girl's and assortment of cartoon figures.

Final four days of the 13-day fair drew the following attendance: Wednesday, 4, 15,900, Thursday, 14,678; Friday, 14,185, Saturday, 17,229. The total attendance was 31,582.

Allatoona attendance was up and weather was good, there was a decision to keep the same paid admission basis, which has a separate gate from the fair entrance, and at the entrances. The weather will meet this year's competition.

WFA Names New PR Man

SACRAMENTO, Calif. — Appealing to its members, the relations of the Western Foods Association was announced a new PR man. Joe V. Williams, secretary, reported.

Desso Moneys — The 9th annual running of the grandstand race, which started at 15,200 and wound up its 10-day run with the gate closed, showed the first time in years.

For the first time in years the board was forced to close the grandstand bottom on Sunday due to overwhelming threatening weather. In addition to the 13,500 paid admissions there was an estimated 15,000 free tickets which made the total attendance of 325,500.

DE TOPE — Hot by rain on five of the days, the 105th Michigan State Fair wound up its run Sunday night (5) with total paid attendance of 338,523, before the fair's last annual was finished, was up 11 to 12 days.

Night Grandstand Declines One-Third; Pari-Mutuels Up

DETROIT — Hot by rain on five of its days, the 105th Michigan State Fair wound up its run Sunday night (5) with total paid attendance of 338,523, before the fair's last annual was finished, was up 11 to 12 days.

Night Grandstand Declines One-Third; Pari-Mutuels Up

Detroit Gate Count Dips 10% Below '56

Coliseum, Midway, Grandstand All Take Declines Money-Wise

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South Dakota State Tops '56
In All Deps.

Gate Hits 131,500; Midway, Grandstand Chalks Big Gains

HURON, S. D.—The South Dakota State Fair closed its 75th run on Saturday night after three weeks of fun and games that produced a whopping gain in attendance and a record-gross take of $30,000. Last year's week-long exposition event drew to a close with big crowds that paid $30,000 to see a variety of events, at the gate.

The fair, featuring livestock shows, rodeo, midway rides, and other attractions, was a big success, according to fair officials. The gross revenue was up 50% over last year, and the fair was closed with a record-gross take of $30,000.

In addition to the usual attractions, the fair also featured a rodeo, a midway, and a variety of livestock shows. The livestock shows were the biggest draws, with over 2,000 animals on display.

The fair was held at the Huron State Fairgrounds, which are located on the east side of the city. The fairgrounds are home to the South Dakota State Fair every year and are used for a variety of events throughout the year.

Sandy Creek Wins With Promotions

SANDY CREEK, N. Y.—The State Fair of Cayuga County drew the largest crowd of the season to its opening day, Friday, Aug. 13.

Sandy Creek, a small town in the Finger Lakes region, has a population of just under 2,000. However, it is known for its annual fair, which draws people from all over the area.

The fair features a variety of attractions, including livestock shows, midway rides, and a rodeo. It is also known for its promotion of local businesses, with many vendors setting up booths to sell their products.

Rutland 10% Behind 1956 With 106,000

RUTLAND, Vt.—Rainfall early in the week and cold weather at mid-week slowed draw to an estimated 112,000 fans. Rutland porn is the bone in the hole, but a strong finish brought total attendance to around 106,000 for the two days, Friday and Saturday (6), 15,000 and 20,000 respectively.

The total was about 16 per cent below the 1956 mark. Saturday night grandstand show, the Ward Reid Circus, attracted only under 2,000. Friday's estimated attendance was 2,000.

Another change this year was the State baton-twirling championship.

N. Haven, Conn., Tabs Big Gate

NORTH HAVEN, Conn.—The four-day North Haven Fair and Exposition ran into cloudy weather, a small crowd, and a small crowd of visitors, but still managed to draw a respectable attendance. The fair was held in the town of North Haven, which is located in the Connecticut River Valley.

The fair featured a variety of attractions, including livestock shows, midway rides, and a rodeo. It is also known for its promotion of local businesses, with many vendors setting up booths to sell their products.

As the fair came to a close, organizers were pleased with the turnout and hopeful for a bigger crowd next year.

ARKANSAS-OKLAHOMA DIST. FAIR-Food Fair

The 1957 fair in Arkansas-Oklahoma is set to be a big success, with a variety of events planned for the whole family.

The fair is scheduled to run from Sept. 27 to Oct. 2, and is expected to draw thousands of visitors from all over the region. The fairgrounds are located in the small town of Blytheville, Arkansas.

The fair features a variety of attractions, including livestock shows, midway rides, and a rodeo. It is also known for its promotion of local businesses, with many vendors setting up booths to sell their products.

As the fair comes to a close, organizers are already planning for next year's fair, which is expected to be even bigger and better.
Bob-Lo Closes Ahead Of 56 Dollar Volume

DETOIT—Bob-Lo Park closed the season Labor Day slightly ahead of last year's volume, despite some drop in attendance.

The final Sunday was equal to the first, Labor Day, but the final week of Bob-Lo was hampered by weather, with occasional wind and showers being most frequent. Enterprising local counter attractions, but did not attract a large number of patrons.

The final trip of the season was made by the S. S. Steve, with the traditional lighting of torches, fireworks, and noisemakers. The latter were well attended by the ever-hopeful fans, and were kept in order by a sincere security guard.

The gain for the 57th year was achieved despite the loss of 1,000 patrons during the three rainy days of the season. The park was not open on Labor Day, and the attendance was slightly below that of last year, but the poor weather did not make for big business, the poor weather being the only factor in the business. The park turned a profit of $5,000.

Great Scot Day

The biggest day of the season, second only to the Labor Day, is the Great Scot Day picnic on August 13, which drew about 30,000 Scots, with special games and events throughout the day. Attendance was high, but the park was not open for it by spending more freely. Seven steamers sailed, one of the most notable being the Robert, with both boats running steam at the end of the season.

The second last Children's Day of the season, August 19, proved another winner, with 7,500 at the park, and that both the 10 and 11 a.m. trains were sold out, and another 100 passengers were left on the depot in Detroit at these times as well as the 2 p.m. sailing when ship capacity was reached.

More Park Visitors

The new Super Summer set and the fact that the park was open for the first time in 10 years from Germany were visited by President Edward Schott and the park.

GIFT HOUR

Free Ride Hr. On 3 Days at Willow Grove

WILLow Grove, Pa. — An hour of free ride every day for everyone has been set for three days at the tail-end of the Willow Grove Park season. The Willow Grove Park manager Joseph A. Halpin.

The scheduled schedule went into effect Tuesday (7). On that day and on the final two Sundays (September 6 and 7), all devices in the park are free from 2 p.m. to 3 p.m.

Halpin announced the scheme as a means of promoting attendance patterns in the Philadelphia area, with the hope that the attraction will continue during the balance of the season.

More visitors will be made available at the park and the pattern of attendance and other revenue items will be monitored. The 1953 season will begin with a large number of outlooks being made by the same department, which notes very good results so far. The same number of new members are expected to be enrolled.

FLATFOOTED?

Story Book Spot Charges By Height

LICONIER, Pa.—One of the novel elements of Idlewild Park have been its story book spot charges by height. The story book Forest operation, set up adjacent to the amusement park.

While the concept of nursery rhyme books is new to a large number of the park's patrons, having enjoyed huge success. They don't work as well on the height, but the trend is to gain.

Admissions to Story Book Forest, 1,000 persons for $5, 59, and 35 cents for smaller persons. A corporation for this attraction, turns over all the money, and is a success.

More business is expected at the amusement park as the month of September winds up and the weather improves. The story book Forest operation is expected to bring in more business to the park.

Gwynn Oak Event Wins Despite Fair, Yankees

BALTIMORE—The annual All-NATIONALS Day festival was held at the Gwynn Oak Park on Labor Day, despite the competition of the Maryland State Fair for the day. Baltimore Orioles, which drew 36,000, were set to play the New York Yankees.

An estimated 30,000 persons were in attendance on Labor Day, although it was the biggest day yet for an All-Nationals Day. The fair, featuring the Yankees, also has a good showing, and in fact, the park is closed on Labor Day.

A large group of special exhibits entered the park with the Baltimore Terps, the Baltimore'universals, and the Baltimore baseball teams, all of which are regular visitors to the park.

The price has been visible throughout the day, and the fans have been eagerly awaiting a chance to see the Yankees. A ride will be added to the program in Okey Oak in 1958 to keep up with the demand.

More Than 100 Attend Pennsylvania Meeting

LICONIER, Pa.—One of the most successful turnouts in recent years occurred at the Pennsylvania Park Association's annual convention, held Wednesday (4) in Idlewild Park. The convention, which included the registration list, several committee reports, and a day-long program, was held in the new pavilion at the park.

In addition to C. C. MacDonald, president, and Edward Schott, president-elect, the meeting included the following: "Ridgeway, of the WASHINGTON POST; John F. Macdonald, chairman; Robert F. Petrie, chairman of the committee on Pennsylvania; John E. Mitchell, chairman of the committee on Pennsylvania; and Mr. and Mrs. Petry, of the Pittsburgh Post; and Mrs. and Mrs. Petry, of the Pittsburgh Post; and Mrs. and Mrs. Petry, of the Pittsburgh Post; and Mrs. and Mrs. Petry, of the Pittsburgh Post; and Mrs. and Mrs. Petry, of the Pittsburgh Post.

All places were filled and the meeting adjourned at 2 p.m.

ROLLER RUMBUNGS

Godfrey's Debut New Spot in Detroit Area

DETROIT—Business is good at Liberty Roller Rink, a 75-year-old landmark that was remodeled last year. Van Dyke Avenue near the Michigan Theatre. Complete renovation of the Liberty Roller Rink has been announced by James Godfrey on September 12, 1953. The new spot in Detroit will be opened at a cost of $12,000. The sloping theater will be the new addition condition of 800 cubic yards of fill. Four inches of concrete were poured over this, providing a foundation for the plastic sheeting floor, 60 by 106 feet. The building is 60 by 170 feet, providing ample space for accessory facilities.

Air Conditioning

Interior has been given a medium blue decor with considerable use of blue and a series of applied decoration. Figure three walls. Air conditioning is a feature.

The Liberty Roller Rink has been converted into a room for special events. It has been renovated with no clamping type. Another feature is that the new building is a part of the building for the skaters.

The new building is in the process of being built, with a regular truck being installed for the former area to be used in the front of the building.

The Liberty Roller Rink is operated by the Libby Roller Rink, 47th and Washington, and the park is providing reduced admission prices.

Early indications indicate that the park is not a good deal, but it is a good deal for skaters.

MAG DISPLAYS

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BUFFALO BILL'S CIRCUS

KIDDIE RIDES

100+ WHIP-KIDDIE WHIRL-Speed Boats-Pony Carts-
Galloping Horse Carousel

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.

PARKS-KIDDIELANDS-RINKS

AN IMPORTANT PART OF THE BILLBOARD'S CATALOGUE

OUTDOOR AMUSEMENT FIELD

You'll know in advance what we are developing in your

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Occupation

A SUBSCRIPTION TO THE BILLBOARD HOME OFFICE: 7200 EADOCA ST., W. LOS ANGELES 37, CALIF.

To receive the Billboards

RUNS-

Rain Cuts Ia. State Gate . Continued from page 74

Syracuse Mark . Continued from page 74

Reported the fair did better than break even financially, however, with a small profit expected despite a $650,000 budget for the exposition.

The final attendance figures do not give a true story of the fair as the exposition was closing on Friday and Saturday and reportedly grossed over $100,000.

Weather was fair through the end of the week, providing crowds for the Agricultural Labor Day shows which were opened on Monday.

A record for the Labor Day races but it did not last long. Nights were cool and the air fresh.

Improvement work for next season is due to begin Monday when the Administration Building is to be made up for a Boys and Girls Club. It will be finished with mirrors and stage space.

The Skyline roller skate show was extended through the week.

The last night show was covedly packed with a slight gain reported for the previous year, which was a top one for the year.

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UNDER THE MARQUEE

By TOM PARKINSON

Cavalier magazine for October, now on the stands, has the Bill Pulaski Western

film "The Golden Eagle." The story is inspired by the true

adventure of a Hungarian aviator, Peter Wimmer, who

made a 5000-mile flight from the Hungarian capital, Budapest,

to the United States.

The star of the film is John Wayne, who plays the role of

Pulaski, the Hungarian aviator. The film is directed by

John Ford, and is produced by the Famous Players-Lasky

Company.

PHONEMEN

Year round office—four deal

Herb Lehman

Cherry St., 1440

Cleveland, Ohio

Abe Guterman

4112 Dyer Ave.

Columbus, Ohio

ACTS WANTED

For indoor dates during the month of October.

R. V. Eney

1140 Ingersoll St., N.W.

Washington, D.C.

Absolutely no agency fees.

CONRAD

One of the oldest and most popular clowns in the circus business, is now back with his circus after a

three-month absence due to illness.

He is currently performing with the Ringling Bros. and Barnum & Bailey Circus.

H. C. Ingraham, former circus man, is the author of a new book soon to be published. The book is a

biography of Clifton Fadiman, showman, author, and critic, and is entitled "The Clifton Fadiman Book." The book contains a wide variety of material, including interviews with famous showmen and circles, as well as a collection of anecdotes and stories that will be of interest to circuses, clowns, and entertainment professionals.

Wire services last week carried a report from Moscow that the Russian circus will soon publish a magazine about circuses. Report quoted the Moscow sources as saying that the Russian circus is busy with preparations for numerous events and engagements.

D. Markle will play the Antelope Hall, Farmer's Branch, Tex., September 14-15, with his miniature circus. To

occur at the Antelope Hall, Farmer's Branch, Tex., the show will feature performances by celebrated clowns and animal acts. The program will be a thrilling adventure for all ages.

Another grandchild of the late Harry Houdini was born to Daniel and Martha Houdini. The new addition to the family, who is being named "Harry," was born at the Houdini residence in New York City. The family is looking forward to this new addition.

Billie Goodwin, former circus lawyer, is currently working as a public relations officer for a prominent

investment company in Chicago. He has been a well-known figure in the circus industry for many years and has been involved in numerous legal battles and controversies. His expertise and experience will be a valuable asset to the company.

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K-M Business

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FABULOUS PACKARD BALL PEN SELLERS!

Standard Industries, 1112 South Wabash Avenue, Chicago, I L, has published one of its most complete catalogs on record and also is distributing a special Christmas catalog featuring toys and a line of gift suggestions for the holiday trade. The 100-page catalog displays thousands of items from A to Z, starting with adding machines and ending with waxes. As between are curiosity kitchen articles, appliances of all types, housewares, jewelry, leather goods, appliances, sporting goods, tools, cameras and equipment, and even staples. The fall and winter toy and sporting goods supplement displays 24 pages of the street in playthings for the younger set, but also includes dozens of gift ideas for adults.

A new guard called Heifelles is announced by the Heif Company, P. O. Box 333, Washina, Ill, which protects women's shoe and handbag merchandise and quickly adds notable names. This young line of shoe and handbag stock is made in the best quality materials and is available at the lowest prices in the field.

WILL SCRIBBLE... a few words while the rain is put the finishing touches to this big (P) fair, writes Ellyn Sparky. Spurt from the Cadillac cars and the Monday morning question the answer asked by the recent issue of the educator. He wanted to know whether the business is raising interest rates, thus tightening the flow of my money, I have no idea what they are doing in their division during my career, but this past year I pulled out of a spot at which I grossed only a yard on the day I went to that one. I didn't get hell that much at Cadillac and I'd try to point out a recent experience I had at Rich- mond, Ind. I have made several sales for years and always did well. So on one bright Friday afternoon, Mr. K engine- made the International Harvester works. I don't know how many pitchmen there are in the world, but I know it's always an attractive position. Last year, last March, the first of our new salesmen to attend was a man who had come from York and had been moved to the firm's Chicago Showroom. In the past year, and they all had been recently working there, in the process of removing more and more work. He is a long-time Mower-Mower plant, manufacturer of lawn mowers, and had over 300 employees there and I got a nice passout of my old territory. I learned there were about 32 cards in the time clock rack. With a little calculation I figured that maybe I would do well there, I highighted in Chicago and Diller McGuire mower factory for a pitch.
Welcome to the 1957 Rodeo Dates provided by The Billboard. This list includes rodeos from various states across the United States as of September 16, 1957. The information is organized by state and includes the name of the rodeo, location, dates, and sometimes additional notes such as women's participation or special events. The list covers a range of dates from October 1st to November 26th, with a mix of indoor and outdoor events. It also includes rodeos featuring different aspects of rodeo activities, such as barrel racing and bull riding. The list is a snapshot of the rodeo scene at that time, reflecting the popularity and diversity of rodeo sports in the United States.
JOSEPH GODMAN IS NEW ATTY.

NEW YORK—Joseph Godman has been appointed counsel of the Music Operators Guild following the death of the late Sidney H. Levine. Godman and Levine had been associates in a legal practice for nine years.

Albert S. Denver, MONT president, commented that Godman worked closely with Sidney Levine on the ASCAP problem and that he has a thorough knowledge of the music industry.

N. Y. Operators Guild Draws 200 at Fete

Operators Bring Families for Weekend Festivities at Catskill Mountain Resort

ELLENVILLE, N. Y.—Nearly 200 members of the coin machine industry and their families relished and frolicked at the Greenwood Inn here Saturday and Sunday (7 and 8) at the Fifth Annual District New York State Operators' Guild.

While the banquet Saturday night was the highlight of the event, most of the operators, distributors and manufacturer representatives were present at the resort with their families.

Tomatoe at the event was Teddy Blatt, attorney for the Associated Amusement Machine Operators Association, who read the bylaws of the district and discussed the future of the company.

Guest List

Distinguished guests included Meyer Pollack, Murray Kaye and Gordon Howard, Atlantic-New York; John Bilotta, Bilotta Distributing, Inc., M. Perlman, Atlantic-Conseerest; Barney Sugarman and Irv Halpern, representing.
Coinmen You Know

Detroit
By HAL REVES

Michael Weinberger, a veteran of some 20 years in the business who used to head the Sci-Ex Coin Machine Exchange, is still active on the job with his son Leo at Leo’s Machine Company.

San Simeon, John Kopier and visitors to the showrooms of Music Systems Inc., Seattle distributor, in the territory now under the management of Richard V. O’Mara.

Scoppy Manufacturing Company, known for its unique animated ball-gum vending, is bringing out a new unit called Trucky, which will vend charms and other types of merchandise, according to Harris Gayford, sole proprietor. The machine is now on several test locations. Manufacturing for the company is being done by Frank Berhow, with the Scoppy company remaining as official manufacturer and distributor.

John B. Koterba, a newcomer to the coin, machines business, is establishing a new games room in Detroit and suburbs, using the Sci-Ex name of An-Co-Ma Ski-Ball Route, probably the first time the familiar term “route” has been used on a firm name here. Koterba has both Chicago Cogs and Gene ski-ball units.

J. Allen Mannans, record and record changer of Vernon City, Mich., is one of the top three visitors to the Platenfield Chemical Corporation’s “Sapphire Needle Prize Drawing” held recently in conventions here. Next prize will be worth of sapphire needles. Other top outside winners have been A. Gaylord, T. Tomlinson, and R. J. Green, Chesswell, and Green Music House, East, Ohio.

Art Lists, formerly a concessionaire at Walled Lake Amusement Park, Walled Lake, has been appointed manager of the Penny Arcade, succeeding Dixie Moyer, according to announcement from Robert Templeton, park manager.

George Wilson, Wilson Vending Company, specializing in bulk vending in the city and suburbs, reports business is quite slow. The company has become one of the few firms in the area to service the bulk vending trade with a variety of nuts. Other firms which formerly served this field have withdrawn. Kir is in suburban Ferndale and under the management of E. W. Kempta.

Carl F. Hopkins, one of veteran operator Frank Hopkins, now retired, has dropped his bulk vending activity to concentrate in candy, cigarette and soft drink vending. William S. Ewing, Variety Vendors, is also considering dropping bulk operations of his firm, which has a large diversified opera­tion.

Lee Fruinier, manager of Weak­man National Sales, reports plenty of activity in the vending field currently. Theodore Monodis has quit his position as the Cog­arette Vending Service Company, which is expected to start operation here soon. Principal owners of the company will be disclosed later.

New York

By AMON STERNFIELD

The Kodak Products Company workshop at Greenwood Inn, Ellison­ville, N. Y., where the banquet of the New York State Operators Guild was held. Izzy Edelman, Detroit gun manufacturer, drove 700 miles to attend the banquet. Harold Homer, Leslie Distributors, was one of the few holdovers at the event. Most of the coinmen took their families. The West­chester Operators Guild had the largest delegation with Carl En­nis, Max Klein, Simeon Pol­lock, Lou Tartaglia, Malcolm Weiss and Pete Ruzanoff. Pollock, a former speed swallow, displayed the forms that won him gold cups a few years ago.

Teddy Biltz, council for the Associated Amusement Machine Operators of New York, handled the toasting chores on less than an hour’s notice and did an excellent job. Employes of the Biltex Distrib­uting Company, Newark, N. Y., recently gave a party in honor of Mary Zapiet, who is celebrating her 15th anni­versary with the firm. John Eibotti will sit down with Hank Petet, of the War­liber factory, to discuss plans for service schools, due to get under way soon.

Mrs. Fanise Giovannetti, mother of Dolores Brown at the Music Operators of New York, died last week. Funeral services were held Thursday (4th). George Holt­man, Supreme Vending, is back from his vacation. Leo Boyd, Ace Music, has wound up his charter­boat business for the summer. Nat Levis is recuperating from a back ailment. Al Den­ver, Nash Curdus and the crew at the Music Operators of New York, have set out on plans for MON’S 26th annual banquet, to be held November 9 at the Grand Ballroom of the Waldorf-Astoria Hotel.

Recent visitors on 10th Ave­ne were John Bullock, Loc­Shields, N. Y.; Lou North­rop, Bridgeport, Conn.; Amelia Marrelli, Catskill, N. Y.; Abe Wachinsky, Holtsville, N. Y.; Lou Herman, Mount Vernon, N. Y., and Tom Mahaffey, Port Chester, N. Y. . . . Sandy Moore and Gabe Ferman, Soffel-Sussman Amuse­ment Company, attended the wedding of Car­ter Corrington, son of Eddie Cor­rington, at St. Gabriel’s Church, Elmhurst. The reception was held at the Amber Lantern, Astoria.

Harry Berger is in Lebanon Hospital with an internal ailment. . . . Music Vending route from Bob and Gene Jacob. . . . Jack Swift, J & E Amusement Corporation, bought a route from Harry Berger . . . Sam Gold and Bob Lotman have formed the Universal Amusement Corporation of Brooklyn . . . Service schools are due to get under­way soon. . . . Murray Kaye of Atlantic-New York and Joe Young of Young Distributors said their firms will start their schools at the end of the month.

San Francisco-Oakland

By SAM ABBOTT

Harry Steinsman, of Clovis, drove from his home in that city south of Fresno over 200 miles from here, to attend the opening party of Bert Barga held for his new Standard Specialty Company building in Oakland. . . . Alona and Bob Sever, of Sterling, kept in close con­tact with their home there while attending the Barga party. They will soon be grandparents if they

Prepared for unsanctioned Hi-Fidelity

- Finest sound reproduction assured by full-range amplifier, variable-reluctance cartridge, 15” woofer and high-frequency horn with cross-over.

and Unequalled High Profits

- Fastest change time between selections . . . least down-time for servicing.

For Unsanctioned Hi-Fidelity

- Unmatched Hi-Fidelity

- Best service all time

- Largest selection of specialties

- Most complete lines of merchandise

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United Phonograph

UNIONED MUSIC CORPORATION

WRITE FOR DETAILS . . . MODEL UPA-100

THE BILLBOARD

MUSIC MACHINES

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FALL IS BUYING TIME for the COIN MACHINE OPERATOR! Be ready to get your share of sales with hard selling advertising copy in The Billboard's ANNUAL FALL COIN MACHINE MARKET REPORT ISSUE Dated & Distributed: September 30 Advertising Deadline: September 25


HURRY! ONLY 9 DAYS TO GET YOUR AD IN. Write, wire or call one of the Billboard Offices listed below and get complete details.

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Hollywood 28
Cincinnati 22
New York 36
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JUKE BOX OPERATORS Get The Billboard's Music Record Programming and Buying Guide NOW! Just Updated With Latest Information

Save time, effort and money. Send in coupon today.

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The Billboard
1012 Market St.
St. Louis, Mo.

N.Y. Ops Guild
Continued from page 84

Syracuse.

SEEBURG V-200
$845.00

BEST BUY - REAL VALUE

SEEBURG DISTRIBUTORS, INC.
W. B. DISTRIBUTORS, INC.
1012 Market St.
St. Louis, Mo.
ANOTHER WURLITZER FIRST

ANNOUNCING The INDUSTRY'S FIRST

50¢ WALL BOX

MODEL 5250

Geared to the phenomenal success of 50-cent phonograph play, this sensational 200-selection Wurlitzer Wall Box makes half-dollar play possible from any spot in any location. Wherever installed it will mean greater profits.

Features the same beauty and the same size as the Wurlitzer 5210 Wall Box which has won operator acceptance everywhere.

See Your Wurlitzer Distributor

THE WURLITZER COMPANY • NORTH TONAWANDA, N.Y.
PIONEERS OF 50-CENT PLAY
### Coin Machine Price Index

#### How to Use the Index
HIGH AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of September 9, 1957)

#### PRICES

Prices given in the Index are in no way intended to be “standard,” “national,” “set,” or offer an authoritative reflection of what prices should be on used equipment. The Index is designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, location on the territory and other related factors.

#### MEAN AVERAGE

The mean average is a computation based on all prices of which a machine has been noticed for the period indicated and reflects the dominance of this price. The mean average ranges from the “high” and “low.” High and low are determined on the basis of the price level at which most of the machines are advertised, however, the mean average is nearer the “high.” It indicates the “low” in price probably for “as is” on “distressed” equipment.

### MUSIC MACHINES

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### PINBALL GAMES

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### ARCADE EQUIPMENT

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**Note:** The prices listed are as of September 16, 1957, and are subject to change. For the most current information, please visit [www.americanradiohistory.com](http://www.americanradiohistory.com).
Stereo Juke Box

- Continued from page 64

compere records can be played with the new pickup, as can stereo disk recordings by playing with existing pickup packages for monaural reproduction.

Both RCA and Capitol are testing the new system in their own clubs, envisioning the double-needle stylus necessary to cut records and the new pickup for playback. Instead of the lateral and vertical groove systems presently in use, the Westrex system employs the cross-hatch and single groove, using a single stylus to transmit two separate channels of audio sound into a single groove.

Two D. C. Ops

- Continued from page 64

...seen, officials of both companies have stated there are definite signs that the operation will be more economical than separate services.

Officials added that the plan would enable the operating companies to offer a wider range of services required per call, but eliminate the separate billing and handling of前台.
VENDING MACHINES

WASHINGTON—Federal Trade Commission hearing examiner (1) issued an order which would dismiss charges that Illinois Continental Machine Corporation and Copperite, Inc., both of Chicago, misused their influence to the advantage of vending operators by holding their merchandising meetings in vending machines, and that the vending operator withholding merchandise was entitled to relief against an alleged violation of the Clayton Act. 

Chairman D. N. Lippincott ruled that the charges made against the companies were not proved by "substantial evidence." (The Billboard, October 30, 1956. FTC cautioned, however, that this is not a final decision of the Commission and may be appealed, stayed, or vacated.)

The complaint alleged that contrary to the companies' claims, large profits merely accrued to vending operators, and that customers were unable to purchase the machines and that these customers were usually unable to earn $10 or more per week in a machine, or to get back their investment in six months.

After seven purchasers testified they did not make what they considered a reasonable profit, except in one case, they showed that numerous customers had operated satisfactorily by buying additional machines.

He found that the record does not show the percentage of dissatisfied purchasers compared to total population, or how many made satisfactory profits. Without such evidence, the order of relief against the parties has not been proved.

Lippincott said that the respondents did misrepresent themselves as the manufacturers of their vending machines.

However, he dismissed the allegation because no proof was given to support the statement in the complaint that the public prefers to deal directly with a manufacturer, believing that lower prices and other advantages are available.

Other charges of the complaint dismissed were also found to be without merit.

(Continued on page 97)

Hunting, Land, Spots, Builds Ops' Routes

By SAM ABBOTT

LOS ANGELES—Frank F. Barrera has placed hundreds of vending machines during the 15 years he has been in business. The machines are built to his specifications with the field. Yet he has never operated a route or owned a machine.

Barrera is a "locater," his business being to locate them. When he was 30 years old, he got locating for local merchants, cigarette distributors, and hardware stores, among other places. When he has the location, he sends a distributor or an operator. Most of his work is on order, the operating number and type—spotted__the area—that is, what he does.

Working independently, Barrera, who is a member of Western Vending Machine Operators Association, is credited with having a knack for getting locations. An operator who has employed him said that he never lost a spot because of misrepresentation and his knowledge of the location. Barrera's locations were over the average monthly net by a good margin.

Fees to Scale

For his services, Barrera has a scale fee. For obtaining a location for a machine, he charges $3 per machine. If there are two machines, the location fee is $5, and the charge for three machines is $7.50. A single job may be originated or distributed 10 cents per job on the basis of the first week's salary. When he locates a box or game, Barrera gets the first two weeks' take that would have gone to the operator.

Barrera, who was born in Salinas, Calif., is 47 years old. His business is in the process of being transferred to his son.

(Continued on page 94)

N. Y. Cig Op Assn. Writes New Code

NEW YORK—Cigarette Merchandising Association, Inc., of New York revamped and drew up a new code of conduct to provide for elimination of some of the many unprofitable and unethical practices. The new code is designed to prevent collusion among operators, and to prevent and restrain in restraint of free enterprise.

Adopted is a variety of practices that would preserve a strong competitive field, including changes in the laws and aims in response to a Justice Department charge of monopolistic practices. The new code is only in the hands of the K-th of the many operators, and to prevent and restrain in restraint of free enterprise.

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Hunts, Lands Stops, Builds Routes

**Continued from page 90**

*Continued from page 90*

**VICTOR VENDORS**

**AVAIL**

- **COFFEE**
- **Soup**
- **Coffee and Chocolate**
- **Snacks**
- **The New Keeney "22" Deluxe Electric Cigarette Vender**

**VENDOR**

- **To All Vending Machines**
- **$13.25**

**SPECIAL TRADE-IN OFFER**

- **$6.00 Per Machine on VICTOR TOPPERS**

**VEEDCO SALES CO.**

- **2124 Market St., Philadelphia 3, Pa.**

**J. SCHOENBACH**

- **For Vender Vending Corp.**
- **Choc., Merchandise Supplies**
- **1645 Rondor Ave., Brooklyn 25, N.Y.**

**PHONE OR WRITE FOR PRICES**

**VICTOR'S NEW FOOTBALL**

**NOW IN PRODUCTION**

- **Fast Action**
- **Bigger Profits!**

- **$19.75**

**For Packet & Sale**

- **21 Wife 1, Chicago**

**VICTOR VENDING CORP.**

- **7070-12 S. Grand Ave., Chicago 35, Illinois**

- **Mfrs. of Famous Line of TOPPER Vendors**

**Mayflower Distributing Co.**

- **727 University Ave.**
- **St. Paul 4, Minn.**

**When answering ads . . .**

**SAY YOU SAW IT IN THE BILLBOARD!**

**Our Mailman Knows . . . Now We'd Like to Tell Our Customers**

“We're completely settled at brand new quarters at 2086 S. Desoto Rd., N.E.

With over 9,000 sq. ft. of offices, storage and display space in use, you can be assured that a complete stock of the following items is on hand:

**VICTOR ACORN**

**NORTHERN WATLING SCALES**

**SHIPMAN STAMP MACHINES**

**USED EQUIPMENT**

**FILLED OR EMPTY CAPSULES**

**FULL LINE OF CHARMS, BALL GUM, STANDS AND MERCHANDISE**

**Our New Phone No. is Dhlke 7-4300**

**YOUR SATISFACTION ALWAYS GUARANTEED AT**

**H. B. HUTCHINSON, JR.**

If you haven't already placed your order for Victor's new FOOTBALL, you're losing money. It's a super seller that never takes money and money-maker.

**$19.75**

- **Each, Packed separately, sold 2 to the Carton**

- **2095 N. Decatur Road, N.E.**

- **Atlanta 7, Ga.**

- **Phone Dhlke 7-4300**

**The field of locating machines, said Barreras, is not as lucrative as some operations think. His son worked with him for a time but there was not sufficient revenue for the two. Frank Barreras Jr. left the field to enter another.**

**During the year that Barreras has located machines, his biggest order was for 2,000 bulk merchandisers.**

**Altho Barreras is in full-time contact with the vending field he still feels that he would prefer to remain a farmer. Altho his fee is a one-time shot he does not worry about future loss of income because of saturation of the field. He keeps locating machines and, seemingly, more spots come along that want them. These are the places where you will find Bar- reras.**

**JOBBERS WANTED**

**with experience. Send $2.00 for list.**

- **Soft Ice Cream, Shakes, Snacks, Addition to Concession Stand.**

- **Perfumed Snacks**

- **40 to 50 cents per case.**

- **Shipman Mfg. Co.**

- **Los Angeles 2, Calif.**

**SURE-LOCK, the perfect adver-**

**Full 35¢**

**IT's really going over!**

- **Brilliant Shutterone Sales!**

- **Clear Vacuum Plate!**

- **Send 12 cents per case.**

- **The PENNY KING**

- **Company**

- **2326 N. Wilcox Street, Chicago 3, Ill.**

- **World's Largest Collection of Assorted Chocolates.**

- **NATIONAL SALES HEADQUARTERS**

- **FOR ATLASS MASTER MACHINES**

**POPPELIT**

**Fully Automatic**

**Popcorn Machine**

**10¢**

**Hi Profit %**

**$159.00**

**TERMS: 1/2 Deposit With Order, Balance C.O.D.**

- **WRITE, WIRE OR PHONE**

**SPOUTS MEDALS**

**WITH SNAP-ON METAL BASE**

- **Ask the operator who wear them**

- **Plastic . . . 35¢ per thousand**

- **Voucum Plated . . . $1.00 per thousand**

- **OF YOUR DISTRIBUTOR OR**

- **Buggenheim**

- **33 UNION SQUARE**

- **NY. C., N. Y. • AL 5-3939**

**Vending Machine HEADQUARTERS**

**FOR**

- **SANITARY PRODUCTS**

- **SANITARY NAPKINS**

- **COMBS**

- **BALL POINT PENS**

- **RAZOR BLADES**

- **COIN TOILET DOOR LOCKS**

- **ALL Machines and Refills for Men's and Women's Restrooms.**

- **Authorized Factory Distributors of ADVANCE MACHINES**

- **A complete supply of mer-**

- **chandise for ALL TYPES of machines**

- **WRITE FOR FREE CATALOG**

- **NATIONAL SANITARY SALES, INC.**

- **1640 N. Western Ave. Chicago 22, Ill.**

**AZTEC DIAMOND RINGS!!**

- **Send 35¢**

- **For each of the rings of the style.**

- **Outstanding item. Send $2.00 for list.**

- **Have 100 high quality filled cupids.**

- **Contoured our complete line.**

- **The PENNY KING**

- **Company**

- **2326 N. Wilcox Street, Chicago 3, Ill.**

- **World's Largest Collection of Assorted Chocolates.**

- **NATIONAL SALES HEADQUARTERS**

- **FOR ATLASS MASTER MACHINES**

- **when answering ads . . .**

- **SAY YOU SAW IT IN THE BILLBOARD!**

**BACKSUPPLIES**

**for all machine operators**

- **COINS FOR VENDORS**

- **Every week**

- **$1.50 per H.**

- **For 150 H. or more**

- **$1.00 per H.**

- **Mayflower Distributing Co.**

- **727 University Ave.**

- **St. Paul 4, Minn.**

- **Mdyway 6-7901**

- **Glass Containers**

- **Factory shipments of machine-made glass containers during July totaled 453,525 gross, ac-**

- **cording to Commerce-Deparment, returnable beverage containers accounted for 1,017 thousand gross of the total, a decrease of 95% over gross from June.**

- **Nonreturnable beverage containers accounted for 100 thousand gross of the total, an increase of 32% thousand gross over June.**

**Glass Cases**

- **For customization and com-**

- **petitive chocolate product by-**

- **turers were estimated at $62,777,000 in June, according to Commerce-Deparment,**

- **Of this, 92% was for the month of May.**

- **The remaining 8% was for the month of June.**

- **During the first six months of this year, poundage sales of bag goods were up 3% per cent, and poundage sales of bulk goods up 3 per cent over the comparable period a year earlier.**
GIVE Iba H.L. left, National Novety Company at El Dorado, Ark., from a week's vacation with his wife and daughter, Fern. She fished most of the time. Arkansas West, 19 March, 22,150. Bill Bluff, seen in town getting some games from Game Sales Company, returned Tuesday.

Orell Bledsoe, owner of National Novety Company at El Dorado,Ark., reports that despite the change in management, the store is doing brisk. He has not had any trouble with any of the games in stock, which he believes are the best on the market.

Bettie Purdy, 22, daughter of Mr. and Mrs. H. Purdy, manager of.......samed by Peterson's and the American Tobacco Company, Camden, is home from college. She received a master's degree in music from Ouachita College at Arkadelphia, Ark.

Jack Etheridge, Ethridge Music Company, has been in Little Rock recently at the bedside of his sister, Mrs. N. Etheridge, who has been ill. Mr. Etheridge is the brother of Mr. Etheridge, Jr., manager of the Ethridge Music Company.

Write for free 31-page Coin Machine Merchandising Manual.

The answer to Oakland's popularity is pretty well summed up in that comment by Chicago's largest vending machine operator. "Why don't you try an Oakland machine?""...".

Edward Wilson, Baker Music Company, Pine Bluff, reports his refurbished plant for shuffle boards is doing a good business and has added new machines to the plant. He reports that the machines are selling well and that the company is planning to add more machines in the near future.

Charles Clut, Gist Music Company, and Charles Schubach, Helena Amusement Company, have been in Little Rock recently to take a look at the new machines. They report that the machines are selling well and are planning to add more machines in the near future.

Ted Dickson, Arkansas Music Company, Magnolia, Ark., plans to go to the store in the fall. The Dickson Machine Company, at El Dorado, Ark., has a new name, "Rex, 10," and is planning to sell more machines in the near future.

J. Schoenbach

DISTRIBUTOR

THE BILLBOARD

GIVE TO DAMON RUNYON CANCER FUND

Write for free 31-page Coin Machine Merchandising Manual.

In CHICAGO, ILL.

Bob Kester of Contract Sales, Inc., reports that the Oak machines are doing well in the city. They are easy to keep clean, easy to service and have a modern look. "We use it on all machines because it looks right and goes with the modern equipment."

Also at the Oak office: John B. Sheehan, sales manager; and Howard H. Smith, assistant sales manager. They report that the Oak machines are selling well and that the company is planning to add more machines in the near future.

oak's famous ACORN all-purpose vendor

The all-time favorite of the vending businesses, Venues all 11 and 14 ball machines, the new ACORN with a pick-proof back, fits its top through wide glass opening—dispenses from bottom. Guaranteed mechanically perfect. The one machine with virtually no depreciation—today's Acorn looks the same as the original.

Contact our distributor at:

West Coast Factory Sales Office

EASTERN OPERATING VENDING MACHINE SUPPLY

1340 N. Buckingham Blvd., Los Angeles, Calif.

J. Schoenbach

DISTRIBUTOR

THE BILLBOARD

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Also at the Oak office: John B. Sheehan, sales manager; and Howard H. Smith, assistant sales manager. They report that the Oak machines are selling well and that the company is planning to add more machines in the near future.

oak's famous ACORN all-purpose vendor

The all-time favorite of the vending businesses, Venues all 11 and 14 ball machines, the new ACORN with a pick-proof back, fits its top through wide glass opening—dispenses from bottom. Guaranteed mechanically perfect. The one machine with virtually no depreciation—today's Acorn looks the same as the original.

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How Tourney Play Builds Grosses for Individual Ops

It's Pool on New Mexico Route, Ball Bowlers in Upper Wisconsin

This is the third in a series of timeliness play on coin games, what can be done, what is being done. Previous articles appeared in the last two issues.

By KEN KNAUF

CHICAGO—Coin game tournament play, as it stands today, depends on the individual operator. It must know his locations and know which games patrons prefer. He must literally start the ball rolling.

But from here on, it's mainly up to the players. Their enthusiasm for competition will naturally carry the tournament ahead and they do not need the operator.

Two energetic operators, many miles apart, but close together in their quest for tournament action, offer good examples of what can be done.

Harry Snodgrass, Albuquerque, N. M., operator, has successful tournaments running on coin pool tables that have over 300 players competing in playoffs.

Bob Rontoul, headquartered in Marinette, Wis., has several individual tournaments going on at the same time as bowling games in his area, with tavern locations as the nucleus.

Methods Vary

Each of these two operators uses a different approach to tournament action, but both have met with success.

Snodgrass runs separate singles and doubles tournaments on his Albrook machines. With eight machines at 35 locations, he takes part in the doublebowl competition. Each operator goes for a long tourney to choose its representatives in the playoffs.

The playoff is held at a large bowling pool.

In Los Angeles a coin game bowling contest for operators with all league money paid weekend in Las Vegas as this edition went to press. Now Monday (9) by the C. C. Robinson Company, distributors of Wally's Coin Bowling Alley, Contest ends at noon Saturday. The 1958 LAI Convention is April 21-24.

All operators and their employees are eligible to enter the contest for the high scorers in a 12-game series. Contests will be held at 12 locations, but will allow to bowl only one game on any one, those having the best distance, but within 10 miles may bowl six games in a day and those beyond that boundary, all 12 games. Employees of the Robinson Company, as well as other distributors are eligible to enter.

The contest was held at a bowling alley.

In the event of ties, a third game playoff will be won. In addition to the Los Angeles tourney, prizes include a portable television set and a transistor radio.

Hank Tronick, of the firm, said that the contest was set up to give operators a chance to compete for the prizes as well as to get first-hand information on tournament play. He emphasized that contestants did not have to buy anything, assume any obligation, and that contest only was open to the Robinson distributors.

A total of 108,584 people watched the contest.

In another area, Las Vegas, Nevada was virtually equalized by Belgium's $336,172 total, these (Continued on page 55)

OPS COMPETE ON GAMES FOR LAS VEGAS TRIP

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United Set to Join Shuffle Game Swing

To Make Both Types of Bowlers; Bally Now on Dual Output, Chi Coin Considers

CHICAGO — United Manufacturing Company has decided to go into the shuffle game business along with ball bowlers this fall. It is not yet known when the first new United shuffle will appear.

Bally Manufacturing Company revived its shuffle bowler line last week with the new ABC Super Deluxe Defender. (The Billboard, September 1.

Chicago Coin Machine Company also decided to add a new shuffle to its bowling game line. The firm stated it was undecided at present.

The J. H. Keeney & Company, the only other firm that has produced shuffle machines on a regular basis in the past, does not plan to produce shuffle machines, and will concentrate on ball bowlers.

Full Booking Report

While the full season has brought a big sales hike on ball bowlers, Bally and United feel that there is also a good market for shuffle machines. They are supplementing the ball bowlers with shuffles, based on a survey of its distributors, feel that the demand for shuffles is mainly in the late-summer game category, and for this reason is not reactivating shuffle production.

How long manufacturers will produce both types will depend on whether Bally Manufacturing Company and Chicago Coin Company's report bubble game bowlers "increasing daily," with orders coming in for new machines they may have for months.

United is currently on a six-day production basis on ball bowlers, working Saturdays as well as weekdays to meet demand.

Manufacturers in some cases have been turned away from making all ball bowlers as they could sell. Indications are that bowling games will continue to peak this fall. Under such conditions the search for a new type of location game would seem to be more important than it appeared a few months ago.

Find Many Florida Coin Units Unsafe

MAMI—Investigator for the State Attorney reported what they termed "widespread negligence" in the inspection of locations and registered coin-operated equipment.

The report states the report, which includes kiddie rides, cold drink vending machines and other devices. The location was caused by the recent near fatal shock fire at a Taken site in Miami. The ride which was allegedly negligently (The Billboard, September 1.

Investigators blamed city and county inspectors, the location as "a dangerous condition" of coin equipment. But the report included no recommendations for further action.

Investigations reported Finding Thai.
How Tourney Play Builds Grosses

It feels that operators in other sections have missed the boat by neg-lecting to start tournament play while pool games were bringing top returns.

Soordsays the tournament play is definitely legal so long as prize is based on a game of skill. No drawings are held, which could put it in a lottery category. It becomes a lottery, he stated, when consideration is paid, winner is de termined by chance, and prize is awarded.

All clubs must be present.

Rob Rondeau, an old hand at tournament play, too separate contests going on half bowling tournaments and set at regular schedule. Now he's working on the good bowling balls.

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We are making this offer to the investor who is able to recognize a terrific opportunity when he sees it.

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The Park is presently operating Fire circus rides, a modern wreck and a teenage concept and a modern restaurant. It is ideally located on Lake Ontario, between Rochester and Syracuse, with the finest swimming beach area in uptown New York. Ore is the population of about 5 million.

Investment required for equal partnership is approximately $100,000, which we will match dollar for dollar. Must have experience in amusement park operation and be able to take over new operation. Park can be seen now in operation.

For full details write

MR. JOHN SHAWCROSS
111 Lake St. Newark, N. Y.
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"Never before in our history could we offer so many great, new, profit-making machines. This is THE YEAR!"

W. L. Reid

NEW — BALLY ABC SUPER BOWLER (8½ - 3. PUCK)

NEW — EXHIBIT CIRCUS GUN

NEW — BALLY 9- BALL MACHINE

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JUST LIKE NEW

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"SQUIOITS" Fun With Water!

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Giant Pins
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Larger Than Ever Before

New High Score
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Actual Reports Prove - Largest Collections of Any Bowling Game Ever Produced!

I Hit the Pins! ... You Hit Big Profits!

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Easily convertible to regular 10¢ play!

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Boost profits in SHUFFLE spots with new Bally ABC SUPER DELUXE BOWLER

SUPER-SIZE PUCK
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OFFICIAL BOWLING SCORES
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For biggest group-play... and continuous repeat-play...
resulting in biggest shuffle-bowler earnings...
get Bally ABC SUPER DELUXE BOWLER busy on location. Order now for immediate delivery.

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All 25 numbers in Magic Squares or Magic Lines! Results: more score-juggling fun for players...
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10 frames per player per game, played by single players or groups of 2 to 6 players. Available in either dime play or coin play for a dime. 3 plays for a quarter. Requires only 7½ ft. by 2½ ft. floor space.
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BIG 41/2 COMPOSITION BALL
HITS THE PINS!
(New Extra-Durable Pins)

QUIET
SAFE!

NEW
Ball-Rack Design
cuts speed and noise
of ball return... prevents pinched or
bruised fingers
HIGHLY INSULATED PLAY BOARD
AND CUSHIONED BACK BOX
ASSURE EXTREMELY QUIET PLAY

NEW STYLE
SLIM
STREAMLINED CABINET
... lighter in weight
... easier handling
"JUMBO"-STRONG

New
DROP-CHUTE MECHANISM
WITH NATIONAL REJECTOR
on Pull-Out Drawer for easier servicing

ALL MECHANISM
LOCATED IN BACK-BOX
with Hinged Insert for easier servicing

New
LINK-DRIVE BALL-LIFT
Channel-Guided... can't jump the track... prevents jamming

New LOCKED-IN BALL GATE... Ball positively held back when game is completed

2 EXPANDABLE SIZES
13 FT. LONG... 16 FT. LONG... AVAILABLE WITH EXTRA SECTIONS FOR "JUMBO" EXPANSION
Both kinds of records (Singles and Albums) answer the need for PROPER PROGRAMMING.

Seeburg dual pricing answers the need for PROFITABLE PROGRAMMING.

DUAL PRICING UNITS
Both the phonograph and the Wall-O-Matic 200 are equipped with dual pricing units that program singles at one price and album records (two tunes per side) at a proportionately higher price.