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SEPTEMBER 16, 1957 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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 traditional revues at some fairs, has been harnessed here to do a selling job on the night show at the Alabama State Fair, September 30-October 5.

"West-O-Rama," a new type of spectacular built to replace and replace the "Annie Oakley" series, stars two names familiar to audiences—Lofty Craig (Brad of "Annie Oakley" film series), and Steve Donovan (Jug Kennedy), of the "Western Marshal" TV film series.

To sell "West-O-Rama" the fair bought participating and closing spots on the "Annie Oakley" series, which goes out here over WBRC-TV, CBS outlet here.

Then to plug the appearance of Steve Donovan it obtained the "Western Marshal" series from NBC, worked up a deal with a co-sponsor and had the film series scheduled over WBRC-TV. In the arrangement, the fair receives participating and closing spots which plug Donovan's appearance in "West-O-Rama."

Not content with that, the fair then worked out arrangements with the "Benny Carle Circle 6 Ranch"—a regular 90-minute daily kids' program—to have that show originate each afternoon of the fair from the race track, where it will have the long "West-O-Rama" set for a background.

Each day of the fair Lofty Craig and Steve Donovan will make per-

sonal appearances on the Carle program, plugging their nightly appearances in "West-O-Rama."

Additionally, each day of the fair the "Annie Oakley" and "Western Marshal" film series will be presented as part of the Carle program from the WBRC studios, with the films interspersed in the remote telecasting from the fair's race track.

R. N. McIntosh and Virgil Pierson, manager and press chief, respectively, of the fair, figure that the strong TV film tie-ups and the Carle show, with its film tie-ups, not only will halt the decline of grandstand grosses but reverse the trend.

McIntosh and Pierson, however, are not putting all of their "West-O-Rama" promotion eggs in a TV basket. They've drastically revamped the fair's billing and newspaper advertisements.

In past years the fair has held almost entirely in its billing to its own dates. This year it is devoting equal outdoor advertising space to "West-O-Rama" and the fair's dates. It is using, among other things, 50 24-sheet boards with paper split in that manner.

Moreover, it is using cards on the outside of buses in 15 cities and towns, including Birmingham, with all of these cards on "West-O-Rama" alone.

For its newspaper advertisements, which hereto gave top position and play to the fair's name and dates, the fair is playing up "West-O-Rama" strongly at the top of all of its advertisements. In this treatment it is using special art based on the "West-O-Rama" set.

To further build "West-O-Rama" attendance, 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 "West-O-Rama."

To cash in on the heavy attend-

NEW 'INVISIBLE COMMERCIAL' AD AGENCY BOON

NEW YORK—An updated version of the "Ladies Will Please Remove Their Hats" slides which once flashed between reels on movie screens may soon unleash on unsuspecting TV audiences a new brand of selling—the "invisible commercial."

So startling is this new concept, which raised popcorn sales by 57 per cent when given its first field test recently in a motion picture theater, that one major ad agency, J. Walter Thompson, is now circulating within the shop a 14-page memo discussing possible applications to JWT video campaigns.

The technique, long known to psychologists thru experiments, has been given an electronic twist by motivation researcher James M. Vicary, who demonstrated his invention for the press in New York last week.

Briefly, the gadget works like this. A special extra projector, controlled by a gadget resembling a glorified exposure meter, flashed a simple product message—such as "Drink Coca-Cola"—at the same time that a regular movie is being screened. The message appears every few seconds for a time span as brief as 1/3,000th of a second. At all times, the visibility of the message—thanks to the controlling device—is just below that of the movie.

The result is like something out of Orwell's "1984." Without even being aware of it, viewers begin to be dimly aware of a thirst—and a buy-impulse—for Coca-Cola.

"It is so effective," says inventor Vicary, who has applied for patents and formed a firm, Subliminal Projection Company, Inc., to handle the process, "that we wouldn't be surprised to see the Government become involved in regulating its use."

(Continued on page 13)

New Must Replace Old Concepts for Disk-Phono Growth

Applied Obsolescence Acceptance Can Cue Billion Dollar Volume

By PAUL ACKERMAN and BILL SIMON

NEW YORK—A key factor in the growth of the record-phono business in the years immediately ahead is the broad, general acceptance of the principle of obsolescence.

It is only recently that the record-phono industry entered the big business category. On the record level, a retail dollar volume of \$200,000,000 persisted for years, whereas now manufacturers are shooting for a figure of \$400,000,000 or more annually. The growth of the phono market is a phenomenon of relatively few years, and raises the volume of the combined industry to perhaps one billion dollars.

'Up in the Chips'

As one manufacturing exec put it: "We're up in the chips, and some segments of our business will have to revise their thinking... the future will see constant change, new products, new merchandising techniques... a quicker pace generally."

"Obsolescence," he added, "will be a commonly accepted philosophy of our business, but it will impose on the manufacturer an obligation to protect dealers' inventories... On the other hand, many dealers will of necessity change their thinking... There's more money to be made, but some of the dealers' traditional conservatism will be discarded."

This point of view, of course, has long been an accepted one in the larger industries. Automotive manufacturers, TV, home appliances, etc., have for a long period hewed close to the philosophy of obsolescence—alho often tempering what might be its harsher effects in two ways: the 1) protection

of dealers inventories, and 2) protection of the consumer thru the device of compatibility.

Obsolescence Factor

This would seem to be the upcoming pattern in the record-phono industry. The entire trade is already familiar with the fact that in records, the concept of catalog value has suffered a diminution. New product assumes more importance—even in the classical field where waxed performances traditionally had their longest period of sale. A quick glance at the record and phono fields today indicate that the principle of obsolescence has made headway not only at the creative record-making level, but also at the technical level. Monaural tape has to a large extent been obsoleted by stereophonic tape, and the majors are no longer manufacturing the former.

In the near future, too, there is the stereophonic disk, which could be compatible with present equipment.

Another example of the quick pace of technical development is the imminent introduction of the two-hour LP by Vox and Prestige labels. These disks, set for an October 1 debut, spin at 16 2/3 r.p.m. and are compatible with current players which include that speed. Not even a different needle is necessary.

The pressure of competition must result in stepped-up technical development and heightened merchandising, in which the accent upon the new will be ever more emphatic. Acceptance of this philosophy at the dealer and distributor levels will be necessary before the industry can really reach its optimum potential.

Hope Breaks CNE Record

TORONTO — The Bob Hope-headed grandstand show at the 14-day Canadian National Exhibition, which closed Saturday (7), grossed \$479,000, thus topping the previous record of \$472,000 racked up in '55 by a show which had Ed Sullivan as the headliner.

Hope, however, gave 16 performances, with matinee Labor Day and closing day, whereas Sullivan two years earlier was in for 14 shows, nights only.

Hope's end was \$103,500, his contract calling for him to get a guarantee of \$100,000 plus 50 per cent of all receipts in excess of \$472,000, the previous grandstand record.

The Ringling-Barnum Circus, which gave six afternoon shows and two morning shows in a six-day stand at the CNE, grossed \$95,000. In on a \$60,000 guarantee, plus 50 per cent of all receipts in excess of \$90,000, the circus received \$62,500.

Midway rides and shows, operated by the Conklins, Patty and Frank, grossed a whopping \$610,534, an all-time high for the CNE.

NEWS OF THE WEEK

'Automation Buying' Looms as New Era of Major TV Purchasing . . .

Breakthru by next summer is expected on Madison Avenue at top agencies, plus media outlets, in drastically reducing the amount of paper work in TV buying and evaluation thru use of high-speed electronic computers. . . . Page 2

Vox, Prestige Debut 16 2/3 R.P.M. Disk Sweepstakes . . .

The fourth speed, 16 2/3 r.p.m., will be added to the music-disk sweepstakes October 1, at which time both Vox Records and Prestige Records, a jazz label, will kick off new series of longer-playing platters, carrying up to two hours of music on a single disk. . . . Page 22

Labels Offer Broadest Choice In Repertoire—Sell It, Too . . .

The widely divergent tastes of the American

public has created an age of specialization for the record industry. The consumer today has the broadest choice of repertoire imaginable, whether it be golf, parakeet lessons, Sir Max Beerbohm, or a course in International Morse Code. . . . Page 23

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Billion Take Low Estimate

CAMBRIDGE, O.—The billion-dollar phono and record business, anticipated no later than 1958 by top industry execs, was broken down here by RCA vice-president James Toney, in town last week to dedicate the company's new hi-fi manufacturing plant. (See story in the Music department.)

Toney estimated packaged hi-fi unit sales at \$407 million at retail; records and pre-recorded tapes at \$400 million; standard phonographs at \$140 million; tape-recorder-players at \$120 million. His total estimate was \$1,067,000,000.

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

'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, J. Walter Thompson, Ted Bates, McCann-Erickson and Dancer-Fitzgerald-Sample—are approaching a break-thru into an era of "Automation TV Buying" on Madison Avenue. Executives at top levels in these agencies are now putting next summer as the target date by which virtually all television accounting work for network and spot, plus a growing slice of TV media evaluation, will be done electronically with the aid of quick-thinking, multi-memoried business machines, notably Univac.

The ramifications of the moves, which have been quietly hatching for nearly a year, are enormous. Television, now the most complex and paper-work ridden advertising media, may become one of the simplest and quickest to buy.

And much of the guesswork and crystal gazing in TV may be replaced with the rapid-fire clicking of high-speed printers spewing out Univac predictions on everything from the ratings of next season's shows to the best date to start a TV spot drive for Prestone antifreeze in Madison, Wis.

Media Execs

A check-up by The Billboard also shows that executives on the media side of the fence are getting into the automation act to form electronic "teams" with the agencies. CBS-TV is blueprinting a widespread use of computer data at the network level to handle a widespread range of TV paper work ranging from rapid coverage data for specific clients to handling

the complex billings of co-sponsorship shows, and the other networks are quietly looking into similar operations.

One forward looking station rep firm—Peters, Griffin & Woodward—has installed a Univac system which it is already "programming" to deliver availability reports in about one-sixth the time that it takes a trained secretary and salesman to do the same job. PG&W execs feel that "a major speed-up in the paper work of spot TV will be one of the greatest sales

aids the medium has had," since the rep firm's punch card system is being designed to match exactly the automation systems at the agencies.

The automation trend is being carried forward thru tremendous investment by the agencies and media firms. A Univac "120" for example, such as those installed by J. Walter Thompson and Dancer-Fitzgerald-Sample, costs \$120,000 and up, depending on the associated special equipment (printers, tabulators, memory drums, card

(Continued on page 13)

SALE SIGNS UP

NTA on Prowl for More Station Buys

NEW YORK — Independent station operators across the country are dusting off their "For Sale" signs and smiling brightly as National Telefilm Associates this week continues on its prowl for outlet properties in all four time zones.

According to constant reports with the station field, the NTA once-over list now shapes up like this:

In the East, NTA is discussing—without any agreement near being firm—as yet—a possible taking over of indie WATV, the only New York-area outlet not firmly in the black, with the Rosenhaus brothers who control it.

In the Midwest, NTA is said to be close to a deal for WITI-TV, Milwaukee indie owned by a group of investors Arthur and Lawrence Fleischman, Robert K. Straus, Jack Kahn and Max Osnos own the largest stock interest.

In the Rockies, NTA is also said to be looking at KTVR, the indie outlet in Denver, which is said to be having its financial difficulties.

(Continued on page 14)

NBC Points to Gains In Affils' Presentations

NEW YORK — NBC-TV, in a special Cellomatic presentation which highly impressed the audience of web affiliates, made these points here last week:

Last season, NBC began with six shows in the top 30 and ended with 13, while CBS-TV declined from 21 to 15 and ABC-TV from 3 to 2. Similarly, Nielsen ratings in the 42 half hours of nighttime networking showed NBC with 60 per cent above a 20.0 rating and CBS with 90 per cent above at the start of last season. In June, NBC had risen to equality with CBS at 45 per cent of shows getting a 20.0, while ABC stayed at 10 per cent.

In October, ABC was reaching 8,000,000 homes in six times out of 32 tries, CBS 25 out of 41 and NBC 12 out of 37. By June, NBC and CBS stood even at 16 shows over the mark, with ABC down to 2. Nielsen averages gave CBS 42 per cent of the network average audience, NBC 34 per cent and ABC 24 last fall. By June, CBS was down to 39 per cent share, NBC up to 37 per cent, ABC static at 24.

Fluid Policy

NBC attributes this gain against CBS to a fluid policy of mid-season programming changes and expects

National Carbon Buys 'World Series Special'

NEW YORK — National Carbon, for its Prestone and Eveready products, has bought "World Series Special," a baseball one-shot, on ABC-TV October 1, 10-10:30 p.m. Mel Allen will emcee. National Carbon also has half of "Sugarfoot" on ABC that night, 7:30-8:30 p.m.

Videodex Top 10 Spot Programs

(August 1-7, 1957)

Rank	Program & Distrib.	Rtg.	No. of Cities
1.	Dr. Hodsons' Secret Journal (MCA)	18.5	121
2.	State Trooper (MCA)	17.0	116
3.	Capt. David Grief (Gulld)	16.6	89
4.	Sheriff of Cochise (NTA)	16.4	121
5.	Highway Patrol (Ziv)	16.3	156
6.	Men of Annapolis (Ziv)	15.9	103
7.	Golden Playhouse (Official)	15.8	48
8.	Dr. Christian (Ziv)	14.8	111
9.	Hawkeye and the Last of the Mohicans (TPA)	14.4	70
10.	Martin Kane (Ziv)	14.0	45

Sweetness and Light at NBC Affil Meeting

NEW YORK—All was sweetness and light at the NBC-TV affiliates clambake which was held the latter part of last week here at the Waldorf-Astoria Hotel. The sole complaint to raise its head was that there were too many free plugs for airlines on the different network shows. NBC promised to take care of the matter as quickly as possible.

Otherwise, indications were that the web had persuaded many of its affiliates not taking "Tonight" to clear for the show. Promises were received that once Daylight Savings Time is finished in October more affiliates will clear for the program. Jack Parr, the star of "Tonight," aided his own clearance cause when he appeared at the Thursday affiliates dinner with his supporting cast and was the hit of the evening.

MISS AMERICA

Philco May Get Nielsen 50 on Show

NEW YORK — Philco's hope for a 50 Nielsen rating for "Miss America" spectacular telecast may be realized. The initial rating, a Trendex for the Saturday (7) telecast, gave the first half hour of the show a 34.7 on CBS-TV with a 60.4 share of audience.

Last year on this same half hour on ABC-TV, the Philco-spectacle got an 18.7 Trendex with a 30.4 share of audience, and both rating and share radically soared by the last half hour of the 90-minute telecast. Batten, Barton, Durstine & Osborn produced the show for the first time for Philco, a newly new client.

'Lucy' Rerun Nip 'Disneyland'

NEW YORK—The notion of the expected clearance of the "Disneyland" Wednesday supremacy on ABC-TV this week. Trendex for the week September 9 showed reruns of "Love Lucy" on CBS-TV with 15.5 rating at 7:30-8 as against "Disneyland's" 15.2 for its first hour.

The second half hour of "Disneyland" soared to a 21.6 as compared to Vic Damone's 10.8 on CBS-TV for the first half hour of his 60-minute show. NBC-TV provided little competition for either CBS or ABC. Reruns of "The Jazz Age" got a 4.8 for the 7:30-8:30 hour. Next week, however, NBC will be throwing in "Wagon Train" to make it a three-cornered battle, and "Disneyland" will be under further pressure.

WM Readies Durante Stint

HOLLYWOOD—Packaging of a new Jimmy Durante telefilm series has been started by the Wm. Morris Agency. The P. Lorillard Company (Kent, Old Gold) reportedly is interested in picking up the show for sponsorship next season.

What has stimulated the renewed interest in a Durante series is the success of the old Texaco Theater reruns this summer (CBS-TV, 8-8:30 p.m. Saturdays) also sponsored by Lorillard.

In The Billboard CPM charts the show came in 15th among men and 20th among women in August. One plan proposed by Wm. Morris would have Durante go ahead and do 10 telefilms without outside financing, but this isn't set yet. Night club act format will be used on the show, along lines similar to those utilized by Durante in his recent program from Las Vegas.

NBC Pitches To Colgate

NEW YORK—NBC-TV is making a major pitch for Colgate-Palmolive daytime business next Wednesday with a presentation to the package drug firm. Colgate is giving a long look at "Strike It Rich," said to be weakening on CBS-TV in the 11:30-12 strip. It is this business that NBC is after. Ted Bates is the agency involved.

Sales Sweeten 'Sugarfoot'

NEW YORK—ABC-TV is out of the woods with "Sugarfoot," picking up \$700,000 in participations last week for the open bi-weekly half-hour. Colgate Palmolive and Ludens, Inc., each signed for 13 spots, beginning January 7, at \$25,000 per minute. American Chicle, which has the first half-hour of the series on a regular basis, bought participations on November 26 and December 10.

National Carbon for its Prestone had previously bought into three October telecasts. ABC now faces the relatively easy task of selling 10 available minutes before January, the height of the Christmas advertising season, and a bi-weekly minute thereafter. "Sugarfoot" alternates with "Cheyenne" in the 7:30-8:30 p.m. slot on Tuesdays.

Several Big Sales Near for 'Tonight'

NEW YORK—"Tonight" is reported on the verge of a major sales break-thru. Two beer advertisers, Pabst and Schlitz, are contending for the show.

In addition, Pharmacrast is considering the property for its Coldene. And Evinrude, which renewed its 40 participations in "Today," is weighing an additional appropriation for the late evening show.

Push on WABC Starts H'wood Brands in N. Y.

NEW YORK — Hollywood Brandt, Inc., enters the New York market this fall with a saturation campaign on WABC-TV for its candy products. The advertiser is currently heavy in TV spot buying in the rest of the top 25 markets in the country.

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Slenderella's TV Weigh-In

NEW YORK — Slenderella is gaining weight in TV. The reducing salon chain, thru its house agency of Management Associates of Connecticut, has slated a participation schedule in NBC-TV's "Queen for a Day" on Mondays and Wednesdays, in addition to a growing TV spot campaign in major markets.

In New York City, Slenderella is buying a half of the Tex and Jinx "Eye on New York," a spot in Jack Paar's "Tonight" and the Hy Gardner show, with the stars handling commercials, plus a spot sked in "Movie Four," all on WRCA-TV.

Due in the near future from Slenderella, it's reported, will be even heavier campaigns in TV when the firm begins to roll with a new operation franchising its name for consumer products manufactured under license, which will include a Slenderella bread, soft drinks, fashions and sport clothes, all now said to be in the testing stage.

Siodmak and Buck Plan Tussaud Pix

LONDON — Robert Siodmak and Jules Buck have acquired TV rights from Madame Tussaud's Ltd., planning to film 39 episodes of a series based on statues in the famous wax museum.

The format will highlight characters whose infamy earned them a place in Tussaud's Chamber of Horrors. Siodmak and Buck are currently completing "O.S.S." for ABC-TV airing this season.

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WESTERN MAY FREE GAGSTERS

SAN FRANCISCO — A whole new world may be opening to TV comedy writers, some of whom are at liberty this season due to the influx of Westerns and whodunits.

The Guild, Bascom & Bonfigli agency — an ad shop rapidly becoming famous for its low-pressure, off-beat and frequently witty TV commercials — last fortnight signed Eugene A. Thompson as a copywriter.

Thompson was formerly (with Abe Burrows) writer of the old "Duffy's Tavern" series, and one of the prize gagster in Croucho Marx's writing stable.

STORM AHEAD

'Crescendo' Way Behind On Planning

NEW YORK — The storm warnings are going up on CBS-TV's executive floors concerning "Crescendo," September 29, \$300,000 kick-off show in the Du Pont cycle of 10 hour-and-a-half specials.

Altho air date is less than two weeks away, the Rex Harrison starrer, blueprinted as a "cavalcade of American music," is barely off the ground in its planning and rehearsal.

The show calls for a total of 27 musical numbers, some fairly elaborate, but only two numbers are actually set with any great firmness by producer Paul Gregory. One will be a Dixieland production number featuring "When the Saints Go Marching In." The other is a closing spot featuring Harrison in "I've Grown Accustomed to Her Face" from "Fair Lady."

The problem is reported in part to be caused by disagreement among the planners, principals and production personnel on the show as to which numbers should, or should not, be used to give a panorama of musical Americana. Tensions generated by this are said to be approaching the boiling point.

With 25 numbers to be picked, planned and rehearsed, it's now expected that CBS-TV, the actual producers of the show, will start bearing down heavily to get the job done quickly.

LONGHAIR CROPPED

Title Firm Sets Giant Musical Show in Chi

CHICAGO — A unique and ambitious live musical series, as local ventures go, will be launched October 28 on WGN-TV by Chicago Title & Trust Company.

For six consecutive years the sponsor presented weekly telecasts of the Chicago Symphony Orchestra, slightly abbreviated in size. The new series will include the Symphony as a core, but will add name guest artists and will expand its listener appeal by spreading out to name performers in opera, jazz, folk music and "pops" concerts. Rather than weekly, the one-hour shows will go on once a month for a series of seven. Some will involve almost 100 musicians and actors in the most elaborate live shows now offered locally.

Each show represents a hefty per-program increase in budget, but the sponsor's annual expenditure will be considerably cut in the switch from weeklies to monthlies.

Sterling Buy of Miss Francis Points Up Major Shift to Daytime Net TV

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

NEW YORK — The new Sterling Drug buy of two quarter-hours of the Arlene Francis show points up the about-face in company thinking which has steadily brought Sterling, the country's 20th largest advertiser, into heavy daytime network TV in the past year. A couple of years back, the Sterling feeling was: "We don't want network TV; we need tonnage, volume, frequency," and its standard buy was TV spots.

There's nothing altruistic about the switch, since Sterling is famed in ad circles for its shrewd air buying. There's been a solid payoff for the big drug firm in network activity.

In July, 1956, Sterling entered daytime with three quarter-hours of "Modern Romances." Now, it has "Romances," Arlene Francis, an alternate quarter-hour each of "Truth or Consequences" and "Treasure Hunt" and two alternate segments of "The Price Is Right," giving the sponsor full contiguous discounts, all on NBC-TV.

At the same time that Sterling found web TV was economical on a volume basis, it developed a five-step pattern of programming which demonstrates a highly adept use of nighttime TV and a maximum use of a single property, the Mark Saber mystery series. Sterling, which owns the property, has been bringing it in for network viewing at an estimated \$19,000 per epi-

sode. This fall, it will bear a new title, "Saber of London," in a switch from ABC-TV to NBC.

Step By Step

Step 1 has Sterling assuming web prime time sponsorship. Step 2 finds the series running in the Saturday 12:30-1 p.m. slot on NBC under the title "The Vise." Furnishing this second web run plus "True Story" for the preceding slot, 12-12:30, brings Sterling half-sponsorship of both stanzas, it is said, with no time charges. NBC is then free to sell the open quarter-hours.

In certain markets, where Sterling wants a quick or heavy sales push, it drops the Saber series in on a local basis for Step 3. For Step 4, it divides the reruns into 57 stanzas called "Mark Saber," 39 called "Uncovered" and 52 called "The Pendulum," offering them to stations for a price, but guaranteeing to purchase time for spots adding up to the same dollar amount.

Four and Five

The card rate is observed, this use of the residual value of the property brings additional exposure to the advertiser in a most economical and advantageous manner. The Thompson-Koch Company handles this fourth phase of the Saber operation, which now is in effect in 125 markets. And Step 5 is to sell these Saber films

abroad to return whatever cash is possible on the original investment for the films.

The cost-per-thousand on homes for Sterling in the past has never risen above \$1.75 in this process, and in many instances of its network operation, has fallen below \$1, less than a third of the general web average. The \$1.75 Sterling cost-per-thousand puts this sponsor in a class by itself in terms of functional use of the medium.

Sterling spent, in 1956, \$2,638,000 in web TV and \$8,823,000 in spot TV. This year, the ratio will be narrowed with the firm's emphasis on daytime buys. Whichever way the figures fall, Sterling is one company that's getting its money's worth out of TV. Most of the Sterling TV billings are handled thru Dancer-Fitzgerald-Sample.

Full-Sponsor Move An Aid to Clearance

NEW YORK — Station clearances should be substantially helped by the fact that several alternate-week advertisers on shows so far unable to find co-sponsors have decided to sponsor these properties fully.

Lever Bros. last week purchased the other half of "Life of Riley," NBC-TV's Friday evening 8:30-9 p.m. entrant. Earlier in the week the Singer Sewing Machine Company went to a regular weekly sponsorship pattern on "The Cali-

formians," NBC's Tuesday 10-10:30 p.m. Western.

At CBS-TV, Remington-Rand took over full sponsorship of "Leave It to Beaver," Friday 7:30-8 p.m. until January 1. The short term buy will be used for the shaver division as its fall network TV promotion. The show was previously bought by the typewriter division of Remington-Rand. The shaver division money was freed when Florida Citrus was uncovered to buy "What's My Line?" on four alternate weeks beginning January 1. The shaver division is the alternate sponsor on "Line."

Meanwhile, the Sheaffer pen situation on reruns of "I Love Lucy" has righted itself. The advertiser will stay in the situation comedy on alternate weeks until January 1, unless another client appears.

R. Hinkley to AB-PT

NEW YORK — Robert Hinkley, ABC veepee, has been elected to the executive committee of the American Broadcasting-Paramount Theaters board of directors. AB-PT last week announced dividends of 25 cents per share of stock for the third quarter of 1957.

Summer Programs May Become New Season Openers—Sarnoff

NEW YORK — Summer network programming may eventually become "an opener for the succeeding season, instead of the tail end of the old one," if new program ventures "for the 1958-'59 season and beyond" at NBC-TV score a success with audiences thru maximum co-operation between the network and its affiliates, NBC

President Robert W. Sarnoff told web station operators at a gathering here last Friday.

According to Sarnoff there is "a new sense of excitement" surrounding the fall show line-ups on NBC-TV and its competing webs, with a chief reason being what Sarnoff termed "all-out competition, pro-



WGAL-TV

Channel 8
LANCASTER, PENNA.
NBC and CBS

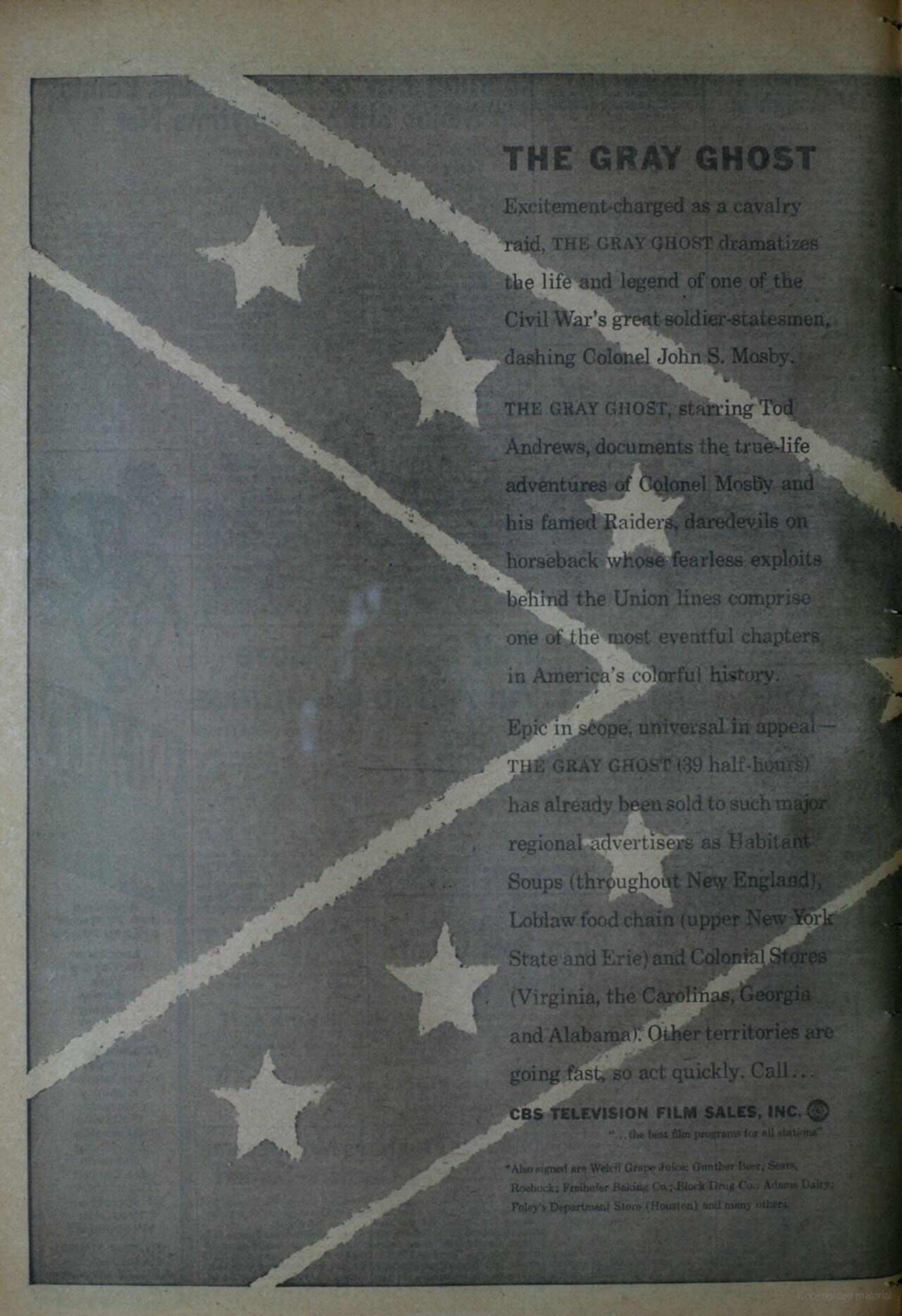
America's
10th TV Market
917,320 TV sets

- Lancaster
- Harrisburg
- York
- Lebanon
- Reading
- Hanover
- Gettysburg
- Chambersburg
- Waynesboro
- Lewistown
- Sunbury
- Carlisle
- Pottsville
- Shamokin
- Lewisburg
- Hazleton
- Mt. Carmel
- Bloomsburg
- Hagerstown
- Frederick
- Westminster

STEINMAN STATION
Clair McCollough, Pres.

Representative MEEKER

316,000 WATTS



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; Freihofer Baking Co.; Block Drug Co.; Adams Dairy; Foley's Department Store (Houston) and many others.



NBC Firms Programming Staff Line-Ups

NEW YORK — NBC-TV last week firmed up its programming operation. As previously reported to be serving under Robert F. Lewine, veepee in charge of TV network programs, will be Alan D. Courtney, director of nighttime programs; Carl Lindemann Jr., director of daytime programs, and Tom Loeb, director of special programs.

Serving under Courtney will be Julian Bercovici and Joseph P. Cuneff, managers of nighttime program operations; Ernest V. Theiss, manager of nighttime program administration, and David Soufag, supervisor nighttime program services.

Reporting to Lindemann will be Robert F. Aaron, manager of daytime program administration; Frederick Wilson, manager of daytime program operations, and John C. Greene, supervisor of daytime program services. William V. Sargent continues as director of participating programs.

Atlantic Makes Big Move Into Weather Buys

PHILADELPHIA—The Atlantic Refining Company, traditionally a regional sponsor of sports events, has been moving quietly into local weather show sponsorship, with five-minute strips now running in 32 of its 34 key markets. Nearly all occur in the 11-11:15 p.m. time.

The weathercasts were chosen to fill the winter gap between Atlantic's football and baseball buys, but are proving so successful in reaching male viewers and returning a low cost-per-thousand that the company this year is dropping its sponsorship of National Football League games.

No advertiser has ever bought weather shows on this big scale before, 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 seen at 6:45 and 7:15 this fall. The network has cleared 43 out of its 59 basic affiliates.

In the process, however, it has lost the business of American Can and Glidden Paints, with the latter advertiser a good bet to return to sponsorship of the new show. Ronson is sponsoring the Monday and 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 thru 6 p.m. on "Clock Time," which will bring them to all time zones at the same hour, except for Mountain Standard Time markets. "Mickey Mouse Club," on this plan since its 1955 debut, has proved the merchandising and promotion advantages for advertisers and network, according to ABC brass.

"Do You Trust Your Wife?" "American Bandstand," "Lucky Lady" and any other new live shows will be sped to 28-States via videotape. The rest of the web's daytime schedule, including "Mickey," is film.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

By Program Type

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

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

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

per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes and then by the total number of homes men, women and children under 14 reached during the last rating period as determined by American Research Bureau. Actual time and talent costs

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

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

ADVENTURE, SUSPENSE, WESTERN SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN PER COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
3-Net Avg. \$4.16; ABC Avg. \$4.43; CBS Avg. \$2.97; NBC Avg. \$4.08		3-Net Avg. \$5.37; ABC Avg. \$5.84; CBS Avg. \$2.43; NBC Avg. \$4.17		3-Net Avg. \$4.41; ABC Avg. \$4.73; CBS Avg. \$4.38; NBC Avg. \$2.98		3-Net Avg. \$5.49; ABC Avg. \$5.11; CBS Avg. \$5.28; NBC Avg. \$4.79	
1. ADVENTURE THEATER (Amer. Tob., Warner, NBC)	\$1.95	1. GUNSMOKE (Sperry-Rand, L & M, CBS)	\$2.13	1. ADVENTURE THEATER (Amer. Tob., Warner, NBC)	\$1.78	1. LASSIE (Campbell, CBS)	\$2.75
2. GUNSMOKE (Sperry-Rand, L & M, CBS)	2.22	2. ADVENTURE THEATER (Amer. Tob., Warner, NBC)	2.36	2. GUNSMOKE (Sperry-Rand, L & M, CBS)	2.07	2. GUNSMOKE (Sperry-Rand, L & M, CBS)	2.84
3. WYATT EARP (Gen. Mills, P & G, ABC)	2.53	3. ALFRED HITCHCOCK (Brist. Myers, CBS)	2.75	3. ALFRED HITCHCOCK (Brist. Myers, CBS)	2.30	3. CIRCUS BOY (Reynolds Metals, NBC)	2.91
4. ALFRED HITCHCOCK (Brist. Myers, CBS)	2.56	4. WYATT EARP (Gen. Mills, P & G, ABC)	2.89	4. CLIMAX! (Chrysler, CBS)	2.53	4. WYATT EARP (Gen. Mills, P & G, ABC)	2.98
5. CLIMAX! (Chrysler, CBS)	2.78	5. CLIMAX! (Chrysler, CBS)	3.32	5. WYATT EARP (Gen. Mills, P & G, ABC)	2.73	5. BROKEN ARROW (Miles, Assoc. Pds., ABC)	3.27
6. BROKEN ARROW (Miles, Assoc. Pds., ABC)	3.21	6. BROKEN ARROW (Miles, Assoc. Pds., ABC)	3.57	6. THE LINEUP (P & G, Brown & Wmson., CBS)	3.20	6. LONE RANGER (Swift, Gen. Mills, ABC)	3.29
7. WELLS FARGO (Amer. Tob., Gen. Foods, NBC)	3.39	7. WELLS FARGO (Amer. Tob., Gen. Foods, NBC)	4.20	7. BROKEN ARROW (Miles, Assoc. Pds., ABC)	3.46	7. ROBIN HOOD (J & J, Wildroot, CBS)	3.65
8. THE LINEUP (P & G, Brown & Wmson., CBS)	3.43	8. THE LINEUP (P & G, Brown & Wmson., CBS)	4.24	8. DRAGNET (L & M, Shick, NBC)	3.67	8. ADVENTURE THEATER (Amer. Tob., Warner, NBC)	3.83
9. LASSIE (Campbell, CBS)	3.60	9. THE WEB (P & G, NBC)	4.59	9. THE WEB (P & G, NBC)	3.69	9. RIN TIN TIN (Natl. Biscuit, ABC)	4.04
10. DRAGNET (L & M, Shick, NBC)	3.68	10. DRAGNET (L & M, Shick, NBC)	4.71	10. WELLS FARGO (Amer. Tob., Gen. Foods, NBC)	3.73	10. WELLS FARGO (Amer. Tob., Gen. Foods, NBC)	4.20
11. LONE RANGER (Swift, Gen. Mills, ABC)	3.95	11. NAVY LOG (U. S. Rubber, Amer. Tob., ABC)	4.97	11. MEET MCGRAW (P & G, NBC)	3.93	11. NAVY LOG (U. S. Rubber, Amer. Tob., ABC)	4.54
12. ROBIN HOOD (J & J, Wildroot, CBS)	3.99	12. MEET MCGRAW (P & G, NBC)	5.24	12. BOLD JOURNEY (Ralston, ABC)	4.06	12. ALFRED HITCHCOCK (Brist. Myers, CBS)	4.72
13. NAVY LOG (U. S. Rubber, Amer. Tob., ABC)	3.99	13. BOLD JOURNEY (Ralston, ABC)	5.38	13. LASSIE (Campbell, CBS)	4.08	13. BUCCANEERS (Sylvania, CBS)	5.00
14. CIRCUS BOY (Reynolds Metals, NBC)	4.19	14. LASSIE (Campbell, CBS)	5.50	14. PANIC (Max Factor, L & M, NBC)	4.48	14. CHEYENNE (Gen. Elec., Cheese-Ponds, ABC)	5.23
15. THE WEB (P & G, NBC)	4.21	15. CIRCUS BOY (Reynolds Metals, NBC)	5.94	15. ON TRIAL (Campbell, Lever, NBC)	4.56	15. JIM BOWIE (Cheese-Ponds, Amer. Chicla, ABC)	5.27
16. MEET MCGRAW (P & G, NBC)	4.22	16. WIRE SERVICE (R. J. Reynolds, ABC)	6.04	16. CHEYENNE (Gen. Elec., Cheese-Ponds, ABC)	4.68	16. DRAGNET (L & M, Shick, NBC)	5.58
17. RICHARD DIAMOND (Gen. Foods, CBS)	4.30	17. LONE RANGER (Swift, Gen. Mills, ABC)	6.07	17. MYSTERY THEATER (Pabst, NBC)	4.68	17. THE WEB (P & G, NBC)	5.83
18. BOLD JOURNEY (Ralston, ABC)	4.74	18. PANIC (Max Factor, L & M, NBC)	6.16	18. NAVY LOG (U. S. Rubber, Amer. Tob., ABC)	4.82	18. CLIMAX! (Chrysler, CBS)	6.12
19. CHEYENNE (Gen. Elec., Cheese-Ponds, ABC)	4.80	19. CONFLICT (Cheese-Ponds, Gen. Elec., ABC)	6.20	19. CONFLICT (Cheese-Ponds, Gen. Elec., ABC)	4.93	19. CONFLICT (Cheese-Ponds, Gen. Elec., ABC)	6.41
20. PANIC (Max Factor, L & M, NBC)	4.89	20. RICH. DIAMOND (Gen. Foods, CBS)	6.25	20. WIRE SERVICE (R. J. Reynolds, ABC)	4.98	20. RICH. DIAMOND (Gen. Foods, CBS)	6.48
21. WIRE SERVICE (R. J. Reynolds, ABC)	4.90	21. CHEYENNE (Gen. Elec., Cheese-Ponds, ABC)	6.35	21. WEST POINT (Gen. Foods, CBS)	5.23	21. THE LINEUP (P & G, Brown & Wmson., CBS)	6.87
22. ON TRIAL (Campbell, Lever, NBC)	5.04	22. MYSTERY THEATER (Pabst, NBC)	6.38	22. CIRCUS BOY (Reynolds Metals, NBC)	5.28	22. WEST POINT (Gen. Foods, CBS)	7.09
23. MYSTERY THEATER (Pabst, NBC)	5.12	23. ON TRIAL (Campbell, Lever, NBC)	6.91	23. CIRCUS BOY (Reynolds Metals, NBC)	5.28	23. SGT. PRESTON (Quaker, CBS)	7.25
24. CONFLICT (Cheese-Ponds, Gen. Elec., ABC)	5.14	24. ROBIN HOOD (J & J, Wildroot, CBS)	6.99	24. ROBIN HOOD (J & J, Wildroot, CBS)	5.59	24. WIRE SERVICE (R. J. Reynolds, ABC)	7.38
25. WEST POINT (Gen. Foods, CBS)	5.25	25. JIM BOWIE (Cheese-Ponds, Amer. Chicla, ABC)	7.34	25. LONE RANGER (Swift, Gen. Mills, ABC)	6.07	25. MEET MCGRAW (P & G, NBC)	7.52
26. JIM BOWIE (Cheese-Ponds, Amer. Chicla, ABC)	5.47	26. BUCCANEERS (Sylvania, CBS)	7.68	26. SGT. PRESTON (Quaker, CBS)	6.16	26. PANIC (Max Factor, L & M, NBC)	8.22
27. RIN TIN TIN (Natl. Biscuit, ABC)	5.52	27. WEST POINT (Gen. Foods, CBS)	8.14	27. JIM BOWIE (Cheese-Ponds, Amer. Chicla, ABC)	6.23	27. BOLD JOURNEY (Ralston, ABC)	8.71
28. BUCCANEERS (Sylvania, CBS)	5.65	28. SGT. PRESTON (Quaker, CBS)	9.48	28. RIN TIN TIN (Natl. Biscuit, ABC)	7.36	28. MYSTERY THEATER (Pabst, NBC)	9.58
29. SGT. PRESTON (Quaker, CBS)	5.91	29. RIN TIN TIN (Natl. Biscuit, ABC)	9.82	29. BUCCANEERS (Sylvania, CBS)	7.41	29. ON TRIAL (Campbell, Lever, NBC)	13.42

NEWS, SPORTS AND MISCELLANEOUS SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN FOR COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
3-Net Avg. \$5.13; ABC Avg. \$4.30; CBS Avg. \$4.39; NBC Avg. \$4.19		3-Net Avg. \$5.81; ABC Avg. \$4.83; CBS Avg. \$5.94; NBC Avg. \$4.74		3-Net Avg. \$4.38; ABC Avg. \$4.73; CBS Avg. \$4.57; NBC Avg. \$5.28		3-Net Avg. \$18.97; ABC Avg. \$16.93; CBS Avg. \$29.73; NBC Avg. \$24.22	
1. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC)	\$ 2.27	1. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC)	\$ 1.99	1. CAVAL. OF SPORTS (Papermate, Gillette, Toni, NBC)	\$ 3.90	1. DISNEYLAND (Am. Dairy, Swift, Am. Motors, ABC)	\$ 3.17
2. CAVAL. OF SPORTS (Papermate, Gillette, Toni, NBC)	2.48	2. CAVAL. OF SPORTS (Papermate, Gillette, Toni, NBC)	2.08	2. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC)	4.12	2. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC)	8.25
3. DISNEYLAND (Amer. Dairy, Swift, Am. Motors, ABC)	4.18	3. MIKE WALLACE (Phil. Morris, ABC)	4.81	3. MIKE WALLACE (Phil. Morris, ABC)	4.12	3. YOU ASKED FOR IT (Best Foods, ABC)	9.83
4. MIKE WALLACE (Phil. Morris, ABC)	4.47	4. RED BARBER (State Farm, NBC)	5.42	4. D. EDWARDS NEWS (Amer. Home Prods., Brown & Wmson., Hazel Bishop, CBS)	4.57	4. CAVAL. OF SPORTS (Papermate, Gillette, Toni, NBC)	11.00
5. D. EDWARDS NEWS (Amer. Home Prods., Brown & Wmson., Hazel Bishop, CBS)	4.59	5. D. EDWARDS NEWS (Amer. Home Prods., Brown & Wmson., Hazel Bishop, CBS)	5.94	5. DISNEYLAND (Amer. Dairy, Swift, Am. Motors, ABC)	4.97	5. MIKE WALLACE (Phil. Morris, ABC)	22.47
6. RED BARBER (State Farm, NBC)	5.68	6. YOU ASKED FOR IT (Best Foods, ABC)	6.11	6. YOU ASKED FOR IT (Best Foods, ABC)	5.65	6. RED BARBER (State Farm, NBC)	25.17
7. YOU ASKED FOR IT (Best Foods, ABC)	5.88	7. DISNEYLAND (Am. Dairy, Swift, Am. Motors, ABC)	6.48	7. NBC NEWS (Amer. Can, NBC)	6.43	7. BIG MOMENT (Amer. Tob., R. Purina, NBC)	28.28
8. NBC NEWS (Amer. Can, NBC)	6.40	8. NBC NEWS (Am. Can, NBC)	8.41	8. RED BARBER (State Farm, NBC)	8.65	8. D. EDWARDS NEWS (Amer. Home Prods., Brown & Wmson., Hazel Bishop, CBS)	29.73
9. BIG MOMENT (Amer. Tob., R. Purina, NBC)	10.18	9. BIG MOMENT (Amer. Tob., R. Purina, NBC)	11.06	9. BIG MOMENT (Amer. Tob., R. Purina, NBC)	14.14	9. NBC NEWS (Amer. Can, NBC)	32.83

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COMING COST PER THOUSAND ANALYSES:

Sept. 23: The Top Hundred for July

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

By Sponsor Groups

- Food & Beverage
Drug & Remedy
Automotive & Accessory

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

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

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

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

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

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 Nestle's and Helene Curtis.

Nielsen found that the final commercial chowed a big dip in rating—averaging between five and six points—as viewers dialed out at the end of the entertainment part of the program.

Since the alternate sponsor always has the final spot, with the major sponsor taking the opening and closing commercial, it meant that every other week either Nestle's or Helene 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.

FOOD & BEVERAGE SPONSORS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, PER COMMERCIAL MINUTE COST PER 1,000 MEN, PER COMMERCIAL MINUTE COST PER 1,000 WOMEN, PER COMMERCIAL MINUTE COST PER 1,000 CHILDREN. Lists various food and beverage brands and their associated TV shows.

DRUG & REMEDY SPONSORS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists various pharmaceutical and medical products and their associated TV shows.

AUTOMOTIVE & ACCESSORY SPONSORS

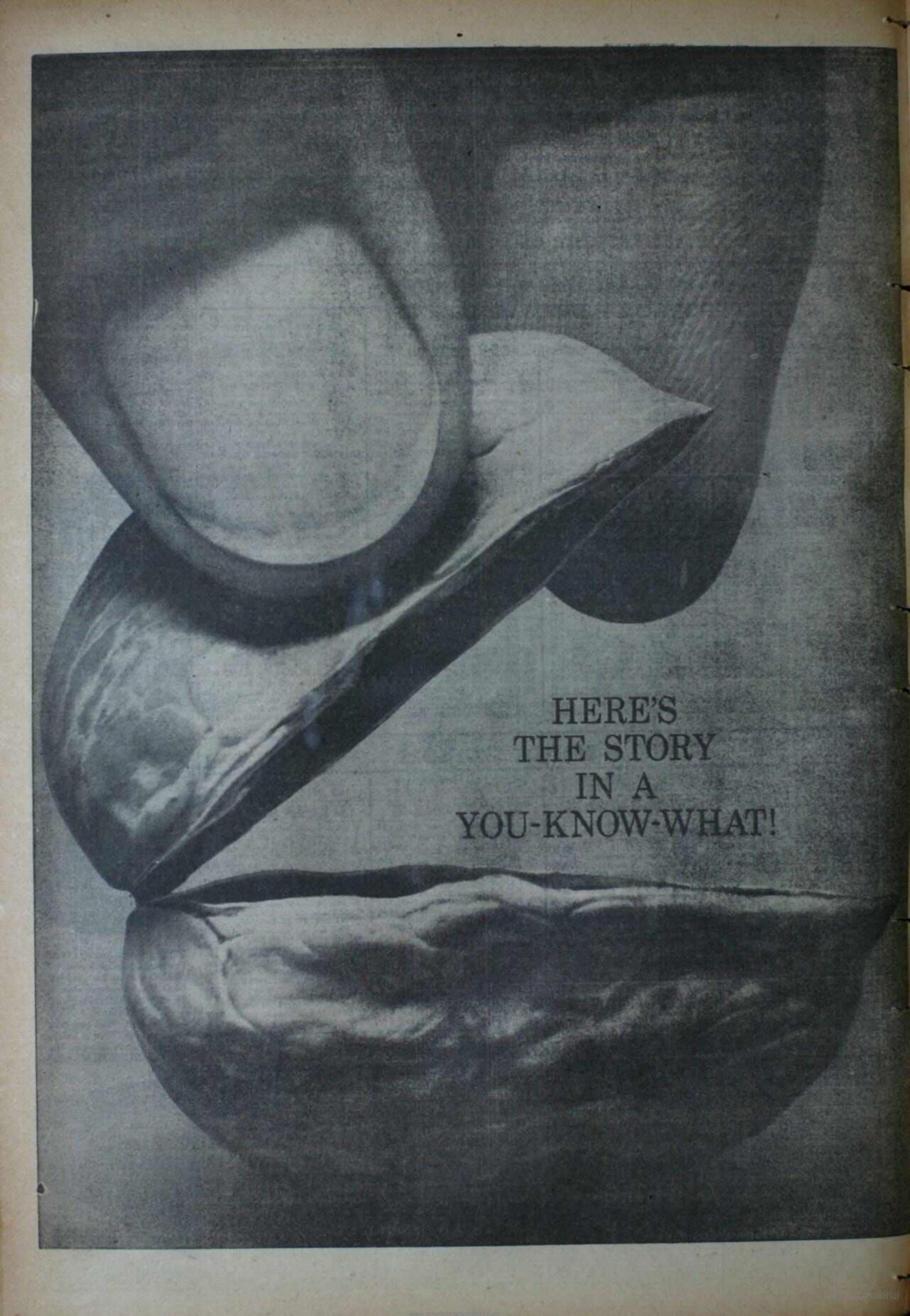
Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists various automotive brands and their associated TV shows.



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carroll Naish, 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!



Hurry! Markets are being reserved today! Wire or phone for private screening! Television Programs of America, Inc. 488 Madison Ave., N. Y. 22 • PLaza 5-2100



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.

NBC TELEVISION FILMS A DIVISION OF

CNP

CALIFORNIA NATIONAL PRODUCTIONS, INC.

Block Likes Novelty, Flexibility of Live TV

NEW YORK — There are so many local 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 WABD October 4 in a 10-10:30 p.m. slot, according to the purchasing ad agency, Sullivan, Stauffer, 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 rotated in commercial spots, plus those handled by the Lawrence C. Gumbinner agency, such as Ammident and Minipoo 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 Rem Cough Syrup, the moment cold weather starts, and

achieve smooth blending with the show's format of our film commercials without having to splice them into telefilm negatives and match our sound levels with those of a syndicated show."

A top-level team at SSC&B, incidentally, will ride herd on the upcoming series, including TV vice-president Phil Cohan, TV Manager Frank Reed and agency producer Tom Victor.

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 thru 1958.

BPA Seminar Set For Chicago Nov. 1

CHICAGO — The second annual convention and seminar of Broadcasters Promotion Association will be held here November

Friedkin Resigns Y&R for Summer

NEW YORK — Johnny Friedkin, formerly a supervisor in Young & Rubicam's TV publicity department, has resigned to join Gabe 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 presentations and co-operation 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 purchase of a 13-week re-run cycle on ABC-TV of "West Point Story" will deliver a cost-per-thousand which is favorably comparative with a first-run show.

The agencies involved—Grey for Van Heusen, and Sullivan, Stauffer, Colwell & Bayles for Rise—figure unofficially that the rating expectancy of the series, which will tap the 26 shows not repeated by General Foods in its first run with the Ziv vidfilms on CBS-TV, may fall "between a 14 and a 17" in the national listings.

When figured against the purchase price, reportedly \$10,000 weekly for each sponsor for the program, the result shows an attractive viewer-cost in the crystal ball which many 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 to start a re-run cycle, can operate as far as the 26-week mark under the Rise-Van Heusen buy without needing new product. Beyond this mark, no deals are set. Ziv is reported ready to "rush new episodes before the cameras by mid-September" and to schedule them "immediately after the ABC-TV debut," altho the existing deals do not spell this out, and no casting calls have been put out as yet on the vidfilm series.

Tie-In Blurbs

The Rise-Van Heusen deal is likely to spell another interesting telefilm pattern, according to policy level planners at the two agencies—tie-in commercials—since the two products are eminently compatible.

Altho "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 on middle commercials in which both products are featured. Such a commercial could, conceivably, show a clean-cut young man shaving with Rise, donning his Van Heusen Shirt, and winning his lady love, thus furthering a trend of tie-in commercials reported earlier this season in The Billboard.

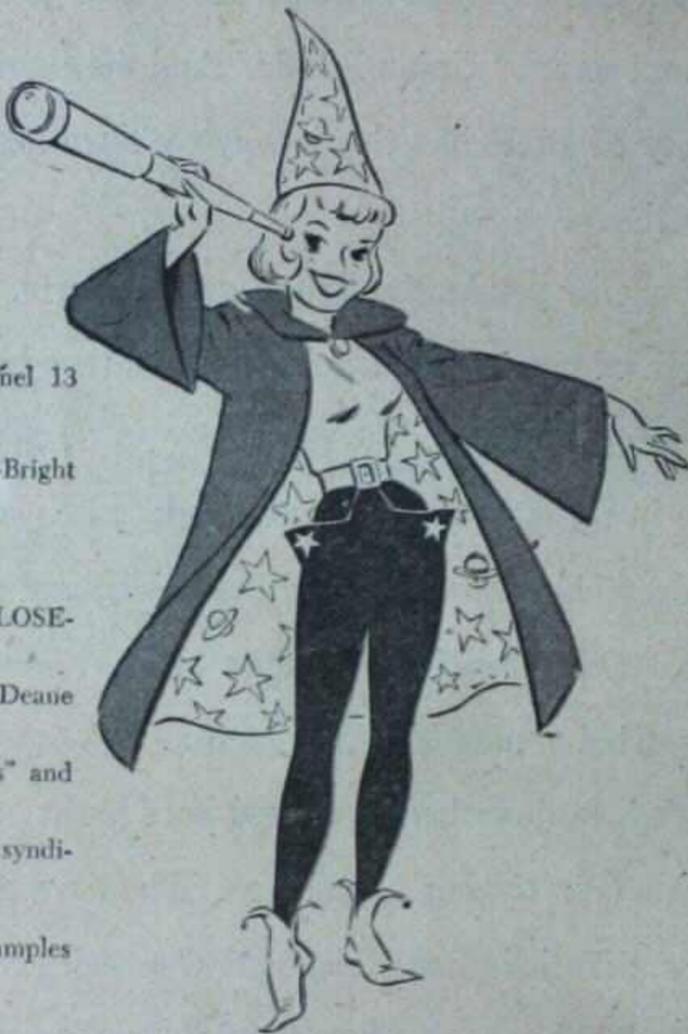
Commercials in the series, incidentally, are subject to approval by the United States Military Academy, as with the first-run General Foods deal, according to Grey and SSC&B.

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 DJ's, on "Baltimore CLOSE-UP" (7-9:30 A.M.)
- Buddy Deane, Baltimore's other top DJ, on "The Buddy Deane Bandstand" (3-5 P.M.)
- Keith McBee, Baltimore's top newscaster, on "7:23 News" and "The Late News"
- Popeye Cartoons, "The Honeycombers," and plenty of hot syndicateds



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!

(ARE Telephone Coincidental—Mon., Sept. 9, 1957)

3:00-5:00 PM			6:00-7:00 PM		
	NOW	Aug. '57 (M-F, Av.)		NOW	Aug. '57 (M-F, Av.)
The Buddy Deane Bandstand—WJZ-TV	11.1	3.2	The Early Show—WJZ-TV	14.9	5.2
Station A	7.1	4.3	Station A	16.0	8.6
Station B	7.1	5.2	Station B	7.6	4.2
SETS-IN-USE	25.6	12.8	SETS-IN-USE	39.4	18.4

Joe Dougherty, WJZ-TV Sales Manager, says this is only the beginning! For star-bright availabilities call him or the man from Blair-TV. Both of them have the facts to prove that, in Baltimore, no selling campaign is complete without the WBC station . . .



Your Star★Bright Station

WESTINGHOUSE BROADCASTING COMPANY, INC.



RADIO
BOSTON, WBZ-WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WCWO
CHICAGO, WIND
PORTLAND, KEX

TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPFX

WIND represented by AM Radio Sales
WJZ represented by Blair-TV
KPFX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Weckert, Inc.

'Phone Time' In Solid Start

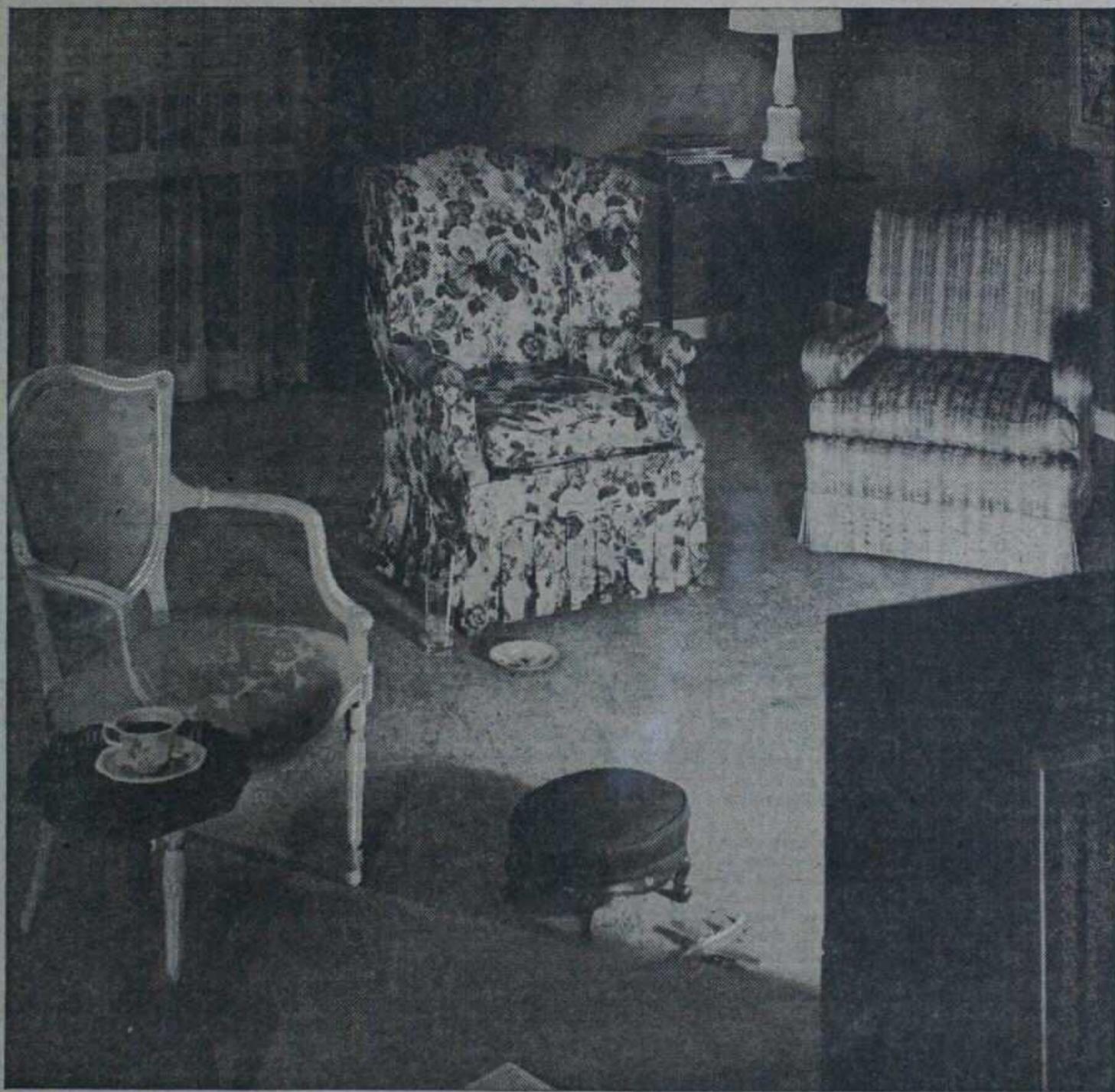
NEW YORK — "Telephone Time" got off to a strong start last week, topping the Trendex figures for the Tuesday 9:30-10 p.m. slot with a 19.6 and a 36.1 audience share. Tho the other webs still had summer fare on, ABC-TV's showing was way ahead of last fall. When "Du Pont Theater" debuted against summer competition last September, it garnered a 9.6 and a 20.2 share.

Another ABC show, "Jim Bowie," returned to top its Friday 8-8:30 p.m. slot with a 12.7 and a 34.0 share against "Blondie" (10.2, NBC-TV) and "West Point" (9.7, CBS-TV), also an improvement over last fall's start.

The Billboard . . . television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · SAN JUAN · LONDON



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 . . .

Y&R WEIGHS RULER TO MEASURE BARTER PLANS

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

NEW YORK—Young & Rubicam is quietly contemplating the establishment of a "virile yardstick" in spot TV against which it will measure varied barter plans being pitched to the big ad agency and many of its clients, but seems to have little hope that they will make the grade.

In a high-level confidential memo last week, the recommendation was made that five markets in a present Y&R client's schedule be measured for a 13-week period as to station availabilities, times, days, adjacencies, costs, ratings and resulting cost per thousand.

"Then, 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 existing procedure and take the barter route."

The memo's general tone, however, was very downbeat on the subject of barter, stating succinctly that "in the guise of securing an allegedly 'better deal' for our clients by utilizing barter procedure, we are doing nothing more

than helping film people drain the last possible dollar from their properties."

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

Time Brokers

"The closer our examination becomes, the more unsavory is the odor of film barter. It appears no more than a television version of the time-brokering practices of 1929 radio days," says the brass-hat author of the barter memo.

Altho bartering offers an "immediate but superficial lure" of economy, extensive advance probing by Y&R with "prominent sta-

tion operators, key media people, such industry trade groups as Associated Actors and Artistes of America, Station Representatives Association and others, has already revealed a number of what Y&R feels are serious shortcomings to barter.

Chiefly, these lie in the realm of lack of "specific station list," lack of ability of barter traders to supply top outlets, lack of flexibility since "vendors must make 52-week commitments," lack of renewal options, lack of prime time availabilities, plus the fact that barter deals are subject to pre-emption by full-rate advertisers.

TRADING OVER

NTA Gives Up Any More Barter Deals

NEW YORK—With an air of injured innocence, National Telefilm Associates is now tossing brickbats at deals in bartered film time and has sworn off them for good.

NTA's first venture into the field, with a major barter deal for Exquisite Form and the Grey Agency bounced back in NTA proxy Ely Landau's face last week, altho the bra firm is said to be definitely going ahead with its 116-market telefilm barter drive which kicks off today (16).

Labeling the deal which actually launched NTA's Famous Film rerun offshoot as an "experiment," Executive Vice-President Oliver A. Unger, of NTA, now says "We have concluded that the interests of the stations, the advertisers and the film distributors would best be served by an immediate halt to this experiment."

In this abrupt about-face barter deals are now viewed by NTA as a practice which "down grades TV at the very time when the industry is achieving lower cost-per-thousand."

An Exquisite Form spokesman, however, adds some footnotes to the NTA switch. NTA, thru Famous Films, originally had an exclusive deal to deliver bartered time for old telefilm. The deadline for this "barter network" delivery was August 29. Came the deadline

and NTA had only lined up about a third of the total quota.

Others Called

With the exclusive deal gone, Exquisite Form early this month called in other vidfilm distributors with bartered time to peddle. Leader of the new group, according to Exquisite execs, was Guild Films, which offered deals for 57 markets.

Result of this was a noticeable coolness between NTA and the bra firm, which led to a parting of the

(Continued on page 14)

CO-PRODUCTION DEAL

'Invisible Man' Planned By Official in England

NEW YORK — Official Films has set a co-production deal for a new half-hour film series to be lensed in England and titled "The Adventures of the Invisible Man."

Based on the original H. G. Wells story later filmed by Universal as a pioneer shocker, "Invisible Man" will be done by Official in conjunction with packager Larry White and Universal-International, which controls the rights.

The half-hour series, whose pilot will begin production shortly, will not be slanted for the horror trade. Now, the transparent hero will be a do-gooder, aiding law and order in a comedy-mystery format. No star for the series, likely to be released next fall, has been set.

Hal Hackett, president of Official, made arrangements for the new telefilm series during a recent four-day trip to London, and will air full details at the annual Official

OUT AHEAD

WBKB Pulls In Two Big Film Clients

CHICAGO — WBKB pulled a sudden lunge forward in the feature film sweepstakes last week when it snagged two major sponsors away from the front-runner, WGN-TV.

Community Builders and Oklahoma Oil Company, both acting thru Maryland Advertising Agency, threw in their lot with the ABC o.&c. in what was described by Red Quinlan, ABC veeep, as one of the largest financial coups in the station's history.

The switch becomes effective the first week of October for full-length features, starting at 10 p.m. Community Builders will hold the Tuesday spot and Oklahoma Oil Thursday. Courtesy Motors already is a long-standing keeper of WBKB's Friday night film, considerably narrowing the station's availabilities for participating spots. Financially, the station is now enviably set for its night time film layout.

Unless a large-size local bank-roller comes along, WGN can be expected to throw open the new holes in its sponsorship schedule to participant advertisers.

WDAU Starts 6-Day Strip in 7-7:30 Time

SCRANTON, Pa. — WDAU-TV here has launched a six-day "Adventure" series in the 7-7:30 p.m. slot with these first-run syndicated shows: "Frontier Doctor," "Harbor Command," "Death Valley Days," "Whirlybirds," "Silent Service" and "San Francisco Beat." This is WDAU's first try at a family strip.

'Shock!' Adds Five Markets

NEW YORK — Screen Gems last week moved its "Shock!" package of horror features into five more important markets. The feature pictures were bought by WTVJ-TV, Miami; KFJZ-TV, Fort Worth; WSUN-TV, St. Petersburg, Fla.; WSB-TV, Atlanta, and WGR-TV, Buffalo.

With five other cities already set to tee-off with the package the first week in October, the stations in Buffalo and in Miami will also debut that week so as to get the benefit of an October rating.

2 Sales Put 'Racket Squad' In 75 Markets

NEW YORK—"Racket Squad," this week marking its fourth anniversary in syndication, has racked up two sales to put the ABC Film Syndication series in a new high total of 75 markets. The latest sales were KGEZ, Kalispell, Mont., and WIC, Pittsburgh, for Atlantic & Pacific.

The mystery series, having played 180 markets in all during the four years, is currently in its fourth run in 10 and third run in 25. But the newest sales are establishing a pattern worth watching of "interim buys." This method finds advertisers buying new ABC Film shows like "26 Men" and filling in for a couple of weeks or months with "Squad" in order to keep both their time periods and their audience continuity.

"Squad," and in some cases "The Playhouse," have been doing interim duty this summer in advance of the October 15 premiere date for "26 Men," as well as first-run markets for "Code 3."

"Any series with many stanzas, where selling a few won't harm the property, is useful for what looks to be a growing practice in syndication," says an ABC Film exec. "And 'Squad' is still first in its time slots in Atlanta (14.9 American Research Bureau Rating, June, with 50.5 per cent share), Detroit (22.9, 50.6 per cent share), Baltimore (16.9, 66 per cent share) and 35 other markets."

Among the advertisers who have sponsored "Squad" in three or more markets for two years and more are Sinclair Refining, Brillo, Kroger, White King Soap, Texas State Optical, Heileman Brewing and Shortes Motors.

All Big Marts For 'Bowling'

CHICAGO—For the first time in its successful three-year history "Championship Bowling" this year cracks every major market, according to its distributor, Walter Schlimmer, who announced a new 200-city roster for the feature.

Cities added this year to fill out the topside-market picture include Philadelphia, Pittsburgh, Boston, Baltimore, Norfolk, Oklahoma City, San Diego and Phoenix. In the top 74 markets, tab is carried by Wildroot Company. Carling's Brewery carries 23 cities in the East and Midwest, and Genesee Brewing Company sponsors in New York State excluding Gotham.

AAP Sells Movies In Europe, Chalks Up Domestic Sales

NEW YORK—Associated Artists Productions scored feature film sales to TV outlets in four European countries — West Germany, Sweden, Holland and Belgium—last week, adding to earlier sales in that area of Warner Bros. product to commercial TV in Britain. Deals were wrapped up by Norman Katz, AAP's director of foreign operations.

On the domestic sales front, General Sales Manager Bob Rich now has 75 TV markets signed up for feature and cartoon sales, having reached that total last week with new contracts firmed with six small-market stations.

TPA Production Set at \$6 Mil

NEW YORK—In its first major action since Milton Gordon bought full control of the company, Television Programs of America last week budgeted a minimum of \$6,000,000 for 1957-'58 production, a figure that may rise to between \$9,000,000 and \$12,000,000. The money will be used for five new vidfilm series, one of which will be "Turning Point," half-hour dramatizations of the lives of big money quiz show winners. This program is being jointly produced with Entertainment Productions, Inc., the producer of \$64,000 Question.

The four other programs will be selected from among 14 properties on which options have been taken. To help select the four programs, TPA will sound out agency opinion. TPA has elected three new members of its board of directors. They are Michael M. Sillerman, executive vice-president; Leon Bromkess, vice-president for production, and Bruce Eells, vice-president Western division. It also elected two new vice-presidents—Walt Plant, manager of its central division, and Kurt Blumberg, vice-president for sales co-ordination.

Olds Signs Emmy Awards on NBC

NEW YORK — Oldsmobile is expected to sponsor the Emmy's next year on NBC-TV. The advertiser had sponsored the Motion Picture Academy Awards Presentations for the last several years, but will no longer do so because Hollywood is paying for the show itself, and it is no longer open for commercial sponsorship.

HOLLYWOOD—NBC has offered to renew the present contract between itself and the Academy of 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 \$300,000 for the rights to the telecasts (\$60,000 per year).

WPIX Enjoys \$1 Mil Month

NEW YORK — WPIX racked up a "million dollar month" during August in telesales, principally in the realm of half-hour syndicated vidfilms, signing contracts with 25 advertisers for program or spot schedules, according to the independent outlet.

Advertisers included American Tobacco, P. Ballantine, Heinz, National Presto, General Electric, American Chicle, Pontiac, General Mills, Coca-Cola of New York, Remco, Corn Products, Sunbeam and Liggett & Myers. Program deals wrapped for full or alternate sponsorships included "Studio 57," "Highway Patrol" (in a double-exposure with WRCA-TV), "Kingdom of the Sea," "City Detective," "Life With Father," re-runs of "Victory at Sea," "Captured" and "San Francisco Beat."

Invisible Ads To Hype Sales

• *Continued from page 1*

In its TV use as Vicary (who is in association with Rene Bras and Francis C. Thayer of United States Productions in its development) sees it, the subliminal commercial will act as a sort of time-stretcher, promising "fewer interruptions for sponsor messages and added entertainment time."

No ad agencies or networks have signed for test deals as yet with the subliminal process, but Vicary and his associates expect to start discussions with them this week, particularly in light of J. Walter Thompson's interest.

Under consideration by Vicary is another possibility—leasing the process on an exclusive deal to a single advertiser, like Procter & Gamble, who may thus get a TV edge on its rivals with super-effective commercials.

One TV test of the process has already been made, using the BBC-TV in England. No commercials were involved, however, and the test was purely a psychological experiment.

Annie on Twice a Week for Clients

NEW YORK — Corn Products, for Bosco, and Continental Baking are pursuing a double exposure policy in key markets for their joint sponsorship of "Annie Oakley."

The latest such buy is a Saturday 6:30-7 p.m. and Sunday 6-6:30 p.m. series on WABC-TV here, in a 52-week deal. Episodes will be shuffled so that none will be screened twice on the same weekend.

'Automation'

• *Continued from page 2*

sorters, etc.) that are required. Even if rented, the costs are still high. The ultimate saving in time, money and mistakes will more than pay for the costs, agency men calculate, however.

Some Started

At the "automation agencies," the computers are already in use. Most began by setting them up to process newspaper billing (simpler than TV) as a starter, but virtually all are now processing some TV spot and network accounting data. In the planning stage, and due soon for experimental runs, is the item that the agency execs feel will be the real blockbuster: Media decisions.

"We are about half way between where we were before we got out Univac system, and where we want to be," is how Y&R's Dwight Smith, an executive handling key functions of the agency's expanding electronic processing put it. "We're getting past the clerical basics and into a world where we envision TV media decisions, based on as many as 30 or 40 factors, being made with the aid of computers."

Added William Hatch, vice-president and controller at Ted Bates, revealing yet another startling dimension of TV's automation future:

"Not only will we be able to buy TV faster and more accurately than ever, but we may soon be able to relate television buys to the sales of individual products of clients and come up with rapid data on the sales effectiveness of TV on every station or network in the country."

The mechanization process is designed to aid, rather than eliminate, the human aspects of buying. No machine, all parties stressed, will ever replace sound judgment.

COLLECTION FOR OLD TV SETS

HOLLYWOOD — A plan to collect outmoded TV sets and ship them abroad was announced here last week by Ollie Treyz, ABC-TV chief. Leading citizens in top markets would spearhead the drive for small-screen sets, to be sent to those countries which utilize America's system of telecasting and receiving. The U. S. State and Commerce Departments have approved the Treyz plan.

"These sets can be used as additional outlets to amortize the programming investment Hollywood has made in TV, lowering unit costs and gaining international visibility," Treyz told the Hollywood Advertising Club. "There are between six and 7,000,000 workable but, by U.S. standards, obsolete sets in this country."

Canada Blurb Work Booms

TORONTO — The booming Canadian economy is causing an upbeat in the filming of commercials for Canadian TV campaigns by many of the dominion's blue-chip advertisers and agencies. According to officials of Robert Lawrence Productions (Canada), Ltd.,—offshoot of the New York commercial production firm—the Canadian branch has doubled its volume of commercials in the first seven months of 1957 for TV slotting.

The advertiser roster in the Lawrence upbeat includes British-American Oil, Campbell Soup, Canada Cement, Colgate-Palmolive of Canada, Christie Bread, General Mills, Thomas J. Lipton McColl-Frontenac Oil, Mutual of Omaha, Noxema Chemical of Canada, P&G of Canada, Savage Shoe, Sherwin Williams of Canada, Sterling Drug and Swift.

KFJZ Adds Interstate To 2,000 Other Films

FORT WORTH — KFJZ-TV, which has already leased more than 2,000 feature films, has bought a new package from Interstate TV, including a group of post-1948 pictures. The indie station in this four-station market programs 38 feature films each week.

AT THEIR DOORSTEP

D. C. Firm Asks Okay On Pay TV Installation

WASHINGTON—The groundswell of wire pay television was felt here last week as the Washington Broadcasting Company (WOL-AM, FM) asked the District Commissioners for permission to install equipment. Henry Rau, president of the company, told the city fathers, who are ultimately responsible to Congress, that in some future time pooled resources of different closed-circuit operatives could finance special television showings of Broadway hits, opera and major sports events in cities across the country.

For the immediate present, Rau proposes to bring current feature film to viewers here on a monthly charge. The operation will have additional outlets for education and civic programs, and requires no authorization from the Federal Communications Commission, Rau's application stated.

The wired pay TV will "not be competitive with local (free) television," Rau told the district com-

Regulations, Breath Hot on Pay TV Neck, Says Doerfer

WASHINGTON — Wired pay TV took the spotlight last week. Federal Communications Commission Chairman John Doerfer told broadcast executives that the wired service eventually faces the "hot breath of regulation." A Washington radio station (WOL) asked district commissioners for a wired pay TV franchise here. (See separate story.)

And at the same time, the FCC itself issued a release calling closed-circuit TV a "new and spectacular" aspect of television which the agency is not empowered to regulate.

In a talk on "What's Ahead at FCC," Chairman Doerfer told the Radio and Television Executives Society in New York Thursday (12) that the agency would definitely decide yes or no on a trial for broad TV. "I hope in a matter of a few weeks." In the networking

area, the commission expects to propose rule-making on revision of its network rules, if this is found necessary, "not later than May or June of 1958." Doerfer said possible revision would be based on the study group, and there would be ample opportunity for comment and rebuttal.

No Buck Passing

On the subject of a trial for broadcast pay TV, Doerfer forthrightly refused to pass the buck to Congress. He noted a wide difference between "Congressional action" as distinct from "Congressman's action," and reminded broadcasters that bills on subscription TV have been "pending in Congress for more than four years" if that body had cared to act upon them.

In spite of the desire of many broadcasters to "kick" the pay TV issue up into the skeds of Con-

gress, Doerfer feels the agency must make the decision on a trial for pay-TV without further delay. The agency's main concern is "how to reconcile a free TV service with a selective one—without endangering the free system." It must decide whether a "meaningful but controlled" trial for subscription TV would in any way endanger the free.

Dreamers Warned

Closed-circuit pay purveyors were warned against dreams of vast, unregulated profits. Historically, close regulation of rates and practices clamps down on 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 release 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 TV would be subject to regulation as confining as the type Doerfer prophesied for the wired counterpart, he wouldn't say. If authorized, he believes the broadcast pay TV would face more government regulation than free television.

TV ARM TO TAKE OVER RKO'S BODY

Tele Department May Absorb Theatrical Wing, With All Production Aimed at TV

HOLLYWOOD—Television division of RKO Teleradio reportedly will absorb theatrical pix arm in the near future, with all RKO production slanted toward the broadcast medium.

Under the new set-up, RKO would finance independent producers to turn out features, but these all would fall into one of two special categories: 1) a 90-minute pic made with the express purpose of lifting from it a half-hour pilot for a series; 2) a low to medium budget feature which could be counted on to recoup a large part of its cost from television.

Pete Robeck, v.-p. of General Teleradio, has been on the West Coast for the past several weeks to work out new organizational plan and set up pilot filming with producers Ben Fox ("Raffs," "Charter Pilot"), Jon Hall ("Malolo of the Seven Seas"), Paul McNamara ("Mr. Big") and Ken Murray ("El Coyote Rides").

It's understood that the first of

the features to roll will be Fox's "Isle of Anacapa," for which the Coast Guard has offered its cooperation and facilities, and for which location scouting and preliminary production plans are already under way. At the same time footage will be tailored so that it can be used for a teleseries pilot.

Plan is for RKO to finance the producers 100 per cent on the features, but to retain subsequent TV distribution rights (films would be released to video approximately three years after production).

Apparently it's felt that this is the only way in which a steady supply of programming can be assured General Teleradio stations, and that, in a few years, there will be an even greater demand for features on TV than there is now. (Special Billboard survey, May 13, showed that at the current rate of use all feature backlogs will be exhausted in six years.)

What is perhaps most interesting of all in the plan is the pattern that it could set for the industry. It was the release of the RKO features backlog to television which first shattered the ranks of the majors, and which has now resulted in virtually all of them making their pix available to TV.

World Video Sells 1st Show

NEW YORK — World Video Productions has sold its first property, "Treasure Unlimited," in 10 markets and is reported to be signing the American Express Company for a 25-market buy. The adventure documentary, hosted by Bill Symmes, has investigator Hal Davis exploring famed buried treasure stories.

Davis and Jerry Hill are co-producing 39 half-hour color films with dramatic inserts on location all over the world. Markets sold include St. Louis (KSD-TV), Seattle, Portland, Ore., Los Angeles (KTLA), Milwaukee and Chicago (WBBM-TV).

Gunsmoke for Canada

TORONTO — Remington-Rand has bought "Gunsmoke" for 13 Canadian stations via Caldwell TV Film Sales here. The CBS-TV series is already seen in nine Canadian markets.



WJZ May Revise Local TV Patterns

By SAM CHASE

BALTIMORE—The first week on the air here of WJZ-TV (formerly WAAM), now under Westinghouse ownership, may set the pattern for a new local TV programming trend nationally. The phenomenal kick-off by former radio disk jockeys Buddy Deane and Jack Wells in their TV debuts is likely to be watched carefully by other TV stations. Should they maintain this early pace, it is possible to anticipate a rash of video outlets during the top disk jockeys away from the AM stations in their markets.

Special coincidental ratings taken by American Research Bureau last week show that not only the former deejays have taken off well, but that the outlet has tripled its audience over that tuning to the channel one month ago.

For example, by starting its "Late Show" at 10:30 p.m. while its rivals are still carrying network feeds, WJZ-TV has a big rating jump with the movie-watching au-

dience. After two weeks on the air, the show, using the M-G-M library, is completely sold out and has a waiting list of sponsors. Last Tuesday's (10) rating, according to ARB, gave it a 20.3 against the 14.3 and 10.5 chalked up by the other two outlets in the 10:30-11 p.m. slot—a 43.7 per cent rating jump over WJZ-TV's figures just one month ago.

'Early Show'

The "Early Show," 6-7:30 p.m., also has jumped appreciably, from a 5.2 in August to 14.9 last Monday (9) placing it right behind the 16.0 racked up by one competitor and well ahead of the 7.6 of the other outlet. The following day (10), it had vaulted into first place with a 15.2, against the 12.1 and 5.8 of the competition.

But it was the quick successes racked up by the former deejays that seems worthy of most attention. Deane was Baltimore's top jockey on WITH, according to

(Continued on page 23)

Ted Bergmann Parkson Pres.

NEW YORK — New executive realignment at the Parkson agency sees Ted Bergmann being named president and chief executive officer. Bergmann resigned as vice-president of McCann-Erickson to assume his new post.

Franklin Bruck becomes chairman of the board of the newly named agency which formerly was Edward Kletter Associates. Kletter is joining Pharmaceuticals, Inc., a Parkson client, as advertising director and a member of its board of directors. Parkson will spend about \$13,500,000 on network TV this season.

Derel Readies 'Consul' Pix on Diplomatic Life

LONDON — Derel Producing Associates is preparing "Mr. Consul," a half-hour vidfilm series dramatizing experiences of U. S. consuls abroad and based on scripts from members of Diplomatic and Consular Officers, Retired. Bernard Lubet will produce and Ed Sutherland will direct, with shooting on location in Europe.

La Stanwyck, SG in Huddle

NEW YORK—Screen Gems is talking over a Western vidfilm series with Barbara Stanwyck in which she would play a famous Western heroine. Plans are pretty well set except for financial arrangements, with Miss Stanwyck's demands said to be holding up the deal.

CBS-TV Film Sales has done very well with a horse opera which features a female, "Annie Oakley," the Gail Davis vehicle, which has proved a small mother lode to all concerned.

Screen Gems was talking another deal with composer Frank Loesser, but was unable to find a property that would satisfy him.

Trans-Lux Gets 'Hill 24' TV Rights

NEW YORK—Trans-Lux Television has acquired TV rights to "Hill 24 Doesn't Answer," the first English language film produced in Israel, and has already put the feature into distribution. Edward Mulhare of "My Fair Lady" stars.

The Trans-Lux Encyclopedia Britannica library has been sold to KHOZ-TV, Harrison, Ark., and WTIC, Hartford, Conn., putting the films in a total of 53 markets.

NTA on Prowl

Continued from page 2

KTVR is owned by Radio Hawaii and Gotham Broadcasting.

Pacific Coast

On the Pacific Coast, NTA is reported in a veritable rubberneck tour of ailing outlets. Primarily those said to be scanned by the film firm are KOVR, an indie perched on Mount Diablo in Stockton, Calif., near San Francisco, and KTVW in Tacoma, Wash. The latter outlet is owned by J. Elroy McCaw, who also owns (via Gotham) half of KTVB, and who intimated to The Billboard during a recent trip to New York (McCaw owns a piece of WINS) that he was "discussing deals" with NTA.

These stations actually have a number of things in common. All are VHF outlets, independent outlets, and all have been having difficulties in setting solid program structures. All resemble, more or less, KMGM-TV, the Minneapolis outlet being purchased by NTA. And, virtually all of them do considerable business with NTA, either being outlets for the NTA Film Network's "Premiere Performance" feature series or buying film product.

Trading Over

Continued from page 12

ways last Friday on the eve of an Exquisite Form sales meeting at which the campaign was presented to the firm's sales force. As of the moment, Exquisite has rejected all of the barter time slots submitted by NTA, and is lining up without NTA's aid about 100 markets for today's start. Two-thirds of the deals are barter and the rest is for cash, covering afternoon time slots prior to 4 p.m. and in evening time between 7:30 p.m. and midnight. Other markets will be added later for a total of 116.

Altho NTA is now in the position of biting the hand which recently fed it, no such qualms afflict Exquisite Form, which views a part-barter, part-cash pattern as "the ideal way to move in on national TV spot" for a firm in the highly competitive bra business, whose total U. S. value (about \$250,000,000) is currently divided between no less than 90 brand-name firms.

M-G-M Movies Hit \$43 Mil

HOLLYWOOD—Revenue from sales of the M-G-M feature backlog have now reached \$43 million, representing 65 markets, according to Joseph R. Vogel, president of Loew's, Inc.

It's interesting to note that this total was reached some 16 months after the release of the pre-1948 pix to TV. M-G-M at one time was offered \$50 million for the backlog by a distributor, but turned it down in the belief that it could better that figure thru its own distribution set-up.

There is no doubt that, despite distribution costs, this figure will be reached, altho the 65 markets already sold represent the cream of the crop. The critical question now seems to be whether it is a lump sum of \$50 million or a greater amount collected over a number of years, which is more advantageous to the company.

'Bean,' Rooney Sales Talled

NEW YORK—Screencraft Pictures racked up 12 sales for "Judge Roy Bean," last week to put the series in a current total of 125 markets. New sales include KMJ Fresno, Calif., and KYW, Cleveland, in color. Also, WMAL, Washington; WMAR, Baltimore; Grand Rapids, Mich.; KTHV, Little Rock; WMUR, Manchester, N. H.; WJHP, Jacksonville, Fla.; WINK, Fort Myers, Fla.; WSPD, Toledo, and KCEN, Temple, Tex.

Screencraft also sold the Mickey Rooney show in Australia and to KOMO, Seattle; KVII, Amarillo, Tex.; CKLW, Detroit, and WAGM, Presque Isle, Me., putting the comedy series in a total of 50 markets.

KOOL Wins Round 4 in KPHO Fuss Over Dominance

PHOENIX, Ariz.—The fourth round of the KOOL-KPHO controversy here over American Research Bureau figures for dominance of the market goes to KOOL-TV, which has received an analysis from ARB affirming its first-place position with a 35.8 per cent share of audience during its on-the-air hours from June, 1956, to April, 1957. KPHO, according to ARB, averaged a 23 per cent share.

The ARB June, 1957, report, however, gave KPHO a 31 per cent share and supremacy in 149 of the 346 quarter-hours of weekly competition.

Guild Outlines 4 Formats on Shorts

NEW YORK—Guild Films has settled on four formats for the 1,200-odd shorts it just bought from C&C Television Corporation.

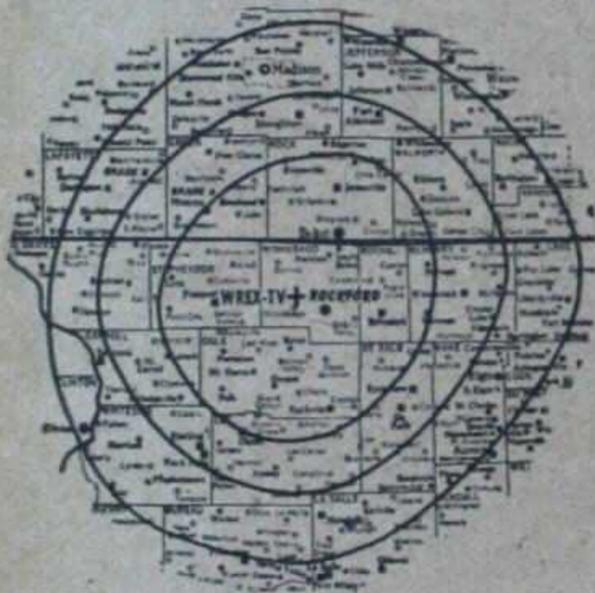
The comedy and documentary catalogs will be offered in 52-week quarter-hour, half-hour and full-hour series, with a half-hour showcase series available for stations or advertisers wanting a live local frame.

Animat'n Gets Bank Of Amer. Cartoons

NEW YORK—Animation, Inc., has acquired syndication rights to the Bank of America series of animated cartoons. Banks will be able to convert the 20-second spot by adding their own audio-visual identification.

Animation, Inc., sees a trend among small advertisers to buy return rights to commercials for use outside their original areas.

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



The Rockford TV Area—Illinois' 1st market outside Chicago—is 400,195 families strong, with \$2,357,080,000 income. It embraces rich farm counties whose cities house industrial giants like General Motors, Fairbanks-Morse, Parker Pen, Burgess Battery, Sundstrand . . . and show sales indexes like Rockford's 158, Beloit's 151, Janesville's 153, 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 favorite, by better than 3 to 1. It's favored by advertisers too . . . for its consistent results, at much, lower cost per thousand.

Chicago and Milwaukee—90 miles away—don't influence this market. WREX-TV is the sales window through which the area's over 250,000 TV families prefer to view—and be sold on—your product.

J. M. BAISCH, General Manager • Represented by H. R. TELEVISION, INC.



ZIV SETS THE PACE WITH . . .

TOP 3 SYNDICATED SHOWS IN ATLANTA!

- #1 SCIENCE FICTION THEATRE 25.3
- #2 DR. CHRISTIAN 23.0
- #3 HIGHWAY PATROL 21.8



ARB, May '57

ZIV TELEVISION PROGRAMS INC.

No KCOP Renewal Is NAFBRAT Plea

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

NAFBRAT charges the channel with violating the NARTB code, with airing only one side of controversial issues (principally the Tom Duggan Show), with telecasting programs on hypnotism (Emile Franchel), with carrying shows on faith healing (Oral Roberts), with broadcasting children's programs and commercials on them, unsuitable 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 in length, and that during one hour better than half of it was devoted to commercials.

KCOP has come under fire before because of its advertising policy, most specifically because it still takes spots from car dealer H. J. Caruso, 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 carefully as possible before being permitted to go on the air.

NAFBRAT's charges are apparently well documented. KCOP General Manager Jack Heintz said that he was "surprised" by the complaint and indicated that he felt that the station was not so much out of 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 borderline advertisers. Faith healers and pseudo religious programs abound the air waves, especially on radio. Nearly all TV stations flaunt the NARTB 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 otherwise could not afford 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 syndicate 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 nervous over-the-shoulder glances among other station managers, many of whom have never concealed their dislike for the organization.

The last time NAFBRAT was in the news was some three years ago during the congressional probe of crime and horror shows on TV. At that time the organization claimed 300 members, whose activity was concentrated almost exclusively in Southern California (despite the national designation). It was also found that many of the members listed on the masthead 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. sales but still mopping up a number of smaller markets.

"Command" has been signed by a local tobacco firm for telecasting in two Venezuelan markets, and sold to stations in Puerto Rico, Panama and Peru. A sale on "Kane" was also scored in Mexico City by H. Steele & Cia, distributor for Longies-Wittnauer.

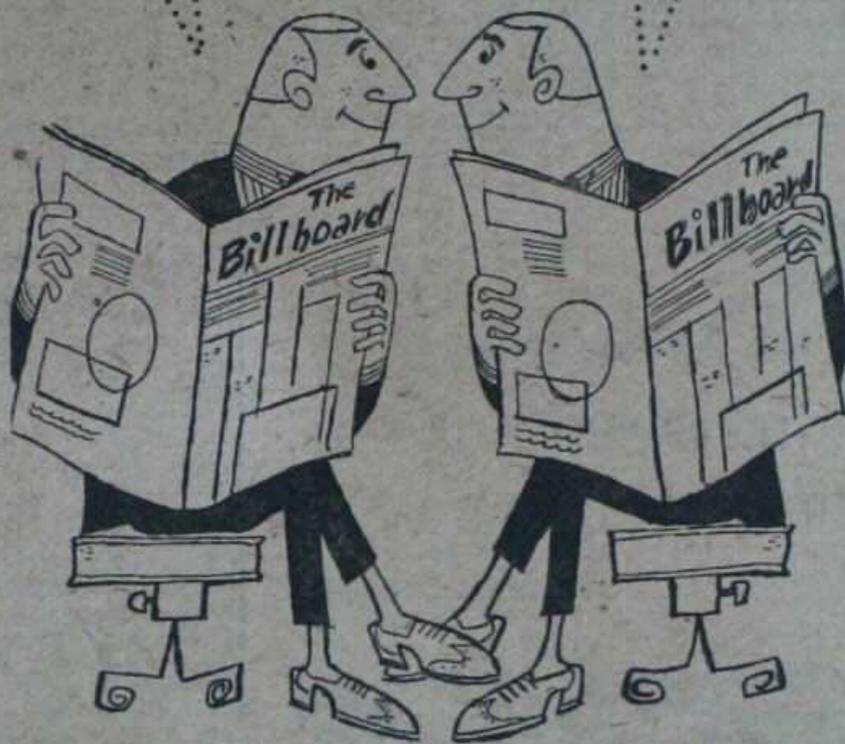
CBS Newsmen to Film the Filming Of 'Gray Ghost'

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

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

15 MORE DAYS TO SHOCK

According to Billboard...*



KLING

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

as seen in Advertising Age

Here's a Really Good Film*

Not too long ago we had the pleasure of seeing, once again, the latest version of "The Man Who Built a Better Mousetrap," the discussion of the economic value of advertising which Standard Oil Co. (Indiana) first produced in sound-slide form some years ago.

The current version is a 16mm Technicolor movie, with commentary by Wesley I. Nunn, Standard's advertising manager, which runs 18½ minutes and is available for specific showings to interested groups 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, so when we say that we found this particular film technically excellent and educationally effective, we are voicing no idle endorsement.

We suggest that you check with Wes Nunn at 910 S. Michigan Ave., Chicago 80, on the possibility of showing it. Although sponsored and paid for by Standard Oil, it is not a Standard Oil film; it is applicable for showing to any group.

KLING FILM PRODUCTIONS

1058 W. WASHINGTON ST. CHICAGO
1416 N. LA BREA AVE. HOLLYWOOD

*... 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.



The Billboard Scoreboard

NETWORK REVIEWS

Manolete Is Gored by 'Playhouse 90' Bull

By BOB BERNSTEIN

Playhouse 90 (Net)
Stars, Jack Palance, Suzy Parker.
Director, John Frankenheimer. Pro-
ducer, Martin Manulis. Sponsors, vari-
ous.
(CBS-TV, 9:30-11 p.m., EDT, September 13.)

The great Manolete suffered a posthumous goring on the opening telecast of the new season, chief culprits including the writers, directors and casting director. A stilted, muddled script which cried "art" and delivered fragmen-

tary vignettes and 73 poor quality film clips laid the rocky founda-

tion. What made the millions who "adored him" before and after his death shun him cruelly during his final performances was not explained. What made his eyesight suddenly shaky and just as suddenly improve was unclear. What made Jack Palance affect a high tenor monotone in the role proved sabotage.

The "courage and glory that was

his" were absent in what sounded like a literal translation from the Spanish. "This of the bulls is a serious," Palance was called upon to intone to a would-be torero. Suzy Parker was so inadequate as his mistress as to be comical. Only Nehemiah Persoff, as his manager, and H. M. Wynant, who vanished too soon as a rival hero, made something genuine out of the massive sham.

Producer Martin Manulis bit off more than his staff could chew, not technically (it went smoothly) but artistically. Barnaby Conrad's forthcoming book has to be more moving and illuminating than this adaptation or it'll be outsold by the life of Sidney Franklin.

Healthy plugs for the next three "Playhouse 90" shows looked more promising, and the various commercials were brisk and effective.

Life of Riley (Net)

NBC-TV, Friday (13), 8:30-9 p.m., PDT (Caught again).

Riley has a new sponsor, but very little else is changed as William Bendix begins his sixth year on the air in the role of the good-hearted character who means well but somehow always gets things snafued.

In the first half hour for Lever Bros., Riley, trying to teach his family not to start rumors, inadvertently starts one himself, and almost breaks up two happy marriages in the process. He finally winds up, sobbing, on a television fix-it-all program.

The humor is broad but, everything considered, the acting restrained; thanks to excellent support, the cast is one of the strongest of any comedy series. Partly as a result of this, behavior that might seem strained under ordinary circumstances is made to fit into the over-all pattern of shenanigans.

Slotted into what looks like a fairly strong NBC Friday night line-up, Riley and Lever Bros.—for whom he pitches in to do some commercials—should have a successful season. Bob Spielman.

Studio One (Net)

Cast for "Night America Trembled": Alexander Scourby, Robert Blackburn, Ray Boyle and others. Narrator, Edward R. Murrow. Producer, Gordon Duff. Director, Tom Donovan. Presented by the Westinghouse Corporation thru McCann-Erickson.
(CBS-TV, 10-11 p.m., EDT, September 9.)

It was unfortunate that "The Night America Trembled" was chosen as the debut show in this dramatic series. The story, conveyed in documentary style, was of the Orson Welles CBS radio broadcast of 1938 and the panic it created.

Unfortunately, however, the writing was not taut enough to create panic. Instead, some of the individual reactions made for laughter, an impression that Ed Murrow's commentary did not negate as he seemed to be smiling at what he saw too. Murrow was not at his best.

"The Night" showed the radio broadcast and a series of different people steadily becoming more panic stricken as they listened to H. G. Wells' "War of Two Worlds," a story of a Martian invasion.
Leon Morse.

NETWORK REVIEW

Borgnine 'Wagon' Rolls O.K.; Where's It Goin'?

By BOB SPIELMAN

Wagon Train (Net)

Cast: Ward Bond, Robert Horton, Ernest Borgnine, Marjorie Lord, Andrew Duggan. Written by William Fay and William R. Cox. Directed by Herschel Daugherty. Produced by Richard Lewis. Sponsored by Drackett thru Y&R and Tums thru McCann-Erickson.
(NBC-TV, 7:30-8:30 p.m., PDT, September 11.)

For all practical purposes, the opening hour of "Wagon Train" is a short feature, and the feature is a tour de force for Ernest Borgnine. Under these circumstances NBC's answer to "Disneyland" gets off to an excellent start, but it also makes it difficult to assess as a series.

It is perhaps for this reason that the web has had difficulty peddling the series, and advertisers have preferred to buy in on a short-term basis. Whereas Borgnine is bound to hypo the ratings the first time out, the question is, what happens the next 38 weeks without him?

Ward Bond and Robert Horton, the permanent leads, make only a limited appearance, altho Horton shows well as the wagon master. Story deals with the plan of a Confederate guerilla band that has turned outlaw to capture a wagon of powder and guns from the wagon train, and Borgnine's efforts to get that old devil run out of his system. In this he is helped by a budding romance with Marjorie Lord.

Borgnine never does really reform, but he is instrumental in bringing the Rebs their comeuppance during the climax, a miniature Battle of Gettysburg. As a matter of fact he stages a sort of Pickett's charge in reverse, and where Pickett failed, Borgnine succeeds.

Production is tops, with Herschel Daugherty getting a special

Disneyland (Net)

Executive producer, Walt Disney. Directors, Sidney Miller, Hamilton S. Luske, Clyde Geronimi. Producer, Bill Walsh. Sponsored by Derby Foods thru McCann-Erickson; General Foods thru Young & Rubicam; General Mills thru Dances-Fitzgerald-Sample and Tatham-Laird; Reynolds Meals thru Buchanan & Company and Clinton E. Frank.
(ABC-TV, 7:30-8:30 p.m., EDT, September 11.)

Walt Disney's fourth anniversary and new season kick-off show can't be described as anything more than a look at "things to come" and a backward glance at "things that were." However, it was well integrated and no doubt added up to a big evening of entertainment for the moppet set, upon whom he obviously is concentrating this season.

Included in the line-up were "The Mouseketeers," stars of "The Mickey Mouse Club," who plugged their own show and Disney's coming feature, "The Stories of Oz," in which they will be starred. Jerome Courtland as Andy Burnett had a teaser session for the new frontier series which will be presented as six hour-long programs on "Disneyland." Guy Williams, star of the new "Zorro" show, plugged the debut on October 10 as a separate series, and some more teasers ran for next week's show, plus "Peter and the Wolf," pulled from the cartoon stockpile.

Climaxing the proceedings was a huge birthday cake with four candles sitting on a spiral ramp. The Mouseketeers' big production number centered about this prop with the group saluting Disney musically.

nod for his direction. Script by William Fay and William R. Cox remains on an intelligent level thruout, yet manages to generate kid appeal as well as adult interest.

There's no doubt NBC has a strong contender if the pace of the opener is maintained. But the "if" is a big one.

Tic Tac Dough (Net)

Emcee, Jay Jackson. Producer, Howard Felsher for Barry-Enright. Music, Paul Taubman. Sponsors, Warner-Lambert, Inc., thru Lennen & Newell and RCA Victor thru Kenyon & Eckhardt.
(NBC-TV, 7:30-8 p.m., EDT, September 12.)

The nighttime incarnation remains an absorbing game, brightened by an excellent color production. The pace of the daytime strip is maintained and the music backgrounding is unusually effective without being aggressive. "Tic Tac Dough" should have a healthy after-dark life.

Jay Jackson made a pleasant if cool emcee, but Jack Barry won't be missed in coming weeks as much as he was on the premiere when Jackson warms to the role. He's intelligent and poised and should soon get over the detachment that grew from all those seasons with "Twenty Questions."

Ted Cooper's set is clean and cheerful and the camera work sharp. It's a professional job all around and highly enjoyable. The Hudnut commercials were attractive, tho black-and-white always looks sad in the midst of a color show.
Bob Bernstein.

Telephone Time (Net)

Star, Greer Garson. Cast, Grant Richards, Florenz Ames, etc. Host-narrator, Dr. Frank Baxter. Executive producer, Hal Roach Jr. Writer, Laszlo Vadnay. Presented by American Telephone & Telegraph thru N. W. Ayer.
(ABC-TV 9-30-10 p.m., EDT, September 10.)

"Revenge," the season opener in the new cycle of "Telephone Time" shows, might well have been subtitled "How Greer Garson Changed the West." Having shifted to a new policy of using big-name stars, the gracious Miss Garson was showcased in a Western-located film yarn based on the life of Eliza Stewart, a pioneer champion of women's rights, which gave Miss Garson undisputed star treatment.

Miss Garson was cast as the fiancée of a man who has just been slain in a gunfight by a notorious Laramie badman. A jury of his friends whitewashes him on a fraudulent plea of self-defense, but she stays on in town, haunting the killer "so you'll remember," and rallying the ladies of the town to serve as jurors in criminal cases.

Altho slickly produced, the entire affair suffered from over simplification of the basic issues, which resulted in scene punchlines and plot twists telegraphed well in advance.

Dr. Frank Baxter, Shakespeare authority, served as host, replacing John Nesbitt. Charles Sinclair.

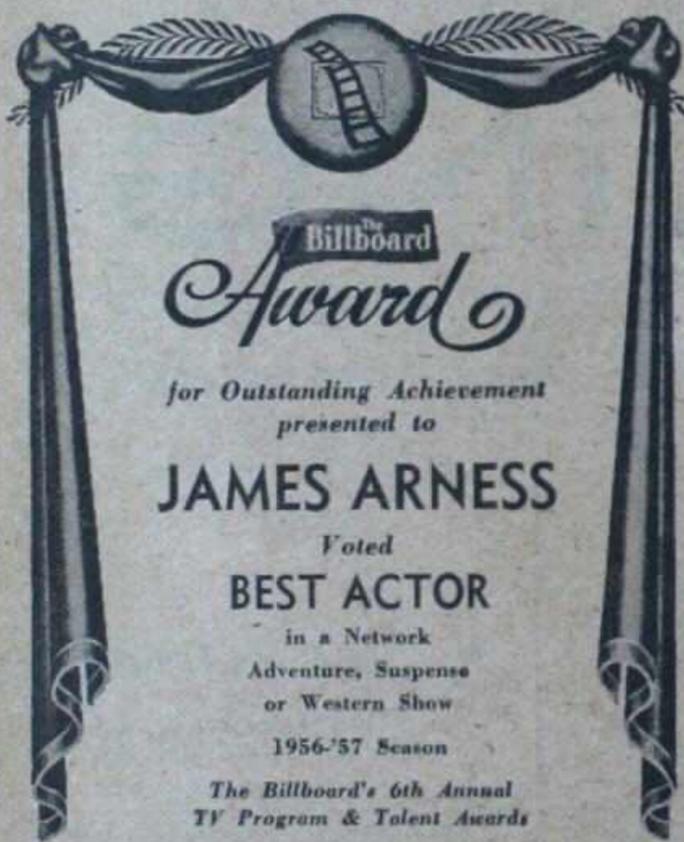
KRON Gets OK to Build City's Highest Tower

SAN FRANCISCO — KRON-TV has received permission to build San Francisco's highest antenna and tower, 2,049 feet above sea level, at a cost of \$1,400,000. All stations in the market will be asked to locate antennas on KRON's tower, pending Federal Communications Commission approval. Present KRON antenna rises 1,480 feet.

Thanks...

to the TV industry
for voting me
this honor.

James Arness



Believability

Believability is a key factor in the effectiveness of a sales message.

In the skilled hands of specialists, every stage in the production of a television commercial can add significantly to the believability of the message. Caravel guarantees complete control of every element of production by craftsmen whose only function is the imaginative development and creative production of tv spots.

Over thirty-five years of experience in the making of business films for America's leading advertisers.



CARAVEL FILMS
incorporated

730 Rth Avenue
New York

a top
quality
film show for
Every Product,
Every Market,
Every Budget

Offices in
principal cities
throughout the
United States

MCA-TV
Film Division

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any) No. (Seconds)	Type (C-Color)	Commercials Producer
HOME BUILDING		
Household Furnishings		
Serta Mattresses, Ruthrauff & Ryan...	1 (60)	LA Fred A. Niles
Sealy Mattress, Posturpedic, Enchanted Night, Ed H. Weiss...	3 (55), 3 (20) 1 (08)	FA UPA
Hammond, Chord Organ, Young & Rubicam...	1 (40), 1 (20)	LA Hal Roach
Appliances, Household Equipment, Supplies		
McGraw Electric, Toaster		
Erwin Wasey...	1 (20)	FA UPA
Sunbeam Corp., Fry Pan, Shavenmaster, Perrin-Paul...	2 (60)	FA(C) UPA
J. B. Williams, 'Lectric Shave, J. W. Thompson...	—	NA MPO
Procter & Gamble, Charmin Tissue, Campbell-Mithun...	—	NA MPO
Westinghouse, Refrigerators, Ranges, Washing Machines, McCann-Erickson...	1 (15)	LA Hankinson
Refrigerator, McCann-Erickson...	1 (55)	FA Jenkinson
Radio, TV Sets, Phonographs		
Zenith Radio, Hi-Fi, Earle Ludgin...	1 (60), 1 (50)	LA Sarra
Spice Command, Earle Ludgin...	1 (60), 1 (50)	LA Sarra
1 (60), 1 (50), 1 (20)	LA Ray Patin	
Household Soaps, Cleaners, Polishes		
Procter & Gamble, Detergent		
H. W. Kastor...	1 (60)	LA Fred A. Niles
Boushells Rug Cleaner, Direct...	1 (60)	LA Fred A. Niles
Procter & Gamble, Cheer, Young & Rubicam (The Brighter Day)...	1 (40)	NA Sound Masters
Wlloo Company, Bif Insect Bomb, E. J. Robinson...	1 (60), 1 (20)	FA Five Star
Levar Bros., Lux Soap, J. W. Thompson...	—	NA MPO
Lux Liquid, J. W. Thompson...	—	NA MPO
Rinso, J. W. Thompson...	—	NA MPO
S. C. Johnson, Johnson's Wax, Benton & Bowles...	—	NA MPO
Chemstrand-Acrylic, Doye, Dane & Berbach...	—	NA MPO
American Family Detergent		
H. W. Kastor...	3 (60)	LA Fred Niles
S.O.S., Tuffy, McCann-Erickson...	1 (60)	SA, SE Hal Roach
S.O.S., S.O.S., McCann-Erickson...	8 (20)	LA Hal Roach
4 (20)	SA, SE Hal Roach	
Procter & Gamble, Prell, Benton & Bowles...	2 (10)	LA TV Graphics

(Continued next week)

Boots and Saddles (Synd.)

Cast: Jack Pickard, Michael Emmet, Michael Hinn, John Alderson, Dave Willock. Directed by James Neilson. Written by Anthony Ellis. Created by Robert Cisader. Executive producer, George Cahlan. Produced for CNP by California Studios.

(Reviewed at KRCA, Los Angeles, screening.)

"Boots and Saddles" should have no trouble whatsoever scoring in the syndication field. It might be called an adult Western slanted toward a family audience, perfect for the lead-in time periods, e.g. 7-7:30 p.m., in which stations like to slot syndicated shows.

The fact that it wasn't produced for network doesn't seem to have had any adverse effect, either. In a year of Westerns, "Boots" doesn't have to take a back seat to any of the other guts and guns dramas.

Location production in Kanab, Utah, results in excellent photographic effect. Jack Pickard, as Capt. Adams, a cavalry officer, makes a strong lead, altho his acting could have stood a little more refinement in the opener.

Story is just off-beat enough to be interesting. A trader is selling Winchester, legally, to the Apaches. A small band goes on the war path and knocks off two or three troopers. In this situation the Army, which has never gotten around to issuing repeater rifles and is still saddled with old Springfield, finds itself in the strange spot of being outfirepowered by the Indians.

A desperate situation calls for strong measures, and Capt. Adams literally kidnaps the trader and takes him along as the troops go after the Indians. For this he could, of course, have been cashiered clear back to the Bronx, but the trader, after getting a dose of his own Winchester, decides not to press charges.

The action never lets up, with one thing after another popping onto the screen. This ought to make the kids happy. At the same time it's done intelligently, with a sense of reality that should snare the adults. It looks like CNP has come up with a winner.

Bob Spielman.

Your Hit Parade (Net)

Stars: Jill Corey, Virginia Gibson, Alan Copeland, Tommy Leonetti. Director, Bill Hobin. Producer, Dan Lounsbury. Sponsors, American Tobacco thru Barton, Barton, Durstine & Osborn and Toni thru North Advertising.

(NBC-TV, 10:30-11 p.m., EDT, September 7.)

The eighth season began with the most elaborate opening sequence in the show's history, introducing the four nervous newcomers who simply weren't seasoned or calm enough to take command. They'll improve in coming weeks, no doubt.

Held over from previous years were the nimble staging and camera tricks, the lovely color and the novel devices for introducing each song's rank. Don Walker's musical direction was a great help, as were Paul Barnes' settings. The high percentage of production fluffs should be dismissed as "premieritis."

Withal, it's a fast-moving half-hour which has suffered the temporary setback of major cast and staff changes. By the time "Tammy" drops from the top seven, all will be running smoothly again.

Bob Bernstein.

helped keep the excitement high. Except for Miss Georgia bearing a disturbing resemblance to Harriet Van Horne, the expected happened on cue and the beauties stabbed at the performing arts, chatted amiably about God and good, bit their lips in anticipation and posed attractively in ball gowns. The camera work was varied if not inventive. The whole thing was a bit silly but thoroughly enjoyable, certainly worth one night a year.

Bob Bernstein.

NETWORK REVIEW

'Have Gun—Will Travel' Has Aura of Difference

By BOB SPIELMAN

Have Gun—Will Travel (Net)
Cast: Richard Boone, Jack Lord, Janice Rule, Harry Shannon, Martin Garralaga, Judson Pratt, others. Created by Herb Meadow and Sam Rolfe. Directed by Andrew V. McLaglen. Produced by Julian Claman. Executive Producer, Robert Sparks. Sponsored by Lever Bros. thru J. Walter Thompson and Whitehall Pharmaceutical Company thru Ted Bates.

(CBS-TV, Saturday (14), 8:30-9 p.m., PDT.)

As the plethora of Westerns hits the screens this fall viewers are going to be seeing so many cowboys and horses that, in the end, they may have difficulty even distinguishing between the two. Of all the series, one that seems to have a better chance of survival than most is "Have Gun—Will Travel."

This is not only because the protagonist, Richard Boone, is dressed all in black and sits astride a white horse, so that the two could hardly be mistaken, but because the show has a distinct aura

Gale Storm Show (Net)

CBS-TV, Saturday (14), 9-9:30 p.m., PDT (Caught again).

The best laid plans of mice and men can sometimes go awry. In the instance of the first half hour on the returning Gale Storm Show it isn't quite that drastic; just a few seams are split here and there.

The problem arises out of the Pat Boone guesting on the series. This will, most likely, gather in some additional viewers, but it also forced producer Alex Gottlieb to tailor the episode for Boone instead of for Miss Storm. This leads to some strain in the writing, and more restraint on the talented actress than she's used to. Further, there's apparently some trouble about Boone singing in the telefilm, so that he's reduced to mimicking to records.

It's to the credit of the program that despite the fact that it got off on the wrong foot, it still turned out to be a fairly entertaining half hour. The show contained some half dozen songs in all, and production on these was striking in its mood-setting.

Nestle's commercials, generally, were poorly done, and played down to the audience in an obvious, offhand way.

Bob Spielman.

The Big Issue (Net)

NBC-TV, Tuesday (10), 7:30-8 p.m., EDT (Caught again).

The first "Big Issue" show of the fall season (it will be spotted as an "occasional" feature by NBC Public Affairs department this year) tackled manfully the ever-hot issue of juvenile delinquency. And, it lined up a panel of experts on the subject—L. A. Police Chief William H. Parker (of "Dragnet" and Mike Wallace interview fame), Cook County Sheriff Joseph Lehman and such noted jurists as Justice Justine Wise Polier of New York City's Domestic Relations Court, Allegheny County (Pittsburgh) Juvenile Court Judge Gustav L. Schram and famed Judge Samuel Liebowitz of New York.

Few verbal fireworks resulted, however, altho some of producer Lawrence Spivak's guests varied somewhat in their opinion of what the exact root and best cure for juvenile crime really is. Basic agreement was reached on fairly obvious points — lack of parental supervision causes delinquency, as well as poor schools and lack of competent vocational guidance — but no really startling ideas came forth in general discussion or question and answer periods.

Charles Sinclair.

of difference. And, as a cigarette sponsor might put it, "it's the difference that counts."

Boone, whose "Medic" personality has undergone remarkable alteration, plays a sort of Cyrano de Bergerac of the plains, except that his duels are occasioned by money rather than nobility. He is a hired gunman, and his character, unlike those of most Western heroes, is sinister, menacing. He will not be loved; he may be respected.

Ultimately he is going to be shot off the screen as he would be shot down in real life, but, while it lasts, his career has the potential to blaze fiercely. In the generally idyllic atmosphere of TV this fall that could be enough to push the program up among the cum laude ratings.

Opening story line deals with Boone's successful rescue of a rancher's daughter from the clutches of a braggadocio-outlaw (he married her), bringing the wanted man back at the same time thru the simple expedient of having him trail behind like a horse after a piece of sugar.

Hero Boone is likely to have a fatal fascination for the feminine part of the audience, giving sponsors Lever Bros. and Whitehall a good shot at their target. Director Andrew McLaglen does a top job, while production by Filmaster (which also turns out "Gunsmoke") is on a high plane.

Summer Segs

Continued from page 3

gram against program and day against day."

In the upcoming network scrap, the affiliates and NBC will have to exhibit strong teamwork, Sarnoff feels. "Like Siamese twins, who share the same circulation system, our fortunes are interlocked," he said.

A major contribution NBC affiliates can make, therefore, is to come up with better clearances for some of the "less than blockbuster" or educationally slanted shows, Sarnoff feels. A station which does not clear for a network program is, to that extent, reducing the audience for the program and its advertising efficiency. Every affiliate has the strongest self-interest in having a network service that will perform to the maximum.

In the NBC blueprints, Sarnoff revealed, are also new concepts of hot-weather programming. "Perhaps the summer will become our training camp for program tryouts and new star development," Sarnoff emphasized, adding that NBC was "establishing a program development unit which will do the job in the general entertainment field that the Special Projects unit is now doing in its field."

Longhair

Continued from page 3

ember 17, with Gloria Lind, of the Met, as top guest. January 13 is folk music night, featuring Mahalia Jackson, Richard Dyer-Bennet and the Weavers.

February 18 Eugene Ormandy conducts the Chicago orchestra, with Tossy Spivakovsky, violinist, as guest. Several Met Opera stars collaborate in an operatic night March 24, and Reiner and the symphony close out the series April 15, guesting the piano duo, Vromsky and Babin.

The new programming scheme, said Warren Thompson, advertising director of Chicago Title & Trust Company, is an effort to expand the interest appeal of the program without sacrificing the prestige advantages of a classical music show.

Bachelor Father (Net)

Cast: John Forsythe, Noreen Corcoran, Sammee Tong, Sheila Rudy. Written by Nats Monaster and Arthur Alberg. Directed by Jerry Hopper. Produced by Harry Ackerman. Sponsored by Hit Parade Cigarettes thru BBD&O.

(CBS-TV, Sunday (15), 7:30-8 p.m., EDT.)

"Mr. Adams and Eve" paved the way in sophisticated comedy last season and showed it could be a success. "Bachelor Father" follows in its footsteps, and should get off to a good start alternating with Jack Benny on Sunday nights.

The bachelor father is John Forsythe, and he is cast as a woman-chasing Beverly Hills attorney. His inheritance of a niece (Noreen Corcoran) complicates the situation for him and his Japanese house boy (Sammee Tong). There is also a shaggy dog, presumably so that if the writers' imaginations run dry they can always tell a shaggy dog story.

This new Forsythe saga, then, has enough complications for interest, and Producer Harry Ackerman wisely slants the content in such manner as to bring the sophisticates into the realm of experience of the set-siders in Kansas, e.g., in the opener, Forsythe gets mixed up with a PTA meeting.

There is some groping around in the initial stanza for a hook on which to hang it all, and probably somewhat of a firmer hand is needed in editing the scripts, but the potential is there. Forsythe is engaging as a bachelor. Tong plays the houseboy in a refreshingly restrained manner, and a succession of starlets can be anticipated for the future. Hit Parade cigarettes keep their commercials in the same light mood.

Bob Spielman.

Tales of Wells Fargo

Star, Dale Robertson. Cast includes Jeanne Cooper, George Keymas, others. Producer, Nat Holt. Director, Earl Bellamy. Presented by the Buick division of General Motors and American Tobacco thru the Kudner agency and Sullivan, Stauffer, Colwell & Bayles.

(NBC-TV, 8:30-9 p.m., EDT, September 9.)

"Wells Fargo" opened the fall season with something of an off-beat story—the capture of outlaw Belle Starr by agent Jim Hardy. While the yarn did not generate any great suspense, it did make for a pleasant half hour of viewing. Especially appreciated must have been the wrestling between Hardy and Miss Starr as she tried to escape his clutches.

The situation was set up as Miss Belle, a flower of Missouri, robbed Hardy, a Wells Fargo train and its passengers. After a little trouble he captured her, and then began the trek across the country to a United States Marshal. Here the sparking and wrestling took place. Old Belle finally was given an opportunity to escape but refused. She saved Hardy from being shot. It wasn't very convincing. Dale Robertson as Hardy has an attractive Southern accent, and Jeanne Cooper as Belle was a good match.

Leon Morse.

Miss America (Net)

Host, Bert Parks. Director, Vern Diamond. Producer, Paul Levitan. Sponsor, Philco Corporation thru Batten, Barton, Durstine & Osborn, Inc.

(CBS-TV, 10:30 p.m.-12 a.m., EDT, September 7.)

Miss Colorado was so far ahead of the field in poise, breeding and charm that it wasn't as much a contest as usual, but the Atlantic City finals were fun as always. Douglas Edwards joined perennials Bess Myerson and Bert Parks in a "flounce by flounce" description of the proceedings which

PULSE FILM RATINGS

for June

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

The Pulse Audience Composition Studies

Syndicated Film Western Shows

JUNE RATINGS		AMONG WOMEN	
Rank	Show & Distrib.	Avg. Rtg.	Women Per 100 Homes Tuned In
1	Sheriff of Cochise (NTA)	13.7	82
2	Death Valley Days (U. S. Borax)	12.7	79
3	Cisco Kid (Ziv)	12.4	76
4	Cowboy G-Men (Flamingo)	11.3	75
5	Annie Oakley (CBS)	10.4	64
5	Frontier Doctor (Hollywood)	10.4	55
7	Frontier (NBC)	9.8	54
7	Steve Donovan, Western Marshal (NBC)	9.8	54
9	Sky King (Nabisco)	9.7	54
10	Wild Bill Hickok (Kellogg)	9.4	54

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Kids Per 100 Homes Tuned In
1	Death Valley Days (U. S. Borax)	83	95
2	Sheriff of Cochise (NTA)	79	93
3	Frontier (NBC)	77	92
4	Stories of the Century (Hollywood)	73	90
5	Frontier Doctor (Hollywood)	68	85
6	Hopalong Cassidy-1/2 hour (NBC)	60	85
7	Wild Bill Hickok (Kellogg)	59	84
8	Range Rider (CBS)	58	83
9	Cisco Kid (Ziv)	57	83
9	Gene Autry-1/2 hour (CBS)	57	82
9	Hopalong Cassidy-1 hour (NBC)	57	82
9	Steve Donovan, Western Marshal (NBC)	57	82

Syndicated Film Misc. Shows

JUNE RATINGS		AMONG WOMEN	
Rank	Show & Distrib.	Avg. Rtg.	Women Per 100 Homes Tuned In
1	Kingdom of the Sea (Guild)	13.2	90
2	Rosemary Clooney (MCA)	10.1	86
3	Popeye (Assoc. Artists)	10.0	85
4	Looney Tunes (Guild, Assoc. Artists)	8.5	78
5	Patti Page (Screen Gems)	7.7	67
6	Victory at Sea (NBC)	6.6	65
7	Confidential File (Guild)	5.2	60
7	Little Rascals (Interstate)	5.2	57
9	Championship Bowling (Schwimmer)	5.1	57
10	Bowling Time (Sterling)	4.4	24

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Kids Per 100 Homes Tuned In
1	Confidential File (Guild)	84	101
2	Championship Bowling (Schwimmer)	81	97
3	Victory at Sea (NBC)	79	93
4	Bowling Time (Sterling)	76	61
5	Rosemary Clooney (MCA)	73	21
6	Patti Page (Screen Gems)	68	20
7	Kingdom of the Sea (Guild)	65	17
8	Tracers (Minot)	52	14
9	Liberace (Guild)	29	10
9	Popeye (Assoc. Artists)	29	9

STATION SIGNALS

Now there's a TV program "for people too busy to watch TV." Indie station WITI-TV, Milwaukee, has launched a new half-hour afternoon series of a colporteur which features a Calder-like mobile statue rotating against a totally black background while the audio plays Broadway show disks such as "My Fair Lady" and "Most Happy Fella." There are also puppets, news bulletins and even the hands of a pretty girl playing solitaire. Viewers have their choice of watching or just listening.

Bill Fox, general sales manager of KFMB-TV, San Diego, Calif., has been promoted to station manager. And George Stantis, who has been production manager, has been upped to program supervisor. Tom Field, newscasting head of

KYW-AM-TV, Cleveland, will leave to join WRCV, Philadelphia, early in October. Pete French will succeed Field.

Four department head changes have been made at WISN-TV, Milwaukee. They are Baylen H. Smith, former production director, named program director; James Van de Velde, former announcer to production director; Mel Quinn, to public service director, and Pat Barnes to farm director. . . . Gustave Nathan, commercial manager of WKNB, West Hartford, Conn., has been named to the new position of director of sales development for WNBC-TV.

James Bechtel, switches from news photographer at KOB-TV, Albuquerque, N. M., to chief photographer for the WFBM-TV

PULSE LOCAL RATINGS FOR JULY

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

BALTIMORE
3 TV STATIONS—419,900 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—1,481,600 (12th in U. S.)
Buying Income—\$2,360,849,000 (13th)
Retail Sales—\$1,662,028,000 (12th)
Food Sales—\$386,142,000 (12th)
Drug Sales—\$66,537,000 (12th)
Automotive—\$254,051,000 (16th)
Above figures include following counties: Anne Arundel, Baltimore City and Baltimore County, Md.

TOP NETWORK SHOWS

- Gunsmoke, WMAR, S. . . . 32.3
- Wyatt Earp, WAAM, T. . . . 31.3
- I've Got a Secret, WMAR, W. . . . 29.8
- Those Whiting Girls, WMAR, M. . . . 29.3
- Studio One Summer Theater, WMAR, M. . . . 28.8
- Alfred Hitchcock, WMAR, Su. . . . 27.8
- 20th Century-Fox Hour, WMAR, W. . . . 26.5
- Broken Arrow, WAAM, T. . . . 26.3
- Ed Sullivan, WMAR, Sa. . . . 26.3
- Godfrey's Talent Scouts, WMAR, M. . . . 26.3
- Richard Diamond, WMAR, M. . . . 26.3

TOP MULTI-WEEKLY SHOWS

- Amos 'n' Andy, WMAR, M-F. . . . 16.5
- Public Defender, WMAR, T., Th. . . . 15.5
- Mickey Mouse Club, WAAM, M-F. . . . 13.7
- Dial Dollars, WMAR, M-F. . . . 13.4
- Esso Reporter, Misc. (11 p.m.), WMAR, M-F. . . . 13.0
- CBS-News, WMAR, M-F. . . . 12.1
- Final Weather (7 p.m.), WMAR, M-F. . . . 11.9
- Channel 2 Theater, WMAR, M., W-F. . . . 11.8
- Guiding Light, WMAR, M-F. . . . 10.6
- Search for Tomorrow, WMAR, M-F. . . . 10.2

TOP FEATURE FILMS

Once-Weekly

- Theater of the Air, WMAR, S., 11:00-12:00 mid. . . . 16.3
- Ford Film Playhouse, WAAM, F., 10:30-12:00 mid. . . . 13.1
- Premiere Performance, WMAR, T., 11:15-12:00 mid. . . . 12.3
- Academy Theater, WBAL, S., 6:00-7:30 9.6
- Saturday Playhouse, WAAM, S., 4:30-5:30 7.9
- Twilight Theater, WAAM, S., 6:00-7:30 7.9

Multi-Weekly

- Channel 2 Theater, WMAR, M., W-F., 11:15-12:00 mid. . . . 11.8
- Million \$ Movie, WBAL, S., Su., 1:00-4:00 10.7
- 20th Century-Fox Theater, WBAL, S., Su., 11:15-12:00 mid. . . . 10.0
- Nocturne Movies, WAAM, M-W., S., 11:30-12:00 mid. . . . 8.0
- Playhouse 13, WAAM, M-F., 1:00-3:00 5.6

TOP SYNDICATED FILMS

- Superman (Flamingo), WBAL, W., 7:00 19.8
- Men of Annapolis (Ziv), WMAR, S., 10:30 19.3
- Annie Oakley (CBS), WBAL, S., 5:30 17.8
- City Detective (MCA), WMAR, W., 6:30 16.8
- Amos 'n' Andy (CBS), WMAR, M-F., 6:00 16.5
- Sheriff of Cochise (NTA), WBAL, S., 10:30 16.0
- Federal Men (MCA), WMAR, F., 6:30 15.8
- Wild Bill Hickok (Kellogg), WBAL, F., 7:00 15.8
- Public Defender (Interstate), WMAR, T., Th., 6:30 15.5
- Waterfront (MCA), WMAR, M., 6:30 14.8
- Studio 57 (MCA), WAAM, T., 10:30 14.3
- Victory at Sea (NBC), WAAM, F., 9:00 14.3
- Highway Patrol (Ziv), WMAR, S., 7:00 14.3
- Silent Service (NBC), WBAL, T., 10:30 13.3
- Esso Golden Playhouse (Official), Su., 7:00 12.8
- Cisco Kid (Ziv), WBAL, T., 7:00 12.3
- Foreign Legionnaire (TPA), WBAL, W., 6:15 12.3
- Death Valley Days (U. S. Borax), WBAL, M., 7:00 11.8
- Hopalong Cassidy (NBC), WBAL, S., 4:00 11.3
- Ramar of the Jungle (TPA), WBAL, S., 5:00 11.3

FRESNO, CALIF.
4 TV STATIONS—82,300 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—317,300 (67th in U. S.)
Buying Income—\$499,235,000 (74th)
Retail Sales—\$399,234,000 (66th)
Food Sales—\$101,482,000 (57th)
Drug Sales—\$13,284,000 (61st)
Automotive—\$57,821,000 (86th)
Above figures include following counties: Fresno.

TOP NETWORK SHOWS

- Boxing, KMJ, F. . . . 34.3
- Best of Groucho, KMJ, Th. . . . 33.3
- Boxing, KJEO, W. . . . 33.3
- Wyatt Earp, KJEO, T. . . . 32.3
- Ringside Review, Misc., KMJ, F. . . . 31.0
- TV News Roundup (7:45 p.m.), KJEO, W. . . . 29.5
- Dragnet, KMJ, Th. . . . 29.3
- Lawrence Welk, KJEO, S. . . . 27.9
- Disneyland, KJEO, W. . . . 26.9
- Ed Sullivan, KFRE, Su. . . . 26.0

TOP MULTI-WEEKLY SHOWS

- Queen for a Day, KMJ, M-F. . . . 17.7
- Modern Romances, KMJ, M-F. . . . 12.8
- Mickey Mouse Club, KJEO, M-F. . . . 12.2
- Webster Webfoot, KFRE, M-F. . . . 12.0
- Playhouse of Stars, KMJ, M., T. . . . 11.8
- Comedy Time, KMJ, M-F. . . . 11.0
- Shell News (6:00 p.m.), KMJ, M-F. . . . 10.4
- Today in Agriculture, KMJ, M-F. . . . 10.3
- NBC-News, KMJ, M-F. . . . 10.0
- Al Rucka, Misc., KFRE, M-F. . . . 8.7

TOP FEATURE FILMS

Once-Weekly

- Movie of the Week, KJEO, F., 9:30-11:15 20.3
- Big Time Movie, KMJ, Su., 6:00-7:30 17.1
- Second Feature, KJEO, F., 11:30-12:00 mid. . . . 16.3
- Request Movie, KJEO, F., 6:00-7:30 14.1
- Big Movie, KJEO, S., 7:30-9:00 12.6

Multi-Weekly

- Big Star Movie, KFRE, M., T., F., 9:30-11:15 8.0
- Movieland, KJEO, T., Th., Su., 10:30-11:45 7.8
- Movies for Mom, KJEO, M-F., 10:30-12:00 noon 6.1
- Movietime U. S. A., KJEO, M-F., 12:30-1:45 4.1
- Western Theater, KJEO, M-F., 3:30-4:30 3.3

TOP SYNDICATED FILMS

- My Little Margie (Official), KMJ, S., 7:00 23.8
- Men of Annapolis (Ziv), KJEO, T., 8:00 22.8
- O'Henry Playhouse (Gross-Krazee), KJEO, F., 8:30 21.8
- I Search for Adventure (Bagnall), KJEO, T., 7:30 21.8
- Sheriff of Cochise (NTA), KJEO, T., 9:30 21.3
- City Detective (MCA), KMJ, S., 6:30 20.0
- Star Performance (Official), KMJ, F., 10:30 19.9
- Mr. District Attorney (Ziv), KJEO, M., 9:00 19.3
- Captain David Grief (Guild), KMJ, F., 8:30 17.3
- Championship Bowling (Walt Schwimmer), KMJ, S., 12:45 16.8
- Racket Squad (ABC), KJEO, Th., 7:00 16.3
- Stories of the Century (Hollywood), KMJ, T., 7:00 15.3
- Superman (Flamingo), KMJ, Th., 7:00 15.3
- Last of the Mohicans (TPA), KMJ, M., 7:00 14.8
- State Trooper (MCA), KFRE, Th., 7:30 14.8
- Man Called X (Ziv), KMJ, W., 10:30 14.5
- Highway Patrol (Ziv), KMJ, Th., 6:30 14.5
- I Led Three Lives (Ziv), KJEO, Su., 9:00 14.3
- Wild Bill Hickok (Kellogg), KJEO, T., 6:00 14.3
- Badge 714 (NBC), KMJ, M., 6:30 13.8

HOUSTON-GALVESTON
3 TV STATIONS—338,700 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—1,076,200 (15th in U. S.)
Buying Income—\$1,937,585,000 (15th)
Retail Sales—\$1,340,018,000 (16th)
Food Sales—\$308,506,000 (15th)
Drug Sales—\$40,807,000 (17th)
Automotive—\$281,344,000 (114th)
Above market statistics are for Houston only and include the following counties: Harris.

TOP NETWORK SHOWS

- Whiting Girls, KGUL, M. . . . 24.0
- Gunsmoke, KGUL, S. . . . 23.5
- What's My Line? KGUL, Su. . . . 23.1
- Ed Sullivan, KGUL, Su. . . . 22.8
- \$64,000 Challenge, KGUL, Su. . . . 22.5
- Studio One Theater, KGUL, M. . . . 22.4
- \$64,000 Question, KGUL, T. . . . 22.1
- Lineup, KGUL, F. . . . 21.5
- Playhouse 90, KGUL, Th. . . . 21.3
- Burns and Allen, KGUL, M. . . . 21.0

TOP MULTI-WEEKLY SHOWS

- My Little Margie, KGUL, M-F. . . . 15.2
- City Detective, KGUL, M-F. . . . 14.7
- Queen for a Day, KPRC, M-F. . . . 10.2
- Roy Rogers, KPRC, M-F. . . . 9.7
- Mickey Mouse Club, KTRK, M-F. . . . 9.4
- Late Show, KGUL, M-F. . . . 9.4
- Modern Romances, KPRC, M-F. . . . 8.1
- Newsreel, Weather (6:15), KPRC, M-F. . . . 7.9
- Love of Life, KGUL, M-F. . . . 7.7
- Valiant Lady, KGUL, M-F. . . . 7.7
- World-Large Sports (6 p.m.), KPRC, M-F. . . . 7.7

TOP FEATURE FILMS

Once-Weekly

- Award Theater, KGUL, S., 9:30-12:00 15.2
- Weekend Theater, KGUL, F., 10:30-12:00 11.8
- Star Movie Time, KPRC, Su., 10:00-11:30 11.2
- Million \$ Movie, KPRC, Su., 1:00-2:30 9.8
- Saturday Matinee, KTRK, S., 3:30-5:00 9.5

Multi-Weekly

- Late Show, KGUL, M., Th., Su., 10:30-12:00 10.0
- Movietime, U. S. A., KTRK, M., Su., 10:00-11:00 7.3
- Fairy Show, KGUL, M-F., 3:00-4:30 6.8
- Late Movie Date, KPRC, M-F., 10:30-12:00 6.6
- Movie Date, KPRC, M-F., 11:00 a.m.-12:30 4.7

TOP SYNDICATED FILMS

- Highway Patrol (Ziv), KGUL, T., 5:30 22.2
- San Francisco Beat (CBS), KTRK, T., 9:00 18.4
- Susie (TPA), KPRC, Su., 8:30 17.4
- State Trooper (MCA), KTRK, M., 8:30 16.8
- State Seven (TPA), KPRC, W., 8:30 16.8
- Wild Bill Hickok (Kellogg), KTRK, F., 8:00 16.4
- Grand Ole Opry (Flamingo), KTRK, S., 8:30 15.5
- My Little Margie (Official), KGUL, M-F., 6:00 15.2
- Martin Kane (Ziv), KPRC, M., 8:30 15.0
- City Detective (MCA), KGUL, M., 7:00 14.7
- Sheriff of Cochise (NTA), KPRC, F., 8:00 14.6
- Dr. Hudson's Secret Journal (MCA), KPRC, Su., 9:30 14.6
- Death Valley Days (U. S. Borax), KTRK, M., 9:00 14.3
- Waterfront (MCA), KPRC, S., 5:30 13.1
- Silent Service (NBC), KPRC, S., 9:00 12.9
- Whitbybirds (CBS), KPRC, S., 9:30 12.5
- Annie Oakley (CBS), KPRC, S., 5:00 12.3
- Sheena, Queen of the Jungle (ABC), KGUL, S., 6:00 11.9
- Captain David Grief (Guild), KPRC, F., 10:00 11.8
- Code Three (ABC), KPRC, T., 8:30 11.1

news-film department in Indianapolis. . . . Hawthorne D. Battle, president of WCHS-AM-TV, Charleston, W. Va., was elected president of the West Virginia Bar Association. . . . Jim Whisenant, newsreel photographer for KTRK-TV, Houston, was chosen to represent the TV men of Houston on the first inaugural flight of

KLM's Royal Dutch Airlines one-plane service to Europe. . . . Len Goorian, executive producer and commercial production manager of WKRC-TV, Cincinnati, has resigned. Bob McHendrix, producer-director at WKRC, has been promoted to executive producer, and Bill Horstman, producer-director, to commercial production manager.

Interstate 'Fancy Dan' Pilot to Star Louis Nye
NEW YORK—Interstate Television will make a pilot of "Fancy Dan" next month at Allied Artists, its parent company. The situation comedy stars Louis Nye, the Steve Allen regular, with Matt Brook scripting the pilot.

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

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

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

The symbol "A" in the series bracket on a national spot basis. The symbol "B" indicates a CHP outlet. The symbol "C" points out programs originating in an official market, yet securing ratings of 1.0 or better in the market under study. For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York.

MILWAUKEE 4 TV STATIONS—287,000 TV HOMES

Market Statistics: As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population. Population—305,700 (117th in U. S.) Buying Income—\$1,713,081,000 (179th) Retail Sales—\$1,241,748,000 (177th) Food Sales—\$277,044,000 (177th) Drug Sales—\$71,952,000 (122nd) Automobile—\$214,440,000 (20th) Above figures include following counties: Milwaukee.

TOP NETWORK SHOWS

- 1. Julius La Rosa, WTMJ, S., 23.8
2. Steve Allen, WTMJ, S., 21.3
3. Lawrence Welk, WISN, S., 21.8
4. Twenty-One, WTMJ, M., 19.9
5. TV Playhouse, WTMJ, S., 19.4
6. Dragnet, WTMJ, Th., 19.2
7. This Is Your Life, WTMJ, W., 18.0
8. What's My Line? WKIX, S., 18.7
9. Web, WTMJ, S., 18.5
10. Whizang Girls, WKIX, M., 18.5

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WISN, M-F, 11.8
2. Queen for a Day, WTMJ, M-F, 10.0
3. Comedy Time, WTMJ, M-F, 9.8
4. Paul Page, Misc., WTMJ, T-W, 9.5
5. Afternoon Theater, WTMJ, M-F, 9.2
6. Maitland Theater, WTMJ, M-F, 8.5
7. Big News (10:30), WKIX, M-F, 8.5
8. Saddy Palace (6), WTMJ, M-F, 8.4
9. News, Weather (6:15), WTMJ, M-F, 8.2
10. Modern Romances, WTMJ, M-F, 8.0
11. News, Misc. (10:15), WTMJ, M-F, 8.0

TOP FEATURE FILMS

- Once-Weekly: 1. Saturday Night Theater, WTMJ, S., 8:30-11:00, 17.7
2. Mid-Grid, Movies, WKIX, S., 10:15-11:30, 10.1
3. 20th Century Premiere, WISN, S., 8:00-9:00, 8.1
4. Premiere Performance, WITL, S., 8:00-9:00, 8.7
5. M-G-M Premieres, WKIX, S., 10:00-11:30, 8.6
Multi-Weekly: 1. Afternoon Theater, WTMJ, M-F, 4:30-6:00, 9.2
2. Late Show, WKIX, M-S, 10:45-12:00, 8.7
3. MovieTime, WITL, M, W-F, Sa, 8:00-9:30, 8.0
4. 4 Million 3 Movie, WITL, M-Sa, 10:00-12:00, 8.3
5. Early Show, WKIX, M-F, 4:30-6:00, 5.1

TOP SYNDICATED FILMS

- 1. Doug Fairbanks Presents (ABC), WTMJ, W, 8:30, 17.2
2. Highway Patrol (Ziv), WTMJ, M, 8:30, 14.2
3. State Trooper (MCA), WTMJ, T, 8:30, 13.9
4. Whirlbirds (CBS), WTMJ, Sa, 8:30, 13.9
5. Captain David Grib (Gould), WTMJ, F, 7:30, 12.9
6. Whizang (CBS), WKIX, T, 10:30, 11.9
7. Death Valley Days (U. S. Bureau), WKIX, F, 10:00, 11.5
8. Frontier Doctor (Hollywood TV), WKIX, Th, 10:00, 11.4
9. Doctor Christian (Ziv), WTMJ, Sa, 10:00, 11.3
10. Studio 57 (MCA), WISN, M, 9:30, 11.2
11. Waterfront (MCA), WKIX, W, 10:00, 11.0
12. Annie Oakley (CBS), WTMJ, Sa, 9:00, 10.3
13. Men of Annapolis (Ziv), WISN, T, 9:00, 10.2
14. Paul Page (Screen Gems), WTMJ, Tu, W, 10:30, 9.3
15. I Search for Adventure (Bagnall), WITL, F, 9:30, 9.0
16. Life With Father (CBS), WTMJ, Sa, 7:30, 8.9
17. Sherry, Queen of the Jungle (ABC), WITL, M, 6:00, 8.0
18. Gene Autry (CBS), WISN, S, 7:30, 7.9
19. Science Fiction Theater (Ziv), WTMJ, S, 7:30, 7.7
20. Sheriff of Cochise (NTA), WTMJ, F, 7:30, 7.5
21. Superman (Flamingo), WITL, T, M, 7:5, 7.5

SAN DIEGO 3 TV STATIONS—278,000 TV HOMES

Market Statistics: As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population. Population—328,200 (119th in U. S.) Buying Income—\$1,551,950,000 (206th) Retail Sales—\$982,813,000 (206th) Food Sales—\$199,062,000 (219th) Drug Sales—\$26,798,000 (129th) Automobile—\$182,553,000 (22nd) Above figures include following counties: San Diego.

TOP NETWORK SHOWS

- 1. Alfred Hitchcock, KFMB, S., 33.8
2. Gunsmoke, KFMR, S., 31.8
3. G.E. Theater, KFMR, S., 30.8
4. Ed Sullivan, WFMR, S., 29.3
5. 60,000 Question, KFMR, T., 28.9
6. Climax! KFMR, Th., 28.8
7. Wyatt Earp, XETV, T., 27.5
8. Twenty-One, KFSD, M., 25.7
9. Dimension, XETV, W., 25.6
10. Robert Cummings, KFMR, Th., 25.2

TOP MULTI-WEEKLY SHOWS

- 1. This Day '77, KFMR, M-F, 23.8
2. J. Downs Express, KFSD, M-F, 13.6
3. Gene Autry, Misc., KFSD, M, W, F, 12.8
4. Queen for a Day, KFSD, M-F, 12.8
5. Ray Rogers, KFSD, T, Th, 12.8
6. Popeye Cartoon, KFSD, M-F, 12.2
7. Art Linkletter, KFMR, M-F, 11.0
8. Big Movie, KFSD, M-Th, 10.3
9. Late Show, KFMR, M-F, 10.2
10. Pantry Playhouse, KFSD, M-F, 9.8

TOP FEATURE FILMS

- Once-Weekly: 1. Premiere Performance, XETV, Sa, 7:30-9:00, 15.7
2. Movie Spectacular, KFSD, F, 10:00-11:30, 11.4
3. Steps Movie, XETV, S, 10:30-12:00, 10.7
4. Feature Film, XETV, S, 7:30-9:00, 9.8
5. Feature Film, XETV, F, 4:00-7:30, 8.7
Multi-Weekly: 1. Late Show, KFMR, M-Sa, 10:00-12:00, 16.5
2. Big Movie, KFSD, M-Th, 4:00-7:30, 10.3
3. Pantry Playhouse, KFSD, M-F, 2:00-4:00, 9.8
4. Ten Star Movie, KFSD, M-Th, 10:30-12:00, 8.8
5. Toffers Theater, KFSD, S, Sa, 10:30-12:00, 8.3

TOP SYNDICATED FILMS

- 1. Sheriff of Cochise (NTA), KFMR, S, 9:30, 36.7
2. Men of Annapolis (Ziv), KFMR, T, 9:30, 23.8
3. Highway Patrol (Ziv), XETV, F, 9:30, 19.8
4. Stout Service (NBC), KFSD, S, 7:00, 19.3
5. Crusader (MCA), KFSD, T, 10:00, 15.8
6. Science Fiction Theater (Ziv), XETV, F, 8:30, 14.9
7. I Search for Adventure (Bagnall), XETV, F, 9:00, 14.3
8. State Trooper (MCA), KFSD, F, 4:30, 14.2
9. Badge 714 (NBC), KFMR, F, 9:30, 13.9
10. Frontier Doctor (Hollywood TV), KFSD, S, 4:30, 13.9
11. San Francisco Beat (CBS), KFSD, W, 10:30, 13.7
12. O'Hare Playhouse (Screen Gems), Th, 7:00, 11.4
13. If You Had a Million (MCA), KFMR, Th, 7:00, 12.9
14. Sherry, Queen of the Jungle (ABC), KFSD, F, 6:00, 12.9
15. Gene Autry (CBS), KFSD, M, W, F, 4-4:45, 12.8
16. Superman (Flamingo), KFMR, W, 7:00, 12.7
17. Confidential File (Gould), XETV, Sa, 9:00, 12.5
18. Whirlbirds (CBS), XETV, W, 4:30, 12.3
19. Popeye (Associated Artists), KFSD, M-F, 5-5:45, 12.2
20. Soldiers of Fortune (MCA), XETV, 10:00, 12.2

SPRINGFIELD-HOLYOKE, MASS. 3 TV STATIONS—131,600 TV HOMES

Market Statistics: As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population. Population—494,200 (47th in U. S.) Buying Income—\$443,279,000 (89th) Retail Sales—\$357,528,000 (147th) Food Sales—\$76,004,000 (149th) Drug Sales—\$18,675,000 (144th) Automobile—\$102,613,000 (153d) Above figures include following counties: Hampden, Hampshire.

TOP NETWORK SHOWS

- 1. Broken Arrow, WWLP, S, 26.8
2. Twenty-One, WWLP, M, 23.3
3. Boston, WWLP, F, 20.3
4. Kraft TV Theater, WWLP, W, 16.3
4. Steve Allen, WWLP, S, 26.3
6. Climax! WHYN, Th, 25.4
7. Playhouse 90, WHYN, Th, 25.3
8. Dragnet, WWLP, Th, 25.3
9. 60,000 Question, WHYN, T, 24.7
10. Julius La Rosa, WWLP, S, 24.1
11. TV Playhouse, WWLP, S, 24.1

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WNHC, M-F, 17.3
2. News, Weather (11 p.m.), WWLP, M-F, 15.8
3. NBC News, WWLP, M-F, 15.4
4. CBS News, WHYN, M-F, 12.3
5. Tonight, WWLP, M-F, 12.2
6. News-John Daly, WWLP, M-F, 11.5
7. News, Weather, Sports (7 p.m.), WWLP, M-F, 11.5
8. Popeye, Misc., WNHC, M-F, 11.3
9. Stage K, WNHC, M-F, 10.7
10. News, Sports, Weather (6-12 p.m.), WNHC, M-F, 10.4

TOP FEATURE FILMS

- Once-Weekly: 1. Warner Brothers, WWLP, W, 8:00-9:00, 22.8
2. Curtain Time, WWLP, S, 11:00-12:00 mid., 20.8
3. Pioneer Valley, WWLP, Sa, 11:00-12:00 mid., 16.1
4. Premiere Performance, WHYN, F, 11:00-12:00 mid., 10.8
5. Curtain Time, Sa, 2:00-5:00, 9.4
Multi-Weekly: 1. Twilight Theater, WHYN, M-F, 4:00-7:00, 9.5
2. World's Best Movies, WNHC, M-F, 10:45-12:00 mid., 9.3
3. First Show, WWLP, M-F, 5:00-7:00, 7.8
4. Hollywood's Best, WNHC, M-F, 1:00-2:45, 5.6
5. Mid-Day Movie, WHYN, M-F, 12:30-2:00, 4.3

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WWLP, Th, 9:00, 25.8
2. Famous Fights (White), WWLP, F, 10:45, 25.5
3. Sheriff of Cochise (NTA), WHYN, M, 7:30, 20.5
4. Frontier Doctor (Hollywood TV), WWLP, T, 10:30, 17.3
5. Frontier (NBC), WHYN, T, 9:30, 15.8
6. Man Called X (Ziv), WWLP, M, 10:30, 15.3
7. Martin Kane (Ziv), WHYN, T, 10:30, 14.8
8. Code 3 (ABC), WHYN, S, 9:00, 14.3
9. Superman (Flamingo), WNHC, T, 7:00, 14.0
10. Men of Annapolis (Ziv), WHYN, W, 7:30, 13.8
11. Annie Oakley (CBS), WNHC, S, 8:30, 13.3
12. Sheriff of Cochise (NTA), WNHC, M, 7:00, 12.5
13. Whirlbirds (CBS), WWLP, S, 4:30, 12.0
14. Code 3 (ABC), WNHC, S, 10:30, 11.8
15. Popeye (Assoc. Artists), WNHC, M-F, 6:00, 11.3
16. Badge 714 (NBC), WNHC, Sa, 4:00, 11.0
17. Count of Monte Cristo (TPA), WHYN, W, 9:00, 10.8
18. My Little Margie (Official), WWLP, S, 4:00, 10.8
19. "Wild Bill" Hickok (Kollins), WNHC, S, 5:30, 10.1
20. Your All Star Theater (Screen Gems), WNHC, S, 7:00, 10.8
21. Easy Golden Playhouse (Official), WNHC, S, 10:00, 10.1

SPRINGFIELD, MO. 2 TV STATIONS—21,800 TV HOMES

Market Statistics: As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population. Population—117,900 (166th in U. S.) Buying Income—\$72,424,000 (179th) Retail Sales—\$110,021,000 (173rd) Food Sales—\$23,411,000 (182nd) Drug Sales—\$4,219,000 (149th) Automobile—\$23,979,000 (151st) Above figures include following counties: Greene.

TOP NETWORK SHOWS

- 1. Ed Sullivan, KTTS, S., 29.8
2. Gunsmoke, KTTS, S., 26.3
3. 60,000 Challenge, KTTS, S., 24.3
4. To Tell the Truth, KTTS, T., 21.8
5. Playhouse 90, KTTS, Th, 20.9
6. Line-Up, KTTS, F, 20.8
7. 60,000 Question, KTTS, T, 20.3
8. Burns and Allen, KTTS, S, 19.5
9. Warner Brothers Presents, KYTV, T, 19.3

TOP MULTI-WEEKLY SHOWS

- 1. Night Desk (10:00), KYTV, M-F, 16.5
2. CBS News, KTTS, M-F, 14.1
3. News (4:00), KTTS, M-F, 13.2
4. News (10:30), KTTS, M-F, 13.1
5. Queen for a Day, KYTV, M-F, 12.8
6. Maitland Theater, KYTV, M-F, 12.4
7. Comedy Time, KYTV, M-F, 11.4
7. My Little Margie, KYTV, M-F, 11.4
9. West, Southboard (10:45), KTTS, M-F, 11.1
10. Children's Giant Muttage, KYTV, M-F, 10.4
10. Modern Romances, KYTV, M-F, 10.4

TOP FEATURE FILMS

- Once-Weekly: 1. Hollywood Premiere, KTTS, Sa, 3:00-4:30, 14.8
2. MovieTime, KTTS, S, 4:00-5:15, 14.2
3. Mystery Parade, KTTS, S, 11:00-12 mid., 12.3
4. Film Feature, KYTV, S, 2:15-4:30, 10.2
5. Owl Theater, KYTV, S, 11:15-12 mid., 7.0
Multi-Weekly: 1. Children's Giant Muttage, KYTV, M-F, 4:00-6:00, 10.4
2. Armchair Theater, KYTV, M-F, Sa, 11:00-12 mid., 9.8
3. MovieLand, KTTS, M, W-F, Sa, 11:00-12 mid., 8.7

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), KTTS, M, 9:00, 30.8
2. Sheriff of Cochise (NTA), KTTS, Sa, 8:30, 33.0
3. Soldiers of Fortune (MCA), KTTS, M, 8:30, 32.8
4. State Trooper (MCA), KYTV, T, 8:30, 30.8
5. Whirlbirds (CBS), KTTS, Sa, 7:30, 29.5
6. Captain David Grib (Gould), KTTS, M, 8:00, 29.3
7. Man Called X (Ziv), KTTS, M, 9:30, 29.3
8. Passport to Danger (ABC), KTTS, Th, 9:00, 27.3
9. Badge 714 (NBC), KTTS, Sa, 10:00, 27.0
10. Annie Oakley (CBS), KTTS, S, 4:00, 24.3
11. Celebrity Playhouse (Screen Gems), KYTV, W, 9:00, 23.3
12. If You Had a Million (MCA), KTTS, F, 10:00, 21.0
13. Superman (Flamingo), KYTV, M, 6:30, 16.3
13. Cine Kid (Ziv), KTTS, Sa, 6:00, 16.3
15. Count of Monte Cristo (TPA), KTTS, W, 10:00, 15.0
16. Mr. District Attorney (Ziv), KTTS, T, 7:30, 14.3
16. "Wild Bill" Hickok (Kollins), KYTV, F, 4:30, 14.3
18. Science Fiction Theater (Ziv), KTTS, F, 6:30, 13.5
19. Your TV Theater (Ziv), KYTV, T, 4:30, 12.3
20. My Little Margie (Official), KYTV, M-F, 3:30, 11.4
21. List of the Mobsters (TPA), KTTS, Th, 4:30, 11.3
22. Uncommon Valor (KGO), KTR, Sa, 5:00, 10.8

SYRACUSE, N. Y. 2 TV STATIONS—106,200 TV HOMES

Market Statistics: As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population. Population—171,300 (158th in U. S.) Buying Income—\$425,478,000 (157th) Retail Sales—\$471,031,000 (157th) Food Sales—\$109,909,000 (154th) Drug Sales—\$12,391,000 (149th) Automobile—\$101,079,000 (154th) Above figures include following counties: Onondaga.

TOP NETWORK SHOWS

- 1. 60,000 Question, WHEN, T, 27.8
2. Alfred Hitchcock, WHEN, S, 22.3
2. Twenty-One, WSYR, M, 22.3
4. G. E. Theater, WHEN, S, 21.8
5. Playhouse of Stars, WHEN, F, 21.3
7. What's My Line? WHEN, S, 21.3
7. Playhouse 90, WHEN, Th, 21.0
8. Mr. Adams and Eve, WHEN, F, 20.3
8. 60,000 Challenge, WHEN, S, 20.3
10. Father Knows Best, WSYR, W, 19.4

TOP MULTI-WEEKLY SHOWS

- 1. News, Wsg., Sports (11:00), WHEN, M-F, 23.4
2. Mickey Mouse Club, WHEN, M-F, 17.8
3. CBS News, WHEN, M-F, 15.7
4. Star Theater, WHEN, M-F, 15.3
5. News, Sports, Wsg. (6:30), WHEN, M-F, 14.7
6. NBC News, WSYR, M-F, 12.7
7. Arthur Godfrey, WHEN, M-Th, 11.7
8. Four Repairs, News (6:30), WSYR, M-F, 11.3
8. News, Sports, Wsg. (6:43), WSYR, M-F, 11.5
10. Valiant Lady, WHEN, M-F, 10.5

TOP FEATURE FILMS

- Once-Weekly: 1. Star Theater Mat., WHEN, Sa, 3:00-6:30, 12.1
2. Action Theater, WHEN, Sa, 1:00-2:15, 11.4
3. Western Theater, WHEN, S, 10:30-11:30 a.m., 11.0
4. Premiere Performance, WHEN, Sa, 2:00-4:15, 70.9
5. Hollywood Showcase, WSYR, Sa, 1:30-3:00, 10.3
Multi-Weekly: 1. Star Theater, WHEN, M-Sa, 11:15-12:00 mid., 15.5
2. Hollywood Matinee, WSYR, M-F, 12:45-2:30, 9.8

TOP SYNDICATED FILMS

- 1. Code 3 (ABC), WSYR, T, 10:30, 23.3
2. Highway Patrol (Ziv), WSYR, W, 10:30, 22.3
3. Little Rascals (Interstate), WHEN, Th, 7:00, 21.3
4. Crouch and Dex (NBC), WSYR, F, 9:30, 20.8
5. Men of Annapolis (Ziv), WSYR, W, 7:00, 18.8
6. Dr. Hudson's Secret Journal (MCA), WSYR, Sa, 10:30, 17.0
7. Dr. Christian (Ziv), WHEN, W, 7:00, 16.5
8. Superman (Flamingo), WHEN, Th, 6:00, 15.8
9. Mr. District Attorney (Ziv), WSYR, M, 10:30, 15.7
10. Annie Oakley (CBS), WHEN, W, 6:00, 13.0
10. List of the Mobsters (TPA), WSYR, F, 7:00, 13.0
12. Stout Service (NBC), WSYR, M, 7:00, 12.3
11. Bonanza Chapter (MCA), WSYR, Th, 7:00, 11.8
14. Easy Golden Playhouse (Official), WSYR, 7:00, 10.5
15. Gene Autry (CBS), WSYR, 3:00-4:00, 10.0
16. Humming Gandy (NBC), WSYR, S, 12:30, 9.3
17. Stage Seven (TPA), WSYR, Th, 11:00, 8.8
18. Top Piece of '77 (Screen Gems), WSYR, M-F, 9:00, 5.9
18. Your All Star Theater (Screen Gems), WSYR, M-F, 9:00, 5.9

SHORT SCANNINGS

Elkin Kaufman, for the past two years president of Norman, Craig & Kummel, has joined Lenzen & Newell as a senior vice-president and management account supervisor. . . . Robert Sarnoff, NBC

president, will receive the American Legion's Americanism Award for his "vision and leadership in launching the NBC Educational Television Project." . . . Philip C. Carling has been upped to vice-

president of Batten, Barton, Durstine & Osborn. Carling, who joined BBDO in 1949, has been an account group supervisor in charge of all product lines of Philco and part of Foremost Dairies. Norman Lessing has been signed by Henry Jaffe Enterprises as associate producer and script editor for the new Shirley Temple fairy tales

series now in preparation in association with Screen Gems. . . . David Yarnell, in charge of publicity for Du Mont Broadcasting, has been named to the faculty of Long Island University in Brooklyn. . . . Norman, Craig & Kummel's Chicago office was officially opened last week. In addition to his six NBC-TV

shows for the upcoming season, Bob Hope will do several guest shots. Exchanges have been arranged between Hope and Pat Boone for early next year. . . . Hendrik Booraem Jr., has left Chester LaRoche to join Ogilvy, Benson & Mather as vice-president and director of TV-Radio.

Form Indie Music Association To Act in Pubbers' Interest

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

By PAUL ACKERMAN

NEW YORK—Late Friday (13) afternoon a group of publishers including representatives of many well-known firms set up an organization titled the Association of Independent Music Publishers, with an avowed intention to maintain and further the health of the publishing business, regardless of whether members might be affiliated with ASCAP or BMI. Overwhelming majority of those present had both ASCAP and BMI affiliations (see chart). Joe Csida was elected president, with Ralph Peer named honorary vice-president; Howard S. Richmond and Ed Aberbach were named first and second vice-presidents. Latter two were elected in absentia, but reps of their firms were present, respectively Al Brackman and Fred Bienstock. Dave Dreyer was named treasurer.

Meeting, which was described as "cordial," will very shortly draft a constitution and bylaws and charter. Csida appointed a by-law committee, headed by Peer, who will have as aids Ed Burton and George Paxton. The committee will meet next week with an attorney

to draw up the necessary formal papers.

Following Friday's organization meeting, the newly-formed group intends to invite all publishers, no matter what their affiliation, to join. Spokesmen stated the org is interested, at this point, in hearing from any publishers who might like to join. It was stated that a committee would be formed to determine an equitable basis for dues and contributions. All those present at the initial meeting pledged \$250 each as an initial operating fund. Total amounts to about \$3,000.

An important part of the discussion dealt with whether the group was organized to aid BMI, the target of the attack launched by Songwriters of America, Inc. One

publisher contacted after the meeting stated the organization "could not be construed as a BMI operation of any kind . . . rather, it is a group who have decided, to take a part in many projects affecting their welfare, and that this included the necessity to bring some clarity to the climate of lies and misrepresentation fostered by the embattled songwriters."

Another publisher commented: "We showed up at the meeting because we felt that for all of us there was an area of mutual interest."

Another publisher said that the formation of the organization might appear to be based on the idea of aiding BMI; but that this was so only because a true statement of

(Continued on page 56)

Music Publishers Who Attended Charter Meeting of Association of Independent Music Publishers

ASCAP Firms	Name of Attendees	BMI Firms
Edwin H. Morris & Co. Mayfair Music Corp. Melrose Music Corp.	Harry Gerson Edwin Morris	Meredith Music Corp. Vogue Music Corp.
Leeds Music Corp. Pickwick Music Corp.	Lou Levy Sel Chlantia	Duchess Music Corp.
Southern LaSalle Harris Panther	Ralph Peer R. P. Iverson	Peer International Melody Lane Pera
George Paxton, Inc. Chatsworth Music Corp. Whiting Music Corp.	George Paxton Marvin Cans	Winneton Music Corp.
World Music, Inc.	Sammy Kaye David Krenzel	Republic Music Corp.
Planetary Music	Phil Kahl Morris Gurlek	Patricia Music Kahl Music
Mecca Music Corp.	George G. Levy	Lowell Music Corp.
Bristol Music, Inc.	Walter R. Moody Dave Dreyer	Raleigh Music, Inc.
Cromwell Music, Inc. Essex Music, Inc.	Al Brackman	Holia Music, Inc. Ludlow Music, Inc. Melody Trails, Inc.
Tray Music	Danny Kessler	Rush Music Pinelawn Music Berksire Music
Choice Music, Inc.	Murry Sporn	American Music, Inc.
Towne Music Corp.	Edgar Burton Joe Csida Moe Gale Hal Fein	Trinity Music Corp.
Alamo Music	Fred Beinstock	Sheldon Music Roosevelt Music Bob Abbott Music
Ross Jungnickel	Herbert Marks Paul Barry	Hill & Range Songs St. Louis Music E. B. Marks Weiss & Barry

Dallas Dealers Ban D.J. 'Top 40' Lists

DALLAS — There will be no further radio station "Top 40" lists in this city if the Dallas Retail Record Dealers' Association has anything to say about it. The one-and-one-half-year-old organization of more than 20 dealers—virtually all in the Dallas County area—has reached an agreement among the membership to produce its own pooled "Top 40" list each week, which, according to one of the dealers, will "be available for all to see."

Asked the reasons for the move, a spokesman for the Association said: "We found that the jockeys around here were literally running our business. All kinds of unknown records would be plugged as being on such and such a station's 'Top 40,' we would immediately get calls and because we never heard of the record, we couldn't fill any requests. On the other hand, records we knew very well should be on any 'Top 40' group, were frequently not mentioned."

The dealer spokesman, who declined to be quoted by name, said that it was certainly not true that all stations were guilty of the practice, but that more than one was, and one of the biggest in the city, was pointed out as being the worst offender. "The payoffs to jockeys from some distributors here who want to kick off an obscure new disk are the problem, and when we found how much the practice was hurting us, we

(Continued on page 55)

Cook Foresees Huge Disk Hype

NEW YORK—The disk business this fall will enter its greatest period of growth, according to Hal Cook, Columbia Records sales chief. Cook noted that TV was becoming an ever-growing source of disk exposure, with a tremendous amount of new TV programs scheduled to use record

(Continued on page 56)

Decca Signs Rowan-Martin

HOLLYWOOD—Comics Dan Rowan and Dick Martin were inked to a term pact at Decca Records last week, with the pair to cut both singles and albums for the diskery. First session has been scheduled following the completion of their first movie, Universal-International's "Once Upon a Horse."

Comedy team's humorous talent as well as singing ability will be spotlighted by the diskery, with Coast repertoire chief Sonny Burke to handle the recording dates.

VIRGINIA HOST TO DAN COLLINS

NEW YORK—Yesterday's Sunday edition of the New York Herald Tribune, Today's Living magazine section, carried a colorful spread on Dan Collins, Billboard's Advertising Manager, and his family on a vacation in Virginia. "Handsome" Dan was asked to take his lovely wife and their good looking offsprings on a jaunt thru the Old Dominion State depicting the typical family taking in the famous sights.

We're sure the Collins' will hype th tourist tide.

Bluebird Line Debs 12" LP's

NEW YORK — Another RCA Victor subsidiary label, Bluebird, now strictly a children's disk line, will present its fall plan to distributors this week. The presentation follows previously announced programs by Victor, Vik and Camden labels.

Heading up the push will be the introduction into the line of a series of 12-inch LP's, five of which will comprise the first release. All will be packaged with four-color jackets and will be sealed in polyethylene sleeves with price tag. Product will include "Cinderella, Pinochio and Other Great Stories," "Peter Rabbit, Goldilocks and Other Great Tales," Songs, Games and Fim," "Lullabies for Sleepyheads" (with Dorothy Olsen), and "Wyatt Earp, Cheyenne and Other TV Favorites."

The company will give distributors an additional discount and a 100 per cent exchange deal for all unopened packages. For every \$100 of billing, a distrib is entitled

(Continued on page 55)

'Free for Five' New Merc Plan

CHICAGO—On the heels of its hugely successful "Five for One, Take All Plan," which closed August 31, Mercury Records launches a new sales campaign, the "Free for Five Plan," effective today (16).

The plan revolves around Merc's new release of 26 package items and highlights one of them, "The Best of Irving Berlin," featuring Sarah Vaughan and Billy Eckstine. For every five albums purchased

(Continued on page-56)

Kapp Releases 'Sun' Pic LP

NEW YORK — Kapp Records has released its soundtrack album of background music from the flick, "The Sun Also Rises." Pic stars Tyrone Power, Ava Gardner, Mel Ferrer, Errol Flynn and Eddie Albert. Score was clefted by Academy Award winner Hugo Friedhofer. The album contains music from the scenes in Paris, the Fiesta of San Fermin in Pamplona, Spain, and the stirring music of the bull ring.

In another development at Kapp, Herb Rogalsky, formerly with the Leonard Wolf promotion office and with Decca Records, moved in as sales rep covering the major Eastern cities.

Mixed Reaction to StereoDisk System

HOLLYWOOD—Stereophonic records may become a reality within the next year should the new Westrex StereoDisk system (The Billboard, September 9) prove successful in tests now being made by the major record companies.

The Westrex system was unveiled for a host of RCA Victor brass here last week, among them vice-president and general manager George Marek, Roy McClay, Ed Welke, Bill Bullock, Bob Yorke, Steve Shofes and Jack Burgess. Capitol Records toppers saw the system demonstrated at a showing here several weeks ago, with other diskery showings now being scheduled by Westrex.

Acknowledging that the system was the best thus far produced, RCA execs noted, however, that engineering along similar lines is being conducted in their own laboratories.

(Continued on page 55)

GNP Steals March on Jamaica Tunes

HOLLYWOOD — Indie GNP Records will steal a march on the upcoming RCA Victor original-cast "Jamaica" package this week, with the recording of four pop tunes from the show by Fay DeWitt and Dick Duane.

"Jamaica," starring Lena Horne, went into its off-Broadway rehearsals last week with the show not scheduled to hit Broadway until mid-October. The GNP singles are to be released immediately, according to General Manager Walt Heebner, who flew to New York to cut the sessions. Tunes to be released are "Take It Slow, Joe" and "Pretty to Walk With" by Miss DeWitt, and "Savannah" and "What Good Does It Do?" by Duane.

Label starts increasing its album production this month with the release of a total of six, two each on GNP, Whippet and Dixieland Jubilee.

NEW YORK—There is nothing really new about the Westrex StereoDisk system or any other so-called new development in the field of stereo sound research. This was the consensus this week of diskery execs and sound engineers here in light of last week's reports from the Westrex Corporation.

Goddard Lieberman, Columbia Records prexy, declared: "None of this comes as a surprise to us, because we, like many other companies, have been doing research along these lines."

Leonard Schneider, veepee of Decca Records, said: "We've been associated with the early developments in the stereo field, and as Westrex licensee, it's only natural that we will be following the new developments closely. Our chief engineer, Charles Lauda will be viewing the new system shortly. We feel if it's really a progressive development and industry standards can be set up, we'll undoubtedly go into it."

Bob Fine, well-known recording engineer and proprietor of Fine Recordings, Inc., pointed out that experiments have been going on in this field since as early as the mid-thirties and in fact, very acceptable quality test-disks were actually developed at that time.

Fine said that one of the very best systems so far under development

(Continued on page 56)

L. A. NARAS SETS QUALIFICATIONS

HOLLYWOOD — The West Coast chapter of the National Association of Recorded Arts and Sciences has formulated qualifications for membership and is sending them out to prospective members, according to Paul Weston, prexy of the NARAS Los Angeles Chapter.

Meanwhile, Jim Conkling, temporary chairman of the national organization, was expected to visit New York later this month to set up a New York Chapter of NARAS.



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Vocal by Johnny Otis

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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



Vox, Prestige Debut 16²/₃ 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 — The fourth speed, 16²/₃ r.p.m., will be added to the music-disk sweepstakes October 1. At that time, both Vox Records, a classical and pop specialty house, and Prestige, a producer of modern jazz disks, will kick off new series of longer-playing platters, carrying up to two hours of music on a single disk.

Vox will retail its line at a suggested list price of \$6.95, while Prestige will tag its product at \$7.95. There is no connection between the two firms, altho mastering of the new 16²/₃ cuttings was done for both outfits by Dr. Rudy Van Gelder, and both outfits co-

incidentally are having their disks pressed by Abbey Records.

According to Ward Botsford, Vox recording director, the disks are completely compatible with most of the players produced in the last two years, since most have the 16²/₃ gear. The microgroove needle used for 45 and 33¹/₃ disks is okay here, too. The only special advice to consumers would be to let the turntable run a few minutes at 16²/₃ to warm up before each disk-playing session. Both Vox and Prestige maintain that fidelity is just as good with their 16²/₃ disks as with regular 33¹/₃ LP's. Vox cites its issuance of piano concertos, pointing out that piano and orchestra recording is among the most exacting.

Vox will kick off its 16²/₃ line with five LP's, packaged for class presentation. Other releases will follow in January. The repertoire includes an all-Tschaikowsky disk, comprising "Romeo and Juliet" Overture, Symphony No. 6 ("Pathétique"), Piano Concerto No. 1;

an all-Beethoven disk with the Violin Concerto, the "Emperor" piano Concerto, "Coriolanus" and "Leonore" No. 3 overtures; an all-orchestral coupling, with "Scheherazade," "Nutcracker Suite," "L'Arlesienne" Suites Nos. 1 and 2, and the "Prince Igor Polevetski Dances."

An all-symphonic disk will package Beethoven's No. 5, Dvorak's "New World," Schubert's "Unfinished" and Prokofiev's "Classical." In the pop category, there will be "Around the World, Around the Clock," which will contain international pop items of seven countries, gleaned from the label's "Cook's Tour" series, and others. Latter set will involve a tie-in promotion with Pan-American World Airlines.

To introduce the new speed disks, Vox will run consumer ads in Playboy, Esquire and the New Yorker, plus ads in the regular record journals and catalogs.

Prestige, according to the com-
(Continued on page 54)

Kelly Heads Moppet Line For Roulette

NEW YORK — Roulette Records is reading its first complete children's record line, which will be spearheaded by circus clown Emmet Kelly. Kelly, official jester to the Brooklyn Dodgers this year, has been signed by Roulette as a recording artist and in a merchandising capacity.

Heretofore known strictly as a pantomimist, Kelly will be spotlighted as a narrator on a series of kiddie albums. He will be identified as "Willie the Clown," and will personally work with distributors and dealers on merchandising the new line, via personal appearances, special displays, featuring "Willie the Clown" cut-outs, etc.

In addition to the Kelly albums, which will be available on 78's and LP's, Roulette's artist and repertoire chiefs, Hugo Peretti and
(Continued on page 56)

Krefetz Inks Poplar Talent

NEW YORK — Lou Krefetz, head of the newly-organized indie diskery, Poplar Records, has signed a flock of talents. These include vocalists Bobby Jones and Billy Mitchell, a girl duo; the Do Re Sisters, rockabilly duo; the Alvin Brothers, and Roland Cook's New Orleans band.

Krefetz has set the line with 31 distributors, and has worked out a distribution agreement with Phonodisc of Canada.

MEMORY LANE RADIO SERIES

NEW YORK — A new transcribed radio show, starring Paul Whiteman, will be kicked off by RCA Thesaurus on September 23. The series, a specially recorded, continuous set of half-hour shows, has been produced for RCA by artists-repertoire chief Ben Selvin.

Show will consist of Whiteman voice tracks introducing musical selections by various units, utilizing the tag "I Remember When . . ." and placing the major emphasis on great standard tunes. All-time hits will be performed by such denizens of the Thesaurus catalog as Artie Shaw, June Valli, Nelson Eddy, Johnny Desmond and the Frank Black chorus.

RCA Debs Biggest Hi-Fi Equip. Plant

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

CAMBRIDGE, O. — The world's largest hi-fi equipment manufacturing plant was dedicated here last Wednesday (11) in ceremonies attended by top execs of the RCA Victor Radio and Victrola Division, political dignitaries, 2,000 RCA plant employees and representatives of the press.

The new RCA plant, with 355,000 square feet of work space, is three times the size of the original building purchased here by RCA in 1953 from the Continental Can Company, and now boasts facilities for turning out 6,000 hi-fi instruments, or 10,000 45 r.p.m. "Victrolas" in a single eight-hour shift; thoroughly checked for balance and tonal quality, according to company claims.

In addition, the new plant produces record changers, tape recorders and stereotape players.

In his dedication speech, James M. Toney, vice-president and general manager of the radio and phono division, cited the tremen-

dous gains of the phono-record industry in the past five years, the projected role of the new plant, and its adaptability for the manufacture of new hi-fi products yet to come. He described it as "a multi-million dollar investment in the future of high-fidelity."

Features of the new plant include 15 modern assembly lines, with adjustable heights for production of different types of phono assemblies; a complete parts manufacturing shop which fabricates more than 80 per cent of the parts
(Continued on page 54)

Latin-America Talent Seg for WABD Debut

NEW YORK—"Fiesta Americana," spotlighting Latin American recording artists, will debut over TV outlet WABD here September 20, marking the second live musical show scheduled by the station, since local radio station WNEW moved into the WABD picture.

The show, which will be aired weekly from 8 to 8:30 p.m., will be emceed by WNEW jockey Bill Williams. The first "Fiesta" seg will feature Tio Puentes and vocalist Carmen D'Oro, while the second will spotlight the Lecuona Cuban Boys. The show is a Mercury Artists package.

Also on WABD's new Friday night schedule is WNEW deejay Art Ford's new live musical show, "Greenwich Village Party."

WDOK BRASS SETS DISK BAN

CLEVELAND — There have been several cases of radio stations banning certain disks because rival outlets received them first, but WDOK here has come up with a new twist on platter banning.

Station management, headed by Frederick Wolf and program manager Norman Wain, will not play any disks if they are given directly to WDOK jocks rather than sent thru station channels.

In a letter to a key label exec here, Wolf said: "Your telegram to our performers was received and came to my attention. Please be advised that this record will not be promoted on WDOK during the fall season . . . We do not appreciate our performers receiving recordings, and that management is by-passed."

Vox Preps 'Vox Box' LP Bargains

NEW YORK — A new multi-disk bargain series, merchandised as "Vox Boxes," will be kicked off on October 1 by Vox Records. Each will contain three 12-inch 33¹/₃ r.p.m. disks from the regular Vox catalog, and each box will retail at \$6.95.

This push is parallel with the launching by the same company of a line of 16²/₃ r.p.m. disks, also at the \$6.95 tag (see separate story).

The first of the two boxes will contain six piano concerti. Included will be the Schumann and the Beethoven No. 4 by Novaes; Tschaikovsky No. 1 by Bruch Ollerie; Liszt No. 1 and Rachmaninoff No. 2 by Frugoni, and the Grieg by Wuehrez.

The second-three-disk box will be all-orchestral, including: "Bolero," the "Moldau," "Nutcracker Suite," "Carmen Suite," "Night on a Bare Mountain," "Roumanian Rhapsody No. 1," "Capriccio Espagnol," "Till Eulenspiegel," "Finlandia," "Les Preludes," "Wedding Day at Troldhaugen," "Capriccio Italien," and "Dance of the Hours."

On November 1, Vox will re-
(Continued on page 54)

'SUCCESS RECEIPT'—MILLER

Planned Economy a 'Must' For Singles Production

NEW YORK — "A profitable singles record operation must depend upon sales in depth—it cannot achieve stability when it takes on a 'feast or famine' aspect," according to Mitch Miller, Columbia records pop a.&c. chief. Miller, who during the first eight months of this year landed 15 records on the national best selling charts, added that modern major a.&c. operations necessitate a definite, planned economy. Virtually every record made must go out as a "threat," he said. Here are some interesting figures backing up this point of view.

Miller releases an average of less than three singles a week, or about 80 in an eight-month period. About one out of five have become national best sellers. In addition, he points out, about 20 non-chart records had sales ranging from 100,000 up to, and in some cases, over 200,000—proving very profitable product for the manufacturer, distributor and dealer. Another good portion of the total of 80 disks below this sales range racked up sufficient sales to defray costs of the date, advertising and promotion, pressing charges, etc. "there is little room for throwaway sides you don't believe in. . . . During the course of a year, the average Columbia artist records about four records."

Johnny Mathis, Miller commented, has done only two recording sessions for the label. "These sessions have already produced
(Continued on page 56)

FRENCH MUSIC DISKS IN NIPPONESE BOOM

OSAKA, Japan — The French music boom seems to be moving "continuously upward" here, according to local industry sources and music trade press reports.

King Records, Japanese distributor of American Mercury, British Decca and Telefunken is also now making a monthly release of genuine chanson disks as well as other French pop hits via pact recently negotiated with French Decca. The firm is also releasing the American Mercury pop pack-

Cap Inks Otis; Plans Unique Singles Push

HOLLYWOOD — Capitol Records has signed veteran band leader-songwriter Johnny Otis (e.g. "Hound Dog," "Dance With Me Henry," etc.) to a long-term contract. The pact involves a unique promotion on the first group of singles cut by Otis and several artists featured in his rock and roll stagershow troupe.

The four disks, which will be promoted by Capitol as a package, but which will be sold as singles, spotlight vocals by Otis, Marie Adams and the Three Tons of Joy, baritone Mel Williams, Glen Jones, the Moonbeams, a vocal group, and 16-year-old Jeannie Sterling. Otis' band handles the backing on all platters.

Altho Otis himself is under contract to Capitol, the rest of the artists are pacted personally to Otis. They formerly recorded for Dig Records, owned by Otis, but now inactive, following Otis' pacting by Capitol.

Otis, who also holds down a deejay spot on KFVB, Hollywood, is currently readying plans to take his rock and roll stagershow package (augmented by additional
(Continued on page 54)

Bethlehem to Debut in Pop Album Field

NEW YORK—On October 14 Bethlehem Records will make its debut in the pop LP field. The label, previously all jazz, will intro a line of \$3.98 sets (jazz line is \$4.98).

According to prexy Gud Wildi and general manager Carl Le Bow, first releases will feature Teal Joy, the Japanese-French-Peruvian thrush; the recently signed orkster-saxophonist Dick Stabile, Ted Steele and Eddie (Cleanhead) Vinson. Latter is making his disk comeback after several years of touring.

Vinson signed with Bethlehem last week.

Feldman, Portnoy Deb New Ivy Label

NEW YORK — Stan Feldman and Ed Portnoy have organized a new label, Ivy Records, with headquarters at 1697 Broadway. First release is by the Deltaire, girl vocalists, singing "Lullaby of the Bells backed with "It's Only You, Dear."

Feldman has been in the juke box business 21 years, with Kingsboro Music, and Portnoy operates the Record Shack, jazz outlet. Initial plans are to enter the pop singles field, with a packaged line scheduled for a debut in the fall. Feldman is lining up distributors, having set Alpha in New York; Leslie, Hartford, Conn. and Pittsburgh, and Essex in Newark.

age line and the same label's classical Olympian Series. First issue of the latter series includes the tremendous hit in the United States, Tschaikovsky's "1812 Overture" and "Italian Capriccioso," by the Minneapolis Symphony under Antal Dorati, along with three other packages.

French Decca, operating on a reciprocal arrangement with the Japanese King firm, will shortly issue in France a series of Japanese
(Continued on page 56)

FLUEGEL HORN TO CAR EXHAUST

Diskeries Offer Broadest Choice In Repertoire--and Sell It, Too

By JOEL FRIEDMAN

HOLLYWOOD—Whether it be the sound of a fluegel horn on a German "beer drinking music" package or the cacophony of cars racing along the speedway at Indianapolis, the wide divergent tastes of the American public has created an age of specialization for the record industry.

The consumer today has the broadest choice of repertoire imaginable, and no matter what the subject is, chances are there's a diskery in business capable of fulfilling the demand, however limited such demand may be.

This penchant for offbeat albums, whether it be golf, parakeet lessons, Sir Max Beerbohm, or a course in International Morse Code, all of which are available on records, can be primarily attributed to the fact that Americans have more leisure time than ever before and more money to spend on newly found hobbies to devote to these leisure hours.

A list of recording firms who have made it profitable to devote their energies to wayside projects not dealing with music would be endless, the Caedmon, Folkways, Period, Cook, Discuroisities and Audio Rarities have been among the most active. Spoken word packages, in which Caedmon has specialized are the most oft recorded of all non-musical works and ap-

pear also to be most in demand. It's significant to note that virtually all spoken word packages sell in excess of \$4.98, with a list price of \$5.95 more often the case.

Growing Market

There's a growing market for this type of material, with new customers not only among those who frequent a neighborhood record shop, but also among public libraries, schools and universities and lately, too, among private industry. Corporations interested in broadening the educational scope of their personnel have of late been among the bulk purchasers of poetry and prose disks.

Repertoire on spoken word packages isn't limited to material in the public domain, the largest demand is for the classics. Caedmon's

biggest sellers to date has been its series of poetry recordings by Dylan Thomas. The works of Chaucer, Shakespeare, Walt Whitman, Sandburg, Tennessee Williams, Sean O'Casey, ad infinitum, are available to an ever-increasing market. The huge rise in college enrollment and adult education is partially responsible for the new interest.

At the other end of the educational pole tho, there are an equally growing number of consumers who apparently find a need for recorded entertainment dealing with a pet personal caprice. "Sounds of Locomotives," "Sounds of Medicine" and "Sounds of My City" were all recent releases by Folkways; "Voice of the Sea" is a re-

(Continued on page 54)

DJ's Deane, Wells' Video Bows Smash

• *Continued from page 14*

Hooper when he aired over radio outlet WCBM.

The new Wells TV show, which kicked off Monday (9), in the 7-9:30 a.m. slot, is titled "Baltimore Close-Up," and includes weather, news and traffic reports. Initial ARB ratings last Tuesday put it on top in this time period with a 3.5 against the 2.8 and 2.1 scored by the other stations in town, a 41.7 per cent rating hike for the station against a month ago.

Deane, whose "Buddy Deane Bandstand" teed off last Monday in the 3-5 p.m. slot across the board, bowed with an impressive array of disk names showing up as guests. These included Kitty Kallen, Mitch Miller, June Valli, Terri Stevens, Lou Monte, the Chordettes, Bob Jaxon, the Delrays, Nick Noble, Jerry Vale and the Eberly Brothers. The ability of Deane to snare such talent to his new video offering is regarded as significant, since there had been some question as to whether disk luminaries would show up for an untried video stanza.

Deane's show jumped off to rating supremacy on the opening afternoon with an 11.1 against the 7.1 chalked up by each of the

other outlets. On Tuesday, he averaged 9.8 against 6.5 and 5.5 for competition.

Phone Tie-Ups

An indication of video's potency came on the opening day, when Deane had Mercury artist Chuck Miller as guest. As he had done on his radio show, Deane invited the TV audience to phone in to chat with the guest. Not only was the WJZ-TV switchboard swamped, but one of the calls was from the telephone company asking Deane to lay off. The next day, the phone company's representatives visited the station and told execs that four exchanges had been tied up, and calls had overflowed into other exchanges in the downtown section.

Also significant is that calls came in from points as distant as Annapolis, Md. This emphasizes the difference between the lower-powered signal of the AM outlets and the super-blast pushed off by the TV station, with its subsequent blanketing of a wider area. Willingness of top disk names to appear was explained by an analysis of Dean's first TV ratings, which show he is reaching 50 per cent more people than he did on radio.

(Continued on page 54)

BIGGER & BETTER FUTURES

Summer Jazz Concert Grosses Cue Expanding Public Interest

By REN GREVATT

NEW YORK — Gross and net tallies now becoming available for the past summer's myriad outdoor jazz scenes, plus plans already revealed for "bigger and better" activity next summer, point up not only a continually expanding appetite for the idiom but also the fact that jazz is not at all "pricing itself out of the market," as has frequently been forecast in some trade circles.

At Newport last July, for example, it's estimated that a total take of close to \$150,000 was realized. Three full-house concerts, scaled at \$3, \$4 and \$5, in the over-10,000 capacity Freebody Park, brought in over \$120,000. Other daytime sessions and an extra Sunday night affair, netted considerably more. A large chunk of the approximately \$35,000 talent nut was picked up by impresario and disk mahoff

Norman Granz, in return for disk-ing rights to concert performances. Thus, a large portion of the gross receipts were actually profits. Plans are already well underway for expansion of the Park facilities in Newport to accommodate fans tans at next year's session.

The North Shore Jazz Festival held at Lynn, Mass., was so successful that plans are already being made there for a Winter North-shore Festival in November. Held on a Friday, Saturday and Sunday, the concerts drew 7,000 and 8,500 for the first and second nights. On a rainy Sunday, a last minute change brought the final concert indoors to the Boston Arena, where even in the short time available to promote the new location, a crowd of 10,000 was realized. Total net for the series came to over \$15,000.

In Western Massachusetts, in

ONLY ONE SIDE BY DEL VIKINGS

NEW YORK — The Billboard's Review "Spotlight" last week of the new Dot recording by Kripp Johnson and the Del Vikings, erroneously stated that both sides were cut by the Del Vikings, according to Mercury Records.

"When I Come Home" was cut by the original group before they signed with Mercury, but "I'm Spinning" was sliced by Johnson alone, backed by a new group. Johnson, a member of the original group, remained with Dot, while four others went with Mercury.

Mathis to Wax Pic Title Song

HOLLYWOOD — Columbia Records pactee Johnny Mathis was signed by producer Hal Wallis to sing the title tune from the Paramount film "Wild Is the Wind" last week. Film stars Anna Magnani, Anthony Quinn and Anthony Franciosa.

Mathis will record the song over the main titles with Mitch Miller in New York this week. Tune was penned by Dimitri Tiomkin and Ned Washington.

Hal March Inks Dot Disk Pact

HOLLYWOOD — Hal March, "\$64,000 Question" TV quiz show emcee, inked a pact with Dot Records here recently. March will record the title song of his Paramount picture, "Hear Me Good," with the disk set for release next month.

Actor will make a 15-city promotional trek when the picture and record come out, visiting Dot distributors and deejays in principal cities.

Label also added singer-dancer Elaine Dunn to its talent roster, with the chirp set for a regular spot on the upcoming new Eddie Fisher TV show. At the same time, Dot Prexy Randy Wood disclosed that difficulties between Warner Bros. and Tab Hunter have been ironed out, with the label to record a new single by the young actor within two weeks. Film studio must okay all of Hunter's releases. Wood meanwhile will be out of action for approximately one week, entering Hollywood Presbyterian Hospital for a tonsillectomy.

IRS Rules on Ballroom, Etc., Cabaret Taxes

WASHINGTON—Internal Revenue Service ruled last week (9) that even tho an establishment may have the physical characteristics of a "ballroom, dance hall, or other similar place," it is not excluded from the cabaret tax unless the serving or selling of food, refreshment or merchandise is "merely incidental."

In answer to a request for advice from industry, IRS pointed out that the Internal Revenue Code of 1954 imposes a tax on all amounts paid for admission, refreshment, service or merchandise at any "roof garden, cabaret or similar place" furnishing a public performance for profit. According to Internal Revenue, the determination of whether an establishment constitutes a bona fide "ballroom, dance hall or other similar place," must be made "by reference to the over-all operation of the establishment, including such factors as the relative income from the several activities over a period of time" and the portion of space devoted to the various activities.

The Service held, therefore, that if t - serving of food, refreshment or merchandise is merely incidental, ballrooms are free of the cabaret tax.

NBOA Reports Business Hype

NEW YORK — The National Ballroom Operators' Association, which holds its 10th annual convention at the Park Sheraton here September 23-25, notes that box office reports show at least a 10 per cent increase in attendance this past summer over last year in most of the nation's 500 ballrooms.

"The main purpose of our convention this year," said Vic Sloan, NBOA prexy and operator of the Play-Mor Ballroom in Lincoln, Neb., "will be to work out ways to keep this healthy trend going for us." A panel of music industry leaders has been organized to discuss this problem with NBOA members on September 24.

Panelists will include Carl Braun of the Commodore Ballroom, Bob Weems of General Artists, band-leader Richard Maltby, Deejay Art Ford, WNEW, here; Arnold Byrnes of the Dance Educators of America, and a representative of the American Federation of Musicians.

Que Readies Fall Plans

NEW YORK — Que Records, one of the newer indie package firms, has readied a fall plan on its 10"-LP line, effective until the end of October.

According to Bill Hill, sales manager for Que, distributors have been given a deal making it possible for them to offer special discounts or bonus disks at their option in their own territories.

Included in the 10-set line are four new issues, including three opera-for-orchestra sets: "Tosca," "Manon Lescaut" and "Aida." These are follow-ups to the label's top-selling "Madame Butterfly" package. Other new issue is "Dixie by the Seven," a jazz release.

Hill returned last week from a nationwide sales trip. On the Coast, he named Brent Conard, of Los Angeles, as district rep.

SPA Execs Ask Membership \$ To Aid Fight

NEW YORK—Top execs of the Songwriters' Protective Association last week solicited SBA member for additional money in behalf of what the officials called "our struggle for musical freedom in America."

The funds-solicitation letter—signed by SPA prexy Burton Lane, Abel Baer, Eddie Eliscu, Jack Lawrence and Dorothy Fields referred to "the dramatic story of our recent progress," citing recent consumer and trade stories, in re. Senator Smather's bill, Oscar Hammerstein's anti-BMI guest column for syndicated columnist John Crosby, and the Frank Sinatra-Mitch Miller episode. Clippings were enclosed with the letter.

The SPA officials' letter noted that last month members of SPA's two highest dues groups had been asked to contribute "an amount equal to one year's dues," and asked other members to contribute an equal amount to the "SPA Special Fund."

Change Label On Fight Suit

HOLLYWOOD—Roulette Records will either change the design of its label or continue to fight its legal battle with Coast indie Monte Carlo Records as the result of a court order vacating Roulette's motion to quash the summons.

Federal Court Judge Gen Harrison held for the plaintiff Joe Koss, doing business as Monte Carlo Records, in setting aside a motion quashing service for Roulette, the latter entered last July 31. Question of whether or not Roulette could be held as doing business in California has thus been answered in behalf of Koss. Similarity in the design of each diskery's label precipitated the legal action. Attorney Arthur S. Katz pleaded the case for Koss.

Lenox, a smaller jazz operation also met with considerable success. The Music Barn, which between the barn proper and an expanded area of overhead canvas, can accommodate 1,000, produced 10 summer Sunday night jazz shows. The shows, which featured such names as Fitzgerald, Brubeck, Mulligan, Hampton, Herman and the Modern Jazz Quartet, improved its take over the same period in 1956 by better than 20 per cent. Operator Phil Barber expects to run the same types of programs in 1958.

New York Scene

Back in New York, a summer-long series of concerts "under the stars" at the Wollman Memorial in Central Park, were highlighted by the jazz attractions. Only the jazz attractions, in fact, produced a profit, with such offerings as bal-

(Continued on page 24)

INTRODUCING . . .

THE LITTLE GAL FROM
PHOENIX



JUDY
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SINGING **THE** VERSION

of

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b/w

WHO CARES?

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PERSONAL MANAGEMENT

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NEW YORK

HOLLYWOOD

Clark to Europe to Set Am-Par Distribution Deals

NEW YORK—ABC-Paramount chief Sam Clark leaves here October 6 for a three-week trip abroad, where he will finalize distribution arrangements for the label and hopes to set up some reciprocal package release deals with European disk companies.

Clark will be in an advantageous position for setting up distribution deals, since Paul Anka's ABC-Paramount waxing "Diana" is currently the No. 1 record in England, making it one of the fastest breaking U. S. disks in British pop platter history.

"Diana" and "Black Slacks" by Joe Bennett and the Sparkletones (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 Marlow 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 Carousel Records in Sweden. Clark also noted that he is still in the market for "a substantial catalog" classical and/or jazz.

Meanwhile, Clark reported, Anka's "Diana" (No. 1 on The Billboard's best-seller charts 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 penned "Diana," has also sparked a lucrative royalty take for Am-Par's otherwise relatively inactive publishing firm, Pamco Music, since both "Diana" and the flip side are published by the company.

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 program last July 15. Am-Par will only release five new LP's during the balance of this year, Clark said, but will put 20 new packages on the market in January—backing the albums with a promotional program styled along "Lucky Seven" lines.

L. OF C. MUSIC CATAL'G ON SALE

WASHINGTON—The Library of Congress has announced that "The Published Music" section of the Catalog of Copyright Entries, Third Series, covering July-December, 1956, is now available. This section will include PP. 489-926 in the listing of published music. The music section of the Catalog is for sale by the Register of Copyrights at \$1.50 per copy, or \$3 a year.

40th Anniversary For Ben Selvin As Band Leader

NEW YORK—Ben Selvin, artists and repertoire director for RCA's Thesaurus and Camden Record operations, this week will celebrate the 40th anniversary of his debut as a band leader. The event took place in 1917 at the old Moulin Rouge on Broadway.

Two years later Selvin recorded the first of his million sellers and the first of several thousand disks he was to baton up to the time he became an a.&r. man himself. The disk, made for Victor, was "Dardanella," which was backed with "Isle of Golden Dreams."

At the same session, he waxed another coupling which was released later and also hit a million. This was the first recording of "I'm Forever Blowing Bubbles" and "A Pretty Girl Is Like a Melody."

Later he recorded many types of music under many nom de disques, including that of Beniamino Selvino, for Columbia Italian platters.

ture the spontaneous crowd atmosphere.

Meanwhile, the "Jazz at the Philharmonic" package kicked off a big new fall tour at New York's Carnegie Hall, Saturday (14). The Ted Heath British band opens a new tour of the States and Canada next month while Gerry Mulligan, George Shearing and Chico Hamilton shortly embark on a tour of their own. Don Friedman, on the other hand, the promoter of the New York Jazz Festival, is readying several packages for later Carnegie Hall appearances.

The East, with special emphasis on New York and New England is the focal point for much of the current jazz in-person activity. But bookers now look forward to considerably bigger demand for the talent from the hinterlands with the help of not only a wealth of publicity about Jazz Festivals, but impressive album releases of material taped at the Festivals.

Bigger & Better Futures

• Continued from page 23

let, Gian Carlo Menotti's "The Consul" and Cab Calloway's Cotton Club Revue either barely breaking even or losing money. Four jazz attractions of one week each, severally produced grosses of \$45 to \$50,000 with weekly talent costs averaging \$30,000. A fifth "Jazz Under the Stars" offering this week is doing strong business. The jazz shows alone are figured to keep the over-all summer activity at the Park in the black for promoter-operator Mike Grace.

Also in New York, the Lewisohn 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 Brubeck, outweighed the second highest 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, altho the second night's tally was kept down because of a threat of rain. With a seat price scale averaging \$3, the gross for the two concerts came to nearly \$60,000, and reports from spokesmen indicate that the series realized a profit. Here, too, ambitious plans are already well underway for next year.

At Great South Bay on Long Island, a series of five concerts, under a tent seating 2,000 fans, just about broke even last July. Promoters say that three night per-

formances of their so-called "intimate jazz" pulled very well but that two matinees were poorly attended. In this case, at the last minute Epic Records bowed out of the dishing rights to the concert and this was then undertaken by the Voice of America. The purpose here was for use on the air to overseas servicemen. However, the tapes were impounded by the American Federation of Musicians on the grounds that the VOA did not have the authority to do the job.

At least one jazz record club and several labels have made offers for the tapes, and Festival spokesmen indicate that if union approval is gained and a sale is made, the concerts will definitely be in the black. Next year, a more ambitious program will come off-spread out over two weekends, three evenings 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, many on an expanded basis. Past profits, attendances and plans now shaping for the balance of this year as well as next summer, point to a continuing expansion of the jazz market. Increasing interest in the jazz scene is sure to be kindled via disks soon to be released of the Newport Festival as well as others, which cap-

COMING
NEXT
WEEK !!

... featuring a coast-to-coast survey on what dealers in major markets like most about Fall programs and what they intend doing about them.

The Billboard's
Fall
Merchandising
Issue

Plus profit making ideas for dealers on getting more out of Fall plans, and vital, timely and stimulating features for everyone in the industry.

ABERBACHS SEE NO 'CHAOS'

Amicable Adjustments Follow DeSylva Ruling

NEW YORK — The Supreme Court's decision last year awarding equal rights to widows and children of composers and authors has not resulted in the "chaos" predicted by certain legal eagles at the time, according to publishers Gene and Julian Aberbach (Hill & Range, Ross-Jungnickel, etc.).

On the contrary, say the Aberbachs, who cited the Supreme 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 licensing agreements with firms which own renewal rights of the composer's children.

For example, the Aberbachs note that orderly accountings have been worked out between Ross-Jungnickel, Inc., with Shapiro-Bernstein on three DeSylva standards—"Save Your Sorrow for Tomorrow," "Alabama Bound," and "If You Knew Susie." Ross-Jungnickel has also set up a "smooth licensing procedure" on more than 100 other DeSylva tunes with DeSylva, Brown & Henderson, report the Aberbachs. Latter songs include "It All Depends on You," "Good News," "You're the Cream in My Coffee," and "Sonny Boy." In line with this, the Aberbachs contend that the only cases where in a publisher owning a widow's

renewal rights has refused to enter into a licensing agreement with a publisher owning children's renewal rights are those involving the Music Publishers Holding Corporation firms.

Ross-Jungnickel, the Aberbachs' ASCAP firm, recently filed suit against M. Witmark & Sons, (a MPHC firm) asking for an accounting of all renewal royalties paid out by Witmark on more than 400 tunes written by the late Ernest A. Ball. Ross-Jungnickel acquired all renewal rights to Ball's songs from his four children earlier this year. Witmark owns the renewal rights of Ball's widow, Mrs. Maude Lambert Ball, who is not the mother of the children. Ross-Jungnickel is also still involved in litigation against MPHC in re an accounting of renewal royalties due DeSylva's son Stephen William Ballentine.

Vik Inks 5 New Artists To Roster

NEW YORK — Vik Records swelled its talent roster last week, coming up with five new artists. Added were actress Lizbeth Scott, Gale Robbins, Jo Anne Gilbert, Billy Regis and Pat Suzuki.

Herman Diaz, album chief for the label, completed recording Miss Russell and Miss Scott during a stay in Hollywood last week. Miss Gilbert has been a free-lance artist, most recently etching for GNP Records, while the others are new to the record business.

Label's singles topper, Bob Rolontz, is scheduled to make a Coast recording trip sometime next month.

Haley Pic Set Back 2 Months

PHILADELPHIA—Bill Haley and the Comets, originally scheduled to report at the Columbia Studios in Hollywood October 22 for Sam Katzman's forthcoming rock 'n' roll feature motion picture, will be able to continue his Western tour dates for two more months as a result of a change in shooting schedule.

Columbia producer Katzman, according to Jolly Joyce, local theatrical agency head who set Haley's picture deal, has assigned a new team of writers to pen the movie script as he was unsatisfied with the script originally set to roll on October 22. As a result, shooting schedule for the new Haley starrer has been pushed back to the beginning of the new year.

Change in shooting date also made it possible for Joyce to set Alan Freed, the rock 'n' roll disk jockey, for a spot in Katzman's picture. Joyce Agency also handles Freed for screen, TV and other selected media. Early January screen date for Freed will follow his return from his European tour.

KEATING BILL BECOMES LAW

WASHINGTON — The Keating (R., N. Y.) bill to provide for a three-year statute of limitations on civil copyright actions was signed into law by the President on September 7. The bill will amend the Copyright Code to provide for the federal yardstick, thus ending the confusion of varied statutes in the separate States.

TABLE PHONO SALES DECLINE

CAMBRIDGE, OHIO — Table model phonographs account for no more than 25 per cent of the total packaged player sales in the current market, according to Jim 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 40 per cent of the sales are now in consoles with phonograph only, and 15 per cent are 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 by Era Records last week (6), involving the soundtrack rights to "The Helen Morgan Story." Gogi Grant, a former Era pactee who recently rejoined RCA, was the offstage voice for Ann Blyth in the picture.

Suit, filed in Federal Court, charges the defendants induced Miss Grant to break her contract, and seeks \$3,600,000 for antitrust violation 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 on the grounds that the record company insisted she record material owned by its subsidiary publishing company, ostensibly a violation of its fiduciary relationship. Court granted Miss Grant a temporary injunction, presently being appealed by Era, which restrained the diskery from interfering with the singer's right to record for any diskery. Attorneys George Rochester and Guy T. Graves represented Era.

Am-Par Pacts Hugh O'Brian

NEW YORK — Hugh O'Brian, who plays Wyatt Earp on ABC-TV, has been signed as a recording artist by ABC-Paramount Records. His first single — "I'm Walkin' Away" backed by "Don't Move" will be released this week, while his first album, "Hugh O'Brian Sings," will be released next month.

O'Brian himself will visit deejays here and in New England to plug his first platter in mid-October. Meanwhile, ABC-Paramount Records has signed to sponsor 26 weeks of ABC-TV's "Mickey Mouse Club" starting in December, at which time the O'Brian album and Bill Hayes' new package of Walt Disney tunes will be plugged, via special commercials hot on location with the Wyatt Earp company.

Miller Adds To D.J. Stint

CHICAGO — Ubiquitous Howard Miller expands his influence on the local record scene when he adds two deejay hours daily to his schedule next month. WIND signed Miller to fill the hole opened by the close of the baseball season.

The new show may well become a year-round institution, since last week WIND sold its contract to broadcast Chicago Cubs games to WGN, effective next season.

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

Rock and roll will take on an important new international phase with the forthcoming visit to England of Alan Freed. The jockey will take with him, in the package, the sensational Specialty Records star, Little Richard, together with Vik Records' new luminary, Teddy Randazzo, the Moonglows of the Chess-Checker axis and Miss Jo Ann Campbell who has had disks released on the Eldorado label.

Tours of London and the provinces for both Freed and Richard have long been in the talking stage and the fact that the trek has been set up now underscores not only the high tide of interest in American artists in England but the continuing strength of rock and roll itself. The Freed package will be in England from October 20 to November 14, according to the present schedule.

Ace Records has signed Irwin Luck to a term dinking pact. Luck is the University of Miami lad who spent a pack of loot to rent an outdoor billboard in Times Square a year or so ago to try to sell himself to Perry Como. Como advised him to go back home and study, which he did. On his next trip north he got an engagement at Grossinger's which was enough to convince Ace mahoff Johnny Ponz. The chanter's dinking name will be Randy Luck.

Duke Records has issued an LP of a dozen tunes by the late Johnny Ace. The Robey camp is also well satisfied with the take-off of its new Back Beat label. Reports from

the Houston headquarters indicate good initial action on releases by the Rob-Roys, Tic and Toc and Doug and Jessie. ... Atco will shortly issue its first LP, a collection of sides by the Coasters. The Atlantic subsidiary plans to continue in the package field with additional entries skedded for early release.

The Paragons, a new vocal group, have been signed to a five-year contract by Shaw Artists. The agency has also booked blues singer Rosco Gordon for an extensive Latin-American tour. ... Cash Records' Bo Rhambo, who plays both tenor sax and trumpet, has finished a 14-week stint at the Club Intime, Hollywood, and is now appearing at Barry's Lounge, same city. The cat is booked by the Lil Cumber Agency. ... Elvis Presley's latest flick effort, "Jailhouse Rock," will be premed in his hometown of Memphis at the Loew's State Theater there, October 24. Presley once worked at the pic house as an usher. Following the premiere, the

(Continued on page 39)

COMING

A great score composed by
Dimitri Tiomkin for
the new cinerama production

"SEARCH FOR PARADISE"

M. WITMARK & SONS

Leroy Anderson

His next big one—

FORGOTTEN DREAMS

Recorded by

- Leroy Anderson on Decca Records #30403
- Cyril Stapleton on London Records #1754
- Frederick Fennell on Mercury Records #71170

MILLS MUSIC, INC.

"I'M SENDING YOU THIS RECORD"

• Bob Denton

• DOT

AMERICAN MUSIC, INC.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

Here Comes A Hit!!

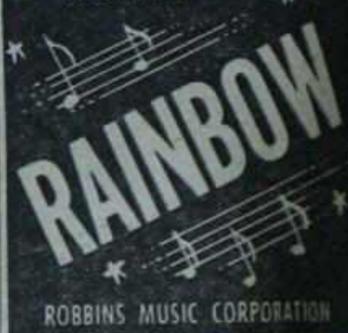
Hank Noble's

"HERE COMES THE NIGHT"

Breaking Big Everywhere.
Published by

FRONTIER MUSIC PUBL. CO.

A Solid Hit!



DRIVE IN SHOW

Eddie Cochran

Liberty

AMERICAN MUSIC, INC.
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And His COMETS

"ROCKIN' THE OLDIES"

DL 8569

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Pat Boone (E.P.)
"CATHEDRAL IN THE PINES"

The Hillhoppers
"MY CABIN OF DREAMS"

Pat Boone
"LOVE LETTERS IN THE SAND"

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We need one who is ready, willing and able to publish our songs for sale and distribution on royalty basis. Write to me. Yours monthly.

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NEW STARS

NEW HITS

NEW SOUNDS

JACKIE WILSON



BREAKING BIG
IN ST. LOUIS
DETROIT—
CLEVELAND—

REET PETITE

(THE SWEETEST GIRL IN TOWN)

B/W

BY THE LIGHT OF THE SILVERY MOON

955024

"GROWING GREAT"

SHAKE ME I RATTLE

(Squeeze Me I Cry)

LENNON SISTERS

955028



"TRYING FOR 2 MILLION"

THAT'LL BE THE DAY

THE CRICKETS

955009



THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

NEW PRODUCTS

WEBCOR "OVERTURE" HAS THREE SPEAKERS

The unit has three speakers, a 6" x 9" woofer and two 4" tweeters. The amplifier provides 8-watt power output with "negligible distortion." The frequency range is 50 to 15,000 cps. A special input jack is provided so that the "Overture" can be used as a second channel with a Web-



cor stereo tape player. An output jack permits direct tape recording. In addition, the unit has a remote control jack for 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 Alonge 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 marker serves as a reference for editing and marking. In splicing, the splicing tape is laid over the recording tape and the splice is made with a single downward stroke of the cutting arm. Two side knives cut the splicing tape to the width of the recording tape. The unit weighs less than one pound and is priced at \$29.95.



THE MUSIC DEPARTMENT of Macy's Department Store, New York, sees a natural tie between records and musical instruments. Disks are used as a musical teaching aid and Signal Records' Jazz Lab series are strong favorites. One side of the disk features a rhythm section and soloist. On the other side the soloist is not heard and the student musician participates. Package includes a musical analysis booklet.

sole made in England by their affiliate, Radio Gramophone Development Company. Called the "Victoria," the unit features continental styling in fine wood finishes. Incorporated in the design are swinging hideaway doors. When completely open, the unit appears to not have doors. Component-wise, the "Victoria" use five Goodman's-loudspeakers, Garrard changer, Goldring magnetic cartridge, 25-watt amplifier, AM-FM, short wave and the exclusive "Acoustic Lung" speaker enclosure. The unit, in mahogany finish, is priced at \$599.

FAIRCHILD TURNTABLE DEBUTS AT HI-FI SHOW

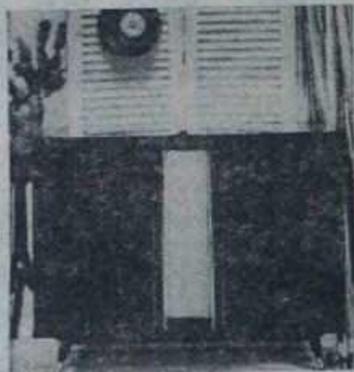
The Fairchild Recording Equipment Company is introducing a new turntable for the fall hi-fi shows. The firm says that the turntable is the only one of its kind on the market. Its four



speeds are selected by feeding a hysteresis motor with specific frequencies supplied from a self-contained variable signal generator. The unit is belt-driven.

CAPEHART SHOWS "VICTORIA" HI-FI

The Capehart Corporation has introduced a high-fidelity con-



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.

Conceived by V-M Advertising-Sales Promotion Manager, Gene Miller, the promotion features a deluxe boxed set of five stereophonic tapes recorded especially for V-M. The complete package, valued by V-M at \$40, may be offered free of additional charge to purchasers of tape recorders in October and thru the Christmas season.

The five-tape "starter-set" includes a wide variety of music—jazz, pop standards, dreamy ballads, light classics and Christmas carols. Each tape is packed in a differently designed box. The box backs resemble bound books and the set is contained in an open-end case.

Titles in the attractively packaged "library" include: "Silk, Satin and Strings," a half dozen light and lyric ballads by Wayne Robinson and his 20-piece all-string orchestra; "Big Beat With Mike," featuring Mike Simpson's

Big Band playing "One o'Clock Jump," "C Jam Blues" and others in like vein; "Lighting the Torch," by the Jay Norman Quintet with Vocalist Nancy Wright, the NBC-TV performer; "Symphony of Dance," light terpsichorean classics by the Musical Arts Symphony, conducted by Leonard Sorokin, and "Christmas in Stereo," a collection of best-loved Yule carols and hymns by the John Halloran Chorus and the Musical Arts Symphony Orchestra.

First use of the unusual promotion will be with V-M's latest pioneering achievement in stereo-play tape recorders—the brand-new portable tape-o-matic Model 714 which plays stacked and staggered stereo tapes at the flip of a switch. The new unit, which features a "cathoptic" tuning eye and other improvements, also is a dual-track, dual-speed monaural recording and playback unit, as are all V-M tape recorders. The Model 714 lists at \$225 in most States.



Pilferage was drastically reduced when the sign appeared on the door limiting number of records that could be taken into the booth at one time. At the same time it created more work for the customer, who then had to run back and forth to the record counter.

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. — Sharp changes in record demonstration methods have not only cut pilferage at the Platter Parlor, suburban record shop but have actually increased sales at the same time, according to Mrs. Walter Carlson, manager.

Veteran Denver 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 spotted 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 dismaying leakage of popular 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 returned a considerably smaller amount, even as few as half.

There was no apparent solution, according to Mrs. Carlson, other than to limit the number of records which the customer could take into the listening booth to one. 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 allowed in booths."

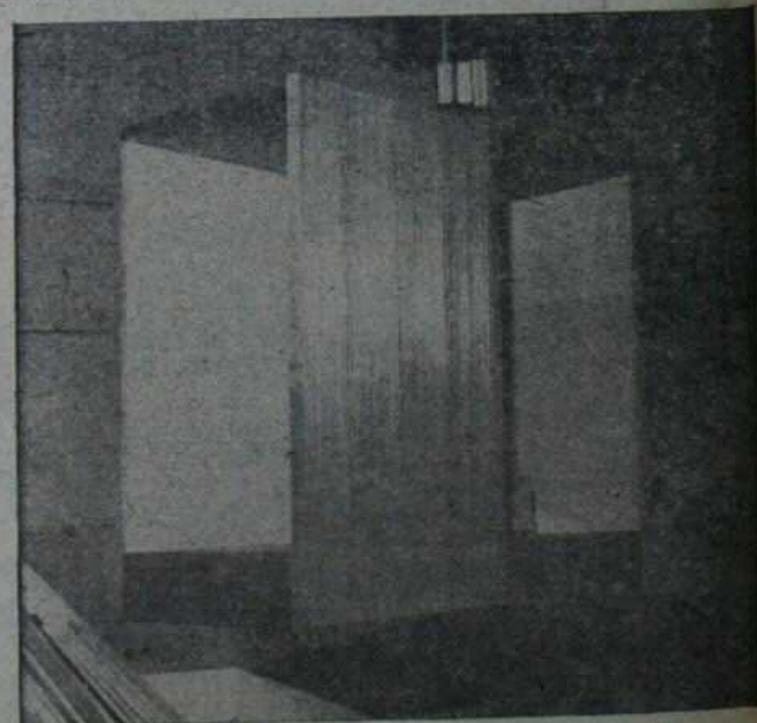
The signs, as anticipated, had two immediate effects. One of them was to create an immediate drop in record theft. The second was a considerable loss in the usefulness of the listening booth, particularly on busy days, due to the fact that it took every customer at least twice as long to listen to record selections as had been the case in the past. Record buyers were forced to make as many trips back and forth for records as they wished to hear, all of which disgruntled other customers who were delayed 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 construc-

tion of two "stand-up booths" which intercept each other at right angles at the end of the counters directly opposite the service desk. Built of blond hardwood and lined with Celotex acoustical 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 proofing 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 and have taken the element of ill will out of the situation. Even these measures, it developed, were not in themselves sufficient to do away with pilferage altogether. Balked at 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 booth, during busy hours, with equally disastrous results. Even EP's and LP's were pilfered.

"We had one touch of grim humor," Mrs. Carlson said, "when we took several long-play records out of the sleeves and inserted instead of sheets of cardboard to hold them in stiff, natural appearance in the rack. During the Christmas rush, someone appropriated the empty sleeves and we got some amusement from the fact that opening the supposed records must have been quite a shock to the thief."

The only logical step to move all records in the hit parade classification from the self-service racks into compartments in a fixture behind the service counter, so that the customer now requests them, one at a time, for listening in the booth. With 24 such compartments available, the Platter Parlor, over the space of a month, gradually transferred all popular 45 r.p.m., 78's and EP's to this location, leaving merely the empty sleeves in the display rack. While there is unquestionably more work to store operation under this system, losses of the past have been completely eliminated and, because there is an opportunity to talk price, artists, and selections individually with the customer as each record is requested, sales have actually increased.



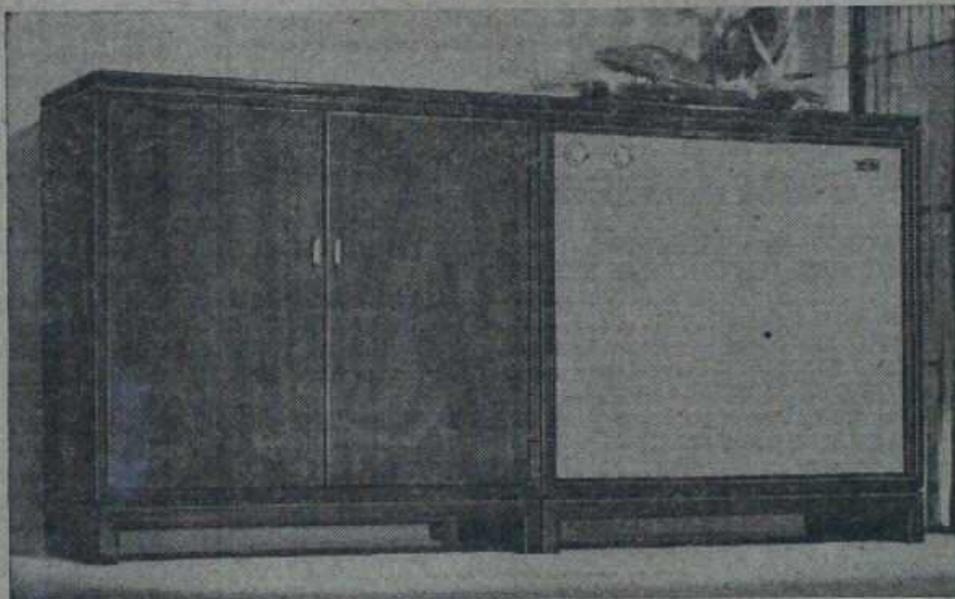
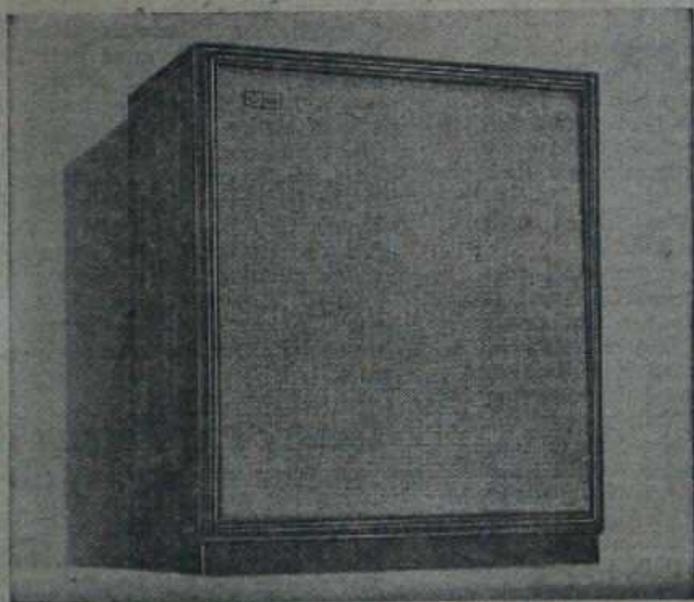
Solution to the listening problem was reached with the addition of these stand-up booths. Placement of the booths, side to back, reduced spill of noise from one to the other. The units are also lined with an acoustic material.

A challenge from Motorola . . .

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

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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 5 1/4" mid-range speakers, one 5" tweeter. 20-watt amplifier. Automatic 4-speed changer. Diamond stylus. Model 6K22.

\$239⁹⁵
Imperial Mahogany finish

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.

\$750⁰⁰
Imperial Mahogany finish



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.

\$109⁹⁵

	<p>Hi-Fi Console with AM-FM Radio</p>		<p>Ideal for home demonstrations</p>
<p>Thrilling hi-fi in French Provincial or Contemporary cabinets. 15" woofer, two 5 1/4" mid-range speakers, 5" tweeter. Automatic 4-speed changer. AM-FM tuner. Model 15KT24.</p>	<p>\$399⁹⁵ Imperial Mahogany</p>	<p>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.</p>	<p>\$169⁹⁵ Imperial Mahogany</p>

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



Best Selling Pop Albums

FOR SURVEY WEEK ENDING SEPTEMBER 7

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

1. LOVING YOU—Elvis Presley RCA Victor LPM 1515
2. AROUND THE WORLD IN 80 DAYS—
Sound Track Decca DL 9046
3. MY FAIR LADY—Original Cast Columbia OL 5090
4. WONDERFUL, WONDERFUL—
Johnny Mathis Columbia CL 1028
5. LOVE IS THE THING—Nat (King) Cole Capitol W 824
6. A SWINGIN' AFFAIR—Frank Sinatra Capitol W 803
7. FILM ENCORES—Mantovani London LL 1700
8. THE KING AND I—Sound Track Capitol W 740
9. HYMNS—Tennessee Ernie Ford Capitol T 756
9. OKLAHOMA!—Sound Track Capitol SAO 595
11. BELAFONTE SINGS OF THE CARIBBEAN—
Harry Belafonte RCA Victor LPM 1505
12. *FOUR BY PAT—Pat Boone Dot DEP 1057
13. THE EDDY DUCHIN STORY—Sound Track Decca DL 8289

ATTENTION! You will note this chart has been extended to 25 places. The Pop Albums Coming Up Strong chart is being eliminated in order to feature more best-selling albums each week.

14. SONGS OF THE FABULOUS FIFTIES—
Roger Williams Kapp KXL 5000
15. CALYPSO—Harry Belafonte RCA Victor LPM 1248
16. JACKIE GLEASON PRESENTS VELVET BRASS—
 Capitol W 859
17. BELAFONTE—Harry Belafonte RCA Victor LPM 1150
18. AN EVENING WITH HARRY BELAFONTE
 RCA Victor LPM 1402
19. ELVIS—Elvis Presley RCA Victor LPM 1382
20. SPIRITUALS—Tennessee Ernie Ford Capitol T 818
21. WE GET LETTERS—Perry Como RCA Victor LPM 1463
22. MARVELOUS MILLER MOODS—
Glenn Miller Army Air Force Band RCA Victor LPM 1494
23. **PEACE IN THE VALLEY—
Elvis Presley RCA Victor EPA 45054
24. LENA HORNE AT THE WALDORF-ASTORIA
 RCA Victor LOC 1028
24. SONGS OF THE WEST—
Norman Lubeff Choir Columbia CL 657

* Not available as a pop album. Available only on Dot DEP 1057.

** Not available as a pop album. Available only on RCA Victor EPA 45054.

Most Played by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 7

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

1. A SWINGIN' AFFAIR—Frank Sinatra Capitol W 803
2. LOVE IS THE THING—Nat (King) Cole Capitol W 824
3. LOVING YOU—Elvis Presley RCA Victor LPM 1515
4. DANCE TO THE MUSIC OF LESTER LANIN Epic LN 3340
5. WONDERFUL, WONDERFUL—
Johnny Mathis Columbia CL-1028
6. WE GET LETTERS—Perry Como RCA Victor LPM 1463
7. SARAH VAUGHAN SINGS GEORGE
GERSHWIN Mercury MGP-2-101
8. AROUND THE WORLD IN 80 DAYS—
Sound Track Decca DL 9046
9. FOR DANCERS ALSO—Les Elgart Columbia CL-1008
10. JACKIE GLEASON PRESENTS VELVET BRASS Capitol W 859

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Review Spotlight on . . .

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

Popular Albums

THE PAJAMA GAME (SOUND TRACK) (1-12")
—Doris Day, John Raitt, Carol Haney. Columbia OL 5210

Faithful reproduction of the popular Broadway hit musical has sure-fire appeal. Name potential of Doris Day plus original cast members make the set a natural. Numbers from the attractive score include "Hey There," "Steam Heat" and "Hernando's Hideaway." Attractive cover!

WHERE ARE YOU? (1-12")—Frank Sinatra with Gordon Jenkins Orch. Capitol W 855

Another powerful entry for Frank Sinatra, who sings for the first time with Gordon Jenkins as his arranger-conductor. Grouping comprises all ballads, most of them slow and thoughtful and similar to the selection in his recent "Close to You" album. A number of this current crop are likely to get heavy jock exposure and there's every reason to believe the package will maintain the hefty Sinatra sales pace.

FOUR FRESHMEN AND FIVE SAXES (1-12"). Capitol T 844

Still another fine set by the group with dual-market (pop and jazz) appeal. The five saxes are played by some of the top jazz and studio musicians. Numbers include "Sometimes I'm Happy," "This Can't Be Love" and "I May Be Wrong." Orking is by Pete Rugolo and Dick Reynolds.

NOW HEAR THIS (1-12")—The Hi-Los with Frank Comstock. Columbia CL 1023

The group's third package on the label may well be its best to date. Outstanding vocal as well as band arrangements for the Frank Comstock outfit are woven into a variety of moods and tempos, from straight ballads to calypso and folk numbers to gently spoofing jobs where a few toes are lightly stepped on. "Heather on the Hill" and "My Time Is Your Time" especially recommended. With continually increased TV and in-person exposure for the group, sales and jock action seem assured here.

CHAMPAGNE AND ROSES (1-12")—Lawrence Welk Orch. Coral CRL 57148

This is the third Welk LP released by Coral within the last month. However, the demand is apparently limitless, and heavy action is indicated for this package of danceable instrumental fox trots and vocals. Tunes, mostly standards, carry out album title motif—"Room Full of Roses," "Blue Champagne," etc.

YOUNG IDEAS (1-12")—Ray Anthony Orch. Capitol T 866

Popular orkster, who consistently makes the best selling instrumental charts, is a good bet to repeat here. The package can have wide appeal as a dance album for both teens and the mature buyer. Tasteful selections include "That Old Feeling," "Nice-Work If You Can Get It" and "Coquette."

Jazz Albums

JAZZ GOES TO JUNIOR COLLEGE (1-12")—Dave Brubeck Quartet. Columbia CL 1034

Generally excellent "live" performances by the quartet, particularly altoist Paul Desmond. Brubeck's piano work on "One Moment Worth Years" is high spot of album. Considering that Brubeck's last set made the charts, and all of his LP's do well, dealer would be wise to stock this in depth.

Jazz Special Merit Albums

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

One of the best vocal sets in months. Miss

Wayne, who found fame with the Woody Herman band a decade ago, sings with rare warmth, straight-forward, unfettered emotion through this selection of top pop and jazz standards, i.e. "In Other Words," "Speak Low," "Round About Midnight." Relaxed small band support adds substance and appeal to basic "low-flame" character of set. Any of the selections can be used for demonstration purposes.

MILT JACKSON: PLENTY, PLENTY SOUL (1-12"). Atlantic 1269

A moving session that often veers to the blues and contains deeply probing, swinging solo commentary. Jackson is in superb form, and colleagues Lucky Thompson, J. Newman, J. Cleveland, H. Silver also show to advantage. Sales potential is excellent. Set has elements that will please not only modern jazz clientele but more traditionally inclined as well.

NEW ORLEANS BLUES (1-12")—Wilbur De Paris Plays and Jimmy Witherspoon Sings. Atlantic 1266

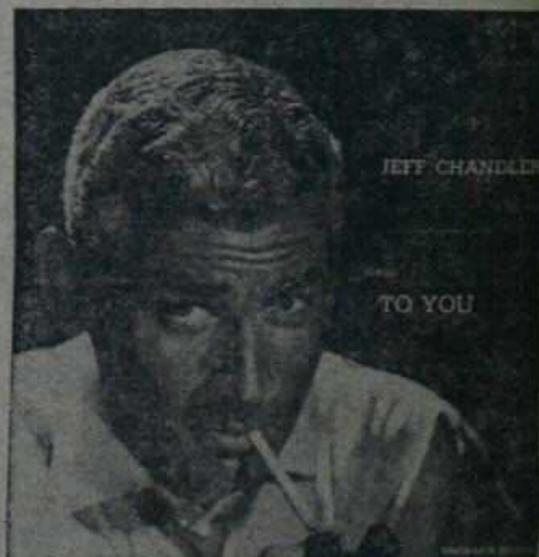
A great album. The material comprises classic blues, played with great heart by the band and sung with supreme poignancy by Witherspoon. Musically, the performances represent a combination of New Orleans and Kansas City influences. The vocals are interspersed by long, relaxed periods of instrumentation—much in the fashion of Atlantic's "Joe Turner Sings Kansas City Blues" album. In fact, buyers of that package will be unable to resist this one, which contains some of the same great songs, such as "How Long Blues," "St. Louis Blues," etc. Dealers should take the trouble to demonstrate the package; there's not a mediocre band on it.

Country and Western Album

SMITH'S THE NAME (1-12")—Carl Smith, Columbia CL 1002

A solid package which is must inventory. Smith's power in the country market has been very steady, and this latest album will rack up his usual good sale. The performances are very much in the c.&w. groove, without the pop-styled choruses so many country chapters currently use.

— Album Cover of the Week —



JEFF CHANDLER SINGS TO YOU, Liberty LRP 3067. A colorful closeup of Chandler with his steel gray crew cut exudes sex in a sort of cheesecake-in-reverse fashion. Should be a top draw for female patrons.

Reviews and Ratings of New Albums

Popular	Classical	Jazz
STOLEN HOURS 84 Gordon Jenkins Orch. (1-12") Capitol T 884 Another attractive mood package much in the style of Jenkins' recent "Night Dreams" LP. In this group, an ensemble of nine French horns (Continued on page 32)	WEILL: THE THREEPENNY OPERA: MUSIC FOR THE STAGE (1-12") — M-G-M Chamber Orch (Solomon) (Whograd) M-G-M E 3519 71 This release combines two earlier sides issued by the label, in the interests of a stronger, more consistent package. The (Continued on page 34)	WIDE RANGE 83 Johnny Richards Orch (1-12") Capitol T 835 Richards' Capitol debut with his band reiterates the maestro's ability to write colorfully, oft-times in a swinging manner. Performances here are (Continued on page 32)

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MIDWEST'S LARGEST ONE-STOP

Reviews and Ratings of New Popular Albums

Continued from page 30

takes the stage, backed by lush woodwinds and strings on such as "Sophisticated Lady," "When Your Lover Has Gone," etc. Along with the horns, Jenkins' own piano shines with equal effect. A pleasant and salable hunk of merchandise that can do well in the mood department. Jockeys will likely take a fancy to this, too.

NIMBLE FINGERS 82
Lawrence Welk Ork (1-12")
Coral CRL 57178

With Lawrence Welk continuing to reign close to the top of the TV and pop album sales heap, it's fair to predict that this package can pull down its share of loot along with the rest. This time, Welk himself is spotlighted as an accomplished accordionist backed up by the band. Arrangements are typical on a danceable group including "Dardanella," "Doll Dance," etc. Put this where it can be seen and it will sell by itself.

JEFF CHANDLER SINGS TO YOU . . . 82
(1-12")
Liberty LRP 3067

Chandler's first Liberty LP should sell briskly on the strength of the cover photo alone. Chandler applies to his pleasant baritone to a group of leisurely paced romantic ballads—"Hold Me," "I'll String Along With You," etc. Actor has powerful fan following and this could be a sleeper.

THE FRENCH TOUCH 81
Franco Pourcel and His Parisian Strings (1-12")
Capitol T 10103

Bright, lively and ingenious arrangements of numbers that are becoming all too standard in the international category. Present package includes "Arrivederci Roma," "Lisbon Antigua," "Portuguese Washerwoman" and "Port au Prince" among selections related to nine different countries. Pourcel's previous successes should be equaled by this issue.

ELLIOT LAWRENCE PLAYS FOR SWINGING DANCERS 79
Elliot Lawrence Ork (1-12")
Fantasy 3246

Great sound, terrific beat and a whole of excellent selections make this a choice dance package. The arrangements are modern tho extremely danceable. The "Let's Fall in Love" track alone is worth the price of the album. Good display material in the cover art, too.

BOULEVARD OF BROKEN DREAMS . 78
Ferlin Husky (1-12")
Capitol T 880

Husky, a strong seller in the current pop-country singles field, will have good sales with this package. It comprises a group of great standards, tastefully sung against a background including the Jordanaires and Millie, and Marvin Hughes ork. Songs include the title number, "Stormy Weather," "Among My Souvenirs" and others in a torchy mood. Excellent production and sound.

ALONE WITH YOU 74
Irv Orton Ork (1-12")
Liberty LRP 3069

Irv Orton has framed this package of mood instrumental music on a loose plot involving the lonely day of a secretary, and her search for what you might call a big-city prince

charming. Tho the plot is loose and perhaps not really necessary, the music itself is handsomely scored for full ork. Very listenable package and the misty eyed, redhead on the cover can catch browsing eyes. Material is also well tailored to quiet type jockey shows.

DINO 73
Sound Track (1-12")
Epic LN 3404

Teen-age movie actor Sal Mineo, who stars in the film "Dino," is hot right now with record fans, and of course, is a powerful picture draw. Consequently this sound-track from the film should chalk up some extra sales on strength of his name and cover photo, altho he doesn't appear on the LP. Background music runs an interesting instrumental range of emotions from "Death in a Warehouse" and "Reform School," to "Little Jazz" and "First Love."

LOVES OF MY LIFE 72
Hugo Montenegro Ork (1-12")
Vik LX 1089

In his first Vik LP, Montenegro waxes sweet and lushly sentimental on a group of appealing instrumentals, spotlighting fens in a variety of moods—"Lady of Spain," "Sleepy Time Gal," "Girl of My Dreams," "Little Girl Blue," etc. Instrumentation features two-octave portable electric organ, and competent solo work by Jerry Santino on sax and Fred Wilkins on flute. Listenable mood music for jock segs.

MOTION PICTURE SOUNDSTAGE . . . 72
Gordon MacRae (1-12")
Capitol T 875

Fine performance by the artist on an attractive variety of tunes ranging from slow ballads with lush chorus and ork backing to cheerful up-tempo numbers. All the songs are themes from motion pictures. Selections include "Dancing in the Dark," "Hooray for Love" and "Easy to Love." Set should find some favor with the moviegoer and with jocks.

RAY MARTIN'S GLOBAL HOP 71
(1-12")
Capitol T 1010

Package designed for listening covers globe thru titles including "Summertime in Venice," "Lisbon Antigua," "Lady of Spain" and "Swedish Rhapsody." Results are pleasant but lack the distinction needed to set it apart from many similar collections.

MOVIE THEMES BY BONISLAU KAPER 70
Richard Ellsasser, Organ (1-12")
M-G-M E 3511

Fine set of mood themes from popular flicks can appeal to hi-fi bugs for the excellent organ reproduction and to moviegoers, who will recall the popular melodies. Selections include "Hi-Lili, Hi-Lo," "All God's Children Got Rhythm" and "I Know, I Know, I Know."

LOVE IN ANY LANGUAGE 68
Anamorna (1-12")
Vik LX 1094

Argentine thrush sings and half-talks thru well-known numbers in English

interspersed with some French, Spanish, Italian and German. Singer favors deliberate, breathy, sexy style that would benefit from some change of pace. Continuing interest in international repertory will help disk which features "Autumn Leaves," "Besame Mucho," "Auf Wiedersehn Sweetheart."

NOT CHA-CHA, BUT CHI-CHI 64
Rose Murphy (1-12")
Verve MGV 2070

Package is strictly for the novelty market, with limited sales appeal in the chi-chi chirpings of Rose Murphy. All the oldies are there, e.g., "Sweet Georgia Brown," "Please Don't Talk About Me When I'm Gone," "Honey-suckle Rose," rendered in the "Mickey Mouse" voice style singer has long been noted for.

Polka

PECO POLKA 79
Johnny Peco Ork (1-12")
Capitol T 883

Smooth, but animated, polka set well calculated to appeal especially to Mid-western buyers, many of whom have followed Peco's TV show. Orkette scatters several waltzes thru polka program which should be good for steady sales. Attractive cover is colorful, spirited.

POLKA DATA 76
Marsha Data (1-12")
Capitol T 882

Chicago contralto in group of polkas and waltzes sung in Polish. Disk is designed for strong appeal to special audience which will not fail to respond since singer's talent attracts warmth. Possible use for dance is secondary.

Specialty

THE RESTORATION SOPHISTICATE . 75
R. Lewis, S. Alexander, Tenors; S. Walker, Baritone; P. Warme, Bass. (1-12")
Concord 4003

This, an outstanding package of its kind, is a collection of 17th century catches by Lawes, Purcell, Cranford, etc. They are beautifully sung in polyphonal manner. Album is a specially plush job, with scholarly notes by Mildred Pearl and a text of the catches, many of them quite salty inasmuch as they were a reaction against the Puritanism of an earlier 17th Century period. Specialty shops will find this of special appeal to students.

SEA OF GLASS 68
Billy Ward and His Dominoes (1-12")
Liberty LRP 3056

Ward has taken a group of classic spirituals to which he has added a half dozen of his own songs—and has created what might be called a spiritual melodrama. It's an interesting conception, with a melodramatic quality. Beyond a doubt, it is flashy.

International

JEWISH MUSIC 74
Benedict Silberman Ork & Chorus (1-12")
Capitol T 10064

Few records thus far have explored this material which relies chiefly on traditional melodies. Varied moods range from wedding celebrations thru lullabies and humorous themes, in

(Continued on page 34)

Reviews and Ratings of New Jazz Albums

Continued from page 30

cellent; solos by Gene Quill, H. Jones, F. Rehak and J. Cleveland fill the spaces in the Richards' frameworks with jazz substance. Well-paced program should be especially pleasing to jocks. Sales potential lies with fans who like their jazz big-band style.

BODY AND SOUL 88
Billie Holiday (1-12")
Verve MGV 8197

A collection of sock standards, purged by Lady Day with quiet sophistication and a world of feeling. As an addition to any jazz collector's library, the package is a must. "Moonlight in Vermont" is a particularly good demo track for dealers and disk jockeys.

RIVERBOAT DANDIES 78
Ray Bauduc-Nappy Lamare & Dixieland Band (1-12")
Capitol T 877

A pair of ex-Bob Crosby bandmen work in a seven-man combo framework here to reproduce early Crosby hits like "Big Noise From Winnetka" and "South Rampart Street Parade," plus others identified with the New Orleans style. Good sound thrust and fair enough blowing can bring moderately good sale, especially in the pop rather than strictly jazz market.

CHARLES MINGUS THE CLOWN 77
(1-12")
Atlantic 1260

Mingus, in his second LP for Atlantic, offers a program more accessible to

the non-jazz audience. The material swing, essays typical Mingus impact, and on "Reincarnation of a Lopsided," a descriptive beauty. Title selection, an allegory narrated by decjay Jean Shepherd, is a potent brew. Solos by trombonist J. Koppert, and Mingus are to be noted. Good cover, and notes by Nat Hentoff will help sell it.

THE LATE, LATE SHOW 74
Dakota Station (1-12")
Capitol T 876

Miss Staton's full-voiced stylings replete with blues-rooted devices have emotional grab, and should be pleasing to listeners in and out of jazz area. Able small band creates appropriate background and embroidery for thrush's voice throught program. Deejays could glean strong vocal segment from set.

DIXIELAND GOES PROGRESSIVE . . . 75
(1-12")
Golden Crest CR 3024

Dixie evergreens, i.e., "High Society," "Mahogany Hall Stomp," "When the Saints Go Marchin' In," etc., dressed in essentially modern arrangements tho retaining a good deal of traditional flavoring. Substantial blowing by trombonist U. Green, trumpeter J. Flonsky, pianist H. Overton, guitarist S. Salvador, etc., add zest to proceedings. In sum, an item of interest.

(Continued on page 34)

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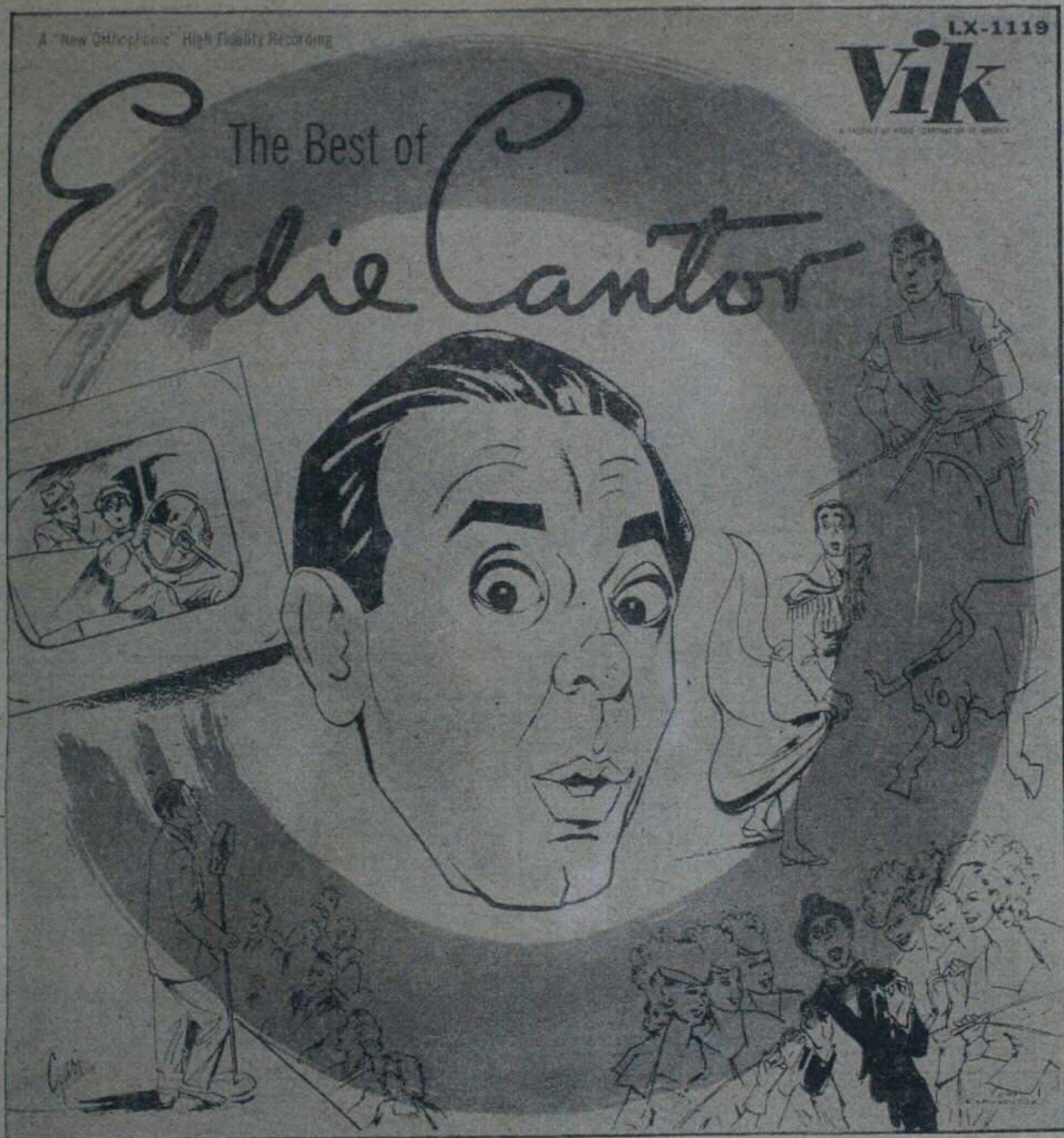
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HONOR ROLL OF HITS

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THE NATION'S TOP TUNES

For survey week ending September 7

This Week	Last Week	Weeks on Chart
1. Tammy By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbie Reynolds, Coral 61851; Ames Brothers, Vic 20-6930. RECORDS AVAILABLE: George Barnes, Dec 30398; Joseph Getsheson Ork, Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Bill Snyder, Dec 30433.	1	9
2. Diana By Paul Anka—Published by Pamco Music, Inc. (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 9831.	2	8
3. Honeycomb By Bob Merrill—Published by Hawthorne Music (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4015. RECORD AVAILABLE: Georgie Shaw, Dec 3041E.	6	5
4. Fascination By S. D. Mirchetti, D. Manning—Published by Southern Music (ASCAP) BEST SELLING RECORD: Jane Morgan, Kapp 191. RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamilton, London 1758; Dick Jacobs, Coral 61864; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 20-6980; Ethel Smith, Dec 30421.	5	5
5. Around the World By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORD: Victor Young and Bing Crosby, Dec 30262. RECORDS AVAILABLE: George Barnes, Dec 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddis Fisher, Vic 20-6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 20-6853; Mantovani, London 1746; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Lawrence Welk, Coral 61741.	3	4

This Week	Last Week	Weeks on Chart
6. That'll Be the Day By Jerry Allison-Buddy Holly-Norman Petty—Published by Nor-Va-Jak Music Co. (BMI) BEST SELLING RECORD: Crickets, Brunswick 55009. RECORDS AVAILABLE: Jeff Allen, Verve 10064; Buddy Holly, Dec 30434; Ravens, Argo 5276; Connie Russell, Era 1020.	9	5
7. Whole Lotta Shakin' Goin' On By D. Williams-S. David—Published by Marlyn (BMI) BEST SELLING RECORD: Jerry Lee Lewis, Sun 267.	10	6
8. White Silver Sands By C. Mathews—Published by Fellows-Peer (BMI) BEST SELLING RECORD: Don Rondo, Jubilee 5288. OTHER RECORDS AVAILABLE: Owen Bradley, Dec 30367; Dava Gardner, OJR 1002; Lennon Sisters, Brunswick 55013.	4	9
9. Rainbow By Ron Hulme—Published by Robbins (ASCAP) BEST SELLING RECORD: Russ Hamilton, Kapp 184. RECORDS AVAILABLE: Bobby Breen, Chic 1013; Bill Daxwell, Jubilee 5290.	12	7
10. In the Middle of an Island By Varnick & Acquaviva—Published by Mayfair (ASCAP) BEST SELLING RECORD: Tony Bennett, Col 40965. RECORDS AVAILABLE: Tennessee Ernie, Cap 3762; Anita Kerr Quartet, Dec 30417; Stan Wilson, Verve 10068.	8	6

Second Ten

11. Teddy Bear By Kal Mann-Bernie Lowe—Published by Gladys Music (ASCAP) BEST SELLING RECORD: Elvia Presley, Vic 47-7000.	7	12
12. Love Letters in the Sand By N. Kenny, C. Kenny & Coats—Published by Bourne (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15570. RECORDS AVAILABLE: Charlie Carl, Songbird 207; Vi Vienne, V.I.P. 1003; Mae Wiseman, Dot 15578.	11	19
13. I'm Gonna Sit Right Down and Write Myself a Letter By Joe Young-Fred Ahlert—Published by De Sylva & Brown & Henderson (ASCAP) BEST SELLING RECORD: Billy Williams, Coral 61830. RECORDS AVAILABLE: Harry the Hipster, Hip 501; Hop-a-Long Wong, Amusing 100; Larry Storch, Roulette 4014.	13	12
14. It's Not for Me to Say By A. Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40851. RECORDS AVAILABLE: Jane Morgan, Kapp 185; Cyril Stapleton, London 1754.	14	17
15. Bye Bye Love By B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1315. RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; T. Tommy, Dot 15576.	16	16

15. My Heart Reminds Me (And That Reminds Me) adapted from "Autumn Concerto" By Al Stillman-C. Bagnoni—Published by Symphony House (ASCAP) BEST SELLING RECORD: Kay Starr, Vic 20-4981. RECORDS AVAILABLE: Ambrose Ork, M-G-M 12542; Carmen Cavallaro, Decca 30076; Lenny Everlong, Coral 61874; Richard Hayman, Mercury 71178; Ted Heath, London 1690; Melachrino Strings, Vic 20-7027; Nick Noble, Mercury 30919; Della Reese, Jubilee 5292; Billy Vaughn, Dot 15466.	23	2
17. Mr. Lee By Bobbettes—Published by Progressive (BMI) BEST SELLING RECORD: Bobbettes, Atlantic 1144.	22	5
18. Love Me to Pieces By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Jill Corey, Col 40955. RECORDS AVAILABLE: Janis Martin, Vic 20-6432; Rusty & Doug, Hickory 100E.	18	6
18. Send for Me By Allie Jones—Published by Winslow (BMI) BEST SELLING RECORD: Nat (King) Cole, Cap 3737.	15	11
20. Old Cape Cod By Rothrock-Wakua-Jeffrey—Published by George Fincus & Sons (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 71101.	17	15
20. Remember You're Mine By Mann-Lowe—Published by Lowe-Tray Music Corp. (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15602. RECORD AVAILABLE: Ray Vernon, Cameo 109.	23	4

Third Ten

22. Searchin' By Leiber-Stoller—Published by Tiger (BMI) RECORD AVAILABLE: Coasters, Atco 6087.	21	16
23. Affair to Remember By Warren, Adamson, McCarty—Published by Leo-Feist (ASCAP) RECORDS AVAILABLE: Luis Arcaz, Vic 20-6952; Carmen Cavallaro, Dec 30362; Vic Damone, Col 40945; Angela Drake, M-G-M 12499; Pele King, Liberty 35075; Machito, Tico 407; Vi Vienne, V.I.P. 1007.	28	2
24. Hula Love By Knox—Published by Kahi (BMI) RECORD AVAILABLE: Buddy Knox, Roulette 401E.	30	2
24. Whispering Bells By S. Lowery-C. Quick—Published by Gil-FeeBee (BMI) RECORD AVAILABLE: Del Vikings, Dot 15592.	18	9
26. So Rare By Jerry Herst-Jack Sharpe—Published by Robbins (ASCAP) RECORD AVAILABLE: Jimmy Dorsey, Fraternity 755.	25	23

27. Stardust By Hoagy Carmichael-Parish—Published by Mills (ASCAP) RECORD AVAILABLE: Billy Ward, Liberty 55071.	18	9
28. You're My One and Only Love By Marshall-Kassel—Published by Vivid Publishing (ASCAP) RECORD AVAILABLE: Ricky Nelson, Verve 10070.	-	1
29. Short Fat Fannie By Mary Williams—Published by Venica (BMI) RECORD AVAILABLE: Larry Williams, Specialty 608.	27	11
30. Chances Are By Stillman & R. Allen—Published by Corwin Music (ASCAP) RECORD AVAILABLE: Johnny Mathis, Col 40993.	-	1
30. There's a Gold Mine in the Sky By C. Kenny-M. Kenny—Published by Bourne (ASCAP) RECORDS AVAILABLE: Pat Boone, Dot 15602; Bing Crosby, Dec 25001.	26	2
30. Just Between You and Me By L. Cathy-J. Keller—Published by Winslow (BMI) RECORDS AVAILABLE: Chordettes, Cadence 1330; Jimmy Davis, Dec 29157.	-	1

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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.



Buyboard

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

Both from the Paramount Picture "Mr. Rock And Roll"

record no. 3790

NAT "KING" COLE

SEND FOR ME
with music conducted by Billy May

MY PERSONAL POSSESSION
with Nelson Riddle's Music

record no. 3737

TENNESSEE ERNIE FORD

with orchestra conducted by Jack Fascinato

IN THE MIDDLE OF AN ISLAND

IVY LEAGUE

record no. 3762

double play!

NAT "KING" COLE

A NEW SMASH SINGLE!

THE SONG OF RAINTREE COUNTY
From the MGM Motion Picture "Raintree County"

WITH YOU ON MY MIND

record no. 3782



and
A NEW TOP SELLING 4 HIT EP
AROUND THE WORLD

Album No. EAP-1-813

heavy hitters!



FOUR FRESHMEN AND FIVE SAXES
T-844

WHERE ARE YOU W-855



THIS IS NAT "KING" COLE T-870

VELVET BRASS W-859

9831

DIANA

THE NO. 1
RECORD IN THE NATION!
b/w
Don't Gamble With Love

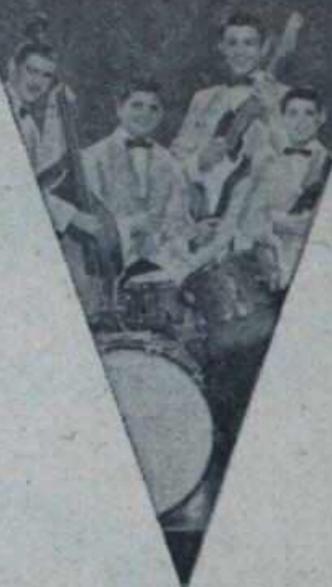


PAUL ANKA

9837

BLACK SLACKS

b/w
Boppin' Rock Boogie



**THE
SPARKLETONES**

9841

**WHAT
YOU'VE DONE
TO ME**

b/w
That's Right



MICKI MARLO

9847

**THE
LANGUAGE
OF LOVE**

b/w
Brigitte's Song



**CINDY
AND
LINDY**

ABC-PARAMOUNT'S GOLDEN

9838

**HIGH SCHOOL
ROMANCE**

b/w
Everybody's Body



**GEORGE
HAMILTON
IV**

9846

**(IT'S
JUST MY LUCK
TO BE)
FIFTEEN**

b/w Wild Eyes And
Tender Lips



**THE
PONI-TAILS**

9851

REBEL

b/w
Cuddle Bug



**JILL
WHITNEY**

9850

**I MADE A
FOOL OF MYSELF
OVER JOHN
FOSTER DULLES**

b/w
Pu-Uh-Uh-Py-Love



**CAROL
BURNETT**

9848

BEAUTIFUL LOVE

b/w
Angels
Don't Live On Earth



**JESS DUBOY
AND THE
HITCHHIKERS**

9845

HOW VERY WONDERFUL

b/w
I'll Never Forget You



ALAN DALE

9852

UNTIL THEY SAIL

(FROM THE SOUND TRACK OF THE MGM MOVIE)

b/w
When Your Lover Has Gone



EYDIE GORMÉ

DOZEN!!!!

WATCH FOR THESE TWO NEW ONES THAT MUST MOVE!

9849

MY HEART IS HOME

b/w
Disillusioned Lovers



DAMITA JO

9844

I'LL WALK ALONE

b/w
Ladder Of Love



JOHNNY NASH

9854

I'M WALKIN' AWAY

b/w
DON'T MOVE



HUGH O'BRIAN
(TV'S WYATT EARP)

(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

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TAMMY (ASCAP)—Debbie Reynolds... French Heels (ASCAP)—Coral 61851	2	8	12. SEND FOR ME (BMI)— Nat (King) Cole.....	7	12	21. FASCINATION (ASCAP)—Jane Morgan... Midnight in Athens (ASCAP)—Kapp 191	22	2
2. DIANA (BMI)—Paul Anka.....	1	8	MY PERSONAL POSSESSION (BMI)— Cap 3737			22. LOVE ME TO PIECES (BMI)— Jill Corey.....	21	6
3. WHOLE LOTTA' SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis.....	3	8	13. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone.....	12	19	Love (BMI)—Col 40955		
It'll Be Mine (BMI)—Sun 267			BERNARDINE (ASCAP)—Dot 15570			23. AROUND THE WORLD (ASCAP)— Victor Young.....	24	6
4. THAT'LL BE THE DAY (BMI)— Crickets.....	5	8	14. THERE'S A GOLD MINE IN THE SKY (ASCAP)—Pat Boone.....	14	6	(VOCAL) (ASCAP)—Decca 30262		
I'm Lookin' for Someone to Love (BMI)— Brunswick 55009			REMEMBER YOU'RE MINE (ASCAP)—Dot 15602			24. TAMMY (BMI) Ames Brothers.....	25	6
5. TEDDY BEAR (ASCAP)—Elvis Presley... LOVING YOU (BMI)—Vic 20-7000	4	13	15. WHITE SILVER SANDS (BMI)— Don Rondo.....	17	8	ROCKIN' SHOES (ASCAP)—Vic 6930		
6. HONEYCOMB (ASCAP)— Jimmie Rodgers.....	6	5	Stars Fell on Alabama (ASCAP)—Jubilee 5288			25. SO RARE (ASCAP)—Jimmy Dorsey.....	27	23
Their Hearts Were Full of Spring (ASCAP)— Roulette 4015			16. STARDUST (ASCAP)—Billy Ward.....	15	9	Sophisticated Swing (ASCAP)—Fraternity 755		
7. RAINBOW (ASCAP)—Russ Hamilton... We Will Make Love (ASCAP)—Kapp 184	7	7	Lucinda (BMI)—Liberty 55071			26. YOU'RE MY ONE AND ONLY LOVE (ASCAP)—Ricky Nelson.....		1
8. MR. LEE (BMI)—Bobbettes.....	9	6	17. WHISPERING BELLS (BMI)— Del Vikings.....	15	10	HONEY ROCK (ASCAP)—Verve 10070		
Look at the Stars (BMI)—Atlantic 1144			Don't Be a Fool (BMI)—Dot 15592			27. JUNE NIGHT (ASCAP)—Jimmy Dorsey... JAY-DEE'S BOOGIE WOOGIE (BMI)— Fraternity 777	30	2
9. SEARCHIN' (BMI)—Coasters.....	10	18	18. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (ASCAP)—Billy Williams.....	19	13	28. HULA LOVE (BMI)—Buddy Knox.....	26	2
YOUNG BLOOD (BMI)—Atco 6067			DATE WITH THE BLUES (ASCAP)— Coral 61830			Devil Woman (BMI)—Roulette 4018		
10. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett.....	10	6	19. SHORT FAT FANNIE (BMI)— Larry Williams.....	19	11	28. JUST BETWEEN YOU AND ME (BMI)— Chordettes.....		1
I AM (ASCAP)—Col 40965			High School Dance (BMI) Specialty 608			SOFT SANDS (BMI)—Cadence 1330		
11. IT'S NOT FOR ME TO SAY (ASCAP)— Johnny Mathis.....	18	17	20. BYE BYE LOVE (BMI)— Everly Brothers.....	13	17	30. WONDERFUL WONDERFUL (BMI)— Johnny Mathis.....	28	8
Warm and Tender (ASCAP)—Col 40951			I Wonder If I Care As Much (BMI)—Cadence 1315			When Sunny Gets Blue—Col 40764		

Most Played by Jockeys

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

FOR
SURVEY WEEK
ENDING
SEPTEMBER 7, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TAMMY (ASCAP)—Debbie Reynolds... French Heels (ASCAP)—Coral 61851	1	9	10. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis.....	12	6	18. JUST BETWEEN YOU AND ME (BMI)—Chordettes.....		1
2. HONEYCOMB (ASCAP)— Jimmie Rodgers.....	2	4	It'll Be Mine (BMI)—Sun 267			Soft Sands (BMI)—Cadence 1330		
Their Hearts Were Full of Spring (ASCAP)— Roulette 4015			11. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (ASCAP)—Billy Williams.....	9	13	19. AROUND THE WORLD (ASCAP)— Victor Young.....		7
3. DIANA (BMI)—Paul Anka.....	3	6	Date With the Blues (ASCAP)—Coral 61830			Around the World (Vocal) (ASCAP)— Dee 30262		
Don't Gamble With Love (BMI)— ABC-Paramount 9831			12. FASCINATION (ASCAP)—Jane Morgan... Midnight in Athens (ASCAP)—Kapp 191	20	2	20. CHANCES ARE (ASCAP)— Johnny Mathis.....		1
4. RAINBOW (ASCAP)—Russ Hamilton... We Will Make Love—Kapp 184	8	7	13. BYE BYE LOVE (BMI)— Everly Brothers.....	18	16	The Twelfth of Never (ASCAP)—Col 40993		
5. TAMMY (ASCAP)—Ames Brothers.....	10	9	I Wonder If I Care As Much (BMI)—Cadence 1315			21. AROUND THE WORLD (ASCAP)— Mantovani.....	15	9
Rockin' Shoes (BMI)—Vic 6930			14. OLD CAPE COD (ASCAP)—Patti Page... Wondering (BMI)—Mercury 71101	17	15	The Road to Ballingarry (ASCAP)—London 1744		
6. THAT'LL BE THE DAY (BMI)— Crickets.....	3	4	15. LOVE ME TO PIECES (BMI)— Jill Corey.....	11	7	22. FASCINATION (ASCAP)—Dick Jacobs... Summertime in Venice (ASCAP)—Coral 61864		1
I'm Lookin' for Someone to Love (BMI)— Brunswick 55009			Love (BMI)—Col 40955			23. MY HEART REMINDS ME (ASCAP)— Kay Starr.....		1
7. REMEMBER YOU'RE MINE (ASCAP)— Pat Boone.....	6	4	16. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone.....	12	19	Film Flam Floo (BMI)—Vic 6981		
There's a Gold Mine in the Sky (ASCAP)— Dot 15602			Bernardine (ASCAP)—Dot 15570			24. THERE'S A GOLD MINE IN THE SKY (ASCAP)—Pat Boone.....		2
8. TEDDY BEAR (ASCAP)—Elvis Presley... Loving You (BMI)—Vic 7000	5	20	17. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett.....	14	8	Remember You're Mine (ASCAP)—Dot 15602		
9. WHITE SILVER SANDS (BMI)— Don Rondo.....	7	8	I Am (ASCAP)—Col 40965			25. HULA LOVE (BMI)—Buddy Knox.....		1
Stars Fell on Alabama (ASCAP)—Jubilee 5288						Devil Woman (BMI)—Roulette 4018		

1st Record on Imperial and a SMASH!

Rickey Nelson

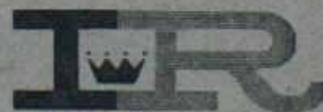
BE-BOP BABY

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 KFGO, Fargo, N. D., advises us the station is 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 jazz LP will be "given considera-

YESTERYEAR'S TOPS—

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

SEPTEMBER 20, 1947

1. Peg O' My Heart
2. I Wonder Who's Kissing Her Now
3. Smoke, Smoke, Smoke (That Cigarette)
4. Near You
5. That's My Desire
6. Feudin' and Fightin'
7. When You Were Sweet 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 Wiederseh'n, Sweetheart
3. Wish You Were Here
4. Half as Much
5. I Went to Your Wedding
6. Botch-a-Me
7. Jambalaya
8. Walkin' My Baby Back Home
9. Meet Mr. Callaghan
10. High Noon

tion." . . . J. P. (Jape) Richardson, KTRM, Beaumont, Tex., has signed an exclusive contract as writer-artist for Mercury-Starday. . . . Allen E. Shaw, KFEO, St. Joseph, Mo., is reactivating his "Let's Dance" teen-age dance show on local-TV again this fall, under the sponsorship of Pepsi-Cola.

Ann Tussing, kiddie disk spinner at KRLC, Lewiston, Idaho, needs more children's records, "suitable for kids up to mid-teens" or pop disks with appeal for the younger set. . . . WOKO, Albany, N. Y., reports it is "proud to have been Albany's first radio station to ban rock and roll between 9 a.m. and 8 p.m. and replace it with the type of music geared to the adult listening audience." . . . Les Ledet, KAPC, Port Arthur, Tex., recently claimed the new world's diskathon championship, via 123 hours, 5 minutes and 55 seconds of continual record spinning from an appliance store window.

GIMMIX: Program director Mel Leeds, WINS, New York, has set up a new promotional stunt, whereby WINS is awarding bonds to babies whose time of birth coincides with the station's dial position. Thus all babies born within the WINS primary listening area who arrive precisely at 10:10 a.m. or p.m. are eligible. . . . Texas will take on an international air this fall, via a new show, "Mediterranean Music Hour," featuring Greek, Turkish, Italian and Syrian platters, over KLVL, Pasadena, Tex.

"JAZZBO" GOES WEST: Al "Jazzbo" Collins, WRCA and NBC, New York, has resigned from his multi-show post and will return to Salt Lake City next week, where he will emcee a four-hour radio program, will also be carried over a 52-station Don Lee network hookup. Collins moved to WNEW, New York, from Salt Lake City about nine years ago and joined NBC a few years later. During his stay with the web, he presided over several local disk and live music radio and TV shows over WRCA and acted as emcee on NBC's "Monitor."

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

CHANGE OF THEME: Leo Leonard has returned to WIMA, Lima, O., after a four-month stint on WCOL, Columbus, O. Leonard says he "couldn't fight the top 40 formula programming." . . . Les Ford, WTBO, Cumberland, Md., emcee of "Night Sounds" for the past three years, has been upped to program director. Bob Rosamund now steers the show. New morning man at same station is Larry Dietz, formerly with WKYR, Keyser, W. Va., and KLAQ, Denver. . . . Dick Summer, formerly with WCPO-TV, Cincinnati, has taken over "Platter Party," WIBC, Indianapolis.

DALLAS DIGS 4

VOICES: Two Texan deejays—Hal Backe and Buddy Harris, KGKO, Dallas, literally gave the Four Voices a "big play" last week. The jocks played the group's Columbia waxing "Sidewalk Bop" continually, while announcing 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 "Fabulous Four Deejays," ("Smilin'" Sam, Don Miller, "Friendly" Phil Maher and "Jolly" Roger) of KMNS, Sioux City, Ia., chalked up a deejay first recently, when the quartet appeared on skates for seven performances of "Holiday on Ice of 1958," 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 aptly named program director, Don Frost.

Mrs. Dee Junker has been named station manager for KONI and KELE-FM, Phoenix, Ariz. Mrs. Junker has served as program director and assistant manager of KONI since 1955. Prior to that date, she was associated with KOOL and KOOL-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 affiliate stations last week in the following areas:

- Kansas City, Mo.
"Fascination," Dinah Shore, RCA Victor.
- Amarillo, Tex.
"Diana," Paul Anka, ABC-Paramount.
- Safford, Ariz.
"In the Middle of an Island," Anita Kerr Quartet, Decca.
- Baton Rouge, La.
"That Old Feeling," the King Sisters, Capitol.
- Columbia, S. C.
"That'll Be the Day," Crickets, Brunswick.
- Wilkesbarre, Pa.
"Tammy," Debbie Reynolds, Coral.
- New York
"I'm Gonna Sit Right Down and Write Myself a Letter," Bing Crosby, Bob Scobey, RCA Victor.
- Butte, Mont.
"Goody Goody," Ella Fitzgerald, Verve.
- Sacramento
"Stardust," Jonathan Edwards, Columbia.
- Houston
"Up Above My Head," Johnnie Ray-Frankie Laine, Columbia.

JIMMY BOWEN



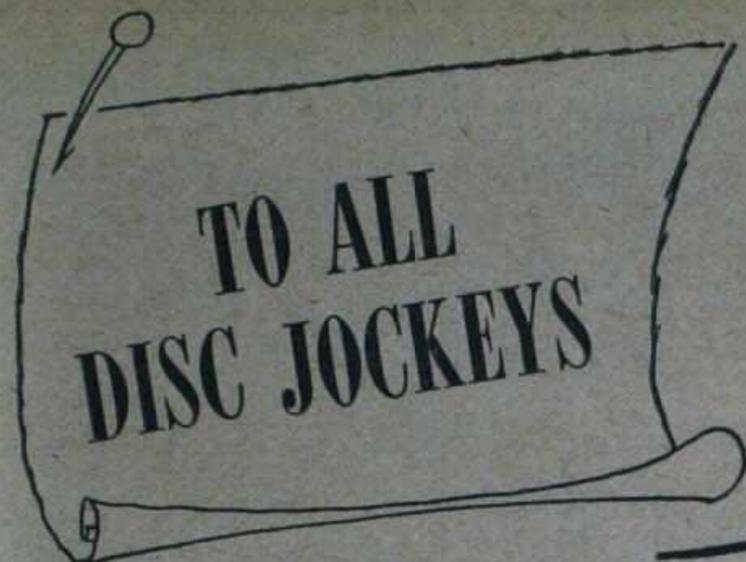
From the forthcoming
motion picture

"JAMBOREE"

"CROSS OVER"

R-4023





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.



THE NAME . . .

JOHNNY MATHIS

THE SONG . . . of course . . .

"THE TWELFTH OF NEVER"

LYRICS BY: PAUL FRANCIS WEBSTER

MUSIC BY: JERRY LIVINGSTON



EMPRESS MUSIC, INC.

119 W. 37TH ST.
NEW YORK, N. Y.

COLUMBIA RECORDS #4-40993



Top 100 Sides

FOR SURVEY WEEK ENDING SEPTEMBER 7

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

Position	Song, Artist, Label	Position Last Week
1	TAMMY, Debbie Reynolds, Coral	1
2	DIANA, Paul Anka, ABC-Paramount	2
3	THAT'LL BE THE DAY, Crickets, Brunswick	3
4	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	4
5	TEDDY BEAR, Elvis Presley, Victor	5
6	HONEYCOMB, Jimmie Rodgers, Roulette	6
7	RAINBOW, Russ Hamilton, Kapp	7
8	MR. LEE, Bobbetts, Atlantic	8
9	EYE EYE LOVE, Everly Brothers, Cadence	9
10	SEARCHIN', Coasters, A&O	10
11	SEND FOR ME, Nat (King) Cole, Capitol	11
12	WHISPERING BELLS, Del Vikings, Dot	12
13	SHORT FAT FANNIE, Larry Williams, Specialty	13
14	IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia	14
15	STARDUST, Billy Ward, Liberty	15
16	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	16
17	WHITE SILVER SANDS, Don Reno, Jubilee	17
18	LOVE LETTERS IN THE SAND, Pat Boone, Dot	18
19	I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER, Billy Williams, Coral	19
20	SO RARE, Jimmy Dorsey, Fraternity	20
21	LOVE ME TO PIECES, Jill Corey, Columbia	21
22	GOODY GOODY, Frankie Lynn, Gee	22
23	REMEMBER YOU'RE MINE, Pat Boone, Dot	23
24	OLD CAPE COD, Patti Page, Mercury	24
25	FASCINATION, Jane Morgan, Kapp	25
26	AROUND THE WORLD, Marlene Dietrich, London	26
27	FLYING SAUCER, Buchanan & Goodman, Lomax	27
28	TO THE AISLE, Five Satins, Ember	28
29	YOU'RE MY ONE AND ONLY LOVE, Ricky Nelson, Verve	29
30	HULA LOVE, Buddy Knox, Roulette	30
31	WONDERFUL WONDERFUL, Johnny Mathis, Columbia	31
32	JENNY JENNY, Little Richard, Specialty	32
33	THERE'S A GOLD MINE IN THE SKY, Pat Boone, Dot	33
34	TAMMY, Ames Brothers, Victor	34
35	AND THAT REMINDS ME, Della Reese, Jubilee	35
36	SHANGRI-LA, Four Cities, Epic	36
37	AROUND THE WORLD, Victor Young, Decca	37
38	LOTTA LOVIN', Gene Vincent, Capitol	38
39	LOVING YOU, Elvis Presley, Victor	39
40	JUNE NIGHT, Jimmy Dorsey, Fraternity	40
41	WHEN I SEE YOU, Fats Domino, Imperial	41
42	BLACK SLACKS, Joe Bennett & the Sparknotes, ABC-Paramount	42
43	FARTHER UP THE ROAD, Bobby (Blue) Bland, Duke	43
44	SOME O, Dale Hawkins, Checker	44
45	ZIP ZIP, Diamonds, Mercury	45
46	ALL SHOOK UP, Elvis Presley, Victor	46
47	JUST BETWEEN YOU AND ME, Chordettes, Cadence	47
48	OVER THE MOUNTAIN, Johnnie & Joe, Chess	48
49	LASTING LOVE, Sal Mines, Epic	49
50	I LIKE YOUR KIND OF LOVE, Andy Williams, Cadence	50
51	MOONLIGHT SWIM, Nick Noble, Mercury	51
52	ISLAND IN THE SUN, Harry Belafonte, Victor	52
53	ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU, Huey Smith, A&O	53
54	BERNARDINE, Pat Boone, Dot	54
55	GONNA FIND ME A BLUEBIRD, Maezlin Ralston, M-G-M	55
56	FASCINATION, David Carroll, Mercury	56
57	REBEL, Carol Jarvis, Dot	57
58	TEENAGERS' ROMANCE, Ricky Nelson, Verve	58
59	MY HEART REMINDS ME, Kay Starr, Victor	59
60	WHITE SPORT COAT, Marty Robbins, Columbia	60
61	LONG LONELY NIGHTS, Lee Andrews, Chess	61
62	BON VOYAGE, Janice Harper, Prep	62
63	COOL SHAKE, Del Vikings, Mercury	63
64	FRAULEIN, Bobby Helms, Decca	64
65	HAPPY BIRTHDAY BABY, Toss Wexler, Checker	65
66	LONG LONELY NIGHTS, Clyde McPhatter, Atlantic	66
67	LET THE FOUR WINDS BLOW, Ray Brown, Imperial	67
68	ROCKIN' SHOES, Ames Brothers, Victor	68
69	FASCINATION-Dick Jacobs, Coral	69
70	FOUR WALLS, Jim Reeves, Victor	70
71	IN THE MIDDLE OF AN ISLAND, Tennessee Ernie Ford, Capitol	71
72	WITH ALL MY HEART, Jodie Sands, Chances	72
73	DARLING IT'S WONDERFUL, Lovers, Lamp	73
74	AN AFFAIR TO REMEMBER, Vic Damone, Columbia	74
75	SWINGING SWEETHEARTS, Rose Goodwin, Capitol	75
76	DANCIN', Perry Como, Victor	76
77	FALLEN STAR, Ferlin Husky, Capitol	77
78	YOUNG BLOOD, Coasters, A&O	78
79	AROUND THE WORLD, Bing Crosby, Decca	79
80	CHANCES ARE, Johnny Mathis, Columbia	80
81	FALLEN STAR, Jimmy Newman, Dot	81
82	SCHOOL DAYS, Chuck Berry, Chess	82
83	C. C. RIDER, Chuck Willis, Atlantic	83
84	JAY DEE'S BOOGIE WOOGIE, Jimmy Dorsey, Fraternity	84
85	HUMPTY DUMPTY HEART, Leona Baker, Atlantic	85
86	DARK MOON, Gale Storm, Dot	86
87	START MOVIN', Sal Mines, Epic	87
88	VALLEY OF TEARS, Fats Domino, Imperial	88
89	FALLEN STAR, Hilltoppers, Dot	89
90	GOTTA GET TO YOUR HOUSE, David Seville, Liberty	90
91	MISS YOU SO, Lillian Oltz, Eps	91
92	MY PERSONAL POSSESSION, Nat (King) Cole, Capitol	92
93	WHITE SILVER SANDS, Dave Gardner, OJ	93
94	THIRD FINGER LEFT HAND, Elison Rodgers, Columbia	94
95	BUILD YOUR LOVE, Jeannie Ray, Columbia	95
96	ANGRY, Frank Fitzgerald, Dot	96
97	CHICKEN BABY CHICKEN, Tony Hatch, Ebb	97
98	DRIVE IN SHOW, Eddie Cochran, Liberty	98
99	I'LL TAKE YOU HOME AGAIN KATHLEEN, Slim Whitman, Imperial	99
100	FREIGHT TRAIN, Rusty Draper, Mercury	100
101	WHAT WILL I TELL MY HEART, Fats Domino, Imperial	101
102	SONG OF THE BAREFOOT MAHMAN, Billy Leach, Billy	102

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



RCA VICTOR
TRADE MARK
RADIO CORPORATION OF AMERICA



MGM Records

JONI JAMES

DAY DREAMING

CRYING IN THE SHADOWS

K12531 • MGM 12531



Johnny Green

MGM Studio Orchestra
**THE SONG OF
RAINTREE
COUNTY**

(From MGM Picture)

and

**SILK
STOCKINGS**

(From MGM Picture)

K12538

Chuck Alaimo
Quartet

**HOW I
LOVE
YOU**

and

LOCAL 66

K12508 • MGM 12508

SHEB WOOLEY

ORIGINAL POP HIT!

RECIPE FOR LOVE

K12541

MARVIN
RAINWATER

**MY LOVE
IS REAL**

K12511 • MGM 12511

BILLY
WILLIAMS
**THE GAUCHO
SERENADE**
and
SHANGHAI

K12537

Keep Your
Eyes and
Ears on . . .

CARMEL QUINN

**WHO ARE YOU
FOOLIN' NOW!**

K12540

**YOU CAN'T RUN
AWAY FROM
YOUR HEART**



Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 7

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Black Slacks
Joe Bennett & Sparkletones, ABC-Para.
Fascination, Jane Morgan, Kapp
Hula Love, Buddy Knox, Rli.
Jenny Jenny, Little Richard, Spe.
Rainbow, Russ Hamilton, Kapp
Rebel, Carol Jarvis, Dot
Searchin'/Young Blood, Coasters, Atco
That'll Be the Day, Crickets, Brk.

CHICAGO

Diana, Paul Anka, ABC-Para.
In the Middle of an Island
Tony Bennett, Col.
Moonlight Swim, Nick Noble, Mer.
Rainbow, Russ Hamilton, Kapp
Searchin', Coasters, Atco
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

DETROIT

Black Slacks
Joe Bennett & Sparkletones, ABC-Para.
Happy, Happy Birthday Baby
Tune Weavers, Che.
It's Not for Me to Say, Johnny Mathis, Col.
Love Me to Pieces, Jill Corey, Col.
Mr. Lee, Bobbettes, Atl.
Send for Me, Nat (King) Cole, Cap.
Swinging Sweethearts, Ron Goodwin, Cap.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
White Silver Sands, Don Rondo, Jub.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

EAST TEXAS

Diana, Paul Anka, ABC-Para.
Mr. Lee, Bobbettes, Atl.
Rainbow, Russ Hamilton, Kapp
Remember You're Mine/There's a Gold
Mine in the Sky, Pat Boone, Dot
Short Fat Fannie, Larry Williams, Spe.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
White Silver Sands, Don Rondo, Jub.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
You're My One and Only Love
Ricky Nelson, Vrv.

FLORIDA

Honeycomb, Jimmie Rodgers, Rli.
Jenny Jenny, Little Richard, Spe.
Lonely Chair, Lloyd Price, Krc.
Miss You So, Lillian Offitt, Erc.
Mr. Lee, Bobbettes, Atl.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Whispering Bells/Whole Lotta Shakin'
Goin' On, Jerry Lee Lewis, Sun
Wonderful Wonderful, Johnny Mathis, Col.

LOS ANGELES

Bye Bye Love, Everly Brothers, Cdc.
I'm Gonna Sit Right Down and Write
Myself a Letter, Billy Williams, Cor.
It's Not for Me to Say, Johnny Mathis, Col.
Searchin', Coasters, Atco.
Short Fat Fannie, Larry Williams, Spe.
Sick and Tired, Chris Kenner, Imp.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
Whispering Bells, Del Vikings, Dot
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

NEW YORK AND NEWARK

Diana, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rli.
It's Not for Me to Say, Johnny Mathis, Col.
Mr. Lee, Bobbettes, Atl.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

NORTHERN NEW YORK STATE

Diana, Paul Anka, ABC-Para.
Further Up the Road
Bobby (Blue) Bland, Duk.
Honeycomb, Jimmie Rodgers, Rli.
Loving You/Teddy Bear, Elvis Presley, Vic.
Mr. Lee, Bobbettes, Atl.

Tammy, Debbie Reynolds, Cor.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
With You on My Mind
Nat (King) Cole, Cap.

NORTHERN OHIO

Diana, Paul Anka, ABC-Para.
Drive in Show, Eddie Cochran, Lbt.
Lotta Lovin', Gene Vincent, Cap.
Mr. Lee, Bobbettes, Atl.
Rainbow, Russ Hamilton, Kapp
Remember You're Mine, Pat Boone, Dot
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
You're My One and Only Love
Ricky Nelson, Vrv.

NORTHWEST

Diana, Paul Anka, ABC-Para.
In the Middle of an Island/Ivy League
Tennessee Ernie Ford, Cap.
Rebel, Carol Jarvis, Dot
Short Fat Fannie, Larry Williams, Spe.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.
Whispering Bells, Del Vikings, Dot
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
You're My One and Only Love
Ricky Nelson, Vrv.

PHILADELPHIA

Chances Are, Johnny Mathis, Col.
Fascination, Jane Morgan, Kapp
Honeycomb, Jimmie Rodgers, Rli.
June Night/Jay Dee's Boogie Woogie
Jimmy Dorsey, Fly.
Lasting Love, Sal Mineo, Epic
Love Letters in the Sand, Pat Boone, Dot
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

ST. LOUIS AND KANSAS CITY

Black Slacks
Joe Bennett & Sparkletones, ABC-Para.
Bye Bye Love, Everly Brothers, Cdc.
Diana, Paul Anka, ABC-Para.
Gotta Get to Your House,
David Seville, Lbt.
Honeycomb, Jimmie Rodgers, Rli.
Searchin', Coasters, Atco
Short Fat Fannie, Larry Williams, Spe.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

SAN FRANCISCO AND OAKLAND

All Shook Up, Elvis Presley, Vic.
Bye Bye Love, Everly Brothers, Cdc.
Cool Shake, Del Vikings, Mer.
Diana, Paul Anka, ABC-Para.
Flying Saucer, Buchanan & Goodman, Lin.
Love Letters in the Sand/Bernardine
Pat Boone, Dot
Loving You, Elvis Presley, Vic.
Rainbow, Russ Hamilton, Kapp
Remember You're Mine/There's a Gold
Mine in the Sky, Pat Boone, Dot
To the Aisle, Five Satins, Emb.

SOUTHERN OHIO

Bye Bye Love, Everly Brothers, Cdc.
Fallen Star, Jimmy Newman, Dot
Searchin'/Young Blood, Coasters, Atco
Send for Me, Nat (King) Cole, Cap.
Stardust, Billy Ward, Lbt.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.
There's a Gold Mine in the Sky/Remember
You're Mine, Pat Boone, Dot
White Silver Sands, Don Rondo, Jub.

WASHINGTON AND BALTIMORE

And That Reminds Me, Della Reese, Jub.
Diana, Paul Anka, ABC-Para.
Lotta Lovin'/Wear My Ring
Gene Vincent, Cap.
Love Me to Pieces, Jill Corey, Col.
Tammy/Rockin' Shoes, Ames Brothers, Vic.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun



AN OVERNIGHT SMASH!

Lola Dee

singing

**"WITH A LITTLE
MORE LOVE"**

and

**"MY ADOBE
HACIENDA"**

BALLY 1046 (7-1046)

PROVEN HIT MAKERS

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)

Bally **RECORDS**
THE HOME OF LIVING PERFORMANCE

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.

Billboard Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING

POPULAR

COUNTRY & WESTERN

OPERATORS BEST BUYS

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

NEW HIT

YOU'RE MY ONE AND ONLY LOVE
★ RICKY NELSON ★
HONEY ROCK
Verve 10070

BYE BYE LOVE
★ EVERLY BROTHERS ★
I WONDER IF I CARE AS MUCH
Capitol 1315

LOVE ME TO PIECES
★ MILL COREY ★
LOVE
Columbia 40955

RAINBOW
★ BUSS HAMBLTON ★
WE WILL MAKE LOVE
Kapp 184

THAT'LL BE THE DAY
★ THE CRICKETS ★
I'M LOOKIN' FOR SOMEONE TO LOVE
Brunswick 55009

I'm Gonna SB Right Down and Write
Myself a Letter
★ BILLY WILLIAMS ★
DATE WITH THE BLUES
Coral 61830

WHISPERING BELLS
★ DEL VIKINGS ★
DON'T BE A FOOL
Dot 15592

SHORT FAT FANNIE
★ LARRY WILLIAMS ★
HIGH SCHOOL DANCE
Specialty 608

FASCINATION
★ JANE MORGAN ★
MIDNIGHT IN ATHENS
Kapp 191

ON THE MIDDLE OF AN ISLAND
★ TONY BENNETT ★
I AM
Columbia 40965

SEND FOR ME
★ NAT (KING) COLE ★
MY PERSONAL POSSESSION
Capitol 3737

STARDUST
★ BILLY WARD ★
LUCINDA
Liberty 50071

WHOLE LOTTA SHAKIN' GOIN' ON
★ JERRY LEE LEWIS ★
IT'LL BE MINE
Sun 267

NEW HIT

JUST BETWEEN YOU AND ME
★ CHORDETTES ★
SOFT SANDS
Cadence 1330

TAMMY
★ DEBBIE REYNOLDS ★
FRENCH HEELS
Coral 61851

IT'S HOT FOR ME TO SAY
★ JOHNNY MATHIS ★
WARM AND TENDER
Columbia 40851

HULA LOVE
★ BUDDY KNOX ★
DEVIL WOMAN
Ecoulette 4018

WHITE SILVER SANDS
★ DON RONDO ★
STARS FELL ON ALABAMA
Jubilee 5285

LOVE LETTERS IN THE SAND
★ PAT BOONE ★
BERNARDINE
Dot 15570

DIANA
★ PAUL ANKA ★
DON'T GAMBLE WITH LOVE
ABC-Paramount 9831

JUNE NIGHT
★ JIMMY DORSEY ★
JAY-DEE'S BOOGIE WOOGIE
Fremontly 777

TAMMY
★ AMES BROTHERS ★
ROCKIN' SHOES
RCA Victor 6920

MR. LEE
★ BOBBETTES ★
LOOK AT THE STARS
Atlantic 1144

SEARCHIN'
★ THE COASTERS ★
YOUNG BLOOD
Aico 6087

SO RARE
★ JIMMY DORSEY ★
SOPHISTICATED SWING
Fraternity 755

TEDDY BEAR
★ ELVIS PRESLEY ★
LOVING YOU
RCA Victor 7000

AROUND THE WORLD
★ VICTOR YOUNG, BING CROSBY ★
AROUND THE WORLD
Decca 30262

WONDERFUL WONDERFUL
★ JOHNNY MATHIS ★
WHEN SUNNY GETS BLUE
Columbia 40784

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

THERE'S A GOLD MINE IN THE SKY
★ PAT BOONE ★
REMEMBER YOU'RE MINE
Dot 15602

NEW HIT

FALLEN STAR
★ JIMMY NEWMAN ★
I CAN'T GO ON THIS WAY
Dot 15574

FRAULEIN
★ BOBBY HELMS ★
HEARTSICK FEELING
Decca 30194

FOUR WALLS
★ JIM REEVES ★
I KNOW AND YOU KNOW
RCA Victor 6874

FALLEN STAR
★ FERLIN HUSKY ★
PRIZE POSSESSION
Capitol 3742

MY SHOES KEEP WALKING
BACK TO YOU
★ RAY PRICE ★
DON'T DO ME THIS WAY
Columbia 40951

GONNA FIND ME A BLUEBIRD
★ MARVIN RAINWATER ★
SO YOU THINK YOU'VE GOT TROUBLES
MGM 12412

RHYTHM & BLUES

FARTHER UP THE ROAD
★ BOBBY (BLUE) BLAND ★
SOMETIME TOMORROW
Duke 170

LONG LONELY NIGHTS
★ CLYDE McPHATTER ★
HEARTACHES
Atlantic 1149

HAPPY, HAPPY BIRTHDAY BABY
★ TUNE WEAVERS ★
OL' MAN RIVER
Checker 872

NEW HIT

LONG LONELY NIGHTS
★ LEE ANDREWS ★
THE CLOCK
Chess 1665

BEST BUY

JOE BENNETT & THE SPARKLETONES
Black Slacks
Boppin' Rock Boogie
ABC-Paramount 9837

BEST BUY

NICK NOBLE
Moonlight Swim
Lucy Lou
Mercury 71169

BEST BUY

CAROL SMITH
Why Why Emotions
Columbia 40954

BEST BUY

RUTH BROWN
I Hope We Meet
(On the Road Someday)
Atlantic 1153

OPINION

JACK & JILL
No One to Talk To
Record Hop
Imperial 5464

OPINION

THE MOONGLOWS
Confess It to Your Heart
The Beating of My Heart
Chess 1609

OPINION

MARVIN RAINWATER & CONNIE FRANCIS
The Majesty of Love
You, My Darling, You
M-G-M 12555

OPINION

JIMMY REED
Honest I Do
Signals of Love
Veeljay 251

OPINION

NICK TODD
Plaything
The Honey Song
Dot 15643

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

OPINION

THE CLOVERS
Down in the Alley
There's No Tomorrow
Atlantic 1152

OPINION

LITTLE WILLIE JOHN
Uh Uh Baby (No No Baby)
King 5083

OPINION

RICKY NELSON
Have I Told You Lately That I Love You?
Imperial 5463

OPINION

CHUCK REED
A Southern Boy Sings the Blues
Koulette 4020

OPINION

JEAN SHEPARD
Act Like a Married Man
It Scares Me Half to Death
Capitol 3796

OPINION

FARON YOUNG
Vacation's Over
Honey, Stop Think It Over
Capitol 3805

RECORDS ELIMINATED FROM LAST WEEK'S PANEL
While these records are still juke box favorites in many areas, they have been eliminated because of the greater national programming strength of the NEW HIT records in the adjoining chart.

Goody Goody/Creation of Love
Frankie Lymon, Gee 1039
To the Auld/Whisk I Had My Baby
Five Satins, Ember 1019
And That Reminds Me/I Cried for You
Della Reese, Jubilee 5292
Rockin' Pneumonia and the Boogie Woogie
Flu (Parts 1 & 2)
Blay Smith, Ace 538

Another Great Jubilee
Artist joins the Jubilee
string of SMASHES

BILL DARNEL

RECIPE
OF
LOVE



b/w HEAVENLY
FATHER

5298

DON RONDO : DELLA REESE

THERE'S ONLY YOU
b/w
FORSAKING ALL
OTHERS

5297

AND THAT
REMINDS
ME

5292

Still Going Strong

WHITE
SILVER
SANDS

jubilee
RECORDS

• Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. TAMMY (Northern)	1	9
2. AROUND THE WORLD (Young)	2	13
3. FASCINATION (Southern)	5	5
4. LOVE LETTERS IN THE SAND (Bourne)	3	17
4. IN THE MIDDLE OF AN ISLAND (Morris)	4	6
6. AN AFFAIR TO REMEMBER (Feist)	8	3
7. WHITE SILVER SANDS (Fellows-Peer)	6	9
8. DIANA (Pamco)	12	2
9. OLD CAPE COD (Pincus)	7	12
10. I'M GONNA SIT RIGHT DOWN (AND WRITE MYSELF A LETTER) (De Sylva-Brown-Henderson)	9	9
11. RAINBOW (Toff-Melehior)	10	4
12. MY HEART REMINDS ME (Symphony House)	15	2
13. ISLAND IN THE SUN (Clara)	13	5
14. THAT'LL BE THE DAY (Nor-Va-Jak)	—	1
15. TEDDY BEAR (Gladys)	11	9

• Best Selling Sheet Music in Britain

(For week ending September 7)

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

Love Letters in the Sand—Day (Bourne)	Mr. Wonderful—Chappell (Laurel)
Forgotten Dreams—Mills (Mills)	When I Fall in Love—New World (Young)
Around the World—Sterling (Young)	Wonderful Wonderful—Leeds (E. B. Marks)
Island in the Sun—Feldman (Clara)	Bye Bye Love—Acuff-Rose (Acuff-Rose)
With All My Heart—Bron (Dehmar)	All Shook Up—Belinda (Presley-Shallimar)
Diana—Mellin (Pamco)	In the Middle of an Island—Morris (Oxford)
We Will Make Love—Melcher-Toff (Artists)	White Sport Coat—Frank (Acuff-Rose)
Tammy—Macmelodies (Northern)	I'd Give You the World—Macmelodies (Shapiro-Bernstein)
Last Train to San Fernando—Essex (Ludlow)	Scarlet Ribbons—Mills (Mills)
Puttin' on the Style—Essex (Melody Trails)	Dark Moon—Day (Dandelion)

• Best Selling Pop Records in Britain

(For week ending September 7)

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

This Week	Last Week
1. DIANA—Paul Anka (Columbia)	1
2. LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia)	2
3. LOVE LETTERS IN THE SAND—Pat Boone (London)	2
4. WATER WATER/HANDFUL OF SONGS—Tommy Steele (Decca)	6
5. ISLAND IN THE SUN—Harry Belafonte (RCA)	7
6. WITH ALL MY HEART—Petula Clark (Pye-Nixa)	7
7. ALL SHOOK UP—Elvis Presley (HMV)	3
8. WANDERING EYES—Charlie Gracie (London)	9
9. BYE BYE LOVE—Everly Brothers (London)	8
9. PARALYSED—Elvis Presley (HMV)	16
11. TAMMY—Debbie Reynolds (Vogue-Coral)	17
12. TEDDY BEAR—Elvis Presley (RCA)	10
13. FABULOUS—Charlie Gracie (Parlophone)	13
14. PUTTIN ON THE STYLE/GAMBLIN' MAN—Lonnie Donegan (Pye-Nixa)	15
15. LITTLE DARLIN—Diamonds (Mercury)	14
16. SHIRALEE—Tommy Steele (Decca)	11
17. JENNY JENNY—Little Richard (London)	—
18. WE WILL MAKE LOVE—Euss Hamilton (Orion)	12
19. STARDUST—Billy Ward (London)	—
20. BUILD YOUR LOVE—Johnnie Ray (Philips)	—

• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

A Night in Trinidad (R)—Bregman, Vocco, Conn—ASCAP
An Affair to Remember (R) (F)—Feist—ASCAP
And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP
Around the World (R) (F)—Young—ASCAP
Band of Angels (R) (F)—Witmark—ASCAP
Bon Voyage (R)—Ardmore—ASCAP
Fascination (R) (F)—Southern—ASCAP
Honeycomb (R)—Hawthorne—ASCAP
I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
In the Middle of an Island (R)—Mayfair—ASCAP
It's Not For Me to Say (R)—Korwin—ASCAP
June Night (R)—Feist—ASCAP
Love Letters in the Sand (R) (F)—Bourne—ASCAP
Love Me to Pieces (R)—Acuff Rose—BMI
Moonlight Swim (R)—Daniels—ASCAP
Raintree County (R) (F)—Robbins—ASCAP
Search for Paradise (R)—Witmark—ASCAP
Soft Sands (R)—Weinst & Barry—BMI
Sophia (R)—Thunderbird—BMI
Sweet Thing (R)—Famous—ASCAP
Swinging Sweethearts (R)—Morris—ASCAP
Tammy (R) (F)—Northern—ASCAP
That Old Feeling (R)—Feist—ASCAP
There's a Gold Mine in the Sky—Bourne—ASCAP
There's Only You (R)—Broadcast—BMI
Through the Eyes of Love (R)—Pickwick—ASCAP
Till (R)—Chappell—ASCAP
When My Sugar Walks Down the Street (R)—Mills—ASCAP
White Silver Sands (R)—Fellows Peer—BMI
(You Can't Lose the Blues With) Color (R)—Berlin—ASCAP

Television

A Fallen Star—Tree—BMI
An Affair to Remember (R) (F)—Feist—ASCAP
And That Reminds Me (My Heart Reminds Me)—Symphony House—ASCAP
Around the World (R) (F)—Young—ASCAP
Black Slacks (R)—Pamco—BMI
Bon Voyage (R)—Ardmore—ASCAP
Bye Bye Love (R)—Acuff Rose—BMI
Chances Are (R)—Korwin—ASCAP
Diana (R)—Pamco—BMI
Eyes of God (R)—Korwin—ASCAP
Fascination (R) (F)—Southern—ASCAP
Goody Goody (R)—DeSylva, Brown & Henderson—ASCAP
Happy Happy Birthday, Baby (R)—Arcton—BMI
Honeycomb (R)—Hawthorne—ASCAP
I Could Have Danced All Night (R) (M)—Chappell—ASCAP
I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
In the Middle of an Island (R)—Mayfair—ASCAP
Just Between You and Me (R)—Winetona—BMI
Lotta Lovin' (R)—Song Prod.—BMI
Love is a Treasure (R)—Ben Ghazi—BMI
Love Letters in the Sand (R) (F)—Bourne—ASCAP
Love Me to Pieces (R)—Acuff Rose—BMI
No Hu Hu (R)—Criterion—ASCAP
Rainbow (R)—Robbins—ASCAP
Send for Me (R)—Winnerton—BMI
Tammy (R) (F)—Northern—ASCAP
There's a Gold Mine in the Sky (R)—Bourne—ASCAP
Waka Up Little Susie (R)—Acuff Rose—BMI
White Silver Sands (R)—Fellows Peer—BMI
Whole Lotta Shakin' Goin' On (R)—Maltin—BMI

A GREAT FOLLOW
UP TO HIS SMASH
"WHITE SILVER
SANDS"

**OWEN
BRADLEY**

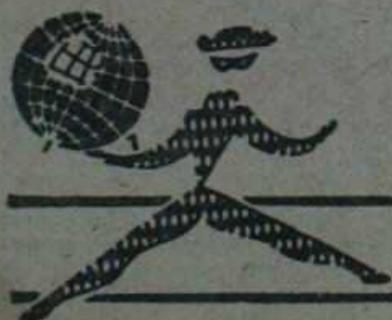
*and his Orchestra
with the
Anita Kerr
singers*

**THE
HOUR OF
PARTING**

B/W

DANSERO

30450
9-30450



A NEW WORLD OF SOUND

**DECCA
RECORDS**

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

This Week's Best Buys

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

CORRECTION: Last week, in this section, the flip side of Johnny Mathis recording, "Chances Are," was listed incorrectly. The flip is "The Twelfth of Never" (Empress, ASCAP).

BLACK SLACKS (Pamco, BMI)—Joe Bennett and the Sparkletones—ABC-Paramount 9837—The platter has been out for some time and now has started to move well. Demands are not in all markets. Just off the Best Sellers Chart. Flip is "Boppin' Rock Boogie" (Pamco, BMI).

MOONLIGHT SWIM (Hill & Range, BMI)—Nick Noble—Mercury 71169—Very strong sales in Chicago, Milwaukee, St. Louis and Kansas City have shot this Hawaiian rhythm to where it's sitting just below the Best Sellers on the chart. Out first with the tune, Noble looks to cash in. Flip is "Lucy Lou" (Abbott, BMI).

ONE SIN (Mellin, BMI)—The Four Coins—Epic 9229—Loot for this side is piling up in all markets. Heavy action makes the platter a good bet to repeat the success of "Shangri-La." Flip is "This Life" (Tracy, ASCAP). A previous Billboard Spotlight pick.

DEEP PURPLE (Robbins, ASCAP)—Billy Ward and His Dominos—Liberty 55099—All markets report that the disk is moving strongly. The side appears to be headed for a lot of coin following the pattern set by "Stardust." Flip is "Do It Now" (Ward, BMI). A previous Billboard Spotlight pick.



Recent Pop Releases Coming up Strong

FOR SURVEY WEEK ENDING SEPTEMBER 7

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

- An Affair to Remember *Vic Damone*
(ASCAP) Columbia 40945
- Black Slacks *Joe Bennett and The Sparkletones*
(BMI) ABC-Paramount 9837
- Chances Are *Johnny Mathis*
(ASCAP) Columbia 40993
- Farther Up the Road *Bobby (Blue) Bland*
(BMI) Duke 170
- Happy Happy Birthday, Baby *The Tune Weavers*
(BMI) Checker 872
- Lasting Love *Sal Mineo*
(BMI) Epic 9227
- Lotta Lovin' *Gene Vincent*
(BMI) Capitol 3763
- Moonlight Swim *Nick Noble*
(BMI) Mercury 71169
- Swinging Sweethearts *Ron Goodwin*
(ASCAP) Capitol 3748

Review Spotlight on . . .

POP RECORDS

RICKY NELSON . . . Imperial 5463
 **HAVE I TOLD YOU LATELY THAT I LOVE YOU**
 (Duchess, BMI)

BE-BOP BABY (Travis, BMI)

The hot young chanter has his first on the new label and figures to shake up plenty of action, even tho his last on the Verve label has also hit the charts. The top is a strong oldie, sung with great heart. Has a commercial rural flavor with a solid rock and roll beat. Flip is another strong rock and roller with a bit more bounce.

THE CLOVERS . . . Atlantic 1152 **DOWN IN THE ALLEY**
 (Progressive, BMI)

See listing under Review Spotlight on Rhythm and Blues records.

NICK TODD . . . Dot 15643 **PLAYTHING**
 (Randa, Pontra, BMI)

Brother of Pat Boone, Todd makes an impressive bow which can attract much loot. The tune is a bright, zingy rhythm side, with ear catching answers to the warbling by a chorus of chicks. An infectious melody that's bound to catch on. Competition from several others not likely to stop this one. Flip is "The Honey Song," a simple and pretty tune (E. H. Morris, ASCAP).

MARVIN RAINWATER AND CONNIE FRANCIS . . . M-G-M 12555
 **THE MAJESTY OF LOVE**
 (Hollis, BMI)

See listing under Review Spotlight on Country and Western records.

CHUCK REED . . . Roulette 4020 **SUGAR CORSAGE**
 (E. B. Marks, BMI)

A SOUTHERN BOY SINGS THE BLUES
 (Hollybrook and Favorite, ASCAP)

Reed has the best of several fine sides he cut previously on other labels. On top he sells appealing simplicity and a strong folksy charm on a country-styled ballad with a mild rock and roll touch. A powerful rendition. Flip is equally strong and is in the country blues vein. An excellent coupling and each side has dual market power.

POP DISK JOCKEY PROGRAMMING

JACK ZIMMERMAN ORK . . . Golden Crest 113 **IT'S LOVE**
 (Harman, ASCAP)

Here's a perky tune with simple but interesting instrumentation and a slick chorus and whistling seg. Mildly offbeat programming fare with heavy listener potential. Spins highly recommended. Flip is "Sounds of Love," a pretty ballad with chorus warbling (Mills, ASCAP).

Reviews and Ratings

(Veronique, ASCAP)
A Million Teardrops . . . 70
 An okay vocal stint on a catchy theme, but flip is stronger side. (Avas, BMI)

DICK NOEL 70

Bayou
FRATERNITY 760 — Dick Noel, who chants this cajun-type tune in the United Artists film of the same name, does an effective reading here. The catchy melody has a Latin flavor in the arrangement. (Miller, ASCAP)
No One Ever Lost More . . . 75
 A quality tune on this side. Noel sings it with sincere emotion, backed by lush orchestration. (Buckeye, ASCAP)

OSCAR PETERSON 70

Song to the Stars
VERVE 10084 — A strongly appealing melody played in easy, lifting, non-jazz style by Peterson, which could easily catch on. Ork with strings backs up. A smart deejay selection. (Hallmark, ASCAP)
Chanel . . . 73
 Peterson's piano moves in a Latin beat here with big sounds from chorus and fiddles. Nice mood side, also okay for jocks, but flip may rate a slight nod. (E. B. Marks, BMI)

(Continued on page 54)

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CATHY CARR
House of Heartache 87

FRATERNITY 782—Canary pipes with gentle charm and feeling on a plaintive ballad with good lyrics. Could click. (Republic, BMI)

Presents From the Past . . . 80
 Miss Carr sings with tenderness and warmth on a pleasant tune. (Famous, ASCAP)

CONNIE CONWAY 82

A Beggar
DOT 15629 — Soft and easy baritone voicing not unlike the Pat Boone style go well with a slow and slavish confessional. Can pull spins in current market, altho several earlier versions have yet to stir. (Lowery, BMI)

Hands Across the Table . . . 75
 Relaxed crooning of the standard has a pleasant sound. Side has a slow, triplet rhythm with nice choral support. Worth a listen but flip may be more in tune with teen tastes. (Mills, ASCAP)

THE BACHELORS 78

From Your Heart
NATIONAL 104—Group sings heartfelt ballad with smooth sentimentality. Good performance by lead singer and interesting backing. Merits jockey attention.



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with Orchestra conducted by JACK MARSHALL

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GOOD LUCK, GOOD BUDDY

SWINGIN' ON

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King 5053

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King 5071

DONNIE ELBERT
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Deluxe 6125

TINY TOPSY
AW! SHUCKS BABY
Federal 12302

THE GUYTONES
OOH BOP SHA BOO
Deluxe 6144

NEW RELEASES

BILL DOGGETT
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b/w

HOT GINGER
King 5080

LITTLE WILLIE JOHN
DINNER DATE

b/w

UH UH BABY
King 5083

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RCA Debuts Hi-Fi Plant

• Continued from page 22

used in RCA Victor changers; huge semi-automatic punch presses to stamp out metal parts for changers and tape recorders; a tool-making shop; a plating-paint shop and a quality-control section.

Indicative of the growth of the industry, Toney pointed out that the original plant was acquired to turn out conventional Victrolas, for which 600 workers were employed. Admittedly, "We didn't foresee a high fidelity boom of such enormous proportions as we have today. Our employees already number more than 2,000." He cited that the home-music industry sales have risen 200 per cent in the past five years, while spending for all recreation was rising by only about 17 per cent.

In review, "In 1953 industry sales of high-fidelity instruments were so small we didn't even keep score. In 1954 industry sales were

Vox, Prestige

• Continued from page 22

pany's topper Bob Weinstock, will have four 16 $\frac{1}{2}$ LP packages in its initial release, all of which will consist of jazz previously issued on regular 12 and 10-inch LP's. On December 1, the company will "experiment" by issuing another four disks of previously unissued material. The future release schedule will then be determined, based on reaction to the first two releases.

According to Weinstock, he is aiming at the collector trade, a group which he feels likes to own everything recorded by its favorite, and to be able to keep those performances together in the most compact space possible.

The first release is headed by "Concorde," one disk which groups material from two \$4.98 33 $\frac{1}{3}$ LP's by the Milt Jackson Quartet and the Modern Jazz Quartet. No. 2 is "Let's Get Away From It All," with the Billy Taylor Trio; No. 3 is "Miles Davis and the Modern Jazz Giants," utilizing material which hasn't been on any 12-inch LP's, and featuring such as Milt Jackson, Sonny Rollins, Horace Silver and Thelonious Monk. Last is "Trombone by Three" with J. J. Johnson, Kai Winding and Benny Green.

Prestige also will make its pitch in the consumer press, and will seek to build its own mailing list of people interested in hearing about new 16 $\frac{1}{2}$ releases. Weinstock said the company would not be interested in soliciting direct sales, but merely in keeping the public informed.

Both Vox and Prestige spokesmen insist that 16 $\frac{1}{2}$ is not envisioned as a replacement for 33 $\frac{1}{3}$, but as a special service. The major pushes will continue to be on the regular 33 $\frac{1}{3}$ LP product.

Previously, the only 16 $\frac{1}{2}$ r.p.m. disks produced on a regular basis have been non-musical talking books, including instructional material for the blind.

Cap Inks Otis

• Continued from page 22

acts) out on a cross-country tour, at which time the entire troupe will visit jockeys in key cities.

Meanwhile, Capitol is making special display material—showcasing the singles as a package—available to dealers. A special mailing is also going out to jocks—both pop and rhythm and blues—suggesting that the platters be presented together as a complete show seg.

Otis was signed by Capitol's new artist and repertoire staffer Tom Morgan, formerly district sales manager for the label in Cleveland and branch sales manager in Boston. Morgan, who also cuts the Four Freshmen, is readying an LP, featuring Otis and his show troupe, for release early next year.

\$43 million, and in 1955 we went to \$85 million at retail. Last year sales rose to \$177 million, and the industry anticipates topping the \$300 million mark this year." Toney hands part of the credit for this to stereophonic sound.

A Billion \$\$ in '58

In 1958, he estimates the industry figure at more than a billion dollars, not including component parts, which have been estimated elsewhere as anywhere between \$55 million and \$100,000 a year.

An interesting feature of the business, during the swift growth of hi-fi, has been the fact that sales of standard-phonos have held steady at about \$150 million annually. Toney, however, anticipates a drop of as much as \$10 million in this category next year due to the public's awareness of high-fidelity. But he cautioned: "We must not write off the conventional phonograph. As with radio, styling and design and features of conveniences will always find customers."

He also cited the company's new line of two-speed players as a means of offering the customer a standard phono at a substantially lower price than a four-speed phono.

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

The new Cambridge plant is managed by Tom F. Whitten. The Victor radio and phono division maintains a second plant in Cannonsburg, Pa., where it produces all of the Victor home radios as well as some of the hi-fi models.

LP Bargains

• Continued from page 22

lease "a new adventure in high fidelity." "Air Force—A Portrait in Sound." For this disk, made in cooperation with the U. S. Air Force, the label has obtained the services of Arthur Godfrey as narrator. The disk gives a graphic sound picture of sky-bound activity from the ground to an altitude of 60,000 feet. It includes previously secret briefing tapes, wire recordings made when a pilot bailed out at 30,000 feet, sounds of a plane going 1,000 m.p.h., etc.

Godfrey is donating his royalties from the recording to the Air Force Aid Society. Disk will come with full-color Kodachrome cover, and a booklet of program notes. It will be subject of an advertising tie-in with Astatic Corporation of America.

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

Freed British Tour Definite

PHILADELPHIA — A British Isle tour for Alan Freed, the rock 'n' roll disk jockey king, has been definitely set now by Jolly Joyce, who heads the local theatrical agency handling the New York spinning idol. Heading a show of his own, group will fly over on October 16, with rehearsals set for October 18 for a four-week tour of theaters, starting October 20. Tour dates, exclusively in Great Britain, will be handled by Lew and Leslie Grade, London agents.

Included in the Freed unit will be Little Richard and company, the Five Moonglows, Jo-Ann Campbell, Teddy Randazzo, plus others to be selected. Randazzo is the singing star of "Mr. Rock 'n' Roll," the Paramount feature movie starring Freed which prems this week. An English rock 'n' roll band will be added to the group over there.

Trip will mark Freed's first overseas appearance. Jack Hook, his personal manager, is going along with him, as is Jolly Joyce.

Fluegel Horn

• Continued from page 23

cent Cook release; "Exercises for Health and Figure" is available on Jay Records; "Sports Car Conversation" by Stirling Moss was issued by Riverside; two volumes of "American Bird Songs" are available via Cornell University. The Gregorian Institute is in the record business via a series of albums dealing with "Chants and Responses at Mass." Additionally, a lengthy list of documentary recordings, the most famous of which is the Edward R. Murrow, "I Can Hear It Now" series on Columbia, can be found in most record shops.

Means to Sell

For the record companies, the projects represent a means to sell a product at a minimal investment, far less, of course, than would a musical package be. Despite the limited market that exists when the broad area of the disk business is viewed, there nevertheless are enough buyers to go around for all firms involved.

The labels take meticulous pain to package their works with the utmost of care, in most cases appealing to the "class" purchaser or "snob appeal." Much of their advertising is limited to direct mail lists, the latter purchased from mail-order houses dealing with a multitude of professions and interests. In the case of recent albums concerned with sports car racing for example, several diskeries circulated their literature to sports car enthusiasts and advertised their wares in hot-rod magazines.

One indie firm in the offbeat disk business is known to advertise in the Journal of the American Medical Association, with exceptional response from his coupon ads.

Just where the liking for unusual disk material will end is anybody's guess. The diskers in the business are apparently already sharp enough to spot the most minute amount of enthusiasm for any hobby, and if past history is any mark to judge by, they'll continue to record seemingly outlandish projects and sell them.

Deane & Wells

• Continued from page 23

Yet another former Baltimore radio personality has taken over chores on WJZ-TV in the person of Keith-McBee, leading newscaster. It's also of interest that the outlet's program factotum is Joel Chaseman, himself a former jockey, as is promotion chief Chris Christenson.

That other TV operations will watch to see whether this early pace can be maintained goes without saying. Should WJZ-TV keep up the steaming start, the ramifications thruout the nation can be major.

Program Ideas

For some years, in this current deejay era of radio broadcasting, the jockey has been the leading local broadcast personality in almost every community. Yet, he has been almost exclusively a radio personality. One reason has been TV's inability to conjure up a suitable format for the visual medium. Deane's show combined a fairly standard TV approach with teenagers dancing while the disks are played. When coupled with the personality of the town's top jockey, this could prove formidable.

If so, the next few years could see the broadcast business turned upside down on a local level, with the well heeled TV outlets turning to "music and news" on its local live outings, using as talent the town's top deejays—hired away from their local radio employers.

Should that happen, radio broadcasters may well have to look in new directions for a rebuttal.

Reviews of New Pop Records

• Continued from page 52

JERI SOUTHERN

The Touch of Love . . . 78
DECCA 30445—The breathy Southern pipes in an expressive bit of movie balladry. Pretty, slow-gaited tune is from upcoming pic, "The Devil's Hairpin." Jocks who follow the thrush will like this one. (Paramount, ASCAP)

You're Gonna Flip Mom . . . 68
Another tune on the "Wait Till You See Him" kick with hip talk like "cool," "dig" and that kind of jive. Nothing too much here. Should be the flip by a good margin.

VIVIENNE

All Over Again . . . 78
V.I.P. 1004—Lushly styled, quality-vocal by Vivienne Della Chiesa makes this haunting ballad a good bet for jocks with non-rock and roll audiences. (Parkeet, BMI)

MITCHEL TOROK

Two Words (True Love) . . . 78
DECCA 30424—Torok had a near-hit in "Pledging My Love" and this bouncy rock and roll-styled ditty should move him further up the ladder. Also has appeal for c.&w. market. (Foreest, BMI)

You're Tempting Me . . . 74
C.&w. warbler chants in a strictly pop groove on an attractive theme with a solid r.&r. beat. (Copar, BMI)

HELEN TRAUBEL

Because . . . 74
DOT 15628—The great Wagnerian voice waxes in a classy poppiish vein. Miss Traubel sings it very straight in warm fashion and all this without Durante. Jocks may give this a play. (Chappell, ASCAP)

Trees . . . 73
Another of the classic standards sung in the same vein and tempo by La Traubel. Another jockey item. (Schlumer, ASCAP)

THE GAYLORDS

Wandering Heart . . . 74
MERCURY 15640—A breezy rhythmic job that builds nicely. Good group sound by the boys with a far-away echo chorus in the backing. This one would fit well on jukes. (Massey, ASCAP)

Satin Doll . . . 72
First disk in quite a spell for the group has a tune with modern, sophisticated touch. Side has fair enough harmony spots with a good arrangement for chorus and ork. Flip has more life, however. (Tempo, ASCAP)

GAIL DAVIS

Poor Little Heart . . . 78
RCA VICTOR 7043—TV's "Annie Oakley" has pull with the moppet trade, but they may not dig her intimate vocal style. Gail pipes indoor-fashion on infectious tune. Provocative arrangement. Good conversational item for jocks. (Winston, BMI)

Why Not Save Sunshine . . . 71
Happy little ditty caroled placidly by video film queen. Some comment on spin potential. (Cordial, BMI)

THE THREE KITTENS

So I Keep Telling Myself . . . 78
BRUNSWICK 55029—Fair ballad gets a nice dressing by the gal trio with good full-band backing by Charles Dant. Jocks might give this a spin with chicks' identity now revealed (Paula Kelly, Carol Richards, Janis O'Brien). (Produlum, BMI)

The Silver Waltz . . . 68
Nothing very ingenious or new about this three-beater and its "anniversary" type theme but the gals give it an all right harmony reading. Flip more likely to get played. (Young, ASCAP)

CURTIS JOHNSON

Baby, Baby . . . 78
EVENT 4268—Country blues. Johnson belts it out in authentic rockabilly fashion, to typical guitar picking. Side has a driving beat. (Peer, BMI)

Teenage Love Affair . . . 72
The pretty lyric gets a tasteful rock and roll reading, with a chorus behind Johnson's relaxed vocal. (Peer, BMI)

LAVERNE RAY & THE RAYTONES

I've Got That Feeling . . . 78
OKER 7091—Lively interpretation of rockin' rhythm item. Should grab off play, both pop and r.&b. (Egare, BMI)

I'm in Love Again . . . 70
Another enthusiastic reading by group on a catchy rhythm tune. (Ruh, BMI)

KATHY LINDEN

The Touch of Love . . . 78
NATIONAL 106—A starry-eyed tune with a clear, innocent sounding vocal by Miss Linden. Song also cut by Jeri Southern, is from pic "The Devil's Hairpin." Attractive enough

Checker 872

"HAPPY HAPPY BIRTHDAY BABY"

The Tune Weavers

Chess 1669

"THE BEATING OF MY HEART"

The Moonglows

Chess 1670

"YEA YEA BABY"

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reading to garner a play or so. (Paramount, ASCAP)

It's Just My Luck to Be 15 . . . 70
Tune is a reminder of an oldie, "In Between," once done by Judy Garland in a pic. Miss Lindzi gives it a convincing reading, tho a dull backing is a handicap. Flip likely to get more attention. (BMI, Ltd., Canada)

GENE AUSTIN
My Blue Heaven 72
FRATERNITY 779—One of Austin's classics here in a revival. Instrumentation has a sound of the original version. Could pick up a few spins here and there by jocks who remember when. (Fetel, ASCAP)

Lonesome Road 69
Another one of the Austin history-makers. Same comment as flip. (Paramount, ASCAP)

BUDDY BREGMAN ORK
Golden Guitars 71
VERVE 10085—Lush instrumental interpretation of a moody theme, reminiscent in part of "The Third Man Theme." Rates spins. (Hallmark, ASCAP)

Carousel on a Side Street 71
Wistful continental-type theme is showcased in a tasteful instrumental treatment. Fine for jock segs. (E. B. Marks, BMI)

ANDY QUINN
Back to School Again Blues 71
DECCA 30438—Pleasing rockabilly delivery by Quinn on his own tune, a boogie blues with a timely lyric line. For jocks with young audiences. (Maroon, ASCAP)

Rock-a-Boogie 70
Creditable vocal treatment of bouncy rockabilly ditty, with a boogie beat. (Northern, ASCAP)

SHEPHERD SISTERS
Alone (Why Must I Be Alone) 70
LANCE 125—Fresh-voiced, unadorned piping by gals creates air of spontaneous exuberance on ballad with a driving beat. (Fifth Ave., BMI)

Congratulations to Someone 63
Sisters' performance is under par on this pretty ballad. (United, ASCAP)

TOMMY WILLS TRIO
St. Louis Blues 69
ESTA 28E—A stompin' instrumental version of the Handy standard, sparked by excellent sax solo work. Good juke wax. (Handy, ASCAP)

Tommy's Dream 67
Dreamy instrumental treatment of haunting theme. (Dodds, BMI)

LAURA LESLIE
One Is a Lonely Number 69
M-G-M 12550—Thrush wraps up dramatic ballad with sincerity and feeling, but other versions of tune have been around for a while, which may cut down play. (Miller, ASCAP)

All I Am Is You 67
Gal thrushes with tenderness on nice ballad. (Miller, ASCAP)

TED FORBES
Cry Cry, Darling 69
FRATERNITY 780—Plaintive reading by Forbes and chorus on a dinge-like theme with interesting backing and a strong country flavor. (Acuff-Rose, BMI)

Absence 66
Same comment. (Buckeye, ASCAP)

THE BILLY WALLACE TRIO
Good Ball 68
GIG 375—Instrumental with a jazz feeling. Piano, bass and drums comprise the set-up. Piece is Count Basie's. For deejays. (Bregman, Voco, Conn, ASCAP)

A Pretty Girl Is Like a Melody 68
The great Berlin standard gets a tasteful reading by the trio. For deejays. (Berlin, ASCAP)

FRANKIE CHER-VALI
There's a Dream in My Heart 66
EXCLUSIVE 501—Sprightly tune is handed an attractive reading by the lad, whose high tenor piping is aptly suited to today's market. Moderate sales potential if exposed. (Manlows, ASCAP)

My First Impression of You 65
Ballad is sung with sensitivity and sincerity. Not distinctive. (Sudbury, BMI)

Dallas Dealers

• [Continued from page 20](#)

decided to take some action." The spokesman said that from now on, no member of the dealer group will provide any radio station with any type of best selling list. "We have hired a printer and an accountant to compile our own weekly top-seller list, based on our pooled reports, if the stations want them, they'll be made available to them, and each store will have copies on the counter free for customers."

It was also pointed out that the dealer association has developed considerable strength and has been a help to all members, particularly thru co-op advertising and unified policies. The dealers now hope to expand into a State-wide organization.

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

THE ASHTONETTES: I Want to Do It/ South—Ac'cent 1055

SONNY JACKSON: Warm Red Wine/Easy Come Kisses—Stephens 07

JANA LUND: Wishing Well/Johnny the Dreamer—Liberty 55097

THE MARLINS: Now I'm So Lonesome (I Could Die)/Baby I Tried—Sandy 1003

SMILEY MONROE: Teen-Age Doll/I Didn't Know—Vita 163

DON RAGON QUARTET: After Love/Jungle Rock—Window Records 1009

SUE THOMPSON: Walkin' to Missouri/Red Hot Henry Brown—Decca 30435

ANNA VALENTINO: Easy Kisses/On a Tropical Island—Vita 162

ROMANE BROWN: Satin Doll/When Your Lover Has Gone—Decca 30399

DOUG AND JOSIE: I'll Give Love to You/Wine, Dine and Dance—Back Beat 500

PHIL GOODMAN TRIO: Mix Up/Phil's Boogie—Dooto 423

JOHNNIE PATE TRIO: Things Ain't What They Used to Be/Will You Still Be Mine?—Gig 300

LUCY PURSER: Danger/Squeeze Me Again—Maxquerade 806

NORVELLE REID: The World Won't End/All the Way—Decca 30444

JOAN TALCROFT: The Fountains of Versailles/My Mother's Wedding Gown—Starfire 1015

BILL TRACY: Only a Boy/Too Far Gone/Too Long—Starfire 1016

LEIGH TRAVIS—Lili/Squeeze Me—Gig 350

THE WHEELERS: Tiger Rag/Blue Lagoon—Ac'cent 1051

MARSHA WINTERS: Stay/My Last Goodbye—Stephens 7114

Bluebird Line

• [Continued from page 20](#)

to an LP merchandiser worth \$3.50.

There will be new releases in the future on a regular basis.

At the same time, the label will renew its push on its 49-cent kidisk singles line. All new issues will come in four-color sleeves. These will include a new version of "Jingle Bells" and "Santa Claus Is Coming to Town" by Perry Como, Roy Rogers-Dale Evans coupling, a Joe Reisman single of "Whistle While You Work" and "When You Wish Upon a Star," and three by Shorty Long, including a "Happy Birthday" disk, and a fire-fighting bit.

Inauguration of this plan was recently plotted when Ray Clark, planning and merchandise manager for the Victor singles division, reviewed kidisk sales figures for the past year. Sales were found to be 113 per cent ahead of last year's. Admittedly, a good share of the increase came from rack jobbers.

The kidisk product has been prepared for Bluebird under the direction of Victor singles artists and repertoire chief, Steve Sholes, with the aid of Brad McCuen. Much of the material was gleaned from material once available in the regular Victor children's line.

Hollywood

• [Continued from page 20](#)

atories at the present time and that they are following stereo disk developments in Europe as well.

Glen Wallichs, president of Capitol, reported that the new cutting and pickup heads are being tested by its engineers. The advantage of the Westrex system, in comparison to existing European stereo disk developments according to Wallichs is that the former is compatible with current microgroove product and that records can be pressed with a minimum of new equipment in any firm's own plant.

Should the diskeries adopt the Westrex StereoDisk system, RCA and Capitol execs confirmed that they could be in production on stereo disks within a year. A number of RCA toppers offered the opinion that sound reproductive qualities with the Westrex system were not quite as good as tape, tho 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 "V" shaped groove, using a single stylus to transmit two separate sound channels into a single groove.

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Set Indie Music Association

Continued from page 20

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

Possible Projects

Two publishers pointed out that among the projects the organization might pursue were: 1. General re-examination of the Copyright Act with a view to changing outmoded provisions. 2. Securing a change in the compulsory licensing Act in order to give publishers more control of their copyrights. 3. Seeking removal of the present juke box royalty exemption.

In the furtherance any particular project, it was explained, the organization might act alone, or lend its aid to ASCAP, BMI or MPPA — whichever was indicated for the common good.

There was also considerable discussion as to whether the new organization might try to carry out some of the functions of MPPA. Some stated they had no clear idea of MPPA's functions, and the matter of that org's alleged inactivity was also mentioned. In any event, the warm discussion on this subject did not affect the final thinking of the people present, because the new association was created by an overwhelming vote.

Only one publisher, Edwin H. (Buddy) Morris, did not stay to the end of the session. Contacted late Friday, Morris said that he was in general sympathy with the idea of setting up an association which would act on behalf of the general welfare of publishers. He added,

French Music

Continued from page 22

folk song disks, featuring Michiya Mihashi, number one Japanese folk singer. This fact, it is claimed, will give the industry here "the subject of a big talk."

Nippon Gramophone, a distributor of Coral, Brunswick and Deutsche Gramophon, and well known here for its Latin-American "Fiesta Series," is also scheduling for September 20 release, a series of French chanson disks, which, it is said, "is expected to become another topic of a talk in the industry."

Another development on the music scene here is a revival of interest in the jazz field. Local jazz acts are doing very well in concert activity. Word has also come from the States that various record labels there which specialize in the jazz, have received considerable mail from Japanese jazz fans. One of those receiving the biggest amount of inquiries is noted to be one who calls himself Gari Kramakura of the American Atlantic jazz record firm.

Planned Economy

Continued from page 22

three hits, and there's still one more in the can," Miller said.

The Columbia a.&r. chief, who has had 26 one-million-or-over disks since he joined the company in 1950, added that: "The cost of a dog generally is as much as the cost of a hit."

The Columbia pop singles operation is understood to be \$1,700,000 ahead of the corresponding period last year.

Kelly Heads

Continued from page 22

Luigi Creatore, are mapping out a new series of "Lady in Blue" packages, by June Winters (Mrs. Peritt).

Roulette's next big LP release this year will be a group of pop packages, following which the label will market its first "Birdland" jazz albums, and the new kiddie line.

Reviews and Ratings of New Popular Albums

Continued from page 34

should be stocked by specialty shops, particularly by dealers in college towns, and class shops. Album includes a gross item, "The Theory of Poetry," "The Idea of Order at Key West," "Vacancy in the Park," etc.

POETRY READINGS

IN THE CELLAR 64
Kenneth Rexroth-Lawrence Ferlinghetti (1-12")
Fantasy 3245

The combination of poetry readings supported by a backdrop of free form jazz improvisation is certainly novel, tho its popular appeal is questionable. The poets read their own material, recorded at the boite called The Cellar in San Francisco. Poems, titled "Thou Shalt Not Kill" and "Autobiography," are delivered like a sermon with the content macabre at points. Sales here are doubtful, tho the jazz in the background may help with the hip crowd.

Children's

R. L. STEVENSON: A CHILD'S GARDEN OF VERSES 80
Judith Anderson (1-12")
Caedmon TC 1077

A famous actress turns her attention to children of all ages as she reads 37 poems by Robert Louis Stevenson. The material is a far cry from the TV diet of today's average child but listening to some of these simple, fanciful flights of imagination would probably be a great tonic for all of them. Miss Anderson's readings are handled with taste and just enough dramatic phrasing to be listenable, without being overdone. With proper push, this can be a healthy item, particularly with Christmas gift buyers.

Folk

CYNTHIA GOODING 76
Sings Spanish, Mexican and Turkish Folk Songs (1-12")
Elektra 128

There's a lot for the money in this album, and the dealer may stress this quality and quantity angle truthfully. Cynthia Gooding has devoted one side to eight Spanish songs and another side to five Turkish and four Spanish pieces. Her performances are excellent—individual and full of an untamed quality. Dealers and clerks should be aware of the notes, for they are exceptionally literate and contain much information—compactly written by Miss Gooding. Consumers, whether newly-interested in folk material, or seasoned collectors, cannot but be interested in this

WAYNE SHANKLIN, THE MODERN MINSTREL 70
(1-12")
Coral 57124

Wayne Shanklin sings 11 of his own songs here, including "Jezebel," "Company Money," "The Vanishing Navajo," etc. Material is strongly folk in feeling—except for the fact that the themes are generally modern and relevant to present-day life. The performances are simple and affecting. He accompanies himself on the lytle harp guitar. Modest potential.

New York

Continued from page 20

ment is that of the British Yorkshire firm of Sugden, Ltd. According to Fine, 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.

Asked his opinion on stereo tapes vs. stereo disks, Fine said he would not presume to forecast which would eventually 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.

"Stereo tape equipment is necessary in the studio anyway for recording dates," he said, "and as far as the consumer is concerned, he is still going to require two separate amplifier and speaker systems to reproduce stereo tape or disks. Nobody's going to lose very much either way."

'Free for Five'

Continued from page 20

out of the new release, the retailer gets a copy of the Vaughan-Eckstine album free. Thus the plan offers the equivalent of a 16% per cent discount off the normal dealer price, since he gets six albums for the price of five.

Merc's usual "lifetime guarantee" of exchange applies to merchandise purchased under the plan.

The new release includes a specialty item for hi fi and auto race enthusiasts, "500 Miles to Glory," a documentary of the Indianapolis Raceway; pop albums by the Del Vikings, Dinah Washington, Vivian Blaine, Richard Hayman, Dick Contino, Billy Williams and Patti Page; classical packages by the Detroit Symphony, the Minneapolis Symphony, Yehudi Menuhin and the Eastman Symphonic Wind Ensemble, and numerous jazz items on the EmArcy label.

Cook Foresees

Continued from page 20

names (The Billboard, September 9).

Cook added that tremendous enthusiasm was already being shown at the dealer level—particularly with regard to the several lines unveiled at the diskery's annual sales convention at Miami Beach, Fla., in July. These projects include the Twin CL composers series, the Harmony low-price line and the Hall of Fame EP series. Revitalization of the Hall of Fame, Cook remarked, is noteworthy in that Columbia is now beginning to score in the EP field.

Columbia is now crystallizing its merchandising and promotion plans for the year. As in the past year, the label will again place most emphasis at the dealer-consumer level.

NEW RELEASE "LITTLE NEVA"

Jericho Brown

RKO-Unique 412



TIMMIE (OH YEAH!) ROGERS
has a smash on Cameo #116

"BACK TO SCHOOL AGAIN"

Oh Yeah!



Billboard Pick and Cash Box Sure Shot

RUSS MILLER

"I SIT IN MY WINDOW"

#1006



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The Del Vikings

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C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING SEPTEMBER 7

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side last on top.

This Week	Last Week	Chart	Weeks on Chart
1. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)— Jerry Lee Lewis (C) Be Muse (BMI)—Sun 267	1	13	1
2. BYE BYE LOVE (BMI)—Everly Brothers I Wonder If I Care as Much (BMI)—Cadence 1315	3	18	3
3. TEDDY BEAR (ASCAP)—Elvis Presley LOVING YOU (BMI)—Vic 20-7000	2	12	2
4. FRAULEIN (BMI)—Bobby Helms Heartick Feeling (BMI)—Dec 30194	4	25	4
5. MY SHOES KEEP WALKING BACK TO YOU— Ray Price Don't Do This to Me (BMI)—Col 40951	9	6	9
6. GONNA FIND ME A BLUEBIRD (BMI)— Marvin Rainwater So You Think You've Got Troubles (BMD)—M-G-M 12412	5	21	5
7. FOUR WALLS (BMI)—Jim Reeves I Know and You Know (BMD)—Vic 20-6874	6	21	6
8. FALLEN STAR (BMI)—Ferlin Husky Prize Possession (BMI)—Cap 3742	8	10	8
9. FALLEN STAR (BMI)—Jimmy Newman I Can't Go on This Way (ASCAP)—Dot 15574	7	16	7
10. GEISHA GIRL (BMI)—Hank Locklin Livin' Alone (BMD)—Vic 20-6984	10	4	10
11. TANGLED MIND (BMD)—Hank Snow My Arms Are a House—Vic 20-6955	11	9	11
11. PLEASE DON'T BLAME ME (BMI)— Marty Robbins TEENAGE DREAM (BMI)—Col 40969	15	2	15
13. BYE BYE LOVE (BMI)—Webb Pierce MISSING YOU (BMI)—Dec 30321	13	15	13
14. HOME OF THE BLUES (BMI)—Johnny Cash Give My Love to Rose (BMI)—Sun 279	—	1	14
15. IS IT WRONG? (BMI)—Warner Mack Baby Squeeze Me (BMI)—Dec 30301	15	6	15

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 7

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Chart	Weeks on Chart
1. FRAULEIN—Bobby Helms Dec 30194 (BMI)	2	23	2
1. MY SHOES KEEP WALKING BACK TO YOU— Ray Price Col 40951 (BMI)	5	7	1
3. BYE BYE LOVE—Everly Brothers Cadence 1315 (BMD)	1	19	3
4. GONNA FIND ME A BLUEBIRD—M. Rainwater M-G-M 12412 (BMI)	8	24	4
5. TANGLED MIND—Hank Snow Vic 20-6955 (BMI)	6	5	5
5. FOUR WALLS—Jim Reeves Vic 20-6874 (BMI)	3	21	6
5. FALLEN STAR—Jimmy Newman Dot 15574 (BMI)	4	18	7
8. WHOLE LOTTA SHAKIN' GOIN' ON— Jerry Lee Lewis Sun 267 (BMI)	7	9	8
9. TEDDY BEAR—Elvis Presley Vic 20-7000 (ASCAP)	10	11	9
10. I HEARD THE BLUEBIRDS SING— Jim Edwards, Maxine & Bonnie Brown Vic 6995 (BMI)	9	3	10
10. GEISHA GIRL—Hank Locklin Vic 6984 (BMI)	13	3	11
12. TWO SHADOWS ON YOUR WINDOW— Jim Reeves Vic 6973 (ASCAP)	10	4	12
13. WHY WHY—Carl Smith Col 40984 (BMI)	—	1	13
14. I THOUGHT I HEARD YOU CALL MY NAME— Porter Wagoner Vic 6964 (BMI)	—	3	14
15. HOME OF THE BLUES—Johnny Cash Sun 279 (BMI)	—	1	15
15. LOVING YOU—Elvis Presley Vic 7000 (BMI)	—	1	16

Reviews of New C&W Records

BOB JENNINGS
Do You 77
DOT 15631—Bright rhythm side, country-flavored. There are few voices behind Jennings' vocal. Arrangement, featuring beautiful guitar work, is very solid. (Aeroff-Rose, BMI)

You're the Answer 76
A waltz, with the type of country-flavored lyric that is powerful pop fare. Jennings' vocal has a chorus backing it. (Southern Belle, BMI)

CLYDE BEAVER
Man in the Glass 76
MERCURY 71185—A weeper with a strong lyric. Beaver really has a good song here, and he does it well, in the traditional style. Deejays looking for solid, unadulterated country material have it here. (Starrite, BMI)

Craving for My Baby 71
Country rhythm side. Lyric has some novelty appeal, owing to Beaver's manner of repeating phrases. (Starrite, BMI)

VAN HOWARD
So I Can Love Again 75
COLUMBIA 40996—Howard sells poignant weeper with effectively understated emotional impact. Excellent side for jocks. (Tree, BMI)
What'll I Do 74
Bright vocalizing on attractive theme with a bouncy tempo. Spinable wax for jocks of the old c&w. school. (Cedarwood, BMI)

EDDIE SKELTON
That's Love 71
STARDAY 315—Briskly-paced tune with strong beat is warbled by Skelton with considerable bounce and drive. (Starrite, BMI)
No Sweetheart Tonight 69
Dirge-like tempo marks this mournful dirge, sung with solemn sincerity by Skelton. Flip is stronger side. (Starrite, BMI)

GARY WILLIAMS
Travelin' Blues Boy 71
VERVE 10083—Strong chanting talent on a tune with a train-type rhythm and sound. Tune itself isn't

(Continued on page 59)

This Week's C&W Best Buys

WHY, WHY (Cedarwood, BMI)—Carl Smith—Columbia 40984—The artist who consistently scores, appears headed for the charts again. All of the top C&W, marks report that the platter is jumping. Flip is "Emotions" (Cedarwood, BMI). A previous Billboard Spotlight pick.

Review Spotlight on . . .

C&W RECORDS

JEAN SHEPARD

Act Like a Married Man (Lowery, BMI)
It Scares Me Half to Death (Central, BMI)—Capitol 3796—The great Miss Shepard comes thru with two fine sides, both with good eyes for the charts. The top has a wonderful lyric, close to the basic things in life. "Go back to your wife" is the idea here while the flip offers some reflections on what might have been. Strong messenger here.

FARON YOUNG

Vacation's Over (Murray Nash, BMI)
Honey, Stop, Think of Me (Fairway, BMI)—Capitol 3805—Two sides are very close in potential. Top is right in the teen-groove with very timely reflections set to an appealing melody in a highly pop styled ork setting. Flip is a sock rock and roller with Young belting in the rockabilly groove for good change of pace. Strong artist can break loose with either of these.

MARVIN RAINWATER AND CONNIE FRANCIS

The Majesty of Love (Hollis, BMI)—M-G-M 12555—A slow, pulsing rock and roll backed ballad for the pair in their first disk as a team. Rainwater has his usual salable rural flavor while Miss Francis, normally in the pop groove, gets off some high, wailing country sounds on her own. Flip is "You, My Darlin', You" (Geronimo, BMI).

FOLK TALENT & TUNES

By BILL SACHS

Leon McAuliffe has been set for a guest appearance on Lawrence Welk's "Top Tunes and New Talent" show over the ABC-TV net. McAuliffe will do two of his own compositions, "Steel Guitar Rag" and "Panhandle Rag." . . . September will see Wanda Jackson jump from Pittsburgh, where she has been working for promoter Harry Cooke, to the coast for an appearance for Cliffie Stone at Anaheim, Calif., then on to Mid-South Fair, Memphis. While on the coast she will cut a single and an album for Capitol and will do four tunes in a film series, "Ranch Party," produced by Screen Gems. . . . Cotton Carrier, former d.j. and c&w. entertainer, is now plugging pop music for Lowery Music Company, Atlanta. The firm's latest c&w. tune to be put on wax is "Act Like a Married Man," a 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 examinations and learned that he must undergo throat surgery, according to his representative, Bob Neal. Accordingly, Cash has canceled near-term engagements.

Orella Myers, under the personal management of Don Crashey, has had her first sides released on the Regency label. Aimed at the pop and c&w. markets, they are "Don't Leave Me Ever" and "The Day My World Fell Through." . . . Stan Jones is reportedly doing well with country music attractions at his Dream Bowl, Napa, Calif. Johnny Cash, along with Bill Carter, appeared there August 31 and worked to an s.r.o. crowd. The weekly all-night Saturday dance promotion skedded Lefty Frizzell for September 14 and is bringing in Hank Thompson on the 21st. Freddy Rose and Vern Stovall head the Outlaws band there.

Latest release by Bill Carter on the Tally label is "I Wanna Feel Good" with "I Knew Her When"

on the flip. . . . After eight years with Sally Flowers and the "Meetin' Time at Moore's" TV show, five-day-week feature over WLW-C, Columbus, O., and WLW-D Dayton, Billy Scott has resigned, effective September 27. . . . Lucky Hill advises that his new Starday etching, "I'm Missing You," b/w "Wait for Me," went out to deejays around September 12. . . . Johnny Cash, Carl Perkins and Jim Newman guested on the recent KHEP, Phoenix, Ariz., "Grand Ole Opry," with local stars Ted Newman and Doug Harden also appearing to do their Rev recordings of "Plaything" and "Foolin' Me."

Pee Wee King set Eddy Arnold as guest artist for his September 13 country TV show from Chicago and signed Webb Pierce and the Everly Brothers for succeeding Friday nights. . . . Nan Castle, 16-year-old singer from Cooper, Tex., who was a June winner on the Arthur Godfrey's morning TV and radio shows the week of September 16. Nan, who headlines the Roy Glenn-Pee Wee Reid "Red River Jamboree" in Paris, Tex., and the "Nan Castle Show" on KSSJ, Sulphur Springs, Tex., has her third release out on Victor. . . . Latest release by Johnnie & Jack on RCA Victor is "Move It on Over," a Hank Williams number, b/w "Love Fever," written by Jack's brother, Jim Anglin.

Casey's Coral at New Meadows is Idaho's newest dance hall to feature country entertainment. At the August 30 debut the spot offered the Stringbusters and Stan Graham western bands, along with Lloyd Wanzer, DeWayne Wear, Jimmy Widner and Big Jim DeNoon, Northwest fiddle champions. Pat Patory is proprietor of the spot. . . . Eddie Skelton and band, who recently cut "That's Love" and "No Sweetheart Tonight" on Starday, are currently appearing on WJHL-TV, Johnson City, Tenn. Skelton also handles deejay chores at WMCH, Church Hill, Tenn.

Tex Ritter headlines the the September 29 c&w. music show in the Kansas City (Mo.) Auditorium. Along with him

(Continued on page 59)

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 7

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Missing You, Webb Pierce, Dec.
2. On My Mind Again, B. Walker, Col.
3. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
4. Is It Wrong, Warner Mack, Dec.

Dallas-Fort Worth

1. Fraulein, Bobby Helms, Dec.
2. Geisha Girl, Hank Locklin, Vic.
3. Bye Bye Love, Everly Brothers, Cde.
4. My Love Is Real, Marvin Rainwater, M-G-M
5. My Shoes Keep Walking Back to You, Ray Price, Col.

Houston

1. Geisha Girl, Hank Locklin, Vic.
2. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
3. Bye Bye Love, Everly Brothers, Cde.
4. Fraulein, Bobby Helms, Dec.
5. Some Day, Webb Pierce, Dec.

Memphis

1. Home of the Blues, Johnny Cash, Sun
2. Fraulein, Bobby Helms, Dec.
3. Gonna Find Me a Bluebird, Marvin Rainwater, M-G-M
4. Tangled Mind, Hank Snow, Vic.
5. Is It Wrong, Warner Mack, Dec.

Nashville

1. My Shoes Keep Walking Back to You, Ray Price, Col.
2. Fraulein, Bobby Helms, Dec.
3. Home of the Blues, Johnny Cash, Sun
4. Tangled Mind, Hank Snow, Vic.
5. Teddy Bear, Elvis Presley, Vic.
6. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
7. Please Don't Blame Me, Marty Robbins, Col.
8. I Heard the Bluebirds Sing, Jim Edwards, Maxine & Bonnie Brown.

New Orleans

1. Teddy Bear, Elvis Presley, Vic.
2. Is It Wrong, Warner Mack, Dec.
3. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
4. Bye Bye Love, Everly Brothers, Cde.
5. Next in Line, Johnny Cash, Sun
6. Sick and Tired, Chris Kenner, Imp.

Richmond, Va.

1. My Shoes Keep Walking Back to You, Ray Price, Col.
2. Bye Bye Love, Everly Brothers, Cde.
3. Teenage Dream, Marty Robbins, Col.
4. Is It Wrong, Warner Mack, Dec.
5. Teddy Bear, Elvis Presley, Vic.
6. Fallen Star, Jimmy Newman, Dot

ALL FIELDS

"TOO LITTLE MUCH TOO LATE"

b/w

"SEE NO MAN NO YO YO"

JIMMY HEAP

and the Melody Masters

BIG BAND No. 1001

Texas Distributors

United-Houston

Big State-Dallas

SMASH HIT!

"WHOLE LOT OF SHAKIN' GOING ON"

4115

"IT'LL BE ME"

JERRY LEE LEWIS

SUN 267

BILLBOARD'S BEST SELLERS*

"Bermuda Shorts"

THE DELROYS

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*#2 IN DETROIT AND BUSTING OUT ALL OVER

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NAPPY BROWN

"BYE-BYE BABY"

Hot as a Pistol on #1514

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WILBERT HARRISON

"MY LOVE IS TRUE"

#1517

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See Jay 247

"SOMEBODY SHOW ME"

Billy the Kid Emerson

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Brand New Release by a Brand New Group

WATCH THIS ONE

"LENORA" b/w

"BETTY JEAN"

by THE TRAVELERS

ATLAS 1086

ATLAS RECORDS

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GIVE TO DAMON RUNYON CANCER FUND

Reviews of New R&B Records

HAL PAIGE

Four the Corn... CHECKER 873... Don't Have to Cry No More... A slow, powerful, gospelly wailer by Paige with wild, driving vocal group support.

THE DRIVERS

I Got Weak... RCA VICTOR 7023... Blue Moon... The Hart-Rodgers standard chanted in a rock and roll version by the group.

KIRK KIRKLAND

The Saxophone Rag... DOTO 422... It's Too Late Now... R.&b. ballad chanted by the Cuff Links.

LITTLE WILBUR

Plaything... ALADDIN 3396... Wilbur handles the slim message in creditable style.

WILBUR handles the slim message in creditable style. Good solid beat here which could pull some action. (Renda, Pouta, BMI)

THE LOVE NOTES

Don't Go... HOLIDAY 2607... If I Could Make You Mine... A ballad on this side, slow in tempo, and with typical piano triplet figure in the bass.

TEDDY (MR. BEAR) McRAE

Hold Out Baby... AMP 3 129... McRae sells exuberant rhythm tunes with hoarse exuberance and showmanship.

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

THE ROB-ROYS: Audry/Tell Me Why... TIC AND TOC: Zola/Walking Alone...

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 7

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Diana, Paul Anka, ABC-Para. 2. Mr. Lee, Bobbettes, Atl. 3. Farther Up the Road...

Charlotte

- 1. That'll Be the Day, Crickets, Brk. 2. Diana, Paul Anka, ABC-Para. 3. Mr. Lee, Bobbettes, Atl.

Chicago

- 1. Whole Lotta Shakin' Goin' On... 2. Farther Up the Road... 3. Teddy Bear, Elvis Presley, Vic.

Cincinnati

- 1. Think, Five Royals, King. 2. Searchin', Coasters, Atco. 3. Stardust, Billy Ward, Lbt.

Detroit

- 1. Farther Up the Road... 2. Think, Five Royals, King. 3. Mr. Lee, Bobbettes, Atl.

Los Angeles

- 1. Farther Up the Road... 2. Send for Me Nat (King) Cole, Cap. 3. Mr. Lee, Bobbettes, Atl.

New Orleans

- 1. Miss You So, Lillian Offitt, Eto. 2. Stardust, Billy Ward, Lbt. 3. Searchin', Coasters, Atco.

New York

- 1. C. C. Rider, Chuck Willis, Atl. 2. Diana, Paul Anka, ABC-Para. 3. Mr. Lee, Bobbettes, Atl.

- 5. Whole Lotta Shakin' Goin' On... 6. Farther Up the Road... Bobby (Blue) Bland, Duke

Philadelphia

- 1. Think, Five Royals, King. 2. Stardust, Billy Ward, Lbt. 3. Send for Me, Nat (King) Cole, Cap.

St. Louis

- 1. Farther Up the Road... 2. Mr. Lee, Bobbettes, Atl. 3. Miss You So, Lillian Offitt, Eto.

Washington, D. C.

- 1. That'll Be the Day, Crickets, Brk. 2. Send for Me, Nat (King) Cole, Cap. 3. Long Lonely Nights...

Number of Releases This Week

Table with columns: Label, Pop, R&B, C&W. Lists various record labels and their release counts for Pop, R&B, and C&W categories.

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING SEPTEMBER 7

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation...

- 1. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)- Jerry Lee Lewis... 2. MR. LEE (BMI)-Bobbettes... 3. DIANA (BMI)-Paul Anka...

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 7

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

- 1. LONG LONELY NIGHTS-Clyde McPhatter... 2. FARTHER UP THE ROAD-Bobby (Blue) Bland... 3. SEND FOR ME-Nat (King) Cole...

Advertisement for J & S RECORDS featuring "SO LONG BABY" and "YOU SAY YOU LOVE ME".

Advertisement for COBRA RECORD CORP. featuring "STOP FOR THE RED LIGHT" and "SATISFIED".

Advertisement for BACK-BEAT featuring "I'LL GIVE LOVE TO YOU" and "WINE, DINE AND DANCE".

Advertisement for DOTO RECORDS featuring "IT'S TOO LATE NOW" and "CUFF LINKS".

ON THE BEAT

Continued from page 26

M-G-M film will get saturation openings in more than 600 Southern and Midwestern theaters. In addition to the title tune, Elvis will sing six other numbers.

Hit Parader Magazine is sponsoring a contest to obtain a colorful descriptive word or phrase for ABC-Paramount disk patee, Don Casanave, whose new disk is "Deep Within Me." Top award is \$1,000 worth of courtesy dance lessons at any Fred Astaire Dance Studio, of which the chanter's father is president.

Joe Marsolais of Universal Attractions reports he has signed Jackie Wilson, now on the Brunswick label with "Reet Petite," which is reportedly moving out well. The singer, according to sources close to the scene, was the lead man with Billy Ward's Dominoes on the current "Stardust" disk. Viewed by the agency as a hot property, Wilson has been set for club work in Washington and Pittsburgh, for disk hops in Cleveland and for a November stint in Las Vegas, Nev. Marsolais has also pacted Sonny Till and the Orioles and thrush Margie Day. Meanwhile, the Midnighters are on the road working their way toward the West Coast and the Five Royales are on a tour heading in a generally easterly direction.

Dootie Williams, Dootie prexy, has signed a new blues singer from San Francisco, Filmore Slim, who promises to give lots of competition to the label's blues ace, Willie Headen. Williams is very enthused about the firm's new religious LP, "The Best Gospel Singers," with plans to continue in the field.

Aladdin Records have inked Thurston Harris to a long term pact, with his first release "Little Bitty Pretty One" and "I Hope You Won't Hold It Against Me" out this week. . . . Eddie Messner,

Aladdin repertoire chief, takes off on a talent tour next week. . . . The Bihari Brothers, Modern Records, excited about the release of their new B. B. King etching, "I Wonder." . . . New label, Jet Records, Merced, Calif., bowed last week, with the firm's first artists appropriately called the Jets. . . . Red Foxx off for a tour of the Midwest, working thru Montana, Kansas City and St. Louis this month.

Bill Buchanan, formerly of Buchanan and Goodman, is now public relations director for WKIT, Garden City, N. Y. He's actively promoting the station's two new jockeys, veteran announcer, Norman Brokenshire and Bob Ancell, formerly of Akron, Ohio. . . . Ruth Brown, Atlantic thrush, and husband saxman Earl Swan, awaiting arrival of their first child, the middle of this month.

DISTRIBUTOR DOINGS: Jay-Gee Records, New York, has appointed Music Suppliers of Boston as distribs for its subsidiaries in the Boston and Springfield areas and New England, according to Jerry Blaine, prexy of the firm. Music Suppliers will thus be handling Jubilee, Josie, Port, Blue Chip and Winley Records. Record Sales Company, newly formed independent distributing firm here, opens its doors this week with the company handling the Dot, London and Atlantic labels to start. Firm was recently organized by Al Bennett, Los Angeles branch manager of Hart Distributors, and will be managed here by Bob Adams, formerly the Decca Records branch manager for the past 18 years. . . . Ruby Records of Hamilton, O., which reports preparation for a strong advertising campaign, has set distribs as follows: Indianapolis, Bob Whitlock; San Francisco, Bay Record Distributors; Cincinnati, A & I Distributors; Baltimore, S & S Distributors.

This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . .

R&B RECORDS

THE CLOVERS

Down in the Alley (Progressive, BMI)—Atlantic 1152—Group has a strong effect here with a soul-satisfying blues with a touch of the gospel sound. Has a definite kick to it and could bounce them back. Watch it for pop action also. Flip is "There's No Tomorrow" (Roger, ASCAP), the "O Sole Mio" adaptation.

JIMMY REED

Honest I Do (Concord, BMI)
Signals of Love (Concord, BMI)—Vee Jay 253—Reed sells a Southern-styled blues with primitive passion and deep sincerity. Flip spotlights another meaningful vocal on a strong blues with effective lyrics.

RUTH BROWN

Show Me (Monument-Progressive, BMI)
I Hope We Meet (On the Road Someday)—(R-T, Progressive, BMI)—Atlantic 1153—The thrush has two sides here that could make this disk her follow-up to "Lucky Lips." Top side is a deeply plaintive love ballad sung with great soul and definitely rates. Flip, however, could stay close. It has a bit of the gospel flavor. A swinging side. Both bear watching.

THE MOONGLOWS

Confess It To Your Heart (Brookville-Eden, BMI)
The Beating of My Heart (Arc., BMI)—Chess 1669—Group is excellent on both sides of this potential chartmarker. "Confess" is the ballad done in a swiny, relaxed fashion, to a tastefully simple guitar backing. Flip is a well-produced rhythm side. Tune is rock and roller of the refined type, with triplet figure in the piano. Arrangement also includes a counter melody. Should pick up fast action.

LITTLE WILLIE JOHN

Dinner Date (Jay & Cee, BMI)
Uh Uh, Baby (No, No, Baby) (Real McCoy, BMI)—King 5083—Here's a solid platter with a two-sided hit potential. "Dinner Date" is a catchy blues, featuring an appealing vocal exchange between the warbler and "his girl friend." Flip, an exuberant blues, is also sold with sock showmanship by Little Willie John.

JACK & JILL

No One to Talk to (Cedarwood, BMI)—Imperial 5466—The vocal duet is relaxed and effective on this attractive tune, which is pep-flavored and has a swinging beat. Rhythmic arrangement on the backing is typical of the label. Flip is "Record Hop" (Travis, BMI).

SPIRITUAL

MAHALIA JACKSON

He's a Light Unto My Pathway (Manna, BMI)
Trouble (Manna, BMI)—Columbia 41000—Two powerful performances by the spiritual thrush with fine group backing. Her fans will flip as usual but here is another market to be gone after by enterprising dealers and jocks. This is supreme artistry.

ANGELIC GOSPEL GROUP

I've Weathered the Storm (Excelloree, BMI)
Every Day (Excelloree, BMI)—Nashboro 607
Group registers with two highly recommended sides. Top tune is a standout by means of a satisfying performance by the unbilled soprano. It builds and builds to a satisfying climax. Flip is a strong shouter with another hefty belling performance by the group with top-notch soloing. Can vie with "Storm" for attention in the territories.

Reviews of New C&W Records

Continued from page 57

likely to break loose but the singer could do well in the field later on with better showcasing. (JATAP, BMI)
I'm Gonna Return . . . 68
So-so material for the chanter on this side, which still gets a nice performance. (JATAP, BMI)

BILLY GRADDOCK
How Does It Feel . . . 69
SKY CASTLE 26671—Pretty song—a weeper—sung by the chanter in very slow tempo. Jocks will like the simple backing.
Smacky Mouth . . . 66
Routine blues material, done by Graddock adequately, to a rockabilly flavored backing.

FOLK — FOLK FOLK FOLK . . . HARLAND GREEN
Ballad of a Laughing Mountain . . . 71
COUNTERPOINT 451—Uncommon material. Green alternates narrative and song to tell the story of a mountain, the people who mined it, etc. For deejays looking for good folk-flavored material. (Renda, BMI)

SPIRITUAL . . . THE CONSOLERS
Restful Time . . . 76
NASHBORO 608—This side captures some of the excitement of revival meetings. Song is interspersed with bits of recitative. (Excelloree, BMI)
When Others Fall . . . 75
Deejays programming spirituals will want this one, sung by the group with

emotional fervor and dignity. (Excelloree, BMI)
EDNA GALLMON COOKE
You Ought've Been There . . . 76
NASHBORO 609—A strong recitation about great tidings by Miss Cooke with spirited support from the Singing Sons. Good salable stuff for the market. (Excelloree, BMI)
A Dedication . . . 75
Miss Cooke preaches a sermon about hurricanes in Louisiana and other current events in which the Lord is always present. Singing Sons keep up a steady chant behind the lady. Toss-up with the flip. (Excelloree, BMI)

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

NELSON KING: Loveliness/Letters of Regret—Masquerade 803
BILLY LEE: Antidote for Love/Bopcycle Man—K-Son 7771



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FOLK TALENT AND TUNES

Continued from page 57

will be Billy Gray and band, Carl Perkins and band, George Morgan, Lew Childre, Anita Carter, Norma Beasler, Cowboy Copas and Ken Marvin. . . . Cowboy Howard Vokes is now promotional chief for Blue Hen Records. The label recently signed Merle McAtee, Akron. . . . Sons of the Pioneers have a new RCA release, "Piney Woods," b.w. "Ballad of the Cowboy Sailor."

Bill and Mary Reid and the Melody Mountaineers are back in Lynchburg, Va., after recording "In the Valley" b/w "She Can't Stand the Light of Day" for Starday Records in Nashville. The entertainers are currently at WLVA-TV and AM, doing four TV and five radio shows weekly plus a "Saturday Night Barn Dance." . . . Newest artist to be spotted by William G. Hall, vet talent manager of Beaumont, Tex., is J. P. (Jape) Richardson, KTRM d.j. there. Richardson has written songs recorded on the Starday. Feature and Hickory labels and was recently signed to a writer-recording pact by H. W. (Pappy) Daily, first release on Mercury-Starday to be "A Beggar to a King" and "Yesterday, Today and Tomorrow." Richardson is currently at the Royal Palm ritery in Beaumont, heading his Japathons band.

Jane Manske, of the Manske Girls, reports that the second annual Western Day held re-

cently at Phalen Park, St. Paul, was a huge success, with some 1,200 attending. The event is staged annually by the Manske gals in conjunction with the Jimmy and Ardis Wells Fan Club. At the recent conclave, the Wellses and the Manskes were awarded plaques for their contributions to country music. Highlighting the celebration was a three-hour stagershow, with the following entertainers: Tex Gale, Jimmie Jensen, Roy and Jimmy Colvard, Bob Larsen, Genevieve Hevde, Betty Rydell, Georgia Thill, Nevada Aggie, Jonni Selin, Frankie Ray, Jeannie Chial, Ardis Wells and Her Rhythm Ranch Gals, Jimmy Wells and His Dakota Round-Up Gang; Dave Dudley, of King Records; Hoey Starr, of "Cowtown Hoedown," Fort Worth, and Carl Perkins and his band. . . . Charlotte Burns, 9-year-old songstress from Meridian, Miss., was a recent guest on Roy Glenn and Pee Wee Reid's Saturday night "Red River Jamboree" in Paris, Tex.

when answering ads . . .
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From Sun to Blue Yonder

MEMPHIS — Marion Keisker, who until recently had been office manager of Sun Records and associated with Sam Phillips in both his record and broadcasting enterprises, is joining the Air Force as a captain. Miss Keisker is scheduled to report to Lackland Field, San Antonio, this week.

Miss Keisker has a wide acquaintance with record distributors and deejays. She joined Sun at its inception in 1953 and was one of the inner group connected with the development of Elvis Presley when he recorded on that label. Prior to her association with Sun, Miss Keisker was affiliated with the Memphis Recording Service.

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Kentucky State Fair Races to Make Up Early 28,000 Deficit

Counts 283,018 at Halfway Point; Rodeo Draws Well, Fun Zone Up

LOUISVILLE — The Kentucky State Fair thru Wednesday (11), fifth day of its 10-day run, registered paid attendance of 283,018, down roughly 28,000 from the comparable period last year, but the event, due to the addition of one day to its run, was expected to finish Sunday (15)—the added day—with a higher gate count than last year.

A change in programming, which, at the pro football game (the Baltimore Colts vs. the Chicago Cardinals) on the final Sunday, instead of the third day of the fair as last year, cut early attendance but was counted upon to hypo the closing day's gate.

However, the shift of the rodeo to the early days of the fair from the closing days last year was expected to cause some let-down on the days leading up to the closing day.

The rodeo, produced by Harry Knight and featuring Buffalo Bill Jr., was in for matinee and night performances the first three days of the fair. The rodeo played to two packed Coliseums and four three-quarter houses. The horse show, traditional feature of the fair, moved into the Coliseum Monday (9) and was to continue thru Saturday (14).

A talent show with Johnnie Ray, the Mills Bros., Dorothy Lamour and Superman opened Monday (9) in the Stadium for three nights and a matinee Wednesday (11). Turnouts for the talent topped those for talent shows in the open-air stadium last year, when the fair first operated at its then new plant.

Another talent show, with Pat Boone, the Fontane Sisters, and Lassi to follow, opening Thursday (12) for three night shows; and a matinee Saturday (14). Indications were that this talent package would out-pull the Ray-Mills-Lamour-Superman bill.

Pinky Lee was in for two days (Monday and Tuesday) as a free attraction, and was presented at various locations on the grounds.

Friday (8), opening day was also Lafayette Day, so-called because the day was set aside to honor the French hero of the U. S. Revolutionary War. As a build-up, the fair staged a re-enactment of the trip Lafayette made thru Kentucky in 1825, with stops each of the six days prior to the opening in various Kentucky cities. On Lafayette Day, special ceremonies were held on the fairgrounds and 34 bands participated. The pro-

Lancaster, Calif., Pulls 59,056 Gate

LANCASTER, Calif.—A record attendance of 59,056 was clocked at the Antelope Valley Fair and Alfalfa Festival during its annual four-day run which ended here Sunday (8), A. C. Marquardt, secretary-manager, said. The mark was 3,058 ahead of 1956. Pan American Amusement Corporation played the midway with 10 kid and six major rides. Twenty-six concession stands were operated by local committees. The show went over its guarantee to the fair, Marquardt said.

OHIO FAIRS TO GET STATE AID PAYMENTS

COLUMBUS, O.—A bill that will give Ohio county fairs State aid payments ranging from \$2,500 to \$7,500 each year, last week became law. The subsidy comes from the State's share of pari-mutuel collections at running and harness races thruout the State.

Actual distribution, which is not scheduled until March of next year, is being held up by a suit testing the constitutionality of the law. Stanley J. Bowers, State tax commissioner, has been enjoined from making any distribution until the suit is heard.

The bill is part of the law levying an additional one-half of one per cent State tax on wagers, which became effective June 11 when the governor allowed the general assembly act to become law without his signature.

motion was credited with upping the opening day's attendance by 5,000 over that for the opener last year.

Weather thru the first five days was marred by some rain on two days and by threatening skies on two other days.

Even tho the fair's attendance was off, the rides and shows on the Olson Shows' midway turned in higher receipts in the first five days than they did for the like period last year.

There were no beer sales on the grounds, a change from a long standing practice here.

Quebec Ends Okay Despite Rainfall

380,387 Total Only 3% Off Record; 'Sim Sala Bim' Anemic at Box Office

QUEBEC CITY—The Provincial Exposition ran strongly when permitted to do so by weather, but failed to surmount a three-day rainy period and wound up its 10 days trailing 1956 by some 12,000 patrons, or 3 per cent. Paid admissions of 380,387 gave the management a measure of consolation, however. Last year was the record year with 392,350.

The Coliseum magic-musical revue, "Sim Sala Bim," was fairly well attended, but could not overcome a poor box office thru mid-week. A choice of hot weather or rain did not give much of a chance to the European show imported by Harold Steinman and Sam Shayon. Local critics raved about it but public support was disappointing. Director Emery Boucher noted.

Tuesday (3) was a washout after a good opening week-end, and the rains lasted thru Thursday's civic holiday. Attendance and action were negligible. The final three days, however, were fairly good. Helping swell the attendance total was the advance sale of 181,653 strip tickets.

Advance Sale \$60,551

The strips went at three tickets for \$1 and brought in \$60,551 for the fair. They were offered for sale beginning July 20 at 200 locations, and sold at a 15 per cent commission. A new car was awarded as a ticket sales bonus on closing night, and the Family Home draw was also held. Sponsorship, professional last year, was by the Kinsmen Club this season.

There were three children's days offered, with free admission to those 15 or younger, on Thursday and the two Saturdays. Rides on the Frank Conklin midway were a dime for all units thru 6 p.m. on those days. Conklin reported that Saturday (31) and Friday (6) were the biggest grossing days experienced at Quebec in 25 years.

One of the 12 scheduled horse racing cards was rained out, but attendance at the track was slightly higher than last year. After the mid-week rain it remained cloudy thru the end of the fair. Opening week-end had been big with 96,482 paying customers thru Monday night (2) compared with

94,137 for the same period in 1956.

Premiums offered this year totaled \$45,000 and it is anticipated the ex will show a surplus comparable to last year's \$150,000. This is apart from the Coliseum operation which houses professional ice hockey and other attractions in the off-season.

Presley at Spokane

SPOKANE—Elvis Presley drew 12,500 persons, mostly screaming, squealing young girls, to Spokane Memorial Stadium Friday (30). The crowd was boisterous but well-behaved. One hundred policemen and firemen preserved order. Tickets were scaled up to \$3.50.

BOONE SOAKED, GOES ON

Reading Off 20% As Rain Returns

READING, Pa. — More than 5,000 soaked and screaming fans sat and stood in a torrential down-pour Tuesday night (10) to see and hear Pat Boone present a half-hour show on the Reading Fair grandstand stage. Rain has been an unwelcome visitor here in recent years, and was hurting again.

Rain fell all day and held the front gate admissions to an estimated 21,576, forcing the cancellation of a second Boone show. Not a grumble was heard from the near-capacity grandstand crowd who got to see their singing idol.

Appearing on the bill with Boone was Lillian Briggs, complete with gold sheath dress, who rocked the audience with her rock 'n' roll singing and trombone playing. Some of her best crowds have been experienced in these parts, her native area.

The fair opened on Sunday (8) with an estimated gate of 43,698,

Rain Cuts Crowds At Topeka Free Fair

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

TOPEKA — Rain clouted the Kansas Free Fair, which wound up its six-day run Thursday (12), washing out harness horse races slated for Tuesday and Wednesday (10-11) and off-setting strong attendance which the fair had piled up in its opening days.

Because of the rain, the fair's gross receipts were down. Only the midway, where the Royal American Shows provided the attractions, and three programs of auto racing staged by National Speedways (Al Sweeney) showed gains over last year.

The Royal was running more than 10 per cent ahead of '56 ride and show receipts until rain hit, but the show nevertheless finished with an increase of about 10 per cent, the weather having been ideal closing day.

"West-O-Rama", outdoor spectacular booked in by the Barnes-Carruthers Theatrical Enterprises, Chicago, failed to show anywhere near the strength of "Holiday on Ice," which was the night grand-

stand feature last year. "West-O-Rama" opened its seven-night stand to good crowds, but the crowds failed to build in the closing nights.

"West-O-Rama's" gross for the run was \$20,000 under that for "Holiday" last year and \$5,000 under that for a revue booked in by the Barnes-Carruthers office in '55.

A highlight of the night grandstand presentation was the fireworks, presented for the first time here on the race track rather than in the infield. The fireworks were staged by Thearle-Duffield Fireworks Company, Chicago.

A 100-mile stock car race closing day drew a crowd which was bigger than the turnout for the same event on the corresponding day in '56. Big car races Saturday and Sunday (7-8) were presented to crowds off slightly from last year, but the attendance gain for the 100-mile stock car race lifted the total attendance for the three days of racing to slightly higher than last year.

MAPS PLANS

Calif. State Fair Hires Consultants

SACRAMENTO, Calif. — The California State Fair and Exposition board planning committee has approved a contract with Vandenburg, Linkletter Associates, Inc., of New York to assist in planning development of the new fair site north of the American River. The consulting firm will be paid \$30,000 and is scheduled to complete its study within six months. Contract is subject to the approval of the state department of finance.

The consulting firm was represented by Clyde Vandenburg. Tentative approval of the project by the department of finance was given by T. H. Mugford, deputy director of finance, and Anson Boyd, state architect. Vandenburg said his partner in the firm is Art Linkletter, television personality with whom he has worked for years.

Under the arrangements, Vandenburg told the board the firm plans to contact industrial firms, foreign governments, trade associations and large firms which would be likely to building permanent facilities on the new fairgrounds. These structures would be used by the companies to promote their products and by the fair during the annual run and the interim periods.

Bob Crosby Subs At Yakima Fair

YAKIMA, Wash.—Bob Crosby will replace the Modernaires in the Central Washington Fair grandstand show opening here September 25 for five days, J. Hugh King, manager, said. The Modernaires bowed out of the GAC-Hamid booked date because of a commitment to appear on the Rosemary Clooney television show which debuts from Hollywood on September 26. Crosby will co-star on the show with Eddie Peabody.

Alabama Fair Harnesses TV To Pull Gross

• Continued from page 1

ance of small fry on kids' day, the fair this year for the first time in at least 20 years has scheduled a special kiddies' matinee in which the stars and featured talent in "West-O-Rama" will appear with some clowns, other kiddie acts and daynight fireworks. This show will have a 50-cent bargain price for young and old alike.

"West-O-Rama" at night will have a \$1.50 admission, up 50 cents from the price last year. Kids' admission will be 50 cents.



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Herb Dotten Whip-Cracker Scores Hit

ONE OF the surprises of the current season has been the success of Lash LaRue and his Western Show on the Royal American Shows. The whip-cracking expert, whose name was made in motion pictures, had been out with carnivals before, briefly with the Olson Shows, the Gooding Shows and under other banners at some few 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 cut much of a figure. But, just as soon as he joined the Royal his fortunes changed.

This year, out with the Royal since he launched its 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 No. 1 money-winning honors.

The Royal's fair route took it thru Western Canada—and there, where genuine 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 concedes, 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 bouquets the way of Carl Sedlmayr 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 costumes help greatly out front to catch and hold midway patrons.

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

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

To LaRue's credit, he demonstrates a genuine interest in the many small fry he attracts and he gives liberally of his time to them after a 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 new-type presentation in this connection. But, if he should not go out with the Royal, he would do well to play county fairs as a grandstand attraction. His show would be ideal for such fairs. 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 go on—if at all possible. 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.

Sometimes indoor performers, indoor attractions or musicians accustomed to working under cover, either thru ignorance or by inclination, take the easy 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 Schultz, 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 grandstand crowd," Ed observes.

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

At the Canadian National Exhibition, Toronto, Bob Hope added to his reputation as a trouper. He worked two grandstand shows in the rain, and finished dripping wet to the accompaniment of hearty applause from the huge grandstand crowd.

Pat Boone got himself very 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 crow all too loudly about our inventiveness, giving the impression that the U. S. has the corner on practical imagination.

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

Next year, indications are, those of us who still feel the U. S. has the "exclusive" on inventiveness probably will be jarred hard by new introductions at the Brussels World's Fair.

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

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

A ride described as the "Flying Cars" in which fairgoers will drive inside a metal cylinder.

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

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

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

They—and the others to be unwrapped at the 1958 World's Fair—should silence our crowing and, we hope, stimulate U. S. ride manufacturers to greater efforts.

Your ticket to

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THE BILLBOARD!

U. S. Tent Plans Move To Sarasota

CHICAGO — George Johnson confirmed here Friday (13) that the United States Tent & Awning Co., a principal builder of show tops and other canvas, is moving its main office and plant to Sarasota, Fla.

He said the move was being made in order to be closer to suppliers and processors as well as consumers. Firms with which his company does business are in Alabama and Maryland, Johnson pointed out. And many of the shows who buy canvas are wintered in Florida.

The company also will become a jobber in the ships' hardware business.

Sid Jessop, 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. It plans to sell its present plant in Chicago.

Albany, Ga., Bldg. Ready On New Site

ALBANY, Ga.—The Southwest Georgia Exchange Club Fair will run October 28 thru November 2, instead of November dates previously reported in The Billboard.

Marvin C. Lorig, vice-president, said that 34 acres have been purchased from the county and the fair's first building, 70 feet by 210, has been completed. Installation is being completed on fencing around the grounds.

Program includes two school days, beauty contest, auto giveaway, special guest day, parade on Wednesday, and a band promised by the Third Army. Cetlin & Wilson Shows will provide the midway.



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CNE Tabs 2,804,500 Despite Rain, Cold; Hope Grosses 479G

Comic Tops Sullivan's '56 Biz; R-B Circus Takes in \$95,000

TORONTO — 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 2,804,500.

This represents a dip of only 28,000 — or 1 per cent — under last year's count of 2,832,500.

Warrior'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 28,000 the CNE took for the full run.

Night grandstand business was up sharply from last year, when the CNE's Jack Arthur spec, "Canadians" was presented without a name.

Bob Hope, who headed this year's spec, played to excellent night business and in addition to the 14 night shows gave matinees

Labor Day and closing day. The show grossed \$479,000, which exceeded by \$7,000 the \$472,000 take given the show headed by Ed Sullivan in '55.

Hope's end 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 excess of the 472G gross piled up by the Sullivan-headed show in '55.

Auto races were staged Tuesday thru Friday afternoon of closing week. These drew light crowds but were programmed by the management to keep the big grandstand open those afternoons.

The Ringling-Barnum Circus, in for six matinees and for two morning shows the previous week, grossed \$95,000 and received \$82,500.

Lower attendance, rain on two of the big days, and cool night weather did not prevent the Conklin midway from hitting a new high. Rides and shows grossed \$610,534. Previous peak was \$589,000, set last year.

Neb. State Fair Pulls Record 305,000

Tops '54 All-Time High by 1,000; Pump-Irrigation Show Gets Credit

LINCOLN, Neb. — The Nebraska State Fair, which Friday (6) wound up its seven-day run, rolled up a record gate of 305,000. This topped by 1,000 the previous peak attendance set in 1954.

What was billed as the world's largest pump-irrigation show was credited with lifting the fair to new highs. The show drew exhibitors from as far East as Indiana and as far West as California.

Ed Schultz, fair manager, pointed out that the show sparked much interest among farmers and more than offset a smaller display of traditional farm machinery and equipment. Exhibitors, he added, reported excellent results.

"Holiday on Ice," in for the third year as the night grandstand attraction, turned in receipts which were 15 per cent under last year. The icer gave six shows.

"By mutual agreement with the ice show, we have decided to book in a different type of night show next year, with the view to bringing the ice show back in some future year."

Auto races, always a potent draw here, pulled stronger than last year. Receipts for the four afternoons of auto races, all presented by National Speedways, Inc. (Al Sweeney), were 20 per cent higher than last year.

Other afternoon attractions were the Flying Indians of Mexico, booked in for two days by Eldred Stacey of Music Corporation of America, and the Cisco Kid.

The Trans-World Daredevils were in closing night and played to a fair crowd.

On the midway the William T. Collins' Shows turned in higher ride and show receipts than last year. The Collins' Show has been re-packed for '58.

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Saginaw Aims to Top '56 Despite Rains

SAGINAW, Mich.—The "Harvest Holiday" themed Saginaw Fair got off to a strong start here last week and was racing well ahead of '56 until rains on Thursday (12) slowed up the pace.

The fair, which opened Sunday (8) with a strong turnout, was as much as 10 per cent ahead at the gate only to be slowed down by the rain. Clarence Harnden, manager said. Gate admissions this year were pegged at 75 cents, a 15-cent increase over last year and gate receipts were up a sturdy 38 per cent on the first four days of

the fair which ended Saturday (14).

Harnden figured that given good weather the final two days of the fair, it could still go well over last year in spite of the leveling off on Thursday.

Altho attendance was up, business at the night grandstand show, a Barnes-Carnitlers' revue with acts, was off 20 per cent the first four nights. Afternoon shows during the week were generally variety acts alone.

The Gooding Amusement Company rides and shows were leading the attractions on the grounds and grosses were sharply ahead of '56. This was due, in part, to a bigger line-up of rides and shows, Harnden pointed out.

He also reported that housing for livestock and other exhibits was one of the pressing 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 Sold to Drew

WINDER, Ga. — James H. Drew Jr., owner of the James H. Drew Shows, was successful bidder for a quantity of parade equipment and other property of the bankrupt King Bros. Circus at an auction at the county courthouse here Tuesday (10).

Drew made the high bid of \$3,300 after spirited rounds of bidding in which many local persons and representatives of a circus museum and other circus interests participated.

The carnival owner acquired a hand-carved gold-leaved circus bandwagon, four miniature cage wagons, a clown patrol wagon, four chariots, a low-boy trailer, and a truck-load of harness, trappings and miscellaneous property. Many items were described as unique and of historic interest.

Drew said he plans to add a menagerie and other circus atmosphere to his carnival operations, and would probably equip the bandwagon with a callope and use it and other parade equipment for street parades during his fairs and still date engagements.

The King property had been attached by the Kiwanis club, the show's auspices, on a claim originally in the amount of about \$1,100, when one of the King units failed to appear as scheduled in April, 1956. The show came into town late on the afternoon of the date billed and stayed over for the next day.

The James H. Drew Shows are here for the Winder Agricultural Fair which opened September 10. Drew said this season has been the best in history. A new Rock-a-Plane ride, purchased from the Eyerly Aircraft Company, Salem, Ore., was received and placed in operation here.



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York Draws Showers But Opens Strongly

YORK, Pa. — Rainfall marred the opening of the York Interstate Fair on Tuesday (10). Attendance was strong, 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 very big in ideal weather.

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

a week of varied big-name attractions signed by general manager Samuel S. Lewis. Lineup included Webb Pierce and a country music show on opening day, Julius LaRosa on Wednesday, and other headliners including Bob Hope.

The stars appear with a "Parade of Stars" revue booked in thru Frank Wirth, who also provides the feature artists. Included are the 24 Manhattan Rockets, Tony Ridola, comedy; Arsene Gautier, novelty; Jay Brothers, comics; Great Galasso, high act; Hoffmans, plate spinners; Les Arrigonis, aerial; Whiz Kids, cyclists; Hubert Castle, wire act, and Six Dunwallys, acrobatic.

The opening rainfall caused cancellation of harness racing but not of the Webb Pierce show.

Total exhibitors in the agricultural, horticultural and household science departments this year is 6,650 or an increase of 513 over last year, Lewis noted.

On the midway was the James E. Strates Shows, which made a two-road rail move from its previous week's date, the New York State Fair in Syracuse, in ample time.

Rain held the country music show turnout down, and the LaRosa result was a little better than that of Olsen and Johnson last year. The normal \$3 top price to the 11,000-seat stands was advanced to \$3.85 for Thursday's (12) one-time appearance of Bob Hope, and a sellout seemed assured. Lewis said all higher priced seats were taken up before the fair opened. Prices were \$1.50, \$2, \$3 and \$3.85.

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 ups being registered by the Jack Kochman Hell Drivers.

A western unit was fielded this season under the label, Jack Kochman Auto Daredevils. The former Jimmie Lynch show, it was managed and played dates acquired by Bill Reed. Kochman said the unit is closing 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 given to the advance crew of Berni Miller, formerly of the Clyde Beatty Circus, and Fizzie Pruden, one-time welterweight contender. The show has tie-ins with Dodge, Goodyear and Sinclair, all of whose dealers have co-operated strongly.

The fair in Canton, O., using its first thrill show in years, had a closing-night sellout, it was reported. Essex Junction, Vt., had an afternoon rainout and evening sellout. Zanesville, O., reportedly turned over its biggest check ever for a grandstand attraction. Also good were Dunkirk, Ballston Spa, Hamburg, Malone and Watertown N.Y.

FREE FRIDAY

Barrington's Gate, Wagers Exceed 1956

GREAT BARRINGTON, Mass. — Highlighted by a children's day turnout of 16,892 on Wednesday (11), the Barrington Fair 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 more than 17,000 for the opening on Sunday (8), and turned to the business of pari-mutuel running races on the following day. Mutual wagering was better than last year, thru mid-week.

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

This year's midway presided over by Jeff Harris includes Reithoffer Shows ride and show units, with combined earnings ahead of last year thru mid-week.

Al Martin circus acts entertained nightly. The Trans-World Auto Daredevils were in for two shows on Sunday (8). A Friday stunt was the free gate for everyone until late afternoon, capped by an automobile giveaway.

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ARENAS & AUDITORIUMS

Big Halls Make Possible Cities' Convention Gains

By TOM PARKINSON

CONVENTION business, in which business people and Chambers of Commerce see great commercial advantage, is on the increase in many places and auditoriums and arenas figure strongly in most cases. Convention bureau executives are making known the increases and giving credit to the buildings.

Typical are those at Louisville and Columbus. Speaking at a luncheon club meeting recently, a Louisville Chamber of Commerce official said that the city had 332 conventions last year, hoped for 400 this year, and counted \$11,500,000 in convention income. 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. The 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 auditoriums and arenas but also is spread thru the community, The Columbus Dispatch carried a feature article that traces the convention 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, then 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 while at the convention.

The picture series turned out well to popularize the wide effect of convention business on the city.

And with it went an article that recounted the details. The Columbus bureau figures that the average convention visitor spends more than \$27 daily and stays about two and a half days. The figures were developed by a survey which sampled 40 conventions.

Grossing most from 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 nearly every case, an auditorium or arena looms as the keystone to the whole convention picture.

WIDE OFFERING

ESE in Strong Bid For 500,000 Goal

WEST SPRINGFIELD, Mass.—Manager Jack Reynolds had the 36th Eastern States Exposition geared for another assault on the half-million mark when the gates opened Saturday (14) for the nine-day event. Attraction list was heavy, and the new State Turnpike made the event more accessible to a large area.

Bob Hope and his troupe took over the Coliseum on Sunday for a seven-day stand including eight performances. Hopes were for strong turnouts. The show will also feature the 100-piece Air Force Band, Singing Sergeants, and others.

The fair's record year was 1953 when a visit by President Eisenhower highlighted a week that drew 456,370 visitors.

Air Shows

With "Salute to the U. S. Air Force" as its theme, the exposition is receiving heavy military participation. Five air shows are scheduled, with Wednesday's (18) to feature 50 aircraft.

Other entertainment during the run will include the Jack Kochman and Ward Beam thrill shows. Kochman will be in for the first Sunday and Tuesday, and Beam for closing Sunday. Also set are the Gene Holter racing ostriches, three days of automobile racing, and a "Grand Ole Opry" unit.

The military phase will have a U. S. Army Nike, many Air Force exhibits, the Air Force drill team, and Navy displays.

The \$150,000 Rhode Island Building will be dedicated on the Avenue of States.

On Friday thru Sunday there will be \$12,500 in prizes competed for at the horse show, top-rated event set for the Coliseum. Present for the second year will be the Storyville attraction which drew 35,000 paid admissions in its first year last season.

Brockton Counters Bogus Pass Threat

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

BROCKTON, Mass. — The Brockton Fair moved Monday (9) to forestall the use of counterfeit passes, which had turned up in large numbers the previous week at the fair in Topsfield. Altho Topsfield said 15,000 phony passes were used, more recent estimates put the total over 20,000. A couple of doubtfulls which had appeared were being analyzed Thursday (12) here.

Howard J. Buckley, fair treasurer, said all remaining passes were torn up on Monday and wide publicity was released about the situation. He said this may have averted the use of counterfeits at Brockton. The ducats at Topsfield were expertly done, bore union stamps, and were defective only in the numbering. The Watts Detective Agency was hired to man the gates here, after having served in that capacity at the tail end of the week in Topsfield.

Wagering Higher

Attendancewise, Brockton was trailing slightly thru mid-week, but pari-mutuel wagering and track turnouts were up. A strong finish was expected as usual, on the closing week-end. The increased mutuels were accounted for in part by the addition of a ninth race to the daily cards. First two days' mutuel handle totaled \$204,000.

From all sources, the first fair of the new administration appeared to be an unqualified success. George L. Carney Jr. is president.

On opening Sunday (8) paid and free admissions amounted to 64,728 or nearly double last year's 35,000. The following two days were off.

The free grandstand attractions provided by Imperial Artists of New York were received with enthusiasm but not by large audiences, it was noted. Management's opinion was that there might have been too many activities on the grounds simultaneously to permit good attendance at the grandstand. There were several hundred reserved seats at 75 cents.

Headliners were Gabby Hayes on Sunday, Denise Lor on Monday, the Midwestern Hayride Tuesday thru Thursday, Steve Lawrence on Friday and Saturday, and Billy

Williams Quartet on closing Sunday. Backing them thru the week were Adele Girard, jazz harpist; Joe Marsala Orchestra; the Reknowns, and Dr. I.Q. as emcees. Also offered was Dick Sullivan with the "Prizes-A-Poppin'" giveaway show.

Tuesday was children's day and Governor Furcolo attended on Thursday, Governor's Day. Schools were closed on Tuesday, which was formerly known as Young America Day. On opening day, Virginia Kelley was crowned "Miss Cranberryland, USA" and drivers performed in a truck race.

There was a return of 4-H judging this year, and of the horse show which was of major stature in previous years. Improvements to the grandstand included removal of the west wall and installation of more pari-mutuel equipment. Fair's gate admission is \$1 which included entry to the racetrack.

The World of Mirth Shows was up and running at Sunday's 1 p.m. opening, compared with previous years when it was not in operation until Monday.

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Alamo Expo.: Denton, Tex.; Corsicana 23-28.
Amusements of America: (Fair) Statesville, N. C.; Sanford 23-28.
Babeck United: (Fair) Tulare, Calif., 17-22.
Baker United: Washington, Ind.
Beam's Attractions: (Fair) Roanoke Rapids, N. C.
Bee's Old Reliable: (Fair) Booneville, Ky.; (Fair) Beattyville 23-28.
Belle City: (Fair) Jefferson, Wis.
Blue Grass: (Fair) Columbus, Miss.; (Fair) Huntsville, Ala., 23-28.
Bogle, F. C.: (Fair) Bristow, Okla., 16-20.
Borderland: Fabens, Tex., 18-22.
Buck, O. C.: Albemarle, N. C.; Rocky Mount 23-28.
Buckeye State: Vanceburg, Ky., 19-21; Greenup 25-28.
Burke, Harry: Port Allen, La.; New Iberia 24-28.
Burkhart, No. 1: Lake Providence, La.; Jena 23-28.
Byers Bros.: (Fair) Coushatta, La.; (Fair) Natchitoches 23-28.
Capell Bros.: Fredonia, Ariz.
Capital City: (Fair) Oneonta, Ala.; (Fair) Manchester, Ga., 23-28.
Central States: (Fair) Ada, Okla., 16-19.
Cetlin & Wilson: (Fair) Richmond, Va., 18-28.
Chanos, Jimmie: Red Key, Ind.
Cherokee Am. Co.: Shawnee, Okla., 16-18; Claremore 19-24.
Collins, Wm. T.: (Fair) Muskogee, Okla., 16-22.
Crafts Expo.: (Fair) Riverbank, Calif., 18-22; Watsonville 26-29.
Crystal Am. Co.: Lynchburg, S. C.
Cumberland Valley: (Fair) Manchester, Tenn.; (Fair) Dalton, Ga., 23-28.
Davis Am. Co.: John Day, Ore., 18-21.
Dixie Am. Co.: Mulberry, Ark., 18-21; DeQueen 23-25.
Donovan Bros.: (Fair) La Grange, Tex., 19-21.
Dowell, Dick: Clovis, N. M.; Portales 23-28.
Drago, No. 1: Shirley, Ind.; Versailles 25-28.
Drago, No. 2: Frankfort, Ind.; Edinburg 26-28.
Drew, James H.: (Fair) Lavonia, Ga.; Monroe 23-28.
Dudley, D. S.: Clovis, N. M.
Dyer's Greater: Savannah, Penn.
Eastern Am. Co.: Farmington, Me.
Empire State: Groesbeck, Tex.; Hillsboro 23-28.
Endy, David: (Fair) Newport News, Va.
Franklin, Don: (Fair) Tyler, Tex.; (Fair) Wharton 24-28.
Frontier: Farmington, N. M.
Fun-Beam: (Fair) Roanoke Rapids, N. C.; Yanceyville 23-28.
Gala Expo.: Eudora, Ark.; McGehee 23-28.
Gem City: Attalla, Ala.; Greenwood, Miss., 23-28.
Gentsch, J. A.: Brookhaven, Miss.; Waynesboro 23-28.
Georgia Am. Co.: (Fair) Cumming, Ga.; Fayetteville 23-28.
Glasgow Am. Co.: Elkton, Va.; Glasgow 23-28.
Gladstone Expo.: (Fair) Parsons, Tenn.; (Fair) Jackson 23-28.
Gold Medal: (Fair) Tarboro, N. C.; (Fair) Dunn 23-28.
Goodings Million Dollar Midway: (Fair) Nashville, Tenn.

Greater Dixieland: Forest Hill, La., 16-18.
Hale's Shows of Tomorrow: Plattsmouth, Neb., 19-21. (Season Ends)
Hames, Bill: Amarillo, Tex., 16-31.
Hammond, Bob: (Fair) Hempstead, Tex.; (Fair) New Braunfels 23-28.
Hannum, Morris: Elizabethtown, Pa.
Hartsock Bros.: Livonia, Mo., 18-21. (Season Ends)
Heth: Marietta, Ga.; Tuscaloosa, Ala., 23-28.
Hoard & Mullis: Jefferson, Ga.; Hartwell 23-28.
Holiday Am. Co.: (Fair) Kincaid, Kan., 18-21; (Fair) Holden, Mo., 25-28.
Hottle, Buff, No. 1: Florence, Ala.; Jasper 23-28.
Hottle, Buff, No. 2: (Fair) Yazoo City, Miss., 16-24; (Fair) Govington, La., 26-30.
Ideal Rides: Nashville, Ind., 17-21; (Fountain Square) Indianapolis 24-29.
Inland Empire: Spokane, Wash., 18-22.
Johnny's United: (Fair) Cullman, Ala.; Cartersville, Ga., 23-28.
Key City: Newton, Miss.; Demopolis, Ala., 23-28.
Kile, Floyd O.: (Fair) Prescott, Ark.
King Bros.: Boise City, Okla.; Clayton, N. M., 23-28.
Lawrence Greater: Albertville, Ala.
Lee Am. Co.: Decatur, Ga.; (Fair) Griffin 23-28.
Lindle: Beardstown, Ill.
Midway of Mirth: Marvel, Ark.; McCrory 25-28.
Mighty Interstate: Hartselle, Ala.; Opelika 23-28.
Monarch: Blytheville, Ark.; Russellville 23-28.
Moore's Modern, No. 1: Dewey, Okla.
Motor State: Pontotoc, Miss.; West Point 23-28.
Mound City, No. 2: Wood River, Ill., 20-22; Hardin 28-29.
Manning, Ross: Lenoir, N. C.; Washington 23-28.
Maryland Bazaar: Leonardtown, Md.
M. D. Am. Co.: (Fair) Gratz, Pa.
Meeker's: Moscow, Ida.; (Fair) Yakima, Wash., 23-28. (Season Ends)
Merriam's Midway: Milford, Neb., 16-17; Cozad 18-20.
Norton's Greater: Casper, Wyo., 19-21.
Olson: (Fair) Chattanooga, Tenn.; Tupelo, Miss., 23-28.
Page Bros., No. 1: Linden, Tenn.
Page Combined: (Fair) Ashboro, N. C.; Warrenton 23-28.
Palmetto Expo.: Durham, N. C.; Morganton 23-28.
Penn Premier: (Fair) New Bern, N. C.; High Point 23-28.
Pepper's: Centerville, Ala.
Powelson Am. Co., No. 1: Dover, O.; Howland Corners 23-28.
Powelson Am. Co., No. 2: Clarington, O., 17-21.
Prel's Broadway: (Fair) Goldsboro, N. C.; (Fair) Salisbury 23-28.
Pryor's: (Fair) Lucedale, Miss., 23-28.
Raines Am. Co.: Paris, Ark.; Danville 23-28.
Raley Bros.: Taylorsville, N. C.; King 23-28.
Reid's Golden Star: Lexington, Tenn.
Reithoffer (Blue): Allentown, Pa.; Bloomsburg 22-28.
Rock City: Tuckerman, Ark.
Rohr's Modern Midway: Kewanee, Ill., 19-22; Streator 24-28.
Rose City Rides: Clarkton, Mo.; Sikeston 23-28.
Royal American: (Fair) Hutchinson, Kan., 18-19; (Fair) Oklahoma City 21-28.
Royal, Jack: Charleston Heights, S. C.; Andrews 23-28.
Royal United: Worthington, Minn., 17-18.
Rumble Rides: French Lick, Ind.; Hardinsburg, Ky., 26-28.
Schafers Just for Fun: Hot Springs, Ark.; Ft. Smith 23-28.
Shan Bros.: Gainesville, Ga.; Cherokee, N. C., 23-28.
Siebrand Bros. Comb.: Grand Junction, Colo.

Skerbeck: (Fair) Onkama, Mich., 18-21.
Smiley's Am. Co.: St. George, S. C.; Elloree 23-28.
Smith, Geo. Clyde: (Fair) Farmville, Va.; (Fair) Rocky Mount 23-28.
Snapp Greater: Fayetteville, Ark.
Soonerland: Nashville, Ark., 16-20; Coweta, Okla., 26-28.
Southern States: Pelham, Ga.
Southland Am. Co.: Perry, Fla.
Star Am. Co.: Defiance, O.; Markleville, Ind., 24-28.
Star Am. Co., No. 2: Chickasha, Okla.; Hope, Ark., 23-28.
Stephens, C. A.: Lynchburg, S. C.
Strates, James E.: (Fair) Shelby, N. C.; Greenville, S. C., 23-28.
Strong's Am. Co.: Clinton, Okla., 16-19; Wakefield, Kan., 24-28.
Sunset Am. Co.: (Fair) Dexter, Mo.; (Fair) Harrisburg, Ark., 23-28.
Tatham Bros. Comb.: Sullivan, Ill.; Chaffee, Mo., 21-28.
Tennessee Valley Am. Co.: Town Creek, Ala.
Thomas, Art B., No. 1: Lennox, S. D.; Mitchell 23-28.
Thomas, Art B., No. 2: Butte, Neb., 16-17; Little Rock, Ia., 20-21.
Thomas Joyland: Concord, N. C.
Tidwell: Post, Tex.
Tinsley, Johnny T.: Lawrenceville, Ga.; Newman 23-28.
Tivoli Expo.: (Fair) Bastrop, La.; Many 23-28.
20th Century: Texarkana, Ark.-Tex.; Waco, Tex., 23-28.
United Expo.: Arkadelphia, Ark.
United States: Lebanon, Va.; Christiansburg 23-28.
Victory Expo.: (Fair) Ardmore, Okla.; (Fair) Iowa Park 23-28.
Vinson: Iuka, Miss.
Virginia Greater: Williamstown, N. C.
Wallace Bros.: (Fair) Eldorado, Ark.; Aberdeen, Miss., 23-28.
West Coast, No. 1: Modesto, Calif.; Bakersfield 23-29.
Wilson Famous Show: Creve Coeur, Ill.; Eureka 26-28.
Wolfe Am. Co.: Latta, S. C.; Easley 23-25.
World's Finest: Picton, Ont., 16-18; Lindsay 19-21.
World of Mirth: Trenton, N. J.
World of Pleasure: Pulaski, Tenn.; Lawrenceburg 22-28.
Young, Monte: Salt Lake City, Utah, 13-23. (Season Ends)

Circus Routes

Beatty, Clyde: Pensacola, Fla., 16; Mobile, Ala., 17; Hattiesburg, Miss., 18; Brookhaven 19; Natchez 20; Monroe, La., 21; Longview, Tex., 23; Tyler 24; Sulphur Springs 25; Sherman 26.
Beers-Barnes: Timberville, Va., 16; Clover Hill 17; Christians Creek 18; Troutville 19; Natural Bridge 20; Buchanan 21; Bedford 23; Lynchburg 24; Alta Vista 25; Huddleston 26.
Carson & Barnes: Vaughn, N. M., 18.
Clyde Bros.: Lake Charles, La., 16-17; Shreveport 18-22; Winnfield 23; Natchitoches 24; Monroe 27-28.
Cristiani Bros.: Crestview, Fla., 16; Thomasville, Ga., 17; Albany 18; Eufaula, Ala., 19; Columbus, Ga., 20; Montgomery 21.
Gray, Gil: Corpus Christi, Tex., 18-21.
Hagen Bros.: Wellington, Kan., 16; Winfield 17; Chanute 18; Carthage, Mo., 19; Aurora 20; Marshfield 21; Lebanon 23; Rolla 24; Sullivan 25; De Soto 26; Bonne Terre 28.
Kelly-Miller: Paris, Tenn., 16; Clarksville 17; Springfield 18; Russellville, Ky., 19; Gallatin, Tenn., 20; Glasgow, Ky., 21; Albany 22; Somerset 23; Corbin 24; Middlesboro 25; Morristown, Tenn., 26; Greenville 27; Newport 28; Sevierville 29; Maryville 30; Athens, Oct. 1.
Polack Bros. Western: Eugene, Ore., 18-19; Harlingen, Tex.,

D. C. Stadium Survey Funds Freed by Bill

WASHINGTON—A bill freeing \$35,000 in federal funds for a survey to determine the "economic feasibility" of constructing a 50,000-seat stadium here was signed by the President last week.

The proposed \$6,000,000 stadium is slated to be built on federally-owned land near the National Guard Armory. Federal government will be paid for the site from bonds sold by the Armory Board. Interest rates on the bonds will be approved by the Secretary of Treasury. (The Billboard, September 9.)

San Antonio Train Claims Longest Track

SAN ANTONIO — The Brackenridge Eagle, self-proclaimed world's longest miniature railroad, is located here at Brackenridge Park.

Its main depot located directly across the street from the entrance to the San Antonio Zoo, the Eagle features two miniature Diesels.

The route is more than three miles in length, crossing the San Antonio river two times, passing thru a 100-foot tunnel, meandering through a wooded area and making stops at four depots along the way. Riders may get off at any of these points, including the Sunken Gardens, Witte Museum and golf driving range and later resume the ride from the same station.

With two trains running, one leaves the depot every seven and one half minutes. Each train carries 48 passengers, and 72 per cent of its more than 200,000 patrons during the first two months of operation were adults.

"You would be amazed at how many grownups tell us they have never taken an actual train ride," comments G. L. Smith, owner of the Eagle.

26-27; Brownsville 28-29; Pharr 30.
Strong, John A.: (Fair) Auburn, Calif., 17-21; (Fair) Modera 25-27.

Ice Shows

Holiday on Ice of 1958: Salt Lake City, Utah, 16-22; Butte, Mont., 24-29.
Holiday on Ice of 1957: Amarillo, Tex.; Lubbock 22-27.
Ice Capades, 18th Edition: Buffalo, N. Y., 18-24.
Ice Vogues of 1957: Nashville, Tenn.; Tallahassee, Fla., 22-26; Pensacola, 27-30.
Shipstads & Johnson's Ice Follies: Los Angeles 18-22; Denver, Colo., 25-29.

Miscellaneous

Antry, Gene: (Fair) Pomona, Calif., 23-29.
Matchstick City: (Fair) Murphysboro, Ill., 18-19; (Fair) Memphis, Tenn., 20-28.
North's Illusion Show: Rochester, N. H.

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26" BEAR All Colors \$20.00
Dosen F.O.B. K. C.
30" BEAR All Colors \$25.50
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14" SITTING POODLE \$12.75
Dosen F.O.B. K. C.

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**IN MEMORY
OF
ROBERT H. (BOB)
MORTON**

**WHO LEFT US
SEPT. 15, 1956**

HENRY ROBINSON

THE FINAL CURTAIN

BELT—Harry, veteran pitchman, September 4 in Veterans' Hospital, Buffalo. Survived by his widow, Henrietta; a stepson, James Finley, and a sister, Mrs. William Quant, Washington. (Details in Pipes column.)

BRIGHT—Louis, 60, retired showman, recently in a Salisbury, N. C. veteran hospital. He was formerly with the Roy Gray and McHenry shows. Survivors include one brother and four sisters.

COLLINS—Dennis, New England amusement park operator, August 31 at Spartanburg, S. C. (Details in Parks Section.)

COOPER—Harry, 75, at Hollywood, Calif., recently. He was once with the Herbert Germaine acrobatic trio and was with Ringling 12 years. Later he was in vaude with his wife as Cooper and Valli, and he was a stunt man in early movies.

He was a teacher until retirement two years ago and among his pupils were several movie people. Surviving is his widow, Mae Valli Cooper.

DUGAN—Thomas A., 66, circus clown, at Morristown, N. J., September 7. He had been with Hunt Bros. Circus in 1947 and retired to Florida after that. Surviving are his widow, three daughters and one son.

FRANZ—Robert J., 60, concessionaire on Bill Geran's rides, September 3 in Louisville. He made his home in Dayton, O. Survived by his widow and a son, Richard, of the Drago Amusement Company.

GALE—Howard V., 82, retired advance agent, September 1 in Miami, where he had been living for the past 17 years. Survivors include his wife, Sylvia, two brothers and three sisters.

HOLLOWAY—Charlie, well-known English coin machine operator and outdoor showman, in Luton, England, August 24. He was a son of Jack Holloway, whose Samson Novelty Company was at one time a big distributor of American coin-operated amusement machines. In recent years he operated coin machines and a roller skating rink in the big shore resort, Blackpool. He was active in the British Automatic Machine Operators Society, of which his father was a charter member.

HUNT—Charles T., 84, dean of American circus owners and founder of Hunt Bros., Circus, September 11 at Burlington, N. J., shortly after completing his 65th season as a circus owner. (Details in Circus Section.)

INGLE—Glen Harry, at the Our Lady of Perpetual Help Free Cancer Home, Atlanta, August 29. He had been in outdoor show business.

KARR—Mrs. Joseph E., 58, widow of the former owner of Karr's Wonder City Shows, September 5 in Prichard, Ala. Born in Cassville, Mo., she spent most of her life in show business until forced to retire four years ago because of illness. Survived by her parents, Mr. and Mrs. C. M. Lovell; five daughters, a son, three brothers and three sisters. Services September 7 at the Higgins Mortuary, Prichard, with burial in the family plot at Whistler, Ala.

McMILLEN—Edgar, 72, veteran Detroit showman and stagehand, recently in that city. He was a member of the Detroit and Miami outdoor show clubs and Local 38, International Alliance of Theatrical Stage Employees. His widow, Mary, survives.

RABIN—Abraham, 72, owner of Majestic Poster Press, September 8 at his home in Los Angeles. He leaves his wife, Celia; two daughters, Mrs. Rose Horn, Dinah Rabin; a sister, Mrs. Anna Becker, and a brother, Sam Rabin of Chicago. Burial in Hillside Memorial Park that city Tuesday (10).

RASOR—Oliver E., 71, former secretary of the Dobson Shows and longtime veteran of other Midwestern carnivals, September 3 in Santa Cruz, Calif. His wife, Rena and a sister survive.

RICHMOND—Lyle, veteran Senath, Mo., fair executive, recently in that city. He had been mayor of Senath and for years owned and operated a theater in that city. He left

his wife, Mildred, a son and two grandsons.

STONE—J. L. (Tip), widely known friend of circus, fair and vaudeville folk, at Woodstock, N.B., following a heart attack on September 5. He and Mrs. Stone had attended the Fredericton Exhibition on Wednesday (4). He had been active around the old Woodstock Exhibition in pre-war days and was one of the original group who launched the annual Old Home Week in more recent years. Surviving are his widow, Bona Florence Stone; two sisters Mrs. Rytherford MacLaughlan, of Granton, and Mrs. Lawrence Dennet, of Tabor, N.J.; one brother, Wentworth Stone, of Camaguey, Cuba; three daughters, two sons, and three grandchildren. Services Sunday (8).

TRIPP—Johnny,

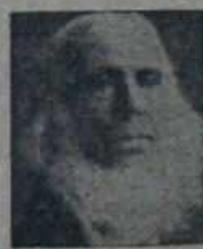
77, circus clown for more than 50 years, at Dolton, Ill., near Chicago, Thursday (September 12). He had been retired for about seven years. A native of Louisville, he joined the Ringling Bros. Circus as boy and was with Ringling-Barnum most of his career. He also was in vaudeville. His full name was John Sanford Tripplett. Surviving are his widow, Erna; two sons, John and Arthur, and three daughters, Naomi, Joan, and Mrs. Frank Stanford. Burial at Beverly Cemetery, Chicago.

WHITCOMB—Charles H.,

circus fan and a railroad baggage master, at Glens Falls, N. Y. Burial was at Glens Falls, September 7. Surviving are a daughter and two grandchildren.



The funny hole
(in Mr. Cooper's building)



MANY a New Yorker shook his head, and not a few snickered, 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 so simple: Some day someone would perfect the passenger elevator.

The mere fact that there wasn't one in 1853 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 see the Atlantic Cable through all its disasters to final success. And who would "scheme out" a Panama Canal plan fourteen years before DeLesseps.

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 could 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 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 \$41,000,000,000 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?

Now Savings Bonds are better than ever! Every Series E Bond purchased since February 1, 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.

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Our Brother
FINLEY JACKSON
GRAVES**

who departed Sept. 15, 1948. You have gone to a lovelier land to stay, but your loving memory remains today. You are not forgotten by loved ones since you went away.

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Brother
JOHN R. GRAVES**

**IN MEMORY
OF OUR FRIEND AND PAL
BOB MORTON**

**Who passed away
Sept. 16, 1956
JOE BASILE
CARL SONITZ**

**IN MEMORIAM TO
OUR DADDY
BOB MORTON
DECEASED SEPT. 16, 1956**



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

**BOBBY II and
VERNETTE MORTON**

**In Memory
of a Wonderful Man
TOM HASSON
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Son Bob and Family**



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

CONKLIN'S GROSS \$610,534 AT CNE

Roller Coaster Takes in \$85,566; New Wild Mouse Rolls Up \$38,201

TORONTO—The Conklin midway at the 14-day Canadian National Exhibition, which closed Saturday (7), rolled up a gross of \$610,534, a new record for the CNE.

The previous peak was \$589,000, set last year. Patty Conklin, in charge of the midway operation, had set a ride and show gross goal of \$650,000 but rain on two of the biggest days, the first Saturday and Labor Day, along with cool nights in the home stretch of the run, held the take down.

Elimination of 5-cent kiddie ride prices for a 10-cent price contributed to the gross.

The Roller Coaster amassed a whopping \$85,566.40 gross.

The Wild Mouse, portable device imported by Patty Conklin,

rolled up a \$38,201.60 take for the run.

The new Hot Rod ride turned in a highly satisfactory take of \$24,000.

Harry Seber's Revue was the pace-maker among the shows, followed in order by Alfie Phillips' water show, and Lou Dufour's Life Show. The latter grossed \$18,000.

Added Front End Starters Listed At Mich. State Fair

DETROIT—Additional concessionaires signing up late for the Michigan State Fair, together with percentage concessionaires whose names were not available in time for the list published last week, include:

Abraham Schweig, pizza; Fred J. LaFontaine, Strato-Gun; Berry Davis Jr., Bar-B-Que; Sam Panzica, conolis; Wrought Iron Industries, pogo stick; Morris Bluestein, novelties; Charles W. Jones, pizza pie; Robert Kutzen, food; Ed March, specialty; Associated Retail Bakers, specialty; Chicken Delight, specialty; Paul H. Swain, specialty; Marge Russell, jewelry.

Jim McNeal, popcorn; Phil Derner, specialty; Ed Bennett, specialty; Joe Tresey, specialty; Jack Dingeman, specialty; Ed March, specialty; Hrahad Agababian, specialty; Mr. and Mrs. P. Barton, specialty; Joseph Conway, novelty and hats; Bernard Moran, specialty; Raymond Lindsey, specialty; Albert Sarkees, balloons; Ray Gahan, specialty; Dick Dillon, hats; Detroit Coca-Cola, soft drinks.

Motor State In Miss. After Big Fair Biz

WATER VALLEY, Miss.—J. J. Frederick's Motor State Shows wrapped up a good Northern fair season and is currently in the South to play a string of annuals in this State and Alabama and Louisiana. Most fairs equaled or topped 1956, Frederick reported.

Several rides were left in winter quarters before the Southern trek. A new Scrambler was added as was a new Tilt-a-Whirl and several semis.

Personnel here with the show include the Youngbloods, who have the Funhouse; Stephen's Cookhouse, Tredrow's popcorn, Sid Markham and Mr. and Mrs. R. J. McMellon.

Wade Gross Off 10% At Mich. State Fair

Rides and Shows Take in \$289,203 Dowis Wheels Pull in Big \$23,637

DETROIT — Midway grosses for W. G. Wade Shows at the Michigan State Fair dropped off an even 10 per cent, totaling \$289,203 against last year's record \$321,719.

Major factors in the decline were adverse weather, a muddy infield that kept cars from parking there on several of the big days, and lighter attendance thru the big outside gates.

Altho the total gross was off, Doug Wade, manager, reported that the separate eight-unit kiddie-land area, was slightly ahead of 1956 totals.

Rides were the strongest on the fun zone, Wade said, with shows trailing the mechanical devices.

Concessionaires generally reported a decline with several attributing it to competition.

Don Dowis' Sky Wheels were far ahead, taking in \$23,637.25, including the all-time one-day record set last week of \$4,644.50. Other top money attractions in order were: Don Dowis' Giant Roller Coaster, \$15,044.45; Velaro Brothers' Rotor, \$14,343.20; R. P. Paddison's Scrambler, \$9,820; Wade Shows' own Tilt-a-Whirl, \$9,253.05; Edwin Ingalls' Dodgem, \$9,145.60; E. J. Garvin's Octopus, \$8,581.70.

Archie McAskill's Hells Belles show enjoyed a walkaway among the shows, taking in \$13,872.10.

Other top show grossers were: Joe Sciortino's Club Holiday, \$8,264.75; Colonel Lew Walters Can It Be Possible, \$7,898; Roland Porter's Starlight Revue, \$7,235.80; Arnold Raybuck's Piranha Fish, \$5,589.90; Happy Dot's Fat Show, \$5,411.05, considered a remarkable gross for this type of attraction, and Frank Allen's Motordrome, \$5,006.

Midway visitors at the fair included: Robert Templeton, manager, Walled Lake (Mich.) Amusement Park; Bill Green, former press agent, Polack Bros. Circus; Hazen Funk and James Friel, both former secretaries of the Michigan State Fair; Pet Reithoffer, Reithoffer Shows; K. T. Keller, former chairman of the board, Chrysler Corporation; William Breech, son of Ernest Breech, chairman of the board of Ford Motor; Governor C. Mennen Williams, and Lieutenant-Governor Phil Hart.

Quebec Big For Vallee

CAUSAPSCAL, Que.—Florian Vallee's Beauce Carnival will wind up a successful season in Quebec late this month and return to quarters in St. George, Que. Business was excellent when the weather co-operated, Vallee reported.

Show carried seven rides and close to 30 concessions at most spots, and featured Paul Chouniard's traveling zoo, which has trained eagles, owls and other type birds.

This season the show went as far north as Dolbeau, near Lake St. John, and as far east as the Gaspé Peninsula. It was the first ever to play Murray Bay.

Plans to tour two units in 1958 are being considered, Vallee said.

Set PCSA Day At Pomona Fair

LOS ANGELES — The Pacific Coast Showmen's Association and its Ladies' Auxiliary will again be honored at the Los Angeles County Fair in Pomona on September 26 with a special race being run as the highlight of the day.

Arrangements for the event was made thru Harry A. Illions, director of the midway at the fair, and C. B. (Jack) Afflerbaugh, fair president and general manager. Representing the show clubs were C. F. (Doc) Zeiger, Ted LeFors, Al Weber, and Al Flint.

United Tent & Awning Company will donate a tent, chairs and other equipment for the show-day as this firm did last year. Passes to the fairgrounds will be made available to the clubs' members in ample time.

Ed Lang Strollers Win at Sacramento

SACRAMENTO, Calif.—Business for Mom's Aid, concession of baby strollers and wheel chairs, at the California State Fair and Exposition during the 12-day run ending Sunday (8), was "most satisfactory," Ed Lang, concessionaire, said.

Lang had his service at the fair for the first time. Two stands were

OLSON JUMPS 20% AT KY. ANNUAL

Wild Mouse Receives Light Play; Concession Biz Slumps Sharply

LOUISVILLE — The Olson Shows chalked up gains over 1956 in the first five days of the 10-day Kentucky State Fair despite a washout one night and lower fair attendance.

At the end of the first five days Paul Olson, manager and co-owner of the show, said that ride and show receipts were up about 20 per cent over the comparable period last year.

Games concession business, however, was down sharply. Olson put the concession drop at about 50 per cent.

The 20 per cent gain in ride and show receipts did not include

the income from the Wild Mouse, which was brought in by the Olson Shows. That riding device was not on the regular midway but was spotted in front of the Coliseum.

The Wild Mouse was given light patronage, but observers pointed out that it would have enjoyed strong business had it been spotted among the regular midway line-up.

There were more games concessions in operation than last year, those operated by Kentucky service clubs and the Olson Shows having been augmented by some operated by professional concessionaires who were booked independently.

Of the shows in the Olson line-up, Follies of '57, a show-owned unit, was the top money-getter thru the first five days. It was followed in order by Charlie Teichner's Rock and Roll Revue, Arch Mac Askill's Illusion Show, and the fat show (Robert Hughes).

The first three days of the fair provided the Olson Shows with a 30 per cent increase in ride and show receipts over the same period last year. Rain washed out Monday night's (9) play and cut back that gain sharply. Tuesday (10) provided an increase of roughly 10 per cent over the comparable day last year.

RAS Races Ahead Of '56 at Topeka

Sets New Records on Three Days; La Rue Show Leads Back-End Line-Up

TOPEKA, Kan.—Setting new one-day midway records on three days of the seven-day Kansas Free Fair here, the Royal America wound up Thursday night (12) with a ride and show gross about 10 per cent higher than last year.

Rain, which fell intermittently thru Tuesday (10), prevented the Royal from scoring an even higher increase.

Lash La Rue's Western Show lassoed top money among the shows. Leon Claxton's Harlem in Havana took second, with Dick Best's Side Show third. Bill Kemp's Motordrome and the office-owned Green Door finished almost even behind the Best unit.

Lash La Rue and Lofty Craig, the latter one of the co-stars in "West-O-Rama," the fair's grandstand attraction, visited nine-year old Jack Erwin, who is still in

operated with 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.

critical condition in the St. Francis Hospital here after having been severely burned almost six months ago.

La Rue and Craig spent more than an hour with the boy. The Royal American Shrine Club pro-

(Continued on page 69)

Vivonas Get Rain But Okay \$ at Lehighton

LEHIGHTON, Pa. — Three days of light rain attended the Amusements of America midway at the Great Lehighton Fair. Labor Day drew intermittent showers but crowds held on and good earnings were permitted for most units.

Balance of the week was okay and the Vivona show shared in the increased fair attendance, which was reflected in midway grosses.

There were 27 rides and 14 shows in action, with top money won by the Tilt-a-Whirl and Tony Mason's shows. Dick Hillburn did

well with the Side Show, closely with the Rock 'n' Roll minstrel revue. Joe Cenname's Bingo was the only one set up, where more than one had played at times previously, and the unit did nicely, it is reported.

Visitors included Milton Warshaw of the winter fair in Homestead, Fla. Phil Vivona, recently graduated from Duke University, is on the show staff. Dom Vivona and Danny Dell report good business with their new Hot Rod ride. John Vivona had the new Caterpillar in use here for the first time.

Schafer Buys Rides, Shows From McCrary

WARREN, Ark.—W. A. (Junior) Schafer, owner of Schafer's Just for Fun Shows, announced here that he had closed with E. D. McCrary, owner of 20th Century Shows, to buy most of the remaining equipment of that show, which is being dissolved.

Included in the purchase were a Round-Up and five kid rides, all remaining shows complete with canvas, fronts and seats, and the Motordrome. Also included is the shows' front entrance.

In addition, Schafer booked three of McCrary's major rides for his midway next year. A new Scrambler will be delivered to Just for Fun Shows at Hot Springs and a Helicopter ride is on order for late fall delivery. With the new purchases and the addition of the McCrary rides, Schafer will go out in 1958 with 22 rides and eight shows.

Frank Gaskins, general agent for 20th Century, will join Schafer in that capacity after the McCrary show closes October 5 in Waco, Tex.

Just for Fun Shows racked up good grosses at fairs in Wisconsin, Minnesota and Iowa and then made the long jump here for its Southern route that will include fairs in Arkansas and Texas.

CRAFTS 20 BIG SHOWS, INC.

Now Booking Concession Space for the following California Fairs

LODI FAIR Sept. 12-15 RIVERBANK Com. Fair, Sept. 18-22
HANFORD FAIR Sept. 12-15 WATSONVILLE FAIR .. Sept. 26-29

THEN THE BIG ONE

Fresno Fair-Oct. 4-13

Last Major FAIR in California. Get your Winter Bank Roll here.

Wire-Write-or Phone

CRAFTS 20 BIG SHOWS, INC.

7283 Bellaire Avenue North Hollywood, Calif.
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MID-SOUTH MEMPHIS FAIR

Opens Friday, Sept. 20
Phone Br. 2-2858
around noon, or Mu. 3-2411
Apt. 228, after midnight.

Can place RIDES SHOWS Big or small REVUE OR GRIND. STATE FAIR OF TEXAS Oct. 3-20 follows CLIF WILSON

FOR SALE SURPLUS EQUIPMENT

One Tilt-a-Whirl, complete with two 24-ft. Furniture Vans, racks for same—Tractors optional. One 35-ft. Grab Trailer with Griddle, Ice Boxes, etc.—or can be used for other Concession.

D. J. ROHR

Kewanee, Ill., this week; then per route, or permanent address: Chebanse, Ill.

PUMPKIN SHOW

BRADFORD, OHIO
October 8 to 12, 1957
Concessions wanted. State license required. New management.

BRADFORD COMMUNITY FESTIVAL ASSOCIATION, INC.

WANTED

Ride Help who drive. Girl Show with 2 or more Girls to join immediately. Slim Cunningham can use Skills, Count, Peekern, Store Agents. Also want Agents for office-owned Hanky Panks. Place Bingo Caller or Man to take complete charge of well-flashed Bingo. Fisher Neyland, please get in touch. Very urgent. Wire or come on.

C. A. VERNON UNITED EXPOSITION SHOWS
Arkadelphia, Ark., now; then Stamps, Ark. We will be out picking cotton until the snow flies.

WANTED

For Columbia County Fair and Pine Festival, Lake City, Florida, Oct. 1-5. Funhouse and one other Family Show. Also Demonstrators of Gadgets, etc. Stock Concessions. Ride Men in all departments; must drive truck and have license. All answers to

SOUTHERN STATES SHOWS
Palham, Georgia, this week.

FRANKLIN, INDIANA

Can place Concessions for Franklin Street Festival, Sept. 24 thru 28.

TOM L. BAKER
2235 So. Ransdell St., Indianapolis, Ind.
Phone: State 7-1711

BRAND NEW SCRAMBLER

Open for booking balance of season. Also for 1958. Wire PAUL T. ROBERTSON c/o Key City Shows Louisville, Miss., this week.

FAIRS GIVING NEEDED BOOST FOR SULLIVAN

QUEBEC CITY.—A pretty spotty still-date season is being followed by pleasant earnings at fairs by the World's Finest Shows. Jimmy Sullivan, whose Irish smile was turned downward at the corners a few weeks ago, reported plenty to be cheery about at the Provincial Exposition here.

Sullivan's units were part of the fair midway provided here for many years by Frank Conklin. The move from Sherbrooke was made in the time for nearly 100 per cent operation on the Friday-night (30) opening, resulting in the best grosses ever-stored on that night.

Sault Ste. Marie was the brightest spot for the midway prior to

fairs. Regina and Winnipeg were disappointing, with only three fair weather days at the latter. First of two weeks in the Winnipeg area, at St. Boniface, produced only one decent day's play. In Regina there was opposition on three days from the Shrine Circus.

The B Circuit of fairs were satisfactory, it was claimed. There were 12 three-day dates beginning July 1 in Weyburn, Sask., and ending August 10 in Prince Albert, Sask.

Business here was running at a high level until Tuesday (3) when day-long torrents ground the fair's progress to a stop. Less than 3,000 gate admissions were recorded.

MIDWAY CONFAB

An eight-girl offering and three-piece band comprise the most ambitious revue put together yet by Tony and Monica Baress, touring with Jimmy Sullivan's World's Finest Shows. Featuring Loreli and music by the Joe Higdon Trio, the unit was among top money winners at the Provincial Exposition, Quebec.

Edos Burge, Happyland concessionaire, is now in Harper Hospital, Detroit, having been transferred from a Bad Axe, Mich., hospital, where he was placed after suffering injuries in an auto crash. . . . Cass Wasung, assistant manager of the Michigan State Fair, grew a black beard while he was hospitalized for treatment of a leg ailment. The hirsute appendage lent a centennial atmosphere to the fair.

Gilda Lee closed with Henry Valentine's unit to join the Doc Todd Side Show on Page Combined as annex attraction. . . . When Prell shows played Lynchburg, W. Va., a group visited the grave of R. Randolph Gravely, who died in 1954. Included were Mr. and Mrs. Burnam Pelley and Mr. and Mrs. Mickey McKee. They also stopped off to see Whitey Crossett at the National Elks Home in Bedford, Va., only to find that he had passed on early in July.

Walter Marshall Sr., Jenny foreman on the Vivona show, was in a recent accident costing the loss of three fingers. Joe and Aggie Ross, and the Cism and Crown families all did okay at the Lehighton (Pa.) Fair date.

Moving date of the National Showmen's Association into its new quarters has been set back again, probably until October.

A. J. Carl is bringing the Carl Shows back to the Sheldon Shopping Center in Livonia, Mich., for a return engagement September 19-25. . . . Walter (Wingy) Schafer, advance man for the Carl, Happyland and Down River Shows this past season, is planning to work on billposting assignments in Cleveland this coming winter. . . . Jack (Jackpots) Horbett, assistant manager of the W. G. Wade

Shows is en route to Tampa after closing at the Michigan State Fair.

Martin Zorn took a little time off the week before working the Knoxville, Tenn., fair and visited Charles Kidd at his Green Bock, Tenn., farm, where he did a little hunting and fishing.

Bob Hallock, general agent for Lawrence Greater Shows, closed recently and will announce a new connection in the near future. . . . Lisa Del Mar, Gold Medal Shows, writes that she recently took delivery of a new Chrysler and a 35-foot Star house trailer.

Club Activities

Pacific Coast Showmen's Association

Ladies' Auxiliary

Close to 30 turned out for the regular meeting with President Berta Harris in the chair.

Mrs. Ethel Shapiro, of the New York club, was on hand as a guest of Blanche Henderson. Also present were Ortorio Gibbons and Cecilia Branch. Mail read from Betty Coe, Marosa Herman, Sadie LaMonte, Helen Vaughn, Marie Johnston, Emma Blash, Mary V. Taylor, and an application from Jinx Lane. Clara Zeiger reported on remodeling plans and Ruth Wolff Woods on the benefit show to be held at the Pomona fair on September 26.

Reported on the mend following illnesses were Jetta Clancy, Ethel Smith, Peggy Steinberg and Katherine Goldstein.

A total of \$160 was raised at a party held in the home of President Harris.

Pacific Coast Showmen's Association

LOS ANGELES—The Pacific Coast Showmen's Association will go on its regular winter schedule of weekly Monday meetings October 7, Bob Downie, president, said.

Al Flint, executive secretary, has been on the job all summer. He reported that Cal Lipes, who suffered a heart attack in Redwood City on July 4, is coming along nicely at his sister's home in Seattle. Reports of good business have been received from Harry Seber and Steve Vaughn who played the Canadian National Exhibition in Toronto. J. Ed Brown is back from Chicago.

Regular visitors to the clubrooms are Ted LeFors, Theo. Forstall, Al Weber, Eddie Tait, Fred Mortensen, Bob Matthews, C. F. (Doc) Zeiger, Lee Smith, S. L. Cronin, Eddie Harris, Joe Glacy, M. M. Buckley, C. E. (Candy) Moore, and Ross Davis.

PLASTER

Large and Small Assortment for Carnival and Roadside Stands.
Phone: Raleigh—Temple 3-8508
COSIMINI CO.
Cary, N.C.

PHONEMEN

FOR STEADY WORK, TICKETS, BOOKS, Red Curran, Dick Alkire, Doc Williams, Norman Foster, Robert, Del Crabbi.
RAY ANDERSON
Parade of Clowns
c/o V. F. W., Champaign, Ill.

GIVE TO DAMON RUNYON CANCER FUND

WANT... CONCESSIONS... WANT

MITCHELL, IND.
ON THE STREETS
SEPT. 23-28

PERSIMMON FESTIVAL
Can place legitimate Games and Confections.

PRESTONSBURG, KY.
FLOYD COUNTY FREE FAIR
OCT. 3-5

Can place legitimate Games, Confections and Direct Sales.

IRONTON, OHIO
OCT. 16-19
ON THE STREETS

FESTIVAL OF THE HILLS
Can place legitimate Games, Confections and Direct Sales.

APPLY BY LETTER ONLY

GOODING AMUSEMENT CO.

1300 NORTON AVE.

COLUMBUS 8, OHIO



WANT FOR MIDDLE TENNESSEE DISTRICT FAIR
LAWRENCEBURG, TENN., SEPT. 22-28

CONCESSIONS Hanky Panks of all kinds, Straight Sales.

SHOWS Any Family Type Grind Show.

All wires: BUD DAVIS, Pulaski, Tenn., this week

BURKHART SHOWS

Want for the following 7 outstanding Fairs: Lake Providence, La., Sept. 16-21; Jena, La., 23-28; Winnfield, La., Sept. 30-Oct. 5; Jonesville, La., Oct. 7-12; Pitkin, La., Oct. 14-19; Alexander, La., Colored Fair, Oct. 21-26; Ville Platte, La., Colored Fair, Oct. 27-Nov. 2 and 5 Big Church Celebrations to follow. Out till Jan. 3, 1958.

CONCESSIONS: Water Games, Basketball, Long Range, Pitches of all kinds and one Big Glass Pitch, String, Records, Hoops, Age, High Striker, Novelties, Custard, Hankies of all kinds.

RIDES: Use Round-Up or Scrambler for Fairs only. Smitney, contact.

SHOWS: Can use Shows for Fairs only.

WANTED—WANTED—WANTED

CARL and SKIPPY BROWN

Want all their friends and friends' friends to drop in and see

SKIPPY'S LIVING ROOM

the most beautiful and reasonable Cocktail Lounge on Miami Beach located in the Shoreline Hotel on Collins Ave. and 36th St.

MUSIC AND DANCING NITELY

Strictly catering to Carnival Folks. Won't 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

Want for Edinburg, Indiana, on City Streets, Sept. 26-28.

CONCESSIONS OF ALL KINDS except Basketball, Floss, Snow and Popcorn.

Contact

CHET PIERCE

Phone Gladstone 9-4907 at Kokomo, Indiana, Monday and Tuesday; then at Frankfort, Indiana.

KEN-PENN AMUSEMENT CO.

Wants Concessions, Hanky Panks of all kinds, also Direct Sales for Ravenna, Ohio. Sept. 23-28; Lisbon, Ohio, Oct. 3, 4 and 5.

All replies: RALPH D. SANDERS

619 Earl Ave.

New Kensington, Pa.

Reid Winners Scored At Rutland, Essex Jct.

COBLESKILL, N. Y. — Part of the King Reid Shows equipment was routed into the fair here last week, and other units went on the Eastern States Exposition grounds to lay over until the Saturday (14) opening.

A good week was put in at the Rutland (Vt.) Fair where virtually all available midway space was occupied. Reid had provided some 8,000 yards of fill for a new Kiddieland during the summer. At the previous week's fair date, Essex Junction, Vt., Reid set up 100 steel flagpoles to enhance the midway.

Unfavorable weather on Labor Day cut into midway earnings, as did bad weather on children's day until noon. Wednesday and Thursday suffered the usual mid-week lull compounded by coolness, but the Friday and Saturday wind-up was strong, making for a good date.

Top ride money was won by the three Ferris Wheels, closely followed by the Tilt-a-Whirl and Ridee-O. The Scooter also did nicely.

Parker, Reid Combine

Reid and Bob Parker operated an impressive concession line-up which, together with Harry Agne's two bingos, put plenty of merchandise on the grounds to encourage play.

Ernie West presented his Diamond Lil's Gay Nineties Revue which has shown at various Eastern night clubs and pavilions. Also appearing were Lawrence Williams' Rock and Roll Revue with Wanda Newborn, Al Ventres Arena featuring female wrestlers Elaine Perry and Alma Mills, Bill Chalkias' Side Show working behind four ticket boxes, Capt. Boudreau's Motordrome which arrived after Labor Day, and others.

Reid pulled in from his first-time date at the Champlain Valley Fair in Essex Junction. Show was on the grounds early there for the erection of 100 steel flagpoles and

the entrance. He capitalized heavily on his State Senatorship with the office being visited by Governor Johnson and other Vermont political figures.

Show took delivery on a new Comet in Essex Junction. Ten-cent kiddie day tickets were well received. Show worked to midnight on Saturday and was up and ready for the Labor Day morning opening in Rutland.

RAS Races Ahead

Continued from page 67

vided gifts, which La Rue and Craig presented to him.

Visitors to the midway included Everett Ehrhart and Virgil Miller, president and secretary, respectively, of the Kansas State Fair, Hutchinson.



If you're feeling very well



or if you're feeling queerly



if it's a living you want most



have a checkup yearly

Many cancers can be cured if detected in time. That's why it's important for you to have a thorough checkup, including a chest x-ray for men and a pelvic examination for women, each and every year... no matter how well you may feel.



AMERICAN CANCER SOCIETY

GOLD MEDAL shows

Want For The Following Fairs

DUNN, N. C.
SEPT. 23-28

JACKSONVILLE, N. C.
SEPT. 30-OCT. 5

ROCK HILL, S. C.
OCT. 7-12

AND FIVE MORE TO FOLLOW

CONCESSIONS

Pitches, Cigarette Block, Grab Stands, Ice Cream, etc.

A-1 Cook House and all kinds of Concessions, Long, Short and Cork Galleries, Photos, Bear and Bird

RIDES

Rides not conflicting.

Scrambler, Rotor, Twister, Caterpillar, Rockplane and a nice set of Kiddie Rides. Can use any

SHOWS

Minstral Show with own front, Monkey Show, Wildlife, Motordrome and two nice Grind Shows.

HELP

Can use Foreman for Twin Wheels and Tilt-A-Whirl. Want 2nd Men on all Rides. Can use Lot Man who knows his business, also Billposter.

Answer: JOHN J. DENTON, Owner; DAVID E. FINEMAN, Manager
This week Tarboro, N. C., care of Fairgrounds.

C.S. PECK presents

KEY CITY SHOWS

Want for WEST CENTRAL ALABAMA FAIR & DAIRY SHOW—DEMOPOLIS, ALA., NEXT WEEK, SEPT. 23-28.

This Fair has the support of five County Agents. Then GREENWOOD, MISS., FAIR, in the Heart of the Mississippi Delta. Others to follow.

CONCESSIONS—All kinds of Hanky Panks, Cook House, Ice Cream, Foot Long, Pronto Pup, Novelties, or what have you. No flats, alibis, diggers or gypsies.

SHOWS—Will book one or two more good clean Shows in keeping with this show.

Can use Ride Men who drive and Ticket Sellers.

AGENTS—Can use a few more Agents on office Hanky Panks.

Phone or wire C. S. PECK, Newton, Miss., this week.



GLADSTONE EXPO SHOWS

JACKSON, TENN., COLORED FAIR, Sept. 23 thru 27

Followed by Kosciusko, Miss.; Clarksdale, Canton and Marks. Tall Cotton Country.

WANT CONCESSIONS of all kinds for Jackson except Eats and Bingo. Want Hanky Panks, Bird Pitch, Bear Pitch, Jewelry, Ball Games, Break Record, Novelties, Hi-Striker, Count Stores, Wheel, Pin, etc.

WANT HELP on all Rides, must drive. We furnish Funny Books and Crying Towels to 40 miles. Bill Butler wants Help of all kinds, also Agents on Six Cat, Buckets, P.C. Tables, also Hanky Panks, Swinger and Tip Coke Agents. Russell Phillips needs good Cookhouse Help, Griddle and Counter Men and Women. If you are carrying the torch or Girl Show talent, please pass us by. Contact

WANT SHOWS with own equipment, Minstral, Snake, Monkey, Glass, Colored Girl, etc.

F. O. POOLE

Care Fairgrounds, Parsons, Tenn., all this week.

20TH CENTURY SHOWS

30 CAR RAILROAD SHOW ON TRUCKS

WANT FOR HEART O' TEXAS FAIR, WACO, SEPT. 28-OCT. 4

RIDES: Coaster, No. 5 Ferris Wheel (Rosie Starr, contact), Spitfire, Looper, Flyoplane and Octopus, or any worthwhile Major Ride not conflicting.

SHOWS: Side Show, Motordrome, Girl Show and Grind Shows.

CONCESSIONS: Popcorn, Foot-Long, Derby and legitimate Concessions of all kinds. (Joe Williams, get in touch.) Contact

E. D. McCRARY, MGR.

Texarkana, Ark.-Tex., Sept. 16-21, then Waco, Texas.

RALPH R. MILLER and JACK O'HAYER WANT

Wheel, Merry-Go-Round Foreman at once. Concession Help, Ticket Seller. Fairs start Franklin, La., Wednesday, Oct. 2, to Sunday, Oct. 6; New Iberia, La., St. Edward Catholic Church Fair, Oct. 7 to 13; Morgan City, La., Holy Eucharist Annual Charity Fair week Oct. 21 to 27; St. Martinville, La., All Saints Annual Celebration week Oct. 28 to Nov. 2; Jeanerette, La., Our Lady of the Rosary Church Annual Fair week Nov. 11. All replies to Ralph R. Miller or Jack O'Hayer, Route 1, Baton Rouge, La., or phone WA 10312.

DRAGO AMUSEMENTS

Want for 3 North Fairs

INCLUDING VERSAILLES, IND., PUMPKIN SHOW, AROUND COURT HOUSE, ON STREETS; ALSO AURORA, IND., FARMERS' FAIR, ON MAIN STREETS.

Want Glass Pitch, Bear Pitch, Popcorn, Hi-Striker, Short Range, Penny Pitch, Frozen Custard or Ice Cream or any Hanky Pank working for stock. Call or wire Shirley, Indiana, this week; then Versailles or as per route.

TALKER WANTED

Men to handle Side Show second openings. Salary and percentage if you can cut it.

CHARLES H. HODGES

c/o Catlin & Wilson Shows
Richmond, Va. (State Fair)

PRYOR'S SHOWS

Will book one or two Kiddie Rides for 6 weeks of Fairs starting Lucedale, Miss., Sept. 23. Each Fair has a Kids' Day. Have opening for a few more legitimate Concessions, Pitch-Tilt-U-Win, Cork, Basketball, Shum Spindles for stock only, etc. Wire, c/o Western Union or come in to Lucedale.

JACOB PRYOR

Rt. 2, Box 75-B Biloxi, Miss.

RIDES FOR SALE

Allan Herschell Merry-Go-Round with top and organ, Ed Ferris Wheel, Smith & Smith Chairplane, long-arm Octopus, Kiddie Chairplane, Allan Herschell Auto Kiddie Ride, One International 80 Kw. Diesel Light Plant mounted in trailer—AC 110 or 220. All these Rides have been overhauled and painted. Can be seen up and running. Will sacrifice for cash. Write or wire

SAM COOPER

c/o Western Union or General Delivery
Walterboro, S. C.
P.S.: Have lots of other Show Equipment too numerous to mention. Will sell all or part.

"JAM MAN" Wanted at Once

Steady work in New York. Contact "TURKEY RED"

3122 84th Street Brooklyn, N. Y.
Phone: Longacre 8-9485

FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

BIG 30TH ANNUAL 5 COUNTY FAIR and LIVE STOCK SHOW
 EASLEY, S. C. (12 MILES FROM GREENVILLE)
 DAY and NITE 3 SCHOOL DAYS SEPT. 23 thru 29

followed by
THE GREAT CHESTERFIELD COUNTY FAIR PAGELAND SO. CAR.
 SEPT. 30 - OCT. 5

ANR ALL FAIRS TO NOV. 16—THEN FLORIDA
 WANT — WANT — WANT

CONCESSIONS

Bingo, Custard, Eat and Drink Stands, Fish Bowls, Ball Games, Novelties, Hats, Hi-Striker, Basketball, Glass Pitch, Long and Short Range, Photos, Jewelry, 6 Cat, Buckets, Mitt Camps, Bear Pitches, Hooplas, Fish Ponds, Arcade.

SHOWS

White Girl Shows with own outfits, any Grind Show, Fat Show, Gorilla, Monkeys, etc.

RIDES

Wheel in dual with mirror, also Kiltie Rides, Tilt, Rolloplane, Dark Ride, Rockplane, etc.

"SKILLET" FAIR THIS WEEK

All wires to, LATA, S. C., c/o BEN WOLFE

P.S.: Want Electrician and Merry-Go-Round Foreman who drive. Jimmy Baggett, contact Denty.

FOR SALE

7-Car Tilt-A-Whirl, good condition, with 2 24 ft. Semi Trailers \$6,500.00
 1 Super Roll-o-Plane with 28 ft. Semi Tractor. Good condition. \$3,500.00
 Tractor for both rides if wanted.
 37 1/2 KVA Transformer mounted on 1948 International Van. Switches and all hookup complete \$650.00
 1942 24 ft. Frushauf, flat bottom, raked for Wheel \$500.00
 Smith & Smith Baby Chairplane, 18 capacity \$250.00

**ERNE ALLEN
 BAKER UNITED SHOWS**

Washington, Indiana
 Permanent Address:
 Box 35, Terre Haute, Ind.

GIRL SHOW HELP

WANTED: Girls with or without experience for two large Sitdown Shows. Wardrobe furnished, top salary. If married can use husbands. Can use two more Girls for Bally-on-Revue. Want Talker with Wife who can dance. Want Feature Act for second Show. To join on wire. Long season, closing late November in Florida. Come on, will place you. Wires to

MELVIN SHAFFER

c/o BLUE GRASS SHOWS—Columbus, Miss., now; Huntsville, Ala., next week.

CONCESSIONS WANTED

**FESTIVAL OF HILLS
 IRONTON, OHIO
 MAIN STREETS
 OCT. 9-10-11-12**

Address Inquiries
GOODING AMUSEMENT CO.
 1300 NORTON AVE.
 COLUMBUS, OHIO

RUMBLE RIDES

Want for BRECKENRIDGE COUNTY FAIR, Hardinsburg, Ky., Sept. 26, 27 and 28

Bingo, Shows, also Popcorn, Carmel Corn, Cork Gallery, High-Striker and other Stock Concessions. All wires:

This week, French Lick, Ind.
D. P. RUMBLE

WANT SHOWS

For SPAULDING COUNTY FAIR, Griffin, Ga., next week and balance of season Motor Drome, Glass House, Side Show or any high-class Show. Want Hunky Pank Agents. Want Ride Help.

All address:
Tommy Thompson or N. L. Creson
 c/o Lee Amusement Co.
 Decatur, Ga., this week; Griffin, Ga., next week.

WANT

Agents for Sno-Kone, Lemon Shake; Truck Driver, Front Man for African Dip.

V. E. JAMESON
 c/o Thomas Joyland Shows
 Concord, N. C., this week.

FOR SALE OR LEASE

Merry-Go-Round, No. 2 Eli Wheel, Kiddie Buggle and Airplane, Diesel Plant, Cable, Junction Boxes, with transportation ready to go.

All replies to AL SCERO
 c/o Western Union, Hartem, Ga.

**OSCAR KONYOT
 LES BLUE & YVETTE**

CONTACT

TOM PACKS' CIRCUS

282 Arcade Bldg. St. Louis, Mo.
 (Phone: Chestnut 1-3788)

AT LIBERTY

Union Billposter, also Boss Property Man or Concessions. Join on wire. Address:

LEO LORANGER

Earls Hotel Ogden, Utah

O.C. BUCK SHOWS

ALBERMARLE, NORTH CAROLINA, SEPTEMBER 16-21
 ROCKY MOUNT, NORTH CAROLINA, SEPTEMBER 23-28
 GREENVILLE, NORTH CAROLINA, SEPTEMBER 30-OCTOBER 5
 MONROE, NORTH CAROLINA, OCTOBER 7-12
 HARTSVILLE, SOUTH CAROLINA, OCTOBER 14-19

Can place Eating and Drinking Concessions, Age, Scale, Novelties, Hunky Panks, Merchandising Concessions of all kinds. Want Arcade or any worth-while Single Attraction. Address:

O. C. BUCK

ADDRESS: ALBERMARLE, NORTH CAROLINA

**AMUSEMENTS of AMERICA
 FAIRS • Can Place for • FAIRS**

Lee County Fair
SANFORD, N. C.
 Sept. 23-28

Southside Va., Fair
PETERSBURG, VA.
 Sept. 30-Oct. 5

Golden Bell Fair
HENDERSON, N. C.
 Oct. 7-12

and ALL FAIRS UNTIL NOV. 9. Then Greater Miami Area for the Winter. CONCESSIONS of all kind—Glass, Bird, Bear Pitches, Eats and Drinks.

RIDES—Round-Up.

SHOWS—Any good Grind Shows, Dancing Girls for Tony Mason's 2 Shows, Performers and Musicians for Leonard Duncan's Rock 'n' Roll Colored Revue. HELP on all Rides.

"HEAVY" MOLAR, contact TED LEWIS at once.

Address: JOHN VIVONA, Statesville, N. C., this week.

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 semis.
 If you drink, don't answer.

All replies **JOE SCIORTINO**
 c/o Reithoffer Shows, Allentown, Pa., this week;
 Bloomsburg, Pa., next week.

BEAM'S ATTRACTIONS

CASWELL CO. FAIR, YANCEYVILLE, N. C., NEXT WEEK, SEPT. 23-28.
 GRAND OPENING OF THEIR NEW FAIRGROUND WITH SPECIAL EVENTS

Can book legitimate Game Concessions of all kinds.

HELP—Second Man for Merry-Go-Round, Kiddie Ride Operators and experienced Fly-o-Plane Men. Man to operate Illusion Show. Concession Agents. You will have work until Nov. 9. Capable Carnival Workers in other departments can be placed.

RIDES—Can place additional Ride for balance of season—prefer Tilt or Octopus.

All communications to **STEVE DECKER**
 FAIRGROUNDS, ROANOKE RAPIDS, N. C.

TIVOLI EXPOSITION SHOWS

Want for 7 Banner Fairs in Louisiana, including Leesville (next to Fort Polk) Army pay day week and the Tri-Parish Fair at Eunice.

CONCESSIONS: Hunky Panks of all kinds, including Penny Arcade, Bear and Bird Pitches. Want first-class Cookhouse.

RIDES: Rockplane, Dodgem or any major Rides not conflicting.

SHOWS: Any worth-while Shows except Girl Show.

Address **H. V. PETERSEN, Mgr.**
 Fairgrounds or Louisiana Hotel, Bastrop, La., this week; Many, La., Fair to follow.

WANTED

For New Iberia, La., Sugar Cane Festival, Sept. 24-29, and Amite, La., Parish Fair, Oct. 1-7, any legitimate Concession not conflicting with what we have. Especially want well-framed Snake, Mechanical, Wildlife or other clean Show. Will book for committee percentage. These are two of the best bona fide Fairs in Louisiana. Wire, no phone calls, **MANAGER.**

HARRY BURKE SHOWS
 PORT ALLEN, LOUISIANA

A-1 AMUSEMENTS

Want for New Madrid, Mo., Sept. 16-21; then Gideon, Mo., Fair, Sept. 23-28, and long string of Fairs and Celebrations to follow.

Can place Photos, Funk Rack, Bear Pitch, Glass Pitch, Novelties, Hi-Striker, Age and Weight, Short Range or any non-conflicting Shows working for stock. Can use Ride Help on all Rides. Must drive and have license.

Contact **JOHN HANSEN, Mgr.**, as per route
 P.S.: Dick Wilson, contact me.

THOMAS JOYLAND SHOWS

WANT FOR THE FAIRS AT LEXINGTON, REIDSVILLE AND KINGSTON, N. C., AND CHASE CITY, VA.

Concessions of all kinds. Can place one or two Bally and Grind Shows.
 Address **T. I. THOMAS, Mgr.**
 Concord, N. C., this week; then as per route.

SCHAFFER'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; NACOGDOCHES, TEX., OCT. 7-12

SHOWS: Complete Jig Show, Girl Show, Illusion, Midget, Working World, Motordrome, Monkey Show, Penny Arcade.

CONCESSIONS: Long Range; Hunky Panks, come on; Corn Dogs, Ice Cream, Frozen Custard, Candy Apples.

Contact **W. A. SCHAFFER, Mgr.**
 Hot Springs, Ark., this week.

MIGHTY INTERSTATE SHOWS

WANT FOR 9 MORE SOUTHERN BONA FIDE FAIRS. LEE COUNTY FAIR, OPELIKA, ALA., SEPT. 23-28; LAURENS COUNTY FAIR, DUBLIN, GA., SEPT. 30-OCT. 5.
 WANT LARGE UP-TO-DATE BINGO FOR BALANCE OF SEASON

SHOWS: Side Show with or without own equipment. Girl Show with own equipment. Will give excellent proposition to Drome Riders. Will book Penny Arcade, Funhouse, Glass House, Monkey or any worth-while Grind Shows. RIDES: will book any Flat Rides or Kiddie Rides not conflicting for balance of season. RIDE HELP: Foremen and Second Men on all Rides, must drive; top wages. CONCESSIONS: All Hunky Panks open. Bear, Parakeet, Glass, Lamp Pitches, Short and Long Range Galleries, Novelties, Jewelry, Hats, Gadgets, Auction, Photos, Diggers, Age and Weight. HELP: Want Griddle Man, fast-stepping Countermen to join on wire. Want Electrician who knows CM Diesel Plants to join on wire. Must drive.

Replies to **H. B. ROSEN**
 CARE WESTERN UNION, HARTSELLE, ALA.

VICTORY EXPOSITION SHOWS

TEXAS-OKLAHOMA FAIR, IOWA PARK, TEXAS, SEPT. 23-28

CONCESSIONS: Want Arcade, Jewelry, Photos, Six Cats, Blower, Hunky Panks of all kinds.

SHOW: Place Motordrome, Mechanical, Snakes, any worth-while attraction.

RIDES: Will book Rock-a-Plane and Round-Up.

Address **ALVIN VANDIKE, Mgr.**
 ARDMORE, OKLAHOMA (FAIR), THIS WEEK.

TATHAM BROS.' CIRCUS & CARNIVAL

We play uptown in the best towns. Will have all winter at Florida Supermarkets.

CONCESSIONS—Popcorn and Hunky Panks of all kind, no flats, only \$25.00 week. RIDE HELP who have licenses and drive. No cars.

Chaffee, Mo., Sept. 21 to 28; Charleston, Mo., Sept. 30 to Oct. 3;
 Portagoville, Mo., Oct. 7.

All replies to **BILL TATHAM**, Chaffee, Mo., after Sept. 19.

GEORGE CLYDE SMITH SHOWS

Want Cook House, Ball Games, Pitch-Till-You-Win, Cork Gallery, Penny Pitch, Grab, Balloon Darts, Glass Pitch, Bear Pitch, Swinger, Bucket, Photos, Six-Cat, Fish and Duck Pond, Age and Scales, Slum Spindle. Want Side Show, Snake Show, Girl Show, Monkey Show. General Ride Help; Truck and Tractor Drivers; Agents for office Hunky Panks.

All replies **GEORGE CLYDE SMITH SHOWS**

Formville, Va., Fair, this week; Rocky Mount, Va., Fair, next week.

GREATER DIXIELAND EXPOSITION

OPENING JONESBORO, LA., FAIR, SEPT. 23; FOLLOWED BY MARKSVILLE, TALLULAH AND OTHER LOUISIANA FAIRS.

Place legitimate Merchandise Concessions of all kinds, also Cookhouse, Custard, Ice Cream, Jewelry, Novelties, Lead Gallery, Pitches of all kinds, Ball Games. Want first-class Wheel Foreman; place other useful Ride Help. Can use A-1 Mechanic with tools. Also Electrician. Can place Kiddie Autos and Plants. Need any clean Show with own equipment.

Contact **JIMMIE HENSON**
 FOREST HILL, LA., UNTIL SEPT. 18; THEN JONESBORO.

PENN PREMIER SHOWS

TRI-COUNTY FAIR, HIGH POINT, N. C., Sept. 23-28; followed by DURHAM CO. WHITE FAIR, DURHAM, N. C.
CONCESSIONS: Can place all types of legitimate Concessions, especially Hats, Short Range, Basketball, Water Games and Pitches.
SHOWS: Can place Shows that do not conflict with what we have. Can place Monkey Show, Snake Show and Wildlife.

CAN PLACE SINGLE FREE ACT

To Join Immediately

RIDES: Due to disappointment can place Helicopter. A. J. Sunny, answer. All mail and wires to
LLOYD D. SERFASS, Owner; HARRY (BUSTER) WESTBROOK, Bus. Mgr.
 Newbern, N. C., this week; followed by High Point, N. C.

JOHNNY T. TINSLEY SHOWS

"AMERICA'S MOST MODERN MIDWAY"
WANT CAN PLACE WANT

For balance of our Fair Route, 10 more Fairs to go, with a Florida Fair Route pending.
RIDES: Dark Ride, Roundup, Helicopter, Twister, Spitfire and Funhouse.
SHOWS: Wildlife, Mechanical, Unborn, Illusion, Monkey or Big Ape, Monkey Drums or Speedway, Fat Show and any Ding or good Grind Shows.

Will place Operator and Riders for office-owned Motorhome. (A-1 shape and good Drome territory.) Jack Thompson, contact, or will book Drome or Globe of Death.

CONCESSIONS: Custard, Penny Arcade, Long and Short Range Galleries, Novelties, Hoopla, Derby, String Game, High Striker, Parakeet or Bird Pitch, Snowball, Hats, Auction, Gadgets. All mail and wires, also phone calls.

JOHNNY T. TINSLEY **TED WOODWARD**
OWNER - GEN. MGR. **ASST. MGR. - GEN. AGENT**
 Lawrenceville, Ga., Fair now; Newnan, Ga., Fair next week.

JAMES H. DREW SHOWS

Walton County Fair, Monroe, Georgia, Sept. 23 to 28; Newton County Fair, Covington, Georgia, Sept. 30 to Oct. 5, with long Circuit of Georgia and Florida Fairs to follow.

WANT Monkey Circus or Animal Show.
WILL PLACE legitimate Merchandise and Outright Sale Concessions of all kinds; good opening for Long Range, Novelties and others.
WANT experienced Ride Helpers and Truck Drivers, also need Foreman for Octopus. Notice: We have for rent this winter complete Circus Parade Equipment including Calliope, Automatic Pipe Organ, Chariots, Band Wagon, Cage and Den Animal Wagons. All beautifully carved and painted. All address

JAMES H. DREW SHOWS
 c/o Western Union, Lenoir, Ga., this week.

PAGE COMBINED SHOWS

WANT FOR WARRENTON, N. C., FAIR, SEPT. 23-28, AND SEVERAL MORE GOOD SOUTHERN FAIRS TO FOLLOW

CONCESSIONS: Eating and Drinking Stands, Shooting Galleries; Swinger and all types of Hanky Panks; Jewelry, Age and Scale, Water Games, some P.C. with other Concessions. Good opening for Penny Arcade.
SHOWS: Drome, Monkey Show, Wildlife, Big Snake and Laugh Show or any non-conflicting family-type Show.
RIDES: Scooter, Scrambler, Roundup, Spinaroo, Rock-a-Plane and Coaster.
HELP: Want Foremen for Wheel, Tilt and Spitfire; 2nd Men who have license and drive on all Rides.

All replies to BILL PAGE, Asheboro, N. C., this week
 P.S.: Want Billposter to join on wire



PENNY PITCH NOVELTY DICE
 2 1/2 Inches Square. Sponge Rubber, Felt Dots, Assorted Colors, Cellophane Wrapped.
\$45.00 Per Gross

ACME PREMIUM SUPPLY CORP.
 2201 Washington Ave., St. Louis 3, Mo.

WANTED FOR FOLLOWING CELEBRATIONS

Clarington, Ohio, Sept. 17-21; Howland Corners, Ohio—Sept. 23-28.
 Cookhouse, Popcorn, Candy Floss and Games all kinds, Shows of all kinds.

Powelson Amusements

Box 125 Phone 1088M Coshocton, Ohio

MOTOR STATE EXPOSITION SHOWS—10 RIDES

Want for following Fairs and balance of season.
PONTOTOC, MISS., Sept. 16-21; WEST POINT, MISS., Sept. 23-28; MOULTON, ALA., Oct. 1-5; LOUISVILLE, MISS., Oct. 7-12; then OXFORD and others following.
CAN PLACE family-type Shows. **HANKY PANKS** only, no Flats or Ailbs. Fun House, Long Range, etc.
All replies to JOE FREDERICKS
 Fairgrounds, Pontotoc, Miss.; then as per route.

CHEROKEE AMUSEMENT CO.

WANTS FOR CLAREMORE, OKLA., SEPT. 19 TO 24

Kid Rides! Penny Ride, Train, Tractor or Jeep Ride. Concessions: Cookhouse, Balloon Darts, Roman Targets, Post Office, Hoop-La, Clothes Pin or Coke Bottle Pitch, Ball Games of all kinds.
 Contact: J. W. Mahaffey, Shawnee, Okla., Sept. 16 through 18; then Claremore, Okla.

DIXIE AMUSEMENTS

Wants Grab Stand, Bumper, Popcorn and Candy Apples, Ball Games, Fish Pond, Lead Gallery, Glass Pitch, One-Ball, several other nice Concessions (privilege is right) for the following Fairs and 5 weeks of Cotton.
 Mulberry, Ark., Sept. 18-21; De Queen, Ark., Sept. 23-25.
Contact: CLIFFORD DAVIS, Mgr.

A
FAMILY
TRADITION



JOHNNY'S

* UNITED SHOWS *

WANT FOR

BARTOW COUNTY FAIR, CARTERSVILLE, GA., SEPT. 23-28
JACKSON COUNTY FAIR, SCOTTSBORO, ALABAMA, SEPT. 30-OCT. 5 | **CALHOUN COUNTY FAIR, ANNISTON, ALABAMA, OCT. 7-12**

Want classy Free Act week Sept. 30-Oct. 3. State all in first correspondence. (Great Eugene or Shaffer, contact.)

CONCESSIONS	Floss, Long Range, French Fries, Bear Pitch, Parakeet and Lamp Pitch, African Dip, Hanky Panks of all kinds.
SHOWS	Flashy Side Show, Mechanical, Wildlife, Motorhome, Big Snake, Girl Show with own equipment for Cartersville, Ga. Harold Wetherby and Harry Wootson, contact. Must be in keeping with standards of this Show. Place Operator for office-owned wagon front Girl Show. Must have 3 Girls, P.-A. and Wardrobe.
RIDES	Place one Major Ride for Cartersville, Ga. Prefer Roundup, Dark Rides or Roller Coaster.
HELP	Merry-Go-Round, Rock-a-Plane, Tilt, Kiddie Rides and Caterpillar. Must drive, no drinking. Agent wanted for Pronto Pup Concession.

All replies JOHN PORTEMONT, Cullman, Ala.

THE MIGHTY GEM CITY SHOWS

Want for Greenwood, Miss., Fair, in the heart of the cotton country, opening Monday, Sept. 23. To be followed by Miss-Lou Fair, Vicksburg, Miss., with 4 other outstanding Fairs and all winter's work in Florida.

<p>CONCESSIONS</p> <p>Hanky Panks of all kinds, Custard, Long and Short Range, Pitches of all kinds.</p> <p>HELP</p> <p>Need Ride Help and useful Men in all departments, including Rucker Agents and Agents for office-owned Concessions. (NOTE—BILL SPAIN, CONTACT.)</p> <p>ALL REPLIES TO THOMAS D. HICKEY, GEN. MGR. Attalla, Ala.</p>	<p>RIDES</p> <p>Will book Flying Scooter, Dark Ride or any Ride not conflicting. Want complete set of Kiddie Rides including Pony Ride.</p> <p>SHOWS</p> <p>Can place worth-while Shows that do not conflict with what we have. Especially want Grind Shows and Side Show. Hedy Jo Starr wants Girls and Talker for Girl Show. Top salaries.</p> <p>DOM GRECO, BUS. MGR. SAM GRECO, CON. MGR. Reich Hotel, Gadsden, Ala. Reich Hotel, Gadsden, Ala.</p>
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BLUE GRASS SHOWS

WANT FOR HUNTSVILLE, ALA., FAIR WEEK SEPT. 23-28

SHOWS: Will book any good Grind or Bally Show with own equipment. Special proposition for Sideshow with own outfit.

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, Catering and Direct Sales.

HELP: Want Help for all Major Rides.
 Melvin Shaffer can place Girls for Revue.

All wires C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS
 Columbus, Miss., all this week.

Special on

PARAKEETS

Birds of top quality.
 Minimum order, 40 Birds.
CAGES 50c EACH
 Shipped Daily—F.O.B. Los Angeles.
 —Call or Wire—
24-HOUR SERVICE
Durkee's Bird Farm
 8967 E. Gallatin Rd., Pico, California
 Phone: OXford 9-5210

LOUISIANA GREATER SHOWS

Need Wheel Men (A) and Jimmy, come on; let me hear from you—Phone: WA 1-55041. No drunks.
PHIL SERRANO, Mgr.
 9861 New Hammond Hwy.
 Baton Rouge, La.

Thank You
FRANK D. LONG
 Retired Secretary
 Penn Premier Shows
 for your new BUICK purchase
 "Save Money With Johnny"
JOHNNY CANOLE
 Phones: WI 3-0003 or WI 4-9347
 Altoona, Pa.

CARNIVAL MANAGERS, ATTENTION

Have brand new Scrambler Ride to book after October 15th for balance of season with a recognized show with a good route. Can also furnish wildlife. What is it? Shows and Hanky Pank Concessions.

ATTENTION, FAIR SECRETARIES OF MICHIGAN
 For the 1958 Season, keep the name of Skerbeck's Amusement Co. in mind.
 Call or wire (no collects) **Pauline Skerbeck**
 Co-owner Skerbeck's Great Northern Shows.
 Fairgrounds, Onokama, Mich., Manistee Co. Fair, Sept. 17 to 21; after that Escanaba, Mich., care of City Police.

POINSETT COUNTY FAIR

Harrisburg, Ark., Sept. 23-28
EXCLUSIVE BINGO OPEN

Can place Hanky Panks and Ball Games: Photos, Custard, Ice Cream, Novelties open. Can place Shows with own equipment. This fair will have excellent county-wide co-operation this year, using 180 school buses on kids' day. American Legion Fair, Caruthersville, Mo., Sept. 30 to Oct. 6.

Sunset Amusement Company

DEXTER, MO., THIS WEEK.

BARNEY TASSELL SHOWS

Want for week September 23, Volens, Va., Tobacco Festival, or Route 501, between Brookneal and Halifax.

No show in Brookneal this season. Come get your winter bank roll here; followed by the one and only Red Springs, N. C. Any and all major Rides, also Kiddie Rides. Strictly legitimate Concessions of all kinds; everything open. Will break in man to call Bingo; must drive semi-trailer truck.
WIRE BROOKNEAL, VA., THIS WEEK.

RALEY BROS.' EXPOSITION**"CLEANEST SHOW ON EARTH"**

THE GREAT STOKES COUNTY FAIR, King, N. C., Next Week

Place any Stock Concession, Family Type Shows and Rides not conflicting, Wheel to Dual. Ride Help that drive always welcome. Contact

HAROLD RALEY or JUDD WILDS

Taylorsville, N. C., this week

SMILEY'S AMUSEMENTS

Want for the following: St. George, S. C., Colored Fair, Sept. 16-21; Elmore, S. C., Sept. 23-28; 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.

CONCESSIONS: All kinds except Popcorn, Apples and Glass Pitch. Will book Bingo for season.

SHOWS: Want Side Shows, Colored Girl Shows, Minstrel Show, Fun House or any Animal Show.

All replies: **GLASS PITCH BLACKIE**, St. George, S. C.

P.S.: Bob, with Colored Girl Show, contact me immediately.

THOMAS JOYLAND SHOWS

WANT CONCESSIONS FOR FAIRS AT KINGWOOD, W. VA., SEPT. 26-28, AND ELKINS, W. VA., SEPT. 30-OCT. 5.

All who played these dates last year come on.

Address **T. I. THOMAS, Mgr.**

Concord, N. C., this week.

IDEAL RIDES

Want for Nashville, Ind., Street Fair, Sept. 18-21, and the Fountain Square Fish Fry, Woodlawn and Virginia Ave., Indianapolis, Ind., Sept. 26-29; locations at noon on Sept. 26.

No trailers here. Want Long and Short Range, Photos, Hi-Striker, Pitches and non-controlled Hunky Panks. Mutt Hayward, please contact

HUB LUEHRS, Nashville, Ind., Sept. 16-21**LAWRENCE GREATER SHOWS**

WANT FOR CHILDERSBURG, ALABAMA, AND 6 MORE ALABAMA FAIRS

CONCESSIONS: Bingo, Eating and Drinking—all legitimate Concessions. Privilege \$25.00. Midway open to everybody. Agents for all office-owned Concessions. HELP: Foremen for all major Rides. ESPECIALLY WANT CATERPILLAR AND FLYOPLANE FOREMEN. Second Men on all Rides who drive semis, Wives for Ticket Sellers. We will be out all winter. Truck Mechanic and Ride Superintendent.

All replies: **SHIRLEY LEVY**, Albertville, Ala. Phone: Albertville 1040.**PEPPER'S AMUSEMENT COMPANY**

Want Concessions—Coke Bottles, Photos, Short Range, Dart Gallery, Age and Scales, Bumper, Slum Blower and Jewelry. Can place Agents for Pea Pool, Pan Game, Glass Pitch and Bear Pitch. Can use A-1 Mechanic for 10 trucks, join on wire.

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 Food. SHOWS OF ALL KINDS CAN BE BOOKED. THIS IS THE COLORED FAIR FOR A LARGE AREA.

Contact **M. A. BEAM**

WINDBER, PA., FOR SPACE.

BOB HAMMOND SHOWS

Want for Hempstead and Crockett Fair, Sept. 16-21; with New Braunfels, Tex., Fair, Sept. 23-28, and continuous Fairs until Nov. 17.

RIDES: Will book Scrambler. Need Help on all Rides. SHOWS: We have Sideshow, Girl Show and Geek Show. Will book any meritorious or unusual Shows, especially want Funhouse, Glass House, Mechanical Show. Good route for Drums or Globe of Death. CONCESSIONS: Exclusive open on Cookhouse, Custard and Novelties.

Contact **BOB HAMMOND, MGR.**, Hempstead, Tex., this week; then per route.**BAKER UNITED SHOWS**

Want for Washington, Ind., 5 days starting Sept. 17-21.

Can place Popcorn, Floss, Bingo, Jewelry, Ball Games, Water Games, Diggers, Glass Pitch, Long and Short Range, 6-Cats and Buckets or any clean, legitimate Concession that works for stock. Contact

Address **ERNIE ALLEN, Mgr.**

Washington, Ind., care Western Union, or come on in.

PALMETTO EXPOSITION SHOWS

WANT SHOWS, CONCESSIONS AND EATS FOR MORGANTON, N. C., FAIR, SEPT. 23-28; SHELBY, N. C., COLORED FAIR, SEPT. 30-OCT. 5.

Wire or phone **MILTON McNEACE**

American Legion Fair Grounds, Durham, N. C., this week.

THE VINSON SHOWS

Want for Tishomingo County Fair, Iuka, Miss., Sept. 16-21; Leake County Fair, Carthage, Miss., Sept. 23-28; then the Tri-County Colored Fair, Carthage, Miss., with 4 other Mississippi Fairs to follow, then all winter in Florida.

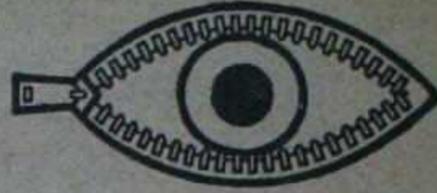
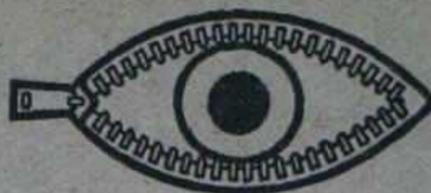
Can place Hunky Panks of all kinds. Want Ride Men with chauffeur's license. Will book Flyoplane, Scooter, Octopus, Coaster or Chairplane.

Address: **JACK VINSON, Mgr.**, Iuka, Miss.**E. J. McDANIEL**

Wants capable Slum Store Agents for good route of Fairs until Nov. 17. Agents needed who can get money with I-Ball, Jewelry, Scales, Glass Pitch, Coke Ring, Cook Gallery, Watchie, Punk Rack, Balloon Darts, Hoopie, Hi-Striker, Pan Game, Color Block, Over-And-Under, Beat-The-Dealer, Nickel Roll, Penny Pitch, Milk Cans, Cane Rack or will frame game you know best.

Out all winter. I do not close.

Wire, call or come on in. Address Hempstead, Tex., Sept. 16-21; New Braunfels, Tex., Sept. 23-28; Center, Tex., Sept. 30-Oct. 5. All Fairs.

**ALL EYES ARE ON . . .**

Funspot
The Magazine of Amusement Management

MANAGEMENT IDEAS

PROMOTION IDEAS

MAINTENANCE IDEAS

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rooftop parade
page 20

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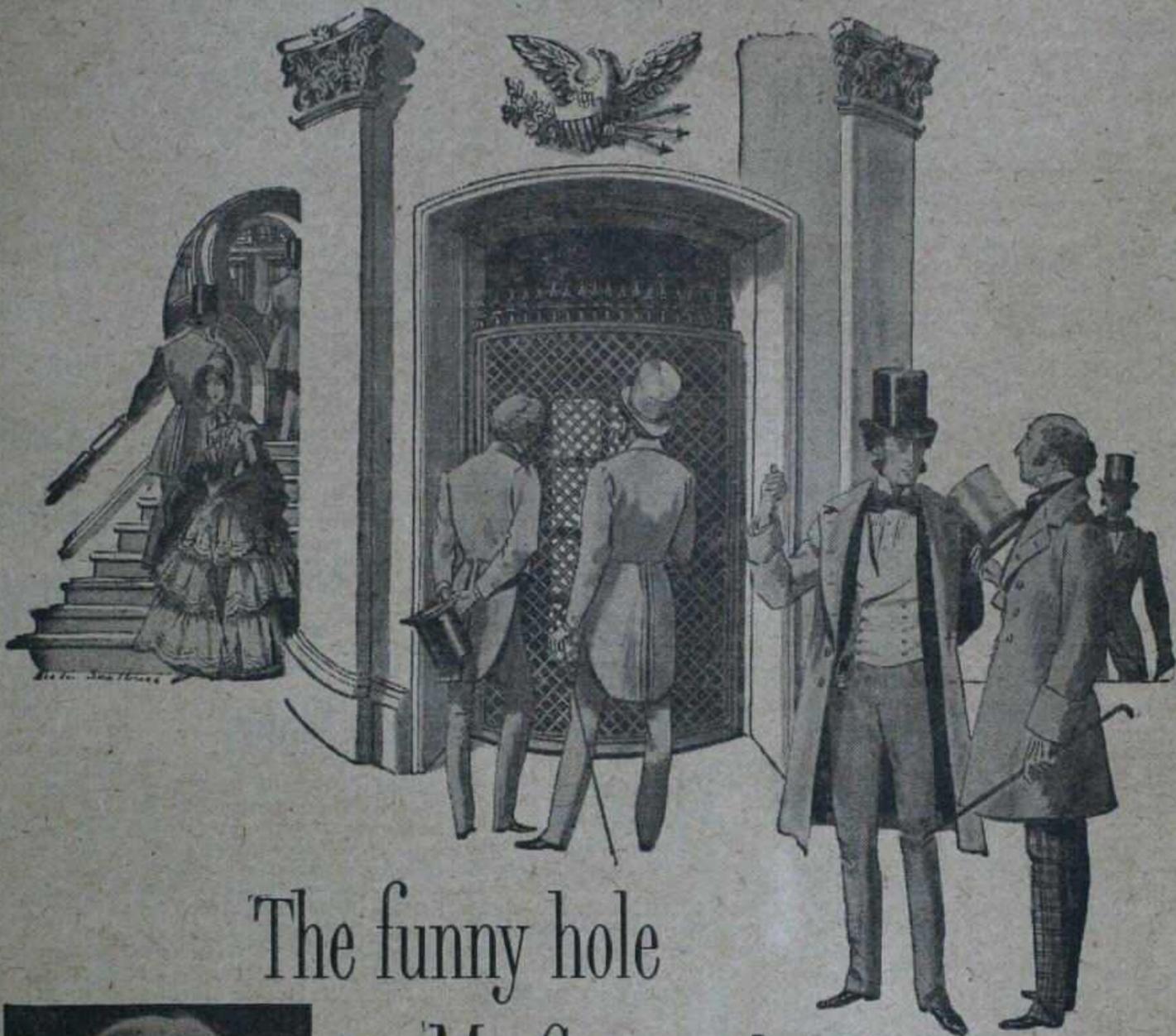
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Syracuse Achieves 500,000 Category

Does 502,639 With Additional Day; McGuires, Ranger, Racing All Winners

SYRACUSE, N. Y.—The New York State Fair last week became the second Eastern event to break the 500,000 attendance barrier by setting its opening day back to a Friday, instead of Saturday. Ottawa's Central Canada Exhibition drew 28,125 on the Friday, and wound up with 507,172. Syracuse did 27,115 and finished with 502,639 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 climb toward the mark was evident thruout the metropolitan area.

It was not known this week whether the new opening day would be retained for next year, but the chances seemed excellent.

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

MORRIS, N. Y.—The Otsego County Fair, August 26-31, drew one of the worst weeks of weather in its history, but still turned in surprisingly high gate and grandstand receipts.

Temperatures dropped to 36 degrees on Monday (26), were around 40 on Tuesday, and there was rain on Wednesday and Thursday.

The fair credits good attendance, the best in a couple of years, to an improved attraction offering and more intense advance publicity and advertising. Planning is already well under way for 1958, Robert Halbert, secretary, said.

Gene Holter's ostrich and camel races were used on opening night, the Ward Beam thrill show the following night, and Beam's musical show, "It's Wonderful," on the other four nights of the week.

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 (2), showed a slight increase over last year in attendance and ride and show grosses, Richard Sagendorph, president, announced. This was accomplished despite afternoon and evening rain on the final day.

Joie Chitwood's thrill show was up over last year. The Gene Holter animal show led the grandstand shows, selling out Labor Day afternoon.

Sagendorph said the disappointment of the run was the failure of Hawkshaw Hawkins and Jean Shepard, plus three other acts, to show up for a performance of "Grand Ole Opry."

Jules Gillette Shows brought in the largest midway line-up ever seen at this fair.

Hot Days Cut 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 12-day run here Sunday (8) was 818,202, which was 5,685 under 1956, when the fair's run was expanded from 11 to 12 days.

Hot weather on the last two days accounted for the loss at the turnstiles. During the first nine days thru Friday (6), Dudley T. Fortin, secretary-manager, announced the fair was attended by 681,856, which was 3,346 ahead of the same time last year. On the second and last Saturday the turnstiles clicked off 77,595 as compared with 81,055 a year ago. The closing Sunday attendance was 58,751 as against 64,372 in 1956. Five of the 12 days were under those of last year.

Altho gate attendance was down, patronage at the afternoon race events was up. The pari-

(Continued on page 77)

Timonium Clicks-- Mulls Paid 'Stand

TIMONIUM, Md.—The steadily climbing Maryland State Fair, which easily scored a new attendance record this season of 294,851 admissions, is making plans for a new entertainment program to offer in 1958.

The event, which has emphasized pari-mutuel racing, will have a new grandstand in use next year, and manager John Heil said it will probably contract a grandstand show on a paid admission basis for the first time. Customary pattern has free acts before the stands at night, but these have proven increasingly popular and have been expanded yearly.

This year the Frank Melville Agency, which has done business here for many years, provided a line of girls and assortment of variety acts.

Final four days of the 13-day fair drew the following attendances: Wednesday (4), 15,860; Thursday, 14,678; Friday, 14,185, and Saturday, 17,229. The total exceeded last year by 16,207.

Altho attendance was up and weather was good, there was a decline at the track attendance, which has a separate gate from the fair entrance, and at the mutuels. The race meet this time had competi-

tion from racing at the Brandywine and Charlestown tracks, and at the Municipal Stadium, where the resurging Orioles played host to the New York Yankees. At least 20,000 of the sporting folk were attracted to those operations, Heil estimated.

Both the midway, operated by Jake Shapiro, and the Bennie Weiss bingo shared in the revenue brought in by increased attendance.

Canfield, O., Tops '56 At Gate, Grandstand

CANFIELD, O.—The 11th edition of the sturdy Mahoning County Fair drew to a close here Labor Day after a five-day run that topped last year's attendance by just 13 on early returns. Actually, the fair should go well ahead of last year's 157,000 paid admissions when all figures on advance sales and sales thru the bus company were accounted for, Grace E. Williams, secretary, reported.

Weather in general was good for the entire run and as a result grandstand business was substantially ahead of a year ago. Biggest day of the week was Sunday (1) when the Lennon Sisters, from the Welk TV show, were featured in front of the grandstand at both matinee and night shows. The four gals played to strong crowds.

Other grandstand attractions included the Bob McKinley Rodeo in for two performances, with Cisco Kid featured in one. This proved a strong draw as did Sam Snyder's water and swim show, which gave four shows over the weekend.

Rides and shows brought in by the Godding Amusement Company scored well and topped '56 on every day of the run. The total was substantially ahead of '56, accord-

Detroit Gate Count Dips 10% Below '56

Coliseum, Midway, Grandstand All Take Declines Money-Wise

DETROIT—Hurt by rain on five of its days, the 108th Michigan State Fair wound up its run here Sunday night (8) with total paid attendance of 388,253, below last year's 445,265. Total paid and free was given as 795,827 against last year's 821,656.

Gross income was reported by General Manager Donald L. Swanson as about equal with last year, altho the fair was budgeted for \$30,000 more. He reported that midway, coliseum and grandstand grosses were off, but some miscellaneous receipts offset some of this loss.

Concession and exhibits revenue were up, but parking revenue dropped to \$40,282 compared with last year's \$46,923. Fair programs, at a quarter, showed a substantial revenue increase.

The presentation of "Teahouse of the August Moon" in a 750-seat

tent was a loser. In 20 shows the opera took in only \$954.

The big Coliseum talent show, headed up by Guy Mitchell, and Harmonicats, grossed \$21,287 compared with \$42,461 last year.

Total income from grandstand was \$61,211 against \$73,618. Three auto races instead of one one were presented, grossing a total of \$40,077; last year's one big 250-mile stock car race on the final Sunday alone grossed \$44,805.

W. G. Wade Shows were down 10 per cent on rides and shows.

STURDY RUN

Central Wis. Event Wins Despite Rain

MARSHFIELD, Wis.—The Central Wisconsin State Fair here showed its strength during the six-day run ending Labor Day. Despite rain and overcast for the first 87 hours of the fair and rain four different times on the final day, the fair ended up only 800 admissions short of last year and well in the black, money-wise.

Bill (Tiny) Uthmeier, secretary-manager, termed it a miracle. Grandstand receipts, despite can-

(Continued on page 77)

Bath, N. Y., Tabs 51,700

BATH, N. Y.—During the seven days of the Steuben County Fair, which ended Labor Day (2), a total of 51,700 people came thru the outside gates, an official count indicated. The fair racked up this sizable attendance in spite of rain early in the run and more of the same on the final day.

Two biggest days were Saturday, when Jack Kochman's thrill show was presented, and Sunday, when the Holter animal show was in for one day. Other grandstand attractions included a variety show booked thru Frank Wirth and the Black Diamond Rodeo.

O. C. Buck Shows showed an increase over 1956 midway receipts, J. Victor Faucett, secretary, reported.

Rain Cuts Iowa State; Attendance 432,521

DES MOINES—The 99th annual Iowa State Fair, after a fast start, got mired down in mud and wound up its 10-day run with attendance 14,307 below that of '56.

For the first time in years the fair board was forced to cancel the afternoon grandstand shows on consecutive days. Veterans could not remember this happening for years. The rain came down in buckets and even the horses couldn't possibly swim the muddy

track and the harness events were called off. The night grandstand musical revue was put on both nights, however, to salvage the two days.

Final attendance figures were 432,521, which was one of the poorest years since the fair has gone to 10 days. The 1956 figure was 456,828 and the all-time high is 607,112.

Secretary Lloyd Cunningham

(Continued on page 77)

South Dakota State Tops '56 In All Depts.

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

HURON, S. D.—The South Dakota State Fair closed its 73d run here Saturday (7) after registering a whopping gain in attendance and income over last year's weather-plagued event.

Gross receipts for the '57 fair totaled \$122,028 compared with \$98,375.49 last year. This year's fair will show a profit, according to Manager Ken Balgeman, but the amount will not be known until all bills are paid and final audits are made. The record gross income was racked up in 1951 when \$141,365.37 was poured into the tills.

With the record opening day of 30,500 as the springboard, the week's attendance climbed to 131,500 this year compared with 107,600 in 1956.

Art B. Thomas Shows, back on the midway for the third year, showed a 30 per cent gain and the opening day's gross was a new one-day record, according to Bernard Thomas, owner-manager. As a result the fair signed the Thomas show for next year but will not close for other attractions until the outdoor meetings in Chicago this fall.

Afternoon grandstand business, which included four auto races by Frank Winkley and one performance of Trans World Daredevils, racked up a 30 per cent gain over last year. The night grandstand revue, brought in by Barnes-Carruthers, chalked up a 5 per cent increase.

Hancock Loses Fair Week's Race Permit

BOSTON—The State Racing Commission has dismissed the application of the Berkshire County Fair Association, Inc., to conduct a horse racing meeting at the Hancock Fair, September 23-28.

The commission, after hearing arguments at a public hearing, said it was not satisfied that the main purpose of "such a fair or exhibition was the encouragement or extension of agriculture."

It was revealed that the \$350 prize money for the fair had been withdrawn last week by Leo Doherty, director of the State Division of Fairs.

The commission had held a stormy public hearing in Hancock last month on whether to rescind or allow a license already granted for six days of horse racing. Several hundred persons turned out. It was charged that a Boston group had taken over with the intention of merely running a horse meeting. Representatives of six Bay State fairs also had protested before the Governor that such fairs as the Hancock one were merely "paper fairs" and were not run for the furtherance of agriculture.

LEAHY FINDS BOAT ROOM: MAKES A LAKE

DANBURY, Conn.—Fairs lamenting the absence of a lake on which to offer a popular sternwheel paddle-boat ride, can take heart at the procedure of John W. Leahy, Danbury Fair manager. Leahy did what several managers have said they would like to do—he built a lake. Leahy did a dredging job to connect three small ponds on the grounds and now has a lake measuring 500 feet by 140 which is set off with a white picket fence, ornamental lamps, pier and station.

VARIETY

Sandy Creek Wins With Promotions

SANDY CREEK, N. Y.—The Centennial Fair of Oswego County drew the county's largest crowds, due in part to heavy promotion, and queen contest, and a wide attraction policy. All attractions, promotion ideas and publicity were provided by Ward Beam, of Goshen, N. Y.

There were 21 county girls participating in the contest on opening night, August 13. Fair ran five days, thru Saturday (17). Also offered were a square dance contest, Echo Inn Cloggers, and International White Horse Troupe.

Gridley, Calif., Counts 23,928 For All-Time Mark

GRIDLEY, Calif.—Free attractions and good weather were credited with bringing 23,928 people to Butte County's Golden Feather Fair by Joseph Whitaker, secretary-manager, to set a new record during the four-day run which ended Monday (2).

Altho the fair has continually increased its attendance since 1953 when it pulled 16,920, Whitaker this year offered Capt. Jimmie Jamison's high dive, John A. Strong's Circus, Badger Balloon Company's ascension and parachute jump, Eddie (Eddie Spaghetti) Edwards, clown, and an Atlas Fireworks Company display free with the 50-cent gate for adults. The 1957 fair showed an increase of 1,038 over last year's attendance, a goodly portion of it on the opening Friday (30).

Pay attraction included "Hollywood on Parade," produced by Jo and Newton (Calina) Brunson, of the Hollywood Theatrical Agency; Joie Chitwood thrill show, booked thru GAC-Hamid; California Hayride show, and two amateur rodeo presentations. The attractions had an additional admission of \$1 and up for adults. Best money-makers were the rodeos and the Chitwood shows, Whitaker said.

Great Western Shows, owned and managed by Ray Cox, played the midway for the first time. Business was reported satisfactory for the complement which included 13 rides, 31 concessions and side show.

Topsfield, Mass., Goes Well Over 165,000 Mark

TOPSFIELD, Mass.—The Topsfield Fair racked up a whopping 165,000 paid admissions at its run which wound up here Saturday (7), according to Manager Paul Corson.

First three days all set new one-day records with 35,000 on Sunday (1) and 40,000 on Labor Day. The following day's 8,000 broke a 133-year mark.

Corson said the police, district attorney and the International Typographical Union are all investigating 15,000 fake passes that turned up during the week. The ITU is interested because a union label was used. Fair President Augustus Means said the passes were turned in "by the bale" and were not discovered until Thursday (5).

The 50-cent grandstand show, featuring Danny White's "Aquamatics," reported a gross of \$17,000 in 17 performances. As a result, it was re-signed for a 1958 appearance.

Greyhound racing pari-mutuel handles were down from last year, with the Sunday \$140,000 take dipping \$8,000. The second day figures were nearly \$10,000 off.

Boston Radio Station WEEI's "Beantown Matinee" drew good crowds as a free show every afternoon. Gene Dean and Jack Flynn, who had the midway, and E. W. Burr, of Playtime Amusement Company, who had the rides, reported business at a good level, altho money was a bit tighter.

Rutland 10% Behind 1956 With 106,000

RUTLAND, Vt.—Rainfall early in the week and coldness at mid-week put the 112th Rutland Fair in the hole, but a strong finish brought total attendance to around 106,000, it was reported. Final two days, Friday and Saturday (6-7), drew 15,000 and 20,000 respectively.

The total was about 10 per cent behind last year's.

Saturday night grandstand show, the Ward Beam thrill unit, had rain but bleacher patrons were herded into grandstand shelter and the performance continued.

Another closing-day feature was the State baton-twirling championship finals.

N. Haven, Conn., Tabs Big Gate

NORTH HAVEN, Conn.—The four-day North Haven Fair and Exposition ran into cloudy and threatening weather on the closing two days, Saturday and Sunday (7-8), but managed to finish with one of its best attendance totals.

The turnout was slightly higher than 1956, Secretary Joe Bartlett stated. The Al Martin six-act show before the grandstand featured Miss Honey B and the Kayo Family and drew substantial crowds. There was a fireworks display Friday (6).

Good business was also reported by the Connecticut Amusement Supplies midway of Tony Fantasia. Kids under 12 were free all week.

FORMULA CLICKS

Indiana State Builds Final Day

INDIANAPOLIS—The Indiana State Fair closed its 10-day run here Friday (6) with a new all-time attendance record on the books. An equally important development to fair officials was the feeling that they had hit a formula to build up attendance on their final day, generally the weakest of the run.

This year, thru promotion of a family day with cut-rate tickets, the fair drew an estimated 48,485 people. This compares with 29,708 last year and 23,190 the year previous.

The regular adult admission price of 60 cents was reduced to a quarter, kids were admitted free and all parking charges were dropped for the one day. In addition to this bargain, the fair pitched two popular name attractions at the family trade—Green Jeans, of the Captain Kangaroo TV show, and Corky, the boy in the Circus Boy TV series. The two were seen all over the grounds that day, signed autographs and spoke with people, but did not appear in any regularly scheduled show.

To further make the day a success, Mars, Inc., candy manufacturers, who sponsor the circus program, passed out several thousand Milky Ways to the thousands of moppets on the ground.

Statistically, the fair broke all previous attendance records, pulling a grand total of 898,159 paid and free. This eclipsed the previous mark set in 1956, when 855,117 came in the big outside gates.

The night grandstand revue, brought in by Barnes-Carruthers and including the Lennon Sisters as features, far out-paced last year's revue, which grossed \$22,766. Final figures on this year were not yet available, but fair officials indicated they still were not too pleased with the results.

Horse show receipts were comparable to those of 1955. In 1956 the fair had Arthur Godfrey in the show, and compared this year's

performance with that of two years ago.

Cetlin & Wilson Shows, the midway attraction, racked up bigger grosses than 1956 on all 10 days of the fair. Ride and show prices were increased by a nickel on the three days of the Labor Day weekend.

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PAUL LATTURE, Manager

Bob-Lo Closes Ahead Of '56 Dollar Volume

DETROIT—Bob-Lo Park closed the season Labor Day slightly ahead of last year dollar-wise, despite some drop in attendance.

The final Sunday was equal to the top Sundays of the year, while Labor Day was hampered by weather with rain in the late afternoon and numerous local counter-attractions, but drew a satisfactory turnout of about 6,500 patrons.

The final trip of the season was made by the S. S. Ste. Claire, with the traditional farewell of sirens, fire hoses, and messages in electric lights. It went from Amherstburg, Ont., where many of the Bob-Lo personnel live, up a 20-mile stretch of the Detroit River, giving final park visitors a unique send-off.

The gain for the 1957 season was achieved despite the loss of four days compared to 1956—three by rain and one because of the calendar, it was noted by Ray Scheetz, passenger agent, and Harold Gorry, park manager.

Great Scot Day

The biggest day of the season, as usual, was the 108th annual St. Andrew's Day picnic on August 15, which drew about 9,000 Scots, with special games and events throughout the day. Attendance was slightly under last year's, but the Scots made up for it by spending more freely. Seven steamer sailings were required to handle the crowd, with both boats running steadily all day.

The second last Children's Day of the season, August 19, proved another winner, with 8,500 attendance. Business was so good that both the 10 and 11 a.m. sailings left early and several hundred passengers were left on the dock in Detroit at these as well as the 2 p.m. sailing when ship capacity was reached.

More Park Visitors

The new Super Satellite Jet and the Wilde Maus rides imported from Germany were visited by President Edward Schott and

Superintendent Watkins of Coney Island Park, Cincinnati; Benjamin Krause, general manager, Lakeside Park, Denver; John Christopher, Hot Rods, Inc., New York; J. J. Fitzgerald Jr., Fitzgerald Sales, New Haven, Conn.; Harry Stahl, Jefferson Beach, St. Clair Shores, Mich.; Donald Dowis and Douglas Wade, W. G. Wade Shows; and Cliff Wilson, booking agent for Texas State Fair, Dallas, and Tennessee State Fair, Memphis. These rides have drawn a steady stream of leading outdoor showmen to inspect them since they were installed in midsummer.

Spurred by the successful public acceptance of the new rides, a trio of Bob-Lo executives is leaving September 19 for a five-day trip by air to attend the amusement fair at Munich, Germany, and inspect new German and European rides with a view to ordering further new imports. Making the trip will be Troy H. Browning, president, W. B. (Bill) Browning, vice-president and general manager, and Harold Gorry, park manager of the Bob-Lo Company.

Gwynn Oak Event Wins Despite Fair, Yankees

BALTIMORE — The seventh annual All-Nations Day festival went off well for Gwynn Oak Park on Labor Day, despite the competing lures of the Maryland State Fair, which drew 64,000, and the Baltimore Orioles, which drew 30,000 for their double-header with the New York Yankees.

An estimated 30,000 persons turned out at the park, and revenue was the biggest yet for an All-Nations Day. The spot fills its ballroom with international exhibits, and also presents exhibits. A parade at noon goes from one end of the spot to the other, then back toward the stage.

These were official exhibits sent from Washington by the Philippines, India and Australia, and displays by local nationality groups representing Denmark, Czechoslovakia, Poland, Austria, West Germany, Ukraine, Italy, Sweden, Ireland, Hungary, Greece and Lithuania. The American exhibit was presented by the Glenn L. Martin Company of Baltimore.

Music, Dancing
Prizes for exhibits were awarded.

Agawam Ends Fine Season

AGAWAM, Mass. — Riverside Park's season wound up with a flourish on Sunday (8), completing a year during which not a Saturday or Sunday program was rained out. Business was fine throughout the year, it was reported.

Automobile racing was held every Tuesday and Saturday at Ed Carroll's park, likewise with no rainouts. The races were promoted by Carroll and Harvey Tattersall of the United Stock Car Racing Association.

The Berkshire Mountains region was blanketed by rain on Saturday (7), but the park was spared and the final race card was held as scheduled. Attendance was not had considering the handicap of bad weather all around Riverside Park.

FLATFOOTED?

Story Book Spot Charges By Height

LIGONIER, Pa.—One of the novel elements of Idlewild Park that drew the attention of visiting Pennsylvania Park Association folk was the Story Book Forest operation, set up adjacent to the amusement park.

While the concept of nursery rhyme buildings is not a new one, the MacDonald family has been using an admission gimmick that is enjoying huge success. They don't charge by the age of the patron, but by the height.

Admissions to Story Book Forest is 75 cents for persons taller than 59 inches, and 35 cents for smaller ones. A corporation for this attraction is separate from that running the amusement park. C. C. MacDonald is president, sons Richard and C. K. are vice-presidents, and Mrs. Grace R. MacDonald is secretary-treasurer.

ROLLER RUMBLINGS

Godfreys Debut New Spot in Detroit Area

DETROIT—Business is good at Liberty Roller Rink, which opened a month ago as the newest rink in the Detroit area. It is located on Van Dyke Avenue near Ten Mile Road in suburban Center Line.

Owners are the father-and-son team of Orville and James Godfrey, a name well recalled in skating an-

nals. Orville Godfrey was formerly proprietor of the Madison Gardens and Arcadia rinks in Detroit who disposed of his interests and had been out of the business for five years. James Godfrey was U. S. senior men's speed skating champion in 1948.

The building is the former Liberty Theater. Built during World War II, it is a modern structure of cement block and was remodeled at a cost of \$12,000. The sloping theater floor was leveled thru addition of 900 cubic yards of fill. Four inches of concrete were poured over this, providing a foundation for the plastic skating floor, 60 by 125 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 rose trim and a series of applied skating figure theme murals. Air conditioning is a feature.

Two separate skaterooms have been installed. The stage has been converted into a room for skate rentals. Shoe skates are provided, with no clamp-on type. Another skateroom was installed on the balcony at the front of the building for skate owners.

A temporary refreshment stand has been installed in the rink, with a regular snack bar to be installed shortly in a former store area in the front of the building.

The rink operates six nights a week, closing Mondays. To handle large Saturday matinee crowds which have developed, two separate sessions are run, 12 to 2:30 and 3 to 5:30. One matinee is run on Sunday from 2 to 5. Admission evenings is 75 cents, with 35 cents for skate rentals. Matinee admission is 25 cents to age 12 and 50 cents for older skaters, with a 25-cent charge for skate rentals. The Liberty Roller Rink Club has been organized with dues of \$2 a year, providing reduced evening admission at 60 cents.

Close Supervision

The Liberty is being conducted essentially as a community rink in this fast growing industrial community. Both Godfrey's regularly are on the floor on skates, keeping a close eye on activities and providing assistance as needed. Rick Cieslinski has been named assistant manager.

Early reaction indicates the
(Continued on page 77)

Dennis Collins Dies at 50 On Florida Trip

N.E. Park Figure Ran Mountain Pk.; Stricken in S. C.

HOLYOKE, Mass. — Funeral services were held Friday (6) in Wellesley for Dennis A. Collins, veteran park figure who was the former manager of Mountain Park here.

Mountain Park and Lincoln Park, in North Dartmouth, are owned by Collins' brother, John J. Collins. John J. Collins Jr., is present operator of Mountain Park.

Dennis Collins died Sunday night (31) in a hotel in Spartanburg, S. C., where he stopped while en route to Florida. He was 50, and a former vice-president of the New England Parks Association.

Prior to coming to Mountain Park he had been owner-manager of Pine Island Park in Manchester, N. H.

Collins, who was a bachelor, is survived by three other brothers in addition to John J. Collins. They are Leo Collins, of Somerset; Charles Collins, of Westport, and Thomas Collins, of Wellesley. Services were at the Doherty funeral home in Wellesley, followed by a high Mass of requiem in St. Paul's Church.

More Than 100 Attend Pennsylvania Meeting

LIGONIER, Pa.—One of the heftiest turnouts in recent years livened the 23d annual meeting of the Pennsylvania Parks Association, held Wednesday (4) in Idlewild Park. There were 88 names on the registration list, and several others joined throughout the day, bringing the total to more than 100.

The entire slate remains unchanged until the first winter business session under the new schedule, to be held hereafter in February.

In addition to C. K. MacDonald of the host park, president; Joseph A. Helprin of Willow Grove Park, vice-president; and W. J. Tarr of Conneaut Lake Park, secretary-treasurer, there is a 12-man board of directors comprising MacDonald, Helprin, Robert L. Plarr of Dorney Park, R. M. Spangler of Rolling Green Park, E. E. Freeland of Conneaut Lake Park, A. B. McSwigan of Kenywood Park, Edward Lee of Sans Souci Park, Raymond Lusse of Lusse Bros., Elmer Foehl of Philadelphia, John Allen of Philadelphia Toboggan Company, Joseph Barnes of Willow Grove

Park, and Ben J. Sterling Jr. of Rocky Glenn Park.

Entertainment at the evening banquet included Ace Richards and His Sunshine Boys.

Registration list is as follows: Joseph Volpe and Lou Fazio, Rainbow Gardens; Elmer Foehl and Mrs. Ruth Poindexter, Philadelphia; Howard J. Ruth, Edward H. and Madeline Booz, West Point Park; Harry J. Batt, Pontchartrain Beach; Jack Singhiser, Fontaine Ferry Park; Mr. Nelson and Mr. Pettys, Waldameer Park; Mr. and Mrs. John E. Mitchell, R. E. Chambers Company; Joe and Pete Barnes, Willow Grove Park; Alan Hawes, Alan Hawes Manufacturing Company; M. A. Rindin, L. A. Cavalier and Olga Cavalier, Idora Park; Mr. and Mrs. Joseph A. Helprin, Willow Grove Park; John and Olga Allen, Philadelphia Toboggan Company; Dick McFadden, Allan Herschell Company; H. C. Battin, Globe Ticket Company; Joe McKee, Palisades Amusement Park.

Also Raymond Lusse, Lusse Bros. Company; Mr. and Mrs. R. M. Spangler and Mr. and Mrs. (Continued on page 77)

GIFT HOUR

Free Ride Hr. On 3 Days at Willow Grove

WILLOW GROVE, Pa.—An hour of free rides for everyone has been set for three days at the tail-end of the current season by Willow Grove Park manager Joseph A. Helprin.

A weekend schedule went into effect Saturday (7). On that day and on the final two Sundays (September 8 and 15), all devices in the park are free from 2-3 p.m.

Helprin announced the scheme as the park's way of showing its patrons in the Philadelphia area its appreciation for a fine season. It was hoped that substantial numbers of visitors will respond to the idea, spending much more than an hour at the park and partaking of refreshments and other revenue facilities.

The 1956 season will begin with a large number of outings booked by Thomas A. Yates' department, which notes very good results so far. There will be three unnamed rides added for 1958.

Mag Displays New England Kiddie Trains

PROVIDENCE — The Providence Journal's Rhode Islander Magazine section went all out on Kiddie Trains in its September 8 issue, with a cover photo and picture spread of train rides at parks in New England.

On the cover is "Iwonda 2," the train of Michel J. D. Benoit and F. Clayton Brown at Highlight Orchids, Scituate, Mass. Excellent photos covering three pages within portray the train at Roger Williams Park, Crescent Park's 30-year oldster, Lincoln Park's Toonerville Trolley and Miniature Train, and F. Nelson Blount's Edaville Railroad, South Carver, Mass.

ROLLER RUMBLINGS

Continued from page 76

presence of a good supply of skaters in the community, Cieslinski says. Plans are in the making for establishment of a regular skating club affiliated with the rink. A rigid policy of no blue-jeans or tee shirts is enforced and has won parent support.

This support is further evidenced in the sizable number of parents who come to the rink with their youngsters and often skate

with them. The rink has a regular group of mothers who come and sit with their knitting while watching the youngsters skate.

Roller Skating Show At Michigan State Fairs . . .

DETROIT — Michigan State Fair visitors were spectators at a well attended production of "Roller Skating Champions in Action" by the Roller Skating Arena Club, under sanction of the Roller Skating Rink Operators' Association of America. The shows were given two evenings—opening Friday and on Tuesday following Labor Day in the big band shell adjoining the Administration Building before large audiences. A significant feature was that many people who were not acquainted with the attractions of contemporary roller skating were introduced to the art.

Director of the show was Gail Locke, professional at the Arena, who also served as emcee. It was produced by Miss Locke, Bill Pate and Jimmy Carroll, all professionals at the Arena.

The program ran a half hour as a well publicized interlude in a schedule of continuous entertainment in the shell, assuring a good holdover audience. Programs were varied, different group of 15 skaters each night presenting seven numbers in free-style skating. Stage space did not permit an exhibition of dancing. Featured event of both programs was a finale by a team of four and two singles.

Among well-known amateur skaters in the shows were Michael Seger, Punky Beal, Dick Pozniak and Don Gates.

Steffeys Take Over Detroit's Fairview . . .

DETROIT—Clifford and Marguerite Steffey have taken over Fairview Gardens, long-established second floor roller rink on the East Side. Shaw D. Hakim, former owner, who developed a notable number of entries in national competition among his skaters, has leased the rink to Steffey, and plans to enter the real estate business. Hakim is making plans for an extended trip to California this winter to review business prospects on the Coast.

Steffey, a former amateur skater, has worked in rinks operated by his cousins, Bert and Frank Bacon, old-time speed skaters who have held world championships and operated rinks in Cincinnati, Kentucky and Pittsburgh. Bert Bacon, now 72, assists occasionally in operation of Fairview Gardens.

Stan Welsh, former professional at Arcadia Rink, Detroit, is the pro at Fairview Gardens. Mrs. Steffey assists in the management of the rink.

The rink, a member of Roller Skating Rink Operators of America, is featuring a "dance of the month" contest.

Syracuse Mark

Continued from page 74

wind-up was the Lone Ranger-Tonto-Lassie package which was padded out with the Erie County Mounty Deputies horse drill group. They were in for two shows apiece on Friday and Saturday and reportedly grossed something over \$10,000.

Weather was fair thruout the engagement, altho one of Gene Autry's Labor Day shows was rained out. There was a shower Saturday after the races but it did not last long. Nights were cool but not uncomfortable.

Improvement work for next season is due to begin shortly. A modern addition is to be made to the Boys and Girls' Building. It will be two stories high, with dormitories and lounge upstairs, and exhibition space on the main floor.

The James E. Strates Shows rolled up a record gross during the fair, due partly to the increased attendance and partly to the increased number of units it offered.

Calif State Gate

Continued from page 74

mutuel total was \$4,935,072, approximately \$175,000 over a year ago.

The night grandstand show was down approximately one-third from 1956 when Jack Carson, Eddie Fisher, Dennis Day and Bob Crosby were the headliners. The 1957 show was the "Moulin Rouge Revue" in four segments. Produced by Frank Senners of the Hollywood Moulin Rouge, the name attraction was Woody Herman with his orchestra, playing the third segment of the revue for three days ending Thursday (5).

Rudy Bros. Circus, produced by Rudy Jacobi, was a free attraction in the Outdoor Theater for the full run of the fair. Also featured in this area Tuesday and Wednesday (3-4) was Jimmy Hawkins, who plays Tagg Oakley on the Annie Oakley television series, and his pony, Pixie. Also appearing for these two days was Inspector Jack Richardson of the Oakland Police Department in a display of pistol marksmanship.

The midway contract was fulfilled by the combination of West Coast Shows, Inc., Crafts Shows, Inc., and Foley & Burk Combined Shows.

Pennsy Meeting

Continued from page 76

George Gower, Rolling Green Park; William B. Schmidt, Riverview Park; John Coleman, Riverside Park; John L. Campbell, J. L. Campbell and Company; G. P. Price, Freestone Park; Mr. and Mrs. Hartman Knoebel and Mr. and Mrs. Frank Auman, Knoebel's Groves; Mr. and Mrs. Paul Huedepohl, NAAPPB; Mrs. R. L. Hand, Rockspring Park; William de L'horbe Jr., National Amusement Device Company; Ed Wassman of New York City.

Also, Frank L. Danahey, Mr. and Mrs. C. E. Henninger, Mr. and Mrs. R. F. Henninger, Mr. and Mrs. H. W. Henninger, Mr. and Mrs. A. B. McSwigan, Mr. and Mrs. C. A. Hughes, Mr. and Mrs. H. C. Lyons, Mr. and Mrs. W. E. Stagg, Dr. Thomas Quinn, Mr. and Mrs. C. J. Clay, and R. A. Wood, all of Kennywood Park; Mr. and Mrs. W. J. Tarr, Mr. and Mrs. Freeland, T. Darwin Kepler, Raymond E. Adams, Ronald M. Fisher, Howard Harned, Lauren McAdoo, Clyde C. McAdoo, E. Leighton Ham, Clarence L. Jacobs and Willard G. Glasgow, all of Conneaut Lake Park, and the following, of the host park: Mr. and Mrs. C. K. MacDonald, Charles S. MacDonald, Mr. and Mrs. R. Z. MacDonald, C. C. MacDonald, William Luther, Bayard Saler, Mrs. J. Barkley, Walter Keffer, and Art Jennings.

Rain Cuts Ia. State Gate

Continued from page 74

reported the fair did better than break even financially, however, with a small profit expected despite a \$630,000 budget for the exposition.

The final attendance figures do not give a true story of the fair as the exposition was running in high gear after the first four days, the turnstiles clicking ahead of the 1956 exposition. The deluge on Tuesday and Wednesday spelled the disaster and the fair simply could not stage a comeback for the closing days.

The Olson Shows on the midway clicked nicely with a slight gain reported for cash business over the previous year, which was a top one for the show.

The grandstand shows, after a fast start, also fell off at the finish to duplicate the attendance figures. Somewhat as a surprise the Barnes-Carruthers' night revue pulled up this year, the auto races and thrill shows held even, while the rodeo slipped.

Total grandstand attendance figures were only 131,285 as compared with 185,181 in 1956 and the rodeo was where attendance dropped.

Secretary Cunningham and the fair board were greatly satisfied with the musical revue this year after debating changes during recent years due to an attendance

drop. Bolstering the Barnes-Carruthers show, which ran for the opening six nights, were Branda Lee, the first two nights and the Lennon Sisters, from the Lawrence Welk show, the last four nights. Actually, the musical revue showed a 12,000 gain over '56 despite the inclement weather the last two nights. Without the rain the revue would have really showed a tremendous gain, officials said.

Actually, it looked like the youngsters preferred the Brenda Lee and Lennon Sisters over Rex Allen and the rodeo. At least they brought out the folks for the revue and stayed away for the rodeo this year.

Grandstand attendance for the six night revues reached 36,860 as compared with 24,743 in 1956. Auto races and thrill shows reached 64,913 as compared with 67,792 in 1956, while the rodeo in five performances attracted only 29,512 as compared with 75,179 in 1956.

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Sturdy Run

Continued from page 74

cellation of midget auto racing, was within \$900 of last year; Don Franklin Shows were \$200 ahead of last year on rides and shows; fair-owned beer stands grossed \$800 more than in 1956, and even independent concessionaires reported okay business in some instances.

Attractions helping to turn the trick included Frank Winkley auto races, Grand Ole Opry, a Barnes-Carruthers' rodeo, a GAC-Hamid night revue, Earl Newberry's thrill show and the WLS Barn Dance in addition to the Franklin fun zone.

Before leaving, Franklin was re-signed for next year's fair to be held August 27-September 1.

Natatorium's Best

SPOKANE — Natatorium Amusement Park had its best Labor Day business in five years, according to Owner and Manager Lloyd Vogel.

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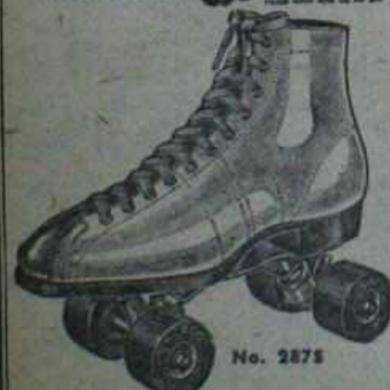
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Ringling's Denver Run Closes Strong

Near-Full Houses Mark Weekend;
\$90,000 Gross Reported for 4 Days

DENVER—A strong weekend's business marked the four-day stand of the Ringling Bros. and Barnum & Bailey Circus at the Denver Coliseum (5-8). Promotion man Horace Nash, of Denver, said the gross was in the neighborhood of \$90,000 and attendance was about 56,000 persons.

Other sources indicated the Thursday (5) afternoon had about 3,000 people and about 5,000 were there at night. Thursday also saw the show present a heavily-publicized street parade. This included the clowns, cages from the tiger act, spec floats, elephants, two local bands, a borrowed air calliope and numerous cars and trucks with circus personnel on them. The Chamber of Commerce had urged the parade, it was reported, and newspapers gave it big attention. Local estimates were that 75,000 people saw the march.

On Friday (6) the afternoon

again had about 3,000, while the night show picked up to near-capacity in the Coliseum's 10,000 seats.

Saturday afternoon (7) was another near-capacity crowd, including 3,500 kids in on promotion tickets. Saturday night followed with another near-full house.

Strong Publicity

On Sunday (8) the first show was at 1:30 p.m. and it had a good turnout, with another large crowd of kids. Second show was at 5:30 p.m. and it was near-capacity.

Publicity here was very strong, with The Denver Post using a full-color photo on page 1, a page of pictures another day and several other spreads. Newspaper ads carried a drawing of the seat plan and a telephone number thru which tickets could be bought. Scale was \$1.50, \$2, \$2.50 and \$3, which youngsters at half price any time. Mail order also was used.

Felix and Amelia Adler continued their advance work. Press agents were Harry Davies and Norman Carroll, of the circus, plus Ed McLaughlin of the local promotion office. Dick Casper, of the show staff, also was in. He and Carroll went to Los Angeles for the Pomona stand, and Davies went to San Francisco for the Cow Palace stand.

Trevor Bale, Tony Steele With Ringling

DENVER — Tiger trainer Trevor Bale and triple-somersaulting Tony Steele have turned up with the Ringling-Barnum circus.

Bale, who quit earlier in the season, rejoined after a substitute trainer became ill. But Bale is not planning to stay beyond early October.

By that time he expects to have readied Sveno Kristiansen as his replacement. Kristiansen has been practicing the routines. Bale then will leave again and head for Africa, where he is contracted for a full year with the Boswell circus.

Steele joined the circus three weeks ago, after leaving another flying act where the triple somersault was a near-regular accomplishment.

Ringling may have two triple somersaulters, since both Steele and Faye Alexander are trying to do it. Neither has done the triple in the current set-up. Both said that the Denver Coliseum gave them their first chance to practise since early summer. Steele's catcher now is Bill Dunn. Alexander, who plans adding a cutaway twist as well, is working with Bob Yerkes.

Clyde Bros. Opens in La.

SHREVEPORT, La. — Clyde Bros. Circus will reopen for its fall tour this week. The first stand is a McNeese Arena in Lake Charles, La., for Monday and Tuesday (16, 17).

Second spot is Shreveport, September 18-22. The Howard Suesz indoor unit will appear under Shrine auspices and set up at the Louisiana State Fair's Hirsch Youth Building.

Subsequent stands include Winnfield, Natchitoches and Monroe, La., Shrine club dates linked with the Shreveport Shrine temple date.



Death Takes C. T. Hunt Sr. In Quarters

Circus Dean, 84, Mourned by Fans and Show World

BURLINGTON, N. J.—Funeral services were held here Saturday (14) for Charles T. Hunt Sr., operator of the Hunt Bros. Circus and the dean of America's circus owners. Hunt passed away suddenly Wednesday (11) in winter quarters here, where the show had returned Monday morning at the close of its 65th annual tour.

Death came at 3:15 a.m. to the veteran showman, who observed his 84th birthday August 7. A native of Kingston, N. Y., he had

(Continued on page 79)

CRISTIANI, BEATTY PLAY DAY & DATE

Routes Overlap at Pensacola; Cristiani Plans Winter Dates

PENSACOLA, Fla. — Cristiani Bros. Circus was to day and date the Clyde Beatty Circus at Pensacola Sunday (15). The Cristiani show was booked for Saturday and Sunday (14, 15). The Clyde Beatty Circus had been scheduled for slightly later time but changed dates so as to be in Pensacola Sunday (15) and Monday (16).

The two shows also cross paths at Mobile, Ala. Cristiani billed at the end of last month for its Friday (13) stand. The Beatty car came in a week later and billed alongside for Tuesday (17).

Lucio Cristiani said his show also would return to Pensacola during the winter for an indoor date sold to an industrial group.

The Cristiani show has an agent in the field to book indoor dates for early 1958. The show's current season probably will end in early November, after which the personnel will go to winter quarters in Sarasota, Fla. The indoor dates are proposed for January and February. Most are contracted as flat-fee sales or on a plan that calls for a small guarantee and a percentage.

South Doing Okay

Meanwhile, the Cristiani big top has been attracting good business. Lucio Cristiani said Wednesday (11) that the season has been good and that recent West Virginia and Alabama stands were calls for a small guarantee and a percentage.

South Doing Okay

Meanwhile, the Cristiani big top has been attracting good business. Lucio Cristiani said Wednesday (11) that the season has been

good and that recent West Virginia and Alabama stands were strong. There was a straw house at night in Jasper, Ala., Tuesday (10), he said.

Earlier, at Pulaski, Va., (2), the show had a near-full afternoon crowd of 1,922—paid and a night house of 1,354—paid, plus 358 passes for the day. The Chamber of Commerce was the sponsor.

Mount Airy, with the Shrine, had two near-full houses on Wednesday (4). In Greensboro, N.C., (5), the afternoon was only half filled, probably due to a delay when it was learned the auspices, a 40-and-8 group, had not remembered to post a bond with the city. The night was near-full.

K-M Plays Worst Week; Blames School Opening

SPARTA, Ill. — A quick trip down the Western side of Illinois gave the Kelly-Miller Circus its worst business of the season. The blame apparently went to the fact that schools had just started.

After the Labor Day stand, Kewanee, where the show had near-full and two-thirds houses, it went to Pekin, Ill., for Tuesday (3) and two poor houses. This probably was the show's weakest day of the season.

Next was Petersburg, Wednesday (4), with a poor afternoon and light half house at night. Jacksonville on Thursday (5) had

Tom Packs Awarded Long Havana Pact

Cuban Officials Sign; Rodeo Possible; 18-Day Circus Run Starts December 20

ST. LOUIS—The Tom Packs Circus has been awarded a long-term contract to produce the holiday circus at Havana, Cuba. Contracts were signed here last weekend (7-8) by Thomas N. Packs; Ernesto Azua, co-ordinator of sports and spectacles; Emilio DeArmas, also of Havana, and Jack Leontini and C. W. Hoeber, Packs executives.

The show will be at the Sports Palace in Havana for 18 days, December 20-January 6, this winter. There is an option for six more days.

Packs declined to state how long the contract runs, but indicated it is for several years. Also possible is a Packs-produced rodeo at the Sports Palace in the spring of 1958, but this is still tentative.

The circus contract involves a guarantee and a percentage, as have past contracts there. This one also gives the circus the candy floss, popcorn and novelty concessions. All concessions previously were held by the building, with the exception of chameleons in some cases.

Fewer Cuban Shows

Packs continental circus dates close with New Orleans, November 22-December 1. From there the equipment will be taken to Sarasota. Subsequently, the Cuban show equipment will go by ferry from West Palm Beach and personnel will go by air from Miami.

The Havana date was played by the Ringling-Barnum show for a number of years. Last winter it was played by a temporary organization made up of some independent performers and some persons also associated with Packs. Packs himself and his own company were not involved last year.

Where Havana often has several circuses during the season from Christmas to New Year's, this year it may be held to one or two. Since the Loyal-Repenski bareback act is expected to play the conflicting Ringling date in Mexico City, it is unlikely their own circus again will operate in Cuba. Gaby-Fofa-Milki circus reportedly is not planning another Havana run this

The 17th annual convention of the Burnt Corkers, minstrel veterans and fans, was in Lancaster, O., Sunday (8). Leo Clark, Somerset, Pa., retiring president, was in charge. . . . Earl Tegge, Chicago fan, will clown a supermarket date on September 13-14.

winter. Santos & Artigas Circus undoubtedly will play Havana as usual.

BOOK REVIEW

Cody's Years With Shows Get Attention

While Walter Havighurst's new book, "Buffalo Bill's Great Wild West Show," is written primarily for children, there is enough show lore in it to be of interest to show people and fans.

The author points out that Buffalo Bill Cody's life was divided exactly in half—36 years in the West and 36 years in show business. Virtually every other book among the many about Cody has skipped lightly over the details of the second half. So Havighurst's book about the show half is welcome.

And unlike several other Cody authors, this one is able to speak accurately about show operation generally and the Bill show in particular. He mentions Sells Bros., Sells-Floto, 101, Ringling and James A. Bailey accurately though briefly, where other Cody authors have not always touched this degree of detail in the show half of his life.

Little new Cody information is contained here, but it is a fine resume of the man's life and show. Like last year's book on Barnum, part of the same Landmark series, this one discusses the people, places and things that are most significant. Specialists can get the greatest detail elsewhere; general readers will find most of the information they want here.

In the narrative two more characters emerge with Cody. One is Annie Oakley, about whom Havighurst has written a fuller book, the other is Sitting Bull, who, as the book reveals, was hep enough to keep concession rights when he joined out and who, like some other showmen, was a leading customer at the popcorn stand. "Buffalo Bill's Great Wild West Show," published by Random House, New York, has 183 pages and 12 photographs, and it is priced at \$1.95.—T.P.

NOW RINGLING BLOWS ARROWS

DENVER — Ringling-Barnum made its extra long jump from Toronto to Denver in good time and almost without incident. But truck showmen will understand one problem that turned up as a relatively new one for Ringling.

One of the semi-trailer trucks failed to show up in Denver on time. A check revealed it was parked in St. Louis and that another driver would have to be sent on from the show. Luck was with the show, however. The truck carried outdoor rigging, which was not needed at the indoor Denver Coliseum stand.

(Continued on page 79)

PROMOTERS

Who do not want season layoff are going right through into next year. If you are immediately available, have good dates and towns ready. No delays, hold backs or layoffs. Murphys, Les Morris, Craig, Keefer, Meyers or others who know me contact immediately. Phone: Sherwood 1-3355—Mayfair 1-5672 or 1-582, Kansas City, Missouri, or Kansas City, Kansas.

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2—PHONEMEN—2

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5 PHONEMEN 5

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UNDER THE MARQUEE

By TOM PARKINSON

Cavalier magazine for October, now on the stands, has the Bill Ballantine article about Art Concello. The spread is entitled "The Greatest Showman Since Barnum" in the index and "Damndest Showman Since Barnum" inside. It reports details about Concello's dealings with John Ringling North and his return to the show this season.

Paul H. Bowers visited the Beatty and Cristiani circuses at recent stands. . . . Henry Vamer visited with Freidel Paster and her mother at the Canfield Fair in Ohio last week. . . . Bob Hickey, now with "Ice Follies;" Norman Carroll, R-B press agent; Paul Eagles, former R-B agent, and Frank Whitbeck, ex-circus man, formerly with M-G-M, lunched together recently in Los Angeles. Hickey also visited Leonard and Virginia Karsh and Theo Forstall.

Barbara Jane Miller and her mother, Mrs. D. R. Miller, left the Kelly-Miller show in Iowa and returned to Hugo for school. . . . J. Paul Ashbrook and J. M. Burkholder, fans, caught the Beatty show at Owensboro, Ky. . . . Pete Binkerd and Earl Ken Worthy, former Corporation show men, visited Bob Printy at LaGro, Ind.

More than 75 circus fans and model builders met Sunday (1) at the farm of John Zwiemel, north of Chicago. Pictures, models and other circus material were shown and the session included luncheon. Fans came from Illinois and Wisconsin.

Sam Ward, Polack promotion man, is back in Chicago. Jack Kwiet also has been at the Polack office in Chicago.

Visitors on the Kelly-Miller show recently included Frank Upp, Orlo Rahn, Cliff Harmon, Steve Fusco and family, the Larsons, Frank Goldquist, Norman Berger, and Bob Parkinson.

George Hubler caught the Ringling show and visited with Art Concello. On the Beatty show he talked with Bill Petty. . . . Other Beatty show visitors included the Sverre Braathens and the Dick Conovers.

H. C. Ingraham, former circus man, is the author of a new book soon to be published. It is a biography of Clint Finney, show agent, and is entitled "The Believer."

Wire services last week carried a report from Moscow that the Russians will soon publish a magazine about circuses. Report quoted the Moscow sources as saying U. S. circus business was poor and that Russian circuses are booming.

Don Mareks will play the Antioch, Calif., fair September 14-15 with his miniature circus. In October he'll make the Watsonville fair. . . . Rudy Bros. Circus was doing well at the California State Fair. . . . Booked for the Puyallup, Wash., fair, September 14-22 are the Sky Kings, Zapattas, Flying Rudis, Seven Ashtons, Wazzan Troupe and Rudy Dockey.

From the PNE stand at Vancouver, B. C., Polack Western reports that Gene Randow is working his Elvis Presley gag . . . that the Louheed Drive-In Theater ran a special showing of a Russian circus film for Polack people . . . that Randow, Larry Benner, Al Ackerman, Harold Simmons, Jimmy Douglass and Art Gallagher, clowns, plus the Bertram Mills Chimps played a hospital date.

Kelly-Miller people made a pilgrimage to the cemetery memorial to a workingman who was killed in 1897 in a Ringling blowdown at Wahpeton, N. D.

A daughter, Veronica Joan, was born in Chicago a week ago to Joseph and Hilda Klein, who work their aerial act as the Kings and Queens of the Air.

Among the Polack clowns, Ray Sinclair and John Thompson are in Peru with the Jenniers. . . . Paul Kaye will be in Los Angeles and Hollywood on business. . . . Johnny Cirillino visited Chicago en route to Texas. . . . Rollo and Charley Cheer have dates to work. . . . Dukey Anderson is with Aut Swenson's Thrillcade.

Polack Eastern is laying off and personnel has scattered until October 24, when the show resumes at Toledo, O. Bessie Polack and the Harold Voises motored to the West Coast to join the Western unit for a

Hunt Death

Continued from page 78

been on the circus regularly, altho semi-retired for several years.

Hunt's circus career began in Kingston with an assemblage of two wagons, four horses and a half dozen people. At his death, the family operation had grown to 30-odd-truck size and had pioneered in several progressive operational aspects. Included were aluminum tent poles, airplane tent cable, an advertising helicopter, and the trailer seat wagons which were developed by one of Hunt's three sons, Edward, who died three years ago.

During the final three weeks of the recent season, during the show's stand at Palisades Amusement Park, the elder Hunt was ill but seemed to recover. On Tuesday (10), it is reported, he appeared weak but not uncomfortable. He had endured an asthmatic condition for years.

The circus continues in family management, under sons Harry and Charles Jr. who have had increasing responsibility in recent seasons. Also surviving is a daughter, Charlotte LeVine, who tours with the LeVine's Chimp act. She has three sons.

Another grandchild is the daughter of Mr. and Mrs. Harry Hunt.

Burial was in a cemetery near quarters. On the acreage are homes of the Hunt family and show personnel, and a training barn.

K-M Business

Continued from page 78

sippi valley in recent weeks. From this territory, the show goes into Kentucky and Tennessee.

Earlier, the circus had two half houses at Dyersville, Ia., and a two-thirds house at DeWitt, Ia. (1).

Visitors at Edwardsville included Al Butler, former Ringling agent now with "My Fair Lady"; William Oliver, car manager for many shows; Charles V. Turner, former Ringling agent, and Harry Hammond, of the Tom Packs Circus.

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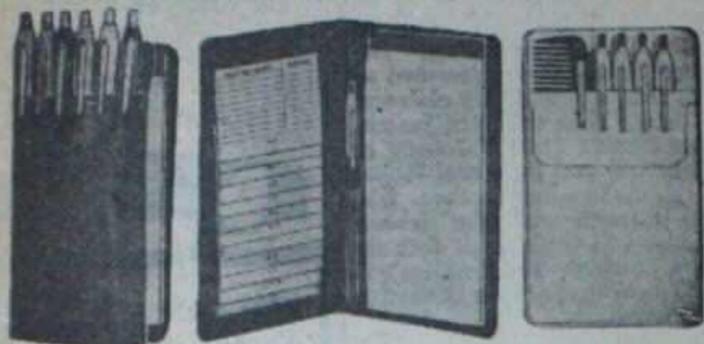
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MERCHANDISE TOPICS

Standard Industries, 1112 South Wabash Avenue, Chicago 5, has published one of its most complete catalogs on record and also is distributing a special Christmas booklet featuring toys and a line of gift suggestions for the holiday trade. The 106-page catalog displays thousands of items from A to W, starting with adding machines and ending with wrenches. In between are countless kitchen articles, appliances of all types, housewares, jewelry, leather goods, typewriters, sporting goods, tools, cameras and equipment, and even blankets and sheets. The fall and winter toy and sporting goods supplement displays 24 pages of the latest in playthings for the younger set, but also includes dozens of gifts for adults.

A new guard called Heeletes is announced by the Lao Company, P. O. Box 133, Waukesha, Wis., which protects women's shoe and hose heels from becoming scuffed or soiled while driving an automobile or taking part in other activities which might mar them. Designed to fit all types of heels, including flats and wedgies, Heeletes are made of durable vinyl-coated fabric and are equipped with two four-and-one-half-inch white elastic tie cords. The back rises four and one-fourth inches and will provide full protection for shoe and hose heels. They fold flat and may be carried in a purse. In use, they are quickly placed over

the heel and tied over the instep. Removal is accomplished without untying. The item retails for \$1 per pair postpaid, but quantity prices are offered.

Kipp Bros., widely known importer and jobber established in 1880, has announced its 77th annual Open House and Gift and Toy Show to be held October 13 and 14 in its showrooms at 240-242 South Meridian Street, Indianapolis. The program will begin with a merchandising clinic to be presented by leading manufacturers of nationally advertised merchandise. Additional features will be a meeting with factory representatives, discussion of promotional ideas and a complete review of holiday and Christmas merchandise. Kipp Bros. has assembled several outstanding special values for the meeting, which is expected to draw over 350 regional dealers. Refreshments will be served.

A free wholesale catalog is offered by Pearl Sales Company, P. O. Box 675, El Paso, Tex. This firm specializes in first-class Mexican imports. Its catalog shows, among other items, hand-tooled Mexican purses and wallets, tarnish-proof rings, hand-painted skirts, 100 per cent wool jackets, sarapes of all sizes, men's hand-tooled belts and imported fishing and hunting knives at what the firm claims is the lowest prices in the field.

PIPES FOR PITCHMEN

By BILL BAKER

"WILL SCRIBBLE . . . a few words while the rain is putting the finishing touches to this big (?) fair," writes Ellywn (Sparky) Sproat from the Cadillac (Mich.) Fairgrounds. "Will try to answer the question asked by brother Fred J. McFadden in a recent issue of the educator. He wanted to know whether business is really bad or whether he is at fault. All I can say is, 'Brother, it ain't you and it ain't me. It's just that there is not enough money in circulation.' In support of this I point out that banks have been raising interest rates, thus tightening the flow of money. I have made about 40 Labor Day celebrations during my career, but this year's really took the cake. Last year I pulled out of a spot at which I grossed only a yard on the big day. What happened this year? I didn't get half that much at Cadillac, and at this writing it looks like rain for the rest of the week. As an example of the tight money situation, I'd like to point out a recent experience I had at Richmond, Ind. I have made several shops in that town for years and always did well. So on one bright Friday (payday), I drove there to make the International Harvester works. I don't know how many pitchmen have made that shop in past years, but I know its always was a good one for the late Chief Mex with med and Bet Gloomer with pokes. However, this time I learned that the machinery had been moved to the firm's Chicago plant last winter and that only 10 men were currently working there, in the process of removing more equipment. So I moved on to the Moto-Mower plant, manufacturer of lawn mowers. Last year there were about 300 employees there and I got a nice passout of my mower sharpeners. This year I learned there were about 32 cards in the time clock rack. With a little mental arithmetic I figured that maybe I wouldn't do well there, so hightailed it for the Dill & McGuire mower factory for a pitch.

Results there were mediocre. While daytime crowds were light at the recent Charlotte (Mich.) Fair I visited the Lansing shops of Reo and found no more than two dozen employees at the gates. The Duplex four-wheel drive plant had most of its machinery idle, with about 10 cards in the time clock. Conditions were similar in July at the Motor Wheel plant and when I worked the Olds plant it wasn't much better. However, all isn't gloom and doom. After my last pipe in the July 29 issue I hit a couple of red ones in Cleveland. They were a couple of sneak spots that hadn't seen pitchmen, so I got in good noon and afternoon pitches with the mower sharpeners I have been making for years. So I went back the next Friday with razor planes and did it again. These shops were the only ones I hit this year that were going full blast. It won't be many weeks before I can forget this rat race and head for God's country (the Florida Keys) and my ocean fishing business."

AN ELDER . . . statesman of the pitch business, Harry E. Belt, of Buffalo, died September 4 in Veterans' Hospital there, writes William G. Barnard, Cleveland. "I do not know his age," said Barnard, "but he was well up in his 70's and had been active in the business for more than 40 years. His line was a versatile one, including gadgets and pens, but in recent years he and Mrs. Belt sold artificial flowers. They had worked fairs from coast to coast and their acquaintanceship in the pitch business was large." Barnard reported that Mrs. Belt recently underwent a serious operation and is now in poor health and without funds. He urges that friends of the late pitchman send funds to the widow to cover funeral expenses. Mail may be sent to Mrs. Belt in care of the Warren Austin Funeral Home, 565 Elmwood Avenue, Buffalo 22, where services were held September 6.

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Chickasaw-Centennial & Indian Powwow, Nov. 18-19.
Arkansas
DeWitt-Ark. Co. Livestock Show, Oct. 9-12.
California
Antioch-Blue Ribbon Horse Show, Oct. 3-6.
Florida
Cocoa-Cocoa Home Show, Nov. 20-26.
Georgia
Dawson-Peanut Festival, Oct. 14-19.
Illinois
Chicago-Int'l Livestock Expo. & Horse Show, Nov. 20-Dec. 7.
Indiana
Franklin-Fall Street Festival, Sept. 24-25.
Iowa
Waterloo-Nat'l Dairy Cattle Congress, Sept. 28-Oct. 3.
Kansas
McCune-Lions Club Festival, Sept. 26-28.
Louisiana
Baton Rouge-La. Livestock Show & Horse Show, Nov. 7-10.
Maryland
Baltimore-National Home Week Expo., Sept. 24-29.
Michigan
Fort Huron-Thumb Dist. Flowing Match, Oct. 2.
Mississippi
Byrum-Festival, Oct. 20-25.
Montana
Columbia-Columbia Co. Livestock Show, Sept. 25-27.
Nebraska
Conrad-Hay Days, Sept. 18-20.
Nevada
Carson City-Admission Day Celebration, Oct. 31.
New Mexico
Artesia-Eddy Co. 4-H & PPA Livestock Show & Sale, Oct. 24-26.
Ohio
Bradford-Pumpkin Show, Oct. 8-12.
Oregon
North Portland-Pacific Int'l Livestock Expo., Oct. 19-26.
Pennsylvania
Harrisburg-Pa. Livestock Expd. (Farm Show Bldg.), Nov. 12-16.
South Carolina
Clemson-Armistice Celebration, Nov. 4-11.
South Dakota
Canova-Commercial Club Pancake Day, Oct. 1.
Tennessee
Somerville-Fayette Co. Livestock Show, Oct. 18.
Texas
Aller-Coastal Bend Livestock Show, Oct. 24-26.
Virginia
Kenbridge-Tobacco Festival, Oct. 14-19.
Washington
Vancouver-Vancouver Mum Show, Oct. 26-27.
West Virginia
Kingwood-Freestone Co. Buckwheat Festival, Sept. 26-28.
Wyoming
Casper-Rocky Mount Oil Show, Sept. 18-23.
CANADA
Ontario
Toronto-Royal Winter Fair, Nov. 15-23.
Saskatchewan
Saskatoon-Dairy Cattle Show & Sale, Oct. 16.
Arizona
Sonoita-Sonoita Rodeo, Oct. 6.
Arkansas
Little Rock-Little Rock Rodeo, Sept. 30-Oct. 5.
California
Bartow-Bartow Rodeo, Sept. 21-22.
Arizona
Blythe-Blythe Rodeo, Oct. 11-13.
Arkansas
Boonville-Boonville Rodeo, Sept. 28-29.
California
San Francisco-San Francisco Rodeo, Nov. 1-10.
Florida
Hawthorne-Hawthorne Rodeo, Nov. 16-17.
Georgia
Waycross-Waycross Rodeo, Oct. 10-12.
Illinois
Chicago-Chicago Rodeo, Oct. 9-20.
Indiana
Evansville-Evansville Rodeo, Oct. 17-20.
Kansas
Wichita-Frontier Days Rodeo, Sept. 19-22.
Alabama
Chickasaw-Centennial & Indian Powwow, Nov. 18-19.
Arkansas
DeWitt-Ark. Co. Livestock Show, Oct. 9-12.
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CANADA
Ontario
Toronto-Royal Winter Fair, Nov. 15-23.
Saskatchewan
Saskatoon-Dairy Cattle Show & Sale, Oct. 16.

Kahoka-Centennial, Sept. 17-21.
Kansas City-American Royal Livestock Show & Horse Show, Oct. 19-26.
Republic-Ozarks PFA Fat Beef Show, Sept. 18.
St. Joseph-Interstate Home Economics Show, Sept. 17-18.
St. Joseph-Interstate Baby Beef & Pig Club Show, Sept. 17-18.
St. Louis-Firemen's Rodeo (Arena), Nov. 8-10.
Wardell-Cotton Carnival, Sept. 23-26.
Billie E. Crabtree, Rotary Club.
Nebraska
Conrad-Hay Days, Sept. 18-20.
Oothenburg-Pony Express Days, Sept. 23-26.
Milford-Arbercuer, Sept. 16-17.
Omaha-Ark-Sar Ren Livestock Show & Rodeo, Sept. 26-29.
Nevada
Carson City-Admission Day Celebration, Oct. 31.
New Mexico
Artesia-Eddy Co. 4-H & PPA Livestock Show & Sale, Oct. 24-26.
Las Vegas-San Miguel Co. Jr. Livestock Show, Sept. 17-18.
Ohio
Bradford-Pumpkin Show, Oct. 8-12.
Fairborn-Fall Festival, Oct. 1-5.
Ironton-Festival of the Hills, Oct. 9-12.
Jackson-Apple Festival, Sept. 18-21.
Peebles-World Conservation Expo. & Flowering Festivals, Sept. 17-20.
Portsmouth-Civic Club Celebration, Sept. 30-Oct. 1.
Somerset-Seascentennial, Sept. 23-26.
Utica-Homecoming, Oct. 3-5.
Oregon
North Portland-Pacific Int'l Livestock Expo., Oct. 19-26.
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Somerville-Fayette Co. Livestock Show, Oct. 18.
Texas
Aller-Coastal Bend Livestock Show, Oct. 24-26.
Corpus Christi-South Tex. Home & Outdoor Show, Sept. 25-26.
Corsicans-Corsicana Livestock Show & Rodeo, Sept. 24-26.
Pasadena-Pasadena Livestock Show & Rodeo, Oct. 21-26.
Tyler-Texas Rose Festival, Oct. 17-20.
Utah
Ogden-Golden Spike Nat'l Livestock Show, Nov. 15-20.
Virginia
Kenbridge-Tobacco Festival, Oct. 14-19.
Washington
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Nevada
Carson City-Admission Day Celebration, Oct. 31.
New Mexico
Artesia-Eddy Co. 4-H & PPA Livestock Show & Sale, Oct. 24-26.
Ohio
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Oregon
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Canova-Commercial Club Pancake Day, Oct. 1.
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Texas
Aller-Coastal Bend Livestock Show, Oct. 24-26.
Virginia
Kenbridge-Tobacco Festival, Oct. 14-19.
Washington
Vancouver-Vancouver Mum Show, Oct. 26-27.
West Virginia
Kingwood-Freestone Co. Buckwheat Festival, Sept. 26-28.
Wyoming
Casper-Rocky Mount Oil Show, Sept. 18-23.
CANADA
Ontario
Toronto-Royal Winter Fair, Nov. 15-23.
Saskatchewan
Saskatoon-Dairy Cattle Show & Sale, Oct. 16.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

Adams, Mike J.
Allen, Cecil
Allen, Sammy
Anderson, Norman
Annin, James
April, Arthur J.
Armentrout, Robt.
Arnold, Jack
Bailey, James E.
Bailey, James K.
Bailey, Wayne
Barbay, Stanley
Barnes, James H. & Shirley
Barnes, Melvin
Barr, John Calvin
Barrington, Hank (H.C.)
Bartels, Carl O.
Beard, Tincy
Bejar, Harry
Bellis, Bro. Albert O.
Benlask, Jos.
Benson, H. E.
Biddle, Mrs.
Black, B. H. (Whitey)
Blumberg, Morris
Bogart, Jack
Bogino, Lidia
Cassidy, James E.
Honer, Ray
Borden, Al
Boyd, Robt. Chas.
Brouillette, Albert V.
Burdick, Edmund R.
Burr, Kenneth
Burke, Billie
Burke, Tony
Burns, Jimmie & Mrs.
Burton, F. H.
Burton, Howard
Butler, Mrs. Marie
Campbell, Ronald
Lee (Thrill Show)
Capell, Mayme
Caravan, C. L. & Mrs.
Carey, Mrs. Esther Payne
Carol, Sue
Case, Dave
Cassidy, James
Catalano, Peter
Catta, Jack
Charlton, L. E.
Cheminant, Lee
Christensen, Geo. A.
Christian, Junior
Church, Chas.
Cota, Clayton, Jr.
Claman, M. C.
Cole, B. B. (Brownie)
Conn, Andre Alan
Cooper, Russell
Copeland, Mr. Copy
Copeland, N. H.
Corey, Bernard J.
Coster, Geo.
Cullivan, Phillip
Cullman, Phyllis
Cutter, Richard & Mrs.
D'Amico, Mary M.
Dalley, Jack
Dalley, Mrs. Mable
Darr, Lonnie
Daubenspeck, R.
Dausico, Jerome
Davidson, James E.
Davis, Mrs. Ray Harold
Davis, John M.
DeFede, John
DeRosa, James
Decker, Ralph
Delano, Buddie
Delap, Yvonne (Muscatine)
Delege, Michael
Demby, Mrs. Mildred
Dennis, Wm.
Denton, W. L.
Detwiler, Art & Mrs.
Dewsbury, Geoff
Donato, John
Dorner, Mrs. L.
Droegge, Jus. F.
Dumont, Margaret
Dunlap, Phyllis
Dunay
Dunbury, Mrs. Judy
Endy, David
Fenstermaker, Bill
Fenster, James & Jean
Firestone, Isidore
Fisher, Earl J.
Fitzpatrick, J.
Forkum, Wm. G.
Fortner, Donald H.
Fox, Benny
Friedman, Max
Gaston Richard Gall
Gates, O. A.
Gawley, Mrs. Kay
Girouard, Anthony
Glimson, F. A.
Glimson, Theresa
Grant, Geo. W.
Gray, Carol
Grass, Cathy
Gualdalane, Murray
Hackett, Edw. J.
Hallfield, Bonnie
Hall, Virgil L.
Hammonree, Doc & Max
Hansen, Bertha
Hansen, John
Hardy, Bob Domino
Hardy, James (Dpmino)
Harvey, Al
Harrison, Chas.
Hanson, Bill
Hanzelwood, Mrs. H.
Henderson, Mr. (c/o Jim Henson's Show)
Henry, Clifford P.
Hildebrand, Frank B. & J.
Hill, Mrs. Regina
Hill, Eddy
Hines, Chas. W.
Hix, Clarence
Hogg, Mack
Hogg, Monroe
Hornfield, Jack J.
Hudson, Paul & Mrs.
Hunter, Roy & Mrs.
Hunt, George
Hurst, Martin Bud
Hyland, Marvin E. & F.
Iver, James W.
Jackson, L. C.
James, Paul
Jenkins, John
Jeter, Robert V. L.
Jeter, Wm. L.
Johns, Annie N.
Johns, Pete
Johnson, Mrs. Annie
Johnson, James
Johnson, Mike & Mrs.
Jones, Mrs. Bill

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Swank, Susan & Grace
Swarmer, George
Tammann, John
Taylor, W. E.
Tetis, Mrs. June
Thomas, Ben
Timberlake, Billie
Valiths & Aldo
Vaugh, Mr. Jean
Vernon, Michael L.
Villemarie, Joseph R. & Mary C.
Wagoner, M. E.
Walden, Cotton
Walsh, Earl B.
Waters, Mrs. Tim
Webb, Ike
Weeks, Humpy
Whitney, Stanley
Williams, Joe & Jim
Humphreys
Williams, Boyd
Williams, Johnnie
Williams, Lawrence L.
Willitt, Clarence
Willis Jr., Tommy
Wilson, Jr. Harvey
(Wedio Announcer)
Wilson, Millie & Dutch
Wilson, Patricia Ann
Hahn
Wilson, R. O.
(Winkler, Master Joa.
Woodis, Frankie Lou
Wojasch, Bronislaw
Wuznak, Winnie & Frank
Wright, Luther
Young, Ronald B.
Zerm, Charles A.
Zomp, Paul P.
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1564 Broadway
New York 36, N. Y.
Betz, Ronald
Burke, G.
Cannon, Thomas
Dausco, Jerry
Dixon, John
Dower, Roy
Kirma, Fred
Klein, Lucille
Lang, John
Leroy, A.
Leb, Vivian
McLoughlin, M.
Mack, Richard
Miller, Richard
Musc, Charles
Murphy, Pat
North, Meyer B.
Paul, Gene
Parkerson, Madalene
Riley, Warren R.
Romaine, Julie
Roys, William J.
Sheridan, J. E.
Silverberg, Walter
Smith, Russell, Ess.
Swain, G.
Thompson, William
Tobell, Allen
Ulado, Robert
Van Raefgh Dutton
Vintaloro, Michel
White, Walter
Yates, Mrs. Robert
MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.
Betz, Ronald
Bishop, Tommy
Boehm, Joseph J.
Crouch, Don L.
Connors, Eddie
Clark, James H.
Floyd, Mr. & Mrs.
Donald
Gunley, Mrs. Johnnie
Heldie, Miss
Herrick, C.
Loeffler, John
Moran, Mrs. E.
Reynolds, Jimmy
Shockey, Gene
Sandy, Tattoo
Sayers, George
Wagner, Gus
Wheeler, Edith J.
Zima, Mrs. G. M.
MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.
Parcel Post
Adams, Mike, 4c
Ackley, J. W.
Adams, Mike
Allen, Kenneth
Ambrose, James E.
Ames Sr., Jack
Anderson, Leroy
Anderson, Robert
Atterbury, Robert
Babb, J. E.
Bailey, Mr. & Mrs.
Baldwin, James W.
Bennett, Virginia
Berouini, Vaclav
Betz, Ronald
Bills, Mrs. Penny
Bluestein, Sam
Blunt, Lee
Bost, Oris A.
Boudreau, Mr. & Mrs.
Briley, Sunny
Buchanan, Paul
Burto, Leon H.
Caldwell, E. S. & I.
Camp, Ray
Chafin, Horace C.
Cherry, J. M.
Clark, Jack
Clark, Granville L. & Elsie
Clemmons, Miss Jean
Copeland, N. H.
Cowman, Russ
Cowboy Mac
Coart, John
Crowe, W. J.
Custer, Mrs. Rose
Dausco, Jerry
Davis, John B.
Davis, L. H.
DeMitchell, Mildred
Denind, Luther
Diaz, Ted
Dudley, James E.
Eby, Norman
Fink, Harry
Freeman, Fred G.
Frenzel, M. E.
(Frenchy)
Garrett, John M.
Golden, George A.
Gouch, Bill
Graham, Capt. Cigar
Gray, C. H.
Grever, Frank
Guilford, Loyd
Hall, David D.
Hart, Mrs. Jeanette
Heaton, Robert C.
Helly, Mr. & Mrs.
Lawrence D.
Hollenbeck, Harold
Hughes, Joe S.
Janz, Donald E.
Johnson, S.
Jones, Vernon & Helen
Kennedy, Arlene
Kerner, Dorothy
Krenes, Jim
Kingsley, Eva L.
Lankston, Paul R.
Larson, Orvin R.
LaTouche, Galen
Laurel, Miss Bunny
Lautner, William E.
Leonard, Robert L.
Lewis, Frank H.
Lloyd, Vernola
McHenry, M. F.
Mack, Lewis C.
Maloney, J. F. & M. A.
Marion, Burt
Mason, Thomas C.
Mathews, Mr. & Mrs.
Meyers, Cecil
Miller, Jack
Moreno, Geraldine
Morton, Richard
Mullins, Ullie
North American Shows
Oeamb, George
Oglvie, Ben
Patterson, P. I.
Phillips, Poppy
Pierce, Carl E.
Pinkleton, Earl
Reisinger, Albert H.
Reynold, John
Reynolds, Paul
Richards, James (Whitey)
Rogers, Harry J.
Soble, Edward
Schneider, Chris
Schnepel, Wimpey
Sears, Calvin
Severson, Art
Shepard, Mary
Shipley, Leonard L.
Shirley, Marie
Shorter's Greater Shows
Silcox, Mr. & Mrs. Joe
Simons, Mrs. Helen M.
Sittl, William
Smith, Norman
Smith, Tally Ray
Snook, Albert T.
Specht, Chris
Spiller, Rose
Star, Hedy Jo
Strzemski, Mr. & Mrs. Bob
Swanner, Raymond L.
Timberlake, Forest B.
Turner, Mrs. Marie
Vernon, Mrs. Lilia
Viers, Stephen
Walker, Mrs. James
Webb, Mrs. F.
Welch, John
West, Mrs. Ralph
Whitlock, E. F.
Wilburn, Mr. & Mrs.
Clinton
Wildrick, Elmer
Wills, Tommy
Wilson, Harvey E.
Wilson, Harvey T.
Wright, Mrs. F. L.

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PEN and PENCIL SETS DIRECT FROM M'FR!
Sensational Values!
Beautiful 3-piece set. Hooded point fountain pen, automatic pencil, precision ball pen. Cold-tone esp. assorted colors. Attractively boxed.
Sample set \$1.00
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Orders filled same day received. Send 25% deposit, balance C.O.D., F.O.B. N.Y.
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Complete with cover. Silicone treated - foods won't stick. Westinghouse thermostat. Automatic controlled heat. Big capacity. Electric saver. Heavy gauge aluminum. Pilot light signal. One appliance with many uses: Fry • Bake • Roast • Stew • Grill • Dutch Oven • Casserole.
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Send for FREE 108-Page Full Color Name Brand Catalog and Xmas Toy Supplement. 25% dep., bal. C.O.D., F.O.B. Chicago.
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Gold finish. White brilliant center. Red or Green sides. \$36.00 Gross
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32" SUPER BEAR
Vinyl Rubber Painted Nose Asst. Colors \$21.75
14" LADY POODLE
Comb. Real Fur & Plush Life-Like Colorful Rubber Face, Pearl Collar & Leash \$42.00
10" SLEEPY POODLE
Comb. Real Fur & Plush Rubber Face, Ribbons \$25.00
TEE JAY TOYS, INC.
49 West 30th St., NYC 11 WA 6-6665

Arizona
Sonoita-Sonoita Rodeo, Oct. 6.
Arkansas
Boonville-Boonville Rodeo, Sept. 28-29.
California
San Francisco-San Francisco Rodeo, Nov. 1-10.
Florida
Hawthorne-Hawthorne Rodeo, Nov. 16-17.
Georgia
Waycross-Waycross Rodeo, Oct. 10-12.
Illinois
Chicago-Chicago Rodeo, Oct. 9-20.
Indiana
Evansville-Evansville Rodeo, Oct. 17-20.
Kansas
Wichita-Frontier Days Rodeo, Sept. 19-22.
Alabama
Chickasaw-Centennial & Indian Powwow, Nov. 18-19.
Arkansas
DeWitt-Ark. Co. Livestock Show, Oct. 9-12.
California
Antioch-Blue Ribbon Horse Show, Oct. 3-6.
Florida
Cocoa-Cocoa Home Show, Nov. 20-26.
Georgia
Dawson-Peanut Festival, Oct. 14-19.
Illinois
Chicago-Int'l Livestock Expo. & Horse Show, Nov. 20-Dec. 7.
Indiana
Franklin-Fall Street Festival, Sept. 24-25.
Iowa
Waterloo-Nat'l Dairy Cattle Congress, Sept. 28-Oct. 3.
Kansas
McCune-Lions Club Festival, Sept. 26-28.
Louisiana
Baton Rouge-La. Livestock Show & Horse Show, Nov. 7-10.
Maryland
Baltimore-National Home Week Expo., Sept. 24-29.
Michigan
Fort Huron-Thumb Dist. Flowing Match, Oct. 2.
Mississippi
Byrum-Festival, Oct. 20-25.
Montana
Columbia-Columbia Co. Livestock Show, Sept. 25-27.
Nebraska
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Bailey, James K.
Bailey, Wayne
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Barr, John Calvin
Barrington, Hank (H.C.)
Bartels, Carl O.
Beard, Tincy
Bejar, Harry
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Benlask, Jos.
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Biddle, Mrs.
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Blumberg, Morris
Bogart, Jack
Bogino, Lidia
Cassidy, James E.
Honer, Ray
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Boyd, Robt. Chas.
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Burdick, Edmund R.
Burr, Kenneth
Burke, Billie
Burke, Tony
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Burton, F. H.
Burton, Howard
Butler, Mrs. Marie
Campbell, Ronald
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Capell, Mayme
Caravan, C. L. & Mrs.
Carey, Mrs. Esther Payne
Carol, Sue
Case, Dave
Cassidy, James
Catalano, Peter
Catta, Jack
Charlton, L. E.
Cheminant, Lee
Christensen, Geo. A.
Christian, Junior
Church, Chas.
Cota, Clayton, Jr.
Claman, M. C.
Cole, B. B. (Brownie)
Conn, Andre Alan
Cooper, Russell
Copeland, Mr. Copy
Copeland, N. H.
Corey, Bernard J.
Coster, Geo.
Cullivan, Phillip
Cullman, Phyllis
Cutter, Richard & Mrs.
D'Amico, Mary M.
Dalley, Jack
Dalley, Mrs. Mable
Darr, Lonnie
Daubenspeck, R.
Dausico, Jerome
Davidson, James E.
Davis, Mrs. Ray Harold
Davis, John M.
DeFede, John
DeRosa, James
Decker, Ralph
Delano, Buddie
Delap, Yvonne (Muscatine)
Delege, Michael
Demby, Mrs. Mildred
Dennis, Wm.
Denton, W. L.
Detwiler, Art & Mrs.
Dewsbury, Geoff
Donato, John
Dorner, Mrs. L.
Droegge, Jus. F.
Dumont, Margaret
Dunlap, Phyllis
Dunay
Dunbury, Mrs. Judy
Endy, David
Fenstermaker, Bill
Fenster, James & Jean
Firestone, Isidore
Fisher, Earl J.
Fitzpatrick, J.
Forkum, Wm. G.
Fortner, Donald H.
Fox, Benny
Friedman, Max
Gaston Richard Gall
Gates, O. A.
Gawley, Mrs. Kay
Girouard, Anthony
Glimson, F. A.
Glimson, Theresa
Grant, Geo. W.
Gray, Carol
Grass, Cathy
Gualdalane, Murray
Hackett, Edw. J.
Hallfield, Bonnie
Hall, Virgil L.
Hammonree, Doc & Max
Hansen, Bertha
Hansen, John
Hardy, Bob Domino
Hardy, James (Dpmino)
Harvey, Al
Harrison, Chas.
Hanson, Bill
Hanzelwood, Mrs. H.
Henderson, Mr. (c/o Jim Henson's Show)
Henry, Clifford P.
Hildebrand, Frank B. & J.
Hill, Mrs. Regina
Hill, Eddy
Hines, Chas. W.
Hix, Clarence
Hogg, Mack
Hogg, Monroe
Hornfield, Jack J.
Hudson, Paul & Mrs.
Hunter, Roy & Mrs.
Hunt, George
Hurst, Martin Bud
Hyland, Marvin E. & F.
Iver, James W.
Jackson, L. C.
James, Paul
Jenkins, John
Jeter, Robert V. L.
Jeter, Wm. L.
Johns, Annie N.
Johns, Pete
Johnson, Mrs. Annie
Johnson, James
Johnson, Mike & Mrs.
Jones, Mrs. Bill

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22,000 PROFESSIONAL GAGS, ROUTINES, ad lib, doubled, 1,500 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. oct14

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AUTOMATIC LIGHTERS DOWEN \$3.75. Dollar ballpens dozen \$1.30. Balance gross \$1.20. Samples, catalog 1,001 bargains \$1.00. Millisales, 809 Broadway, New York. oct24

BUY DIAMONDS DIRECT FROM CUTTER in Belgium at 50% off and 20% off additional. So cheap that you can make good profits and help your friends as well. Be our agent. Write for our \$3 free wholesale catalog or direct prices on diamonds. Perfect or imperfect. J. B. Robinson Co., 811 Schofield Bldg., 2014 E. 9th St., Cleveland 15, Ohio. oct7

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted; also make money with our line of automobile initials and Sign Letters. Free samples. "Raco," XL, Boston 10, Massachusetts. ch-20

EARRINGS — ASSORTED STONED AND tailored, \$5 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. oct14

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Assorted Stoned Brooches \$1.75 dz.
Stoned & Tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, asst. 1.50 dz.
Eng. Lord's Prayer Neck, boxed 3.00 dz.
Children's Jewelry, boxed, asst. 2.25 dz.
Asst. Tie Slides, carded 1.80 dz.
2-Pc. Stoned Sets 7.50 dz.
Tie & Cufflink Set, asst. 3.50 dz.
Summer Earrings, asst. 12.00 gr.
Pearl Necklaces (domestic) 1.50 dz.
Neck & Earrings, asst., boxed 3.00 dz.
Cufflinks, carded, asst. 1.35 dz.
Necklaces, asst. 1.50 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.
SAMUEL SILVERMAN & CO., INC.
1820 Westminister St. Providence, R. I.

FAMOUS MFR. CLOSEOUTS

SPECIAL PURCHASE!

Earrings, assorted \$4.50 gross
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Charm Bracelets, asst. 7.50 gross
Stoned Pins 7.50 gross
20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.

1820 Westminister St. Providence, R. I.

JOKERS FUN SHOP—FULL CREDIT AL- lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. oct20

JEWELRY & PAWNBROKERS!!

ATTENTION!!!

FANTASTIC New German Scientific Synthetic Gems! Rapidly replacing Titania, Zirconia & similar soft stones. White, brilliant. **HARD!** Get sample immediately for your own protection. Agents getting rich with this 1-10 carat sizes. Round, Emerald and Marquis shapes. \$2.00 per ct. **WHOLESALE.** Open 9-8 daily. Gemologists, Mineralogists, Diamond Setters, welcomed!

MEXICO AND TEXAS GEM CO.

72185 North 61 Pass e El Paso, Tex.

RUN SPARE-TIME GREETING CARD AND

Gift Shop at home. Show friends samples of our new 1937 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 8, Ferndale, Mich. oct-15

LEATHER BILDFOLDS FROM MANUFACTURER. low as \$54 gross. Free illustrated catalog. Olympic Products, 321 Newman Ave., N. Y. 72. TY 3-4955. ch-22

MEN'S WALLETS—PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. oct14

ROYAL JELLY CAPSULES—FABULOUS Queen Bee Royal Jelly in hi-potency capsules. Dietary food supplement. Retail from \$9 to \$15 vial. Costs you \$3.40 vial. Volume cost for qualified distributors, \$4.35 vial. 30-day supply. Scientific-Technical reprints available. Airmail orders. "Agri-Vitalex," Dept. 13B, Box 6674, Medical Center Station, Dallas 19, Texas. oct16

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WHOLESALE COMEDY CARDS! NINETY resalable samples, \$1 postpaid. Imprint Promotional Deal! Other money makers! Sebastian Printing, 10994-B Hamlin, North Hollywood, Calif. oct11

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, \$5; Mackinaws, \$5; Shoes, 12 1/2; Ladies' Coats, \$5; Dresses, 15c. Enormous profits; catalog free. Nathan Portnoy Associates, 905-AF West 12th Place, Chicago. ch-20

ANIMALS, BIRDS, PETS

ASSORTED SNAKE DENS, \$25. PLENTY Snakes, Boas, Pythons, Cotton Mouths, Water Snakes; large, small, all kinds. Snake Farm, Laplace, La. oct18

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eater, full grown, \$250; Tigers, \$150 pr.; Anouks, \$150 pr.; Red Deer, \$150 ea.; Dromedary Camel, male, 10 years old, \$1,200; Himalayan Bears, \$250 ea.; 1-yr-old American Elk, \$150 each; 1 full-grown Caribou, \$500; Agoutis, \$50 pr.; Pacas, \$30 pr.; 1 Red Kangaroo, male, full grown, \$500; 1 Wallaby Kangaroo, male, 2 yrs. old, \$375; 1 Llama, male, \$350; 1 Guanaco, male, 6 mos. old, \$250; Sika Deer, \$100 ea.; 1 Nigral, male, gentle, 4 mos. old, \$400. Trefflich's, 228 Fulton St., New York.

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100 Towels	\$ 4.50
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Sample pkg. 20 Towels, only \$1.00 plus 10c postage.

Others charge \$1.00 for FIVE towels, but when you buy unwoven cotton and rayon towels from us you can sell 75% for \$1.00 and make \$100% PROFIT. Order today! Send money with order. C.O.D.'s sent if 25% remittance accompanies order. **TOWEL SHOP, Dept. 87, 510 St. Charles, St. Louis, Mo.**

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Forms Close Wednesday for the Following Week's Issue

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TENOR MAN AND SECOND TRUMPET wanted for traveling commercial band. Contact Jess Gayer Orchestra, 1612 N. Broadwell, Grand Island, Nebr.

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MISCELLANEOUS

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I AM A NURSE, MOTHER OF TWO, I write lyrics, let me show you. Won't someone a chance to me give, I'll be grateful as long as I live. All work copyrighted. Mrs. Carole Tarsha, 726 Mark St., Toledo 8, Ohio.

PIANO VOCAL ARRANGEMENTS, \$10, IN- cludes two printed copies of your song. Write Paul Re, 957 1/2 Emerson Ave., Syracuse 9, New York.

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COUNTRY-WESTERN BAND, MANY years' experience. Currently on one of nation's top Jamborees. Available, plus well known cowboy star as added feature. Now considering TV, radio, nite club or tour. Recording companies interested, write. Go anywhere. Union. Carson, c/o 2014 Franklin Blvd., Cleveland 13, O. sc23

ELECTRIC GUITAR - LEAD OR RHYTHM. Read, fake, sing. No hillbilly. Male, white, union, musician. Box C-228, care of The Billboard, Cincinnati 22, O. sc30

HAMMOND ORGANIST - DANCE, ENTERTAINMENT, old timers, available now. Write Maurice Lambert, 921 Trinity Ave., New York 56, N. Y. sc14

HAMMOND ORGANIST WITH A BEAT OR dining room, hotel, lounge. 31 years' experience, age 48, married, sober, reliable. Own equipment and transportation, go anywhere. Six months' minimum contract. No shows or agents. Available Nov. 1. Organist, Box 461, Mills, Wyo.

TENOR - ALTO CLARINET, EXPERIENCED for combo, 25, reliable. Read, fake, jazz, etc. Dick Rench, 11 South McKinley, Battle Creek, Mich. Phone: WO 2-8057. No collect calls, please.

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TRUMPET SOME VOCALS, READ, FAKE, transpose, combo, society. Prefer localities, will travel. Sober, reliable, shows. Musician, 1407 W. Garden, Pensacola, Fla. Phone: HE 8-5537.

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Stereo Juke Box Sound in Offing

Stereophonic System Adaptable for Jukes Hailed 'Best Yet' by RCA Execs

By JOEL FRIEDMAN

HOLLYWOOD — The advent of a new and finer sound reproductive quality on automatic music machines may become a reality within the next year should current tests of the Westrex "Stereo-disk" system, currently undergoing examination by the major record companies, prove to be successful. Unveiled by Westrex, a wholly owned subsidiary of Western Electric Company (The Billboard, Sept. 9), the system is reported to be compatible with existing microgroove records, a fact which would enable juke box operators to program stereophonic recordings for the first time. Until now, stereo

music has been available only on pre-recorded tape.

The Westrex system was unveiled for a host of RCA Victor executives here last week, among them vice-president and general manager George Marek. Capitol Records execs saw the system demonstrated at showings here several weeks ago, with other record company showings now being scheduled by Westrex.

Acknowledging that the system was the best thus far produced, RCA execs noted, however, that engineering along similar lines is being conducted in Europe and in the RCA laboratories at present.

If the record companies adopt the Westrex "stereodisk" system, RCA and Capitol brass averred that they could be in production on stereo disks within a year. According to Westrex engineers, only a new Stereodisk pickup and some modifications in speakers would be necessary for the juke box industry to convert. Existing monaural mi-

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JOSEPH GODMAN IS MONY ATTY.

NEW YORK — Joseph Godman has been named counsel of the Music Operators of New York to succeed the late Sidney H. Levine. Godman and Levine had been associated in a legal practice for nine years. Albert S. Denver, MONY president, commented that Godman worked closely with Sidney Levine on the ASCAP problem and that he has a thorough knowledge of the music machine industry.

Five Miss. Ops Switch To 10 Cents

JACKSON, Miss. — Five Mississippi operators converted to dime play last week to meet the high cost of operating. Four are in North Mississippi and one in Central Mississippi.

Three are at Clarksdale, a prosperous city in the rich Mississippi delta cotton country 75 miles south of Memphis, Tenn. They are Joe Lavene, owner of Lavene Music

(Continued on page 86)

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 rollicked and frolicked at the Greenwood Inn here Saturday and Sunday (7 and 8) at the Fifth Annual Dinner Dance of the New York State Operators' Guild.

While the banquet Saturday night was the only scheduled event, most of the operators, distributors and manufacturer representatives spent the weekend at the resort with their families.

Toastmaster at the event was Teddy Blatt, attorney for the Associated Amusement Machine Operators of New York. He was introduced by Tom Greco, NYSOG president. Jack Wilson, general chairman for the event, spoke briefly.

Guest List

Distinguished guests included Meyer Parkoff, Murray Kaye and Gordon Howard, Atlantic-New York; John Bilotta, Bilotta Distributing; Mac Perlman, Atlantic-Con-

necticut; Barney Sugarman and Irv Kempner, Runyon Sales; Art Daddis, AMI; Dave Stern, Seacoast Distributors, and the following delegation from the Westchester Operators Guild: Carl Pravesi, Seymour Pollack, Max Klein, Lou Tartaglia and Pete Bozanno.

Representing the Rockland County Operators' Association were J. W. Van Wyck and Mr. Kadish. From The Billboard were Aaron Sternfeld, Murray Dorf and Norm Weiland. Ben Haskell, attorney, represented the Associated Amusement Machine Operators of New York.

Other distinguished guests were Irv Holzman, representing Dave

(Continued on page 86)

Union to Plan Rackets Purge: Sept. 17 Meet

Testo Leads Fight Of Indiana Local; Cal. Group Joins

GARY, Ind. — Action to purge the coin machine industry of racketeering influences will be explored by members of the Automatic Equipment and Coin Operators Service and Repairmen Local 1 at their quarterly meeting here, Tuesday night (17).

Efforts will be spearheaded by John Testo, national organizer for the union who is known to be solidly behind the move and pledged his support to the efforts of the Northern Indiana local.

Local 1 is an affiliate of the Lake County Central Labor Union (AFL - CIO). Organization of a California local, headed by Vince Passaro of Los Angeles was completed in recent months.

California

Action was also taken by the California group, with Passaro issuing a statement pledging his

(Continued on page 86)

Neb. Ops to Meet Oct. 19

OMAHA — Plans for the forthcoming quarterly meet of the Nebraska Music Guild to be held October 19 and 20 are being finalized with discussions of dime play and programming to highlight the business agenda.

The two-day meet will be held at the Pawnee Hotel in North Platte, with Hap Marble acting as host. Besides the association's regular membership, invitations have been extended to operators from Kansas, Iowa, South Dakota and Colorado.

Forums

Forums and shop sessions have been scheduled for the Sunday (20) session, with Saturday (19) to be taken up with registration and a buffet luncheon in the afternoon followed by a get-acquainted session in the evening.

While business sessions have not as yet been finalized, the dime

(Continued on page 89)

IT'S THE MOST

Juke Box Is Teen-Age Magnet at Bilotta's Sodus Pt. Amusement Pk.

SODUS POINT, N. Y. — A new 200-play juke box, programmed almost entirely with rock and roll and rhythm and blues disks, is a major drawing card at John Bilotta's amusement park here on the shores of Lake Ontario.

Bilotta, who is New York State Wurlitzer distributor, bought the five-acre park less than two months ago. Bilotta's first problem was to draw the crowds to the funspot. An auxiliary problem was to separate the youngsters from the adults

so that each age group would be free to do what it wanted.

Both John Bilotta and his wife, Maxine, were particularly interested in teen-age recreation. The Bilottas have been acting as summer parents for New York youngsters for 10 years thru the New York Herald-Tribune Fresh Air Fund. Hence, the idea of a teen-age recreation room on the park grounds was a natural one.

Game Line-Up

A 40 by 40-foot room formerly used for Bingo was set aside for

the youngsters. Out went the Bingo tables and in went a new Wurlitzer and the following coin-operated games: a 20-foot Exhibit Bowler; International Mutoscope Auto Test, Rock and Roll and Lord's Prayer machines; Chicago Coin Flash Bowler; Williams Pool and Baseball; Davy Crockett Rifle, and the Crossfire Gun.

Mrs. Bilotta, who raised four of her own children, was put in charge of the installation. Immediately, she drew up a set of house rules, which are adhered to strictly.

The club is for teen-agers only. No married couples or couples over 21 are admitted. No alcoholic beverages are allowed, and no one who has been drinking is admitted. The club opens at 7 p.m. and closes at 11 p.m.

The only exception to the last rule is on Saturday nights. If the

(Continued on page 89)

TELLS HOW

'Hard Sell' Works: Background Music

MEMPHIS — George Sammons, a man who has made a success in selling background music, has evolved a "hard sell" formula that is simple but profitable — and worth repeating.

Sammons, who heads the Sammons-Pennington Company, local juke box distributors, estimates his firm has installed 75 to 100 wired-in music systems in all types of buildings during the past four years.

Formula

His methods are a good example of salesmanship that could apply in all fields of the coin machine industry. Here's how he works:

"We get our prospects as I drive thru the various towns in Mississippi, Arkansas and Tennessee — the territory I travel," Sammons said.

"I pick out a prosperous looking business as a prospect and mail them a post card telling about the service. If they are interested, the post card says, we will mail them a brochure.

"Those who write in are sent the

brochure, which includes a post card telling them if they are interested in an estimate to mail it in and we will send someone to estimate the cost for installing the service.

Survey

"When we receive the post card my sound engineer goes and makes a survey of the building, determining how much wiring is involved and what the cost would be. I then write them a letter telling them the cost.

"If I don't hear from them for one week, after mailing the brochure, I call and tell them I know he's been busy and I just called to see if he wanted me to send a man out. If he does, the engineer goes. If he doesn't, I tell him I'll talk to him later.

"If he doesn't want the estimate then, I follow up four or five days later with a call, telling him I just wanted to check with him. Usually, we get a great percentage this way who will want the estimate.

"After we get the estimate, about

(Continued on page 86)

Group Maps Plans for N. Y. State Ops Org

ELLENVILLE, N. Y. — The three-man organizing committee of the New York State Coin Machine Association met here last weekend at the annual banquet of the New York State Operators' Guild, a local association of Hudson Valley and Catskill Mountain operators.

The committee discussed plans for the first general membership meeting, to be held September 24 at the Onandaga War Memorial, Syracuse. The organizing committee consists of Tom Greco, NYSOG president; Lou Werner, NYSOG counsel, and Abe Dorsman, counsel for the Northern New York Operators' Association.

The committee will draw up by-laws, patterned after those of local associations and the Music Operators of America, and propose a dues structure. The general membership, tho, will have full authority

to accept, reject or modify proposals of the committee.

Albany Office

Dues will probably be \$5 per operating member per month, with an annual rate of \$50 if paid in advance. General headquarters will probably be in Albany, seat of the legislature. The full-time executive director, to be named, will make his office in Albany.

The following men, all officers of local organizations, have been named to the temporary executive committee: Phil Benevento, John Bullock, Ben Rapp, Tom Catanese, Carl Pavesi, Bob Charles and Mike Garramone. The two attorneys are also on the committee.

Operators from all sections of New York State are invited to attend the Syracuse meeting and participate in the election of officers and adoption of by-laws.

Two D. C. Ops Launch Joint Servicing Plan

Hirsch, East Coast Expect Six More Operators to Join

WASHINGTON — The first combined servicing operation for juke boxes in Washington has been started jointly by Hirsch Coin Machine Corporation and East Coast Music Company, here.

Under the plan, service personnel of both firms have combined forces to set up field service teams to handle location trouble calls. Main feature is that both operating companies don't have to have overlapping servicing coverage in the same area.

More Firms

Hirsch treasurer Roger Squitiero is enthusiastic about the plan, which was started on an experimental basis four weeks ago. He believes that before long, as many as six additional operating companies will join forces with the two firms to participate in the combined servicing plan.

While it is too early to accurately determine the plan's effective-

(Continued on page 89)

Detroit

By HAL REVES

Michael Weinberger, a veteran of some 30 years in the business here, who used to head the S&W Coin Machine Exchange, is still active on the job with his son Leo in Leo's Music Company.

Sam Sapienza, juke box operator, was a recent visitor at the showrooms of Music Systems, Inc., Seeburg distributor in the territory now under the management of Richard V. O'Meara.

Scopy Manufacturing Company, known for its unique animated ball-gum vender, is bringing out a new unit called Trucky, which will vend charms and other types of merchandise, according to Harris Gaylord, sole proprietor. The machine is now on several test locations. Manufacturing for the company is being done by Frank Berbust, with the Scopy company remaining as official manufacturer and distributor.

John B. Koterba, a newcomer to the coin machine business, is establishing a new games route in Detroit and suburban Dearborn under the name of An-Ca-M Ski-Ball Route, probably the first time the familiar term "route" has been used in a firm name here. Koterba has both Chicago Coin and Genco ski-ball units.

J. Allen Minnema, record and music dealer in Traverse City, Mich., is one of the top three winners in the Pfanstiehl Chemical Corporation's "Sapphire Needle Prize Drawing" held recently in convention here. First prize was \$100 worth of sapphire needles. Other top winners were Jack Harter, Harter Bros. Store, Franklin, Pa., and R. J. Green, Chenwith & Green Music House, Enid, Okla.

Coinmen You Know

Art Liss, formerly a concessionaire at Walled Lake Amusement Park, Walled Lake, has been appointed manager of the Penny Arcade, succeeding Dick Myers, 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 Kar-Nut Products 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. Kar is in suburban Ferndale and under the management of E. W. Krempa.

Carl F. Hopkins, son of veteran operator Frank Hopkins, now retired, has dropped his bulk vending activity to concentrate in candy, cigarette and soft drink vending. William S. Emig, Variety Vendors, is also considering dropping bulk operations of his firm, which has a large diversified operation.

Lee Fournier, manager of Weidman National Sales, reports plenty of activity in the vending field currently. . . . Theodore Monolidis has registered title to the new Cigarette Vending Service Company, which is expected to start operation here soon. Principal owners of the company will be disclosed later.

New York
By AARON STERNFIELD

Local coinmen spent a pleasant weekend at Greenwood Inn, Ellenville, N. Y., where the banquet of the New York State Operators

Guild was held. Izzy Edelman, Detroit game manufacturer, drove 700 miles to attend the banquet. Harold Horner, Leslie Distributors, was one of the few bachelors at the event. Most of the coinmen took their families. The Westchester Operators Guild had the largest delegation with Carl Pavesi, Max Klein, Seymour Pollack, Lou Tartaglia, Malcolm Wein and Pete Rozanno. Pollack, a former speed swimmer, displayed the form that won him gold cups a few years ago.

Teddy Blatt, counsel for the Associated Amusement Machine Operators of New York, handled the toastmaster chores on less than an hour's notice and did an excellent job. . . . Employees of the Bilotta Distributing Company, Newark, N. Y., recently gave a party in honor of Mary Zappia, who is celebrating her 15th anniversary with the firm. . . . John Bilotta will sit down with Hank Peteet, of the Wur-litzer factory, to discuss plans for service schools, due to get under way soon.

Mrs. Fannie Giovanetti, mother of Delores Brown at the Music Operators of New York, died last week. Funeral services were held Thursday (5). . . . George Holtzman, Supreme Vending, is back from his vacation. . . . Ees Boyd, Ace Music, has wound up his charter-boat business for the summer. . . . Nat Levine is recuperating from a back ailment. . . . Al Denver, Nash Gordon and the crew at the Music Operators of New York, are working hard on plans for MONY's 20th annual banquet, to be held November 9 at the Grand Ballroom of the Waldorf-Astoria

Hotel. . . . Sam Gassner, Scrivwell Music, recently became a grandfather. . . . Yoyua Schimmel, up-State operator, was closeted with Morris Rood, Runyon Sales, this week.

Recent visitors on 10th Avenue were John Bullock, Loch Sheldrake, N. Y.; Lou Northrup, Bridgeport, Conn.; Amelia Macarelli, Catskill, N. Y.; Abe Wichinsky, Hurleyville, N. Y.; Lou Herman, Mount Vernon, N. Y., and Tom Mahaffey, Port Chester, N. Y. . . . Sandy Moore and Gabe Forman, Suffolk-Nassau Amusement Company, attended the wedding of Carter Corriston, son of Eddie Corriston, 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. . . . Morris Nagel bought the Nu-Way Vending route from Bob and Gene Jacob. . . . Jack Swift, J & E Amusement Corporation, bought a route from Harry Berger. . . . Sam Gold and Bob Luttmann 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 Simonian, of Clovis, drove from his home in that city south of Fresno, over 200 miles from here, to attend the opening party Bert Fraga held for his new Standard Specialty Company building in

Oakland. . . . Alma and Bob Saylor, of Sacramento, kept in close contact with their home there while attending the Fraga party. They will soon be grandparents if they
(Continued on page 86)



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Union to Plan

Continued from page 84

resistance to the infiltration of criminal influences in the coin machine industry. Passaro added, "Honest unionism will serve to ad-

vance the interests of the entire automatic equipment industry.

Leaders of the Lake County local, whose area of operation includes Gary, Hammond, East Chicago and other strongly populated centers of the State were not prepared to describe the nature of the action they would initiate Tuesday night.

Testo stated however, "Our organization will not stand for coercion; it will not stand for intimidation; it will not stand for unethical competition. We are all of one mind in wanting to drive the racketeer from our trade. And we will succeed."

Testo added that plans for organization of additional locals was nearing completion. "Applications for admission," he said, "have been received from a number of States, which are being studied with care." He said he expected to have locals set up in all of the 48 States in about three years.

Miss. Ops Switch

Continued from page 84

Company, Frank Steed, Steed and Hearn Music Company, and John Diamond, Diamond Music Company.

The others are Clarence Spain, Spain Amusement Company at Tunica, 33 miles south of Memphis, and Bert Shives, Yazoo Music Company, Yazoo City, in the center section of the State.

Shives made the change-over on all his route. However, the other four, in sections with heavy Negro populations, made the change only on their white locations, on which they have about 80 per cent of their phonographs.

All the operators reported the change-over went well with little or no public resistance. Lavene, Steed, Diamond and Spain said they expect the change to prove successful. When they are sure, they said, they expect to make the change on all their locations, perhaps this fall at cotton harvest time.

All cited increased operating costs as the reason for the conversion. They said they had to make the change to stay in business and give the necessary service to keep the routes running as they should be operated, with first class repair service and maintenance and the latest hit tunes.

Shives said he does not see "how an operator can survive today on 5-cent play. Dime play is an absolute necessity for economic stability."

Operators in scattered sections of Mississippi have been changing to dime play from time to time. But they are not moving as fast in that direction as their brother operators in Tennessee and Arkansas.

COINMEN YOU KNOW

Continued from page 83

are not already. . . Mrs. Ruby Marquis, wife of Stanley Marquis, bulk merchandise operator, took off during the week for her first plane trip.

William J. Newman Company, Inc., wholesale candy, nuts, vending machines and supplies, is expanding its business as well as business quarters in San Francisco. Arthur H. Simpson is president, Ernest Alberts, vice-president, and Ted Essad, secretary-treasurer. . . R. M. Richardson, of Automat Vending Service, Inc., formerly Candy Vendors, Inc., Oakland, back from a business trip to Los Angeles, where he visited his brother, Don, who operated the R. M. Richardson Company in Los Angeles County.

The boys and girls at R. F. Jones Company, Seeburg distributor in the 11 Western States except Southern California, Nevada and Arizona, worked hard to get 40 to sign for the chartering of a plane for a Labor Day weekend trip to Reno. Stuart Auer Jr., of the background music sales department, handled the details. . . Henry G. Nix, San Francisco candy operator, is back on the route following illness. . . Bill Butler, bulk vender, has retired and sold his route. . . Harold Welch is expanding his bulk merchandise operations in San Francisco.

Wes Turner, of Montag Sales, Inc., in town from his headquarters in Sacramento. . . Harry Dietz, of San Francisco, is adding to his bulk

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N. Y. Ops Guild

Continued from page 84

Simon; Joe Fishman, Y&R Novelty; Dova Lowy; Izzy Edelman, Detroit game manufacturer; Abe Dorsman, representing the Northern New York Operators' Association, and Phil Steckel and Harry Horner, Leslie Distributors.

Wakefield Scores

Entertainment was highlighted by Jackie Wakefield, comic, who had the coinmen rolling in the aisles. Stanley Burns, ventro act, also made a big hit with the coinmen. Third act was the dance team of Sinclair and Alden.

Leo Stone and his orchestra entered into the spirit of the evening and provided dance music for the guests at the end of the show. The bar also played to full capacity, with the video showing of Miss America as the big attraction.

Only sad note of the evening was the moment of silence for last year's toastmaster, the late Sidney Levine, counsel for the Music Operators of America, the Music Operators of New York and one of the great names in the coin machine industry.

State Association

The embryo state coin machine association was boosted at the banquet by Teddy Blatt, Jack Wilson and Tom Greco. Blatt discussed the legal aspects of the industry, while Wilson and Greco spoke of plans for the organizational meeting, to be held in Syracuse on September 25.

Officers of the association are Tom Greco, president; James (Pie) Haley, first vice-president; Nick Kuprych, second vice-president, and Gertrude Browne, secretary-treasurer.

Board members are Russ Carpenter, Harold Pincus, Dick Wenzel, Les Smith, Tom Gobel, Jack Wilson and Joe Lipple. Lou Werner is counsel.

Committee Members

The committee consisted of Jack Wilson, general chairman, with Wilson and Tom Greco in charge of the souvenir journal; Max Cohen in charge of tickets, and Nick Kuprych handling seating arrangements.

Most popular spot Sunday was at the swimming pool as the coinmen and their families stretched out on beach chairs, talked shop and occasionally sought refuge from the pleasant September sun.

'Hard Sell' Works

Continued from page 84

nine out of 10 will go ahead and order the system."

Sammons said he has found the service to be ideal for small radio stations in small Mississippi, Tennessee and Arkansas towns that are run by just two or three men.

"While the only disk jockey may have to be out selling advertising," Sammons said, "he can set the music system and let it play continuous music. If he has spot announcements to make, he can pre-record them and the engineer, who has to stand by anyway to see that everything goes smoothly, can play them."

Sammons has sold the background music to all types of businesses. Included are super markets, restaurants, hospitals, dance studios, drugstores, banks, factories, motels and country clubs.

His company, which has its own installation men, recently installed the service at the Blytheville Air Force Base at Blytheville, Ark.

Albert Pick Hotels

IN 19 CITIES

Outstanding accommodations for meetings, luncheons, parties and conventions

Write, phone, or teletype for full details on meeting facilities.

PICK HOTELS CORPORATION

20 N. WACKER CHICAGO 6

Albert Pick Motels

- Birmingham, Ala. Pick-Bainbridge
- Carroll, Mo. Pick-Bell
- Chicago, Ill. Pick-Dodge
- Chickasha, Ok. Pick-Bowling Green
- Cleveland, O. Pick-Cedar
- Columbus, O. Pick-Fair Haven
- Dallas, Tex. Pick-Maine
- Delmar, Mich. Pick-Fort Valley
- Evansville, Ind. Pick-Gary
- Fort Worth, Tex. Pick-Durant
- Indianapolis, Ind. Pick-Adair
- Minneapolis, Minn. Pick-Norfolk
- Pittsburgh, Pa. Pick-Barnwell
- St. Louis, Mo. Pick-Mark Twain
- South Bend, Ind. Pick-Diner
- Tulsa, Ok. Pick-Fort Wagon
- Wapakoneta, O. Pick-Ransom
- Washington, D.C. Pick-Lee House
- Youngstown, O. Pick-Dino

- Chickasha, Ok. Holiday Inn Hotel
- Columbus, Tenn. Holiday Inn Hotel
- Memphis, Tenn. Albert Pick Hotel
- Nashville, Tenn. Holiday Inn Hotel
- Portland, Ore. Holiday Inn Hotel
- Richmond, Va. Holiday Inn Hotel
- Rockford, Ill. Holiday Inn Hotel
- Tampa, Fla. Holiday Inn Hotel

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

Top Editorial Features and News of the industry will help promote sales in the MARKET REPORT ISSUE. Read such features as:

- "What's Being Bought and Sold."
- "How Is '57 Shaping Up for Juke Boxes?"
- "Amusement Game Business."
- "What Do Legislatures Say on Pinballs?"
- "Amusement Game Tax and License Laws."
- . . . and More.

Yes, fall is BUYING TIME for thousands of juke box, game and vending operators. It stands to reason that this is the time to make your all-out sales pitch to operators.

Your ad, run in The Billboard's Fall Coin Machine Market Report issue, reaches more than 7,500 big operators who buy 95% of all juke boxes, amusement games and supplies . . . and reaches them when they're primed to BUY.

HURRY! ONLY 9 DAYS TO GET YOUR AD IN. Write, wire or call one of the Billboard Offices listed below and get complete details.

- CHICAGO 1, ILL. 184 W. Randolph St. Central 6-9818 Dick Ford Jack Sloan Dick Wilson
- HOLLYWOOD 28, CALIF. 1520 N. Gower St. Hollywood 9-5831 George Kelley
- CINCINNATI 22, O. 2160 Patterson St. DUmbar 1-6450 Lou Schochet
- NEW YORK 36, N.Y. 1584 Broadway PLaza 7-2800 Murray Dorf
- ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 1-0443 Frank Joerling

JUKE BOX OPERATORS

Get The Billboard's Music Record Programming and Buying Guide NOW!

Just Updated With Latest Information

Lists 55 years of Song Hits, Directory of Top Record Hits, Lists 1,567 Record Manufacturers and Labels and a directory of distributors.

Save time, effort and money. Send in coupon today.

Merchandising Division
The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Yes I want () copies of The Music Record Programming and Buying Guide at \$1 each. My remittance is enclosed. Please rush to:

My Name
Company Name
Street Address
City State

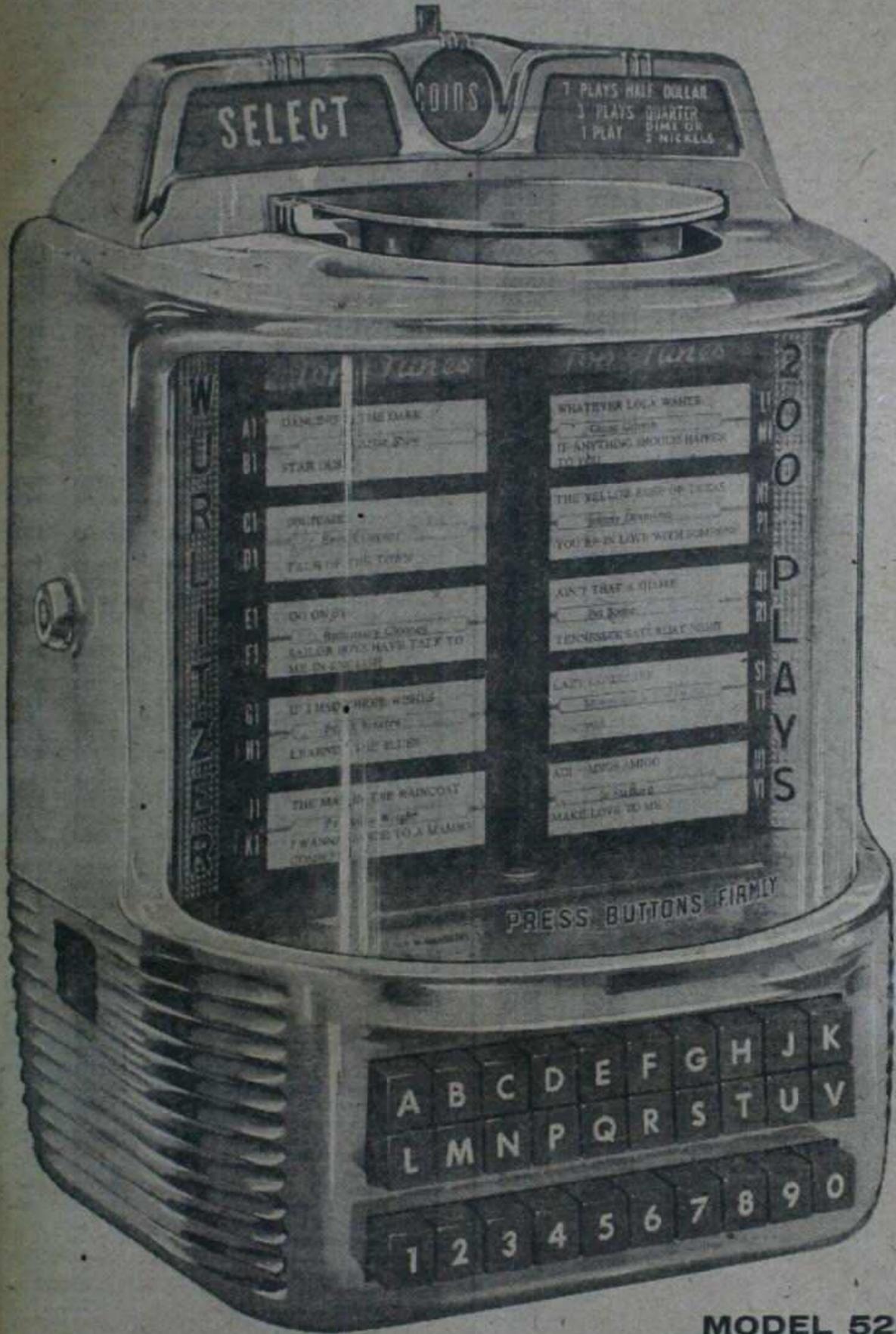
SEEBURG V-200 \$845.00

Equipped with VL-200 selection receiver. VL selection receiver has transistor diode and switching, no tubes.

BEST BUY . . . REAL VALUE SEEBURG DISTRIBUTOR

W. B. DISTRIBUTORS, INC. 1012 Market St. St. Louis, Mo.

ANOTHER WURLITZER FIRST



MODEL 5250

**ANNOUNCING
The
INDUSTRY'S**

FIRST

**50¢
WALL
BOX**

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

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS Equipment and prices listed below are taken from advertisements in 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 given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

MUSIC MACHINES

Table with columns: Model, High, Low, Mean Avg. Includes models like AMI Model A (46) 40 sel., Model B (48) 40 sel., Model C-40, Model C (50) 40 sel., Model D-80 (51) 40 sel., Model E-40 (53) 40 sel., Model E-80 (53) 80 sel., Model E-120 (53) 120 sel., Model F-80 (54) 80 sel., Model F-120 (54) 120 sel.

Table with columns: Model, High, Low, Mean Avg. Includes models like ROCK-OLA 120 Comet, 1428 (48) 20 sel., 1436 A-53 120 sel., 1438 (54) 120 sel., 1446 Hi-Fi 120 sel.

Table with columns: Model, High, Low, Mean Avg. Includes models like SEEBURG HM-100-Hideaway (9/49), M-100-A (9/49) 100 sel., M-100-B (10/50) 100 sel., M-100 C (5/52) 100 sel., HF-100-G (9/53) 100 sel., HF-100-R, 100-W (9/53).

Table with columns: Model, High, Low, Mean Avg. Includes models like WURLITZER 1015 (46) 24 sel., 1100 (47) 24 sel., 1250 (50) 48 sel., 1400 (51) 48 sel., 1500 (52) 104 sel., 1700 (54) 104 sel., 1800 (2/55) (W).

PINBALL GAMES

Table with columns: Model, High, Low, Mean Avg. Includes models like BALLY Atlantic City (5/52), Beach Beauty (1/55), Beach Club (2/53), Beauty (11/52), Big Time (1/55), Bright Lights (5/51), Broadway (12/55), Coney Island (9/52), Dude Ranch (9/51), Frolic (10/52), Cayety (3/55), Caytime (6/55), Hi-Fi (6/54), Ice Frolics (1/54), Miami Beach (9/55), Nite Club (3/56), Palm Beach (7/52), Palm Springs (11/52), Spot Lite (1/52), Surf Club (3/54), Variety (9/54), Yacht Club (6/53).

Table with columns: Model, High, Low, Mean Avg. Includes models like CHICAGO COIN Basket Ball Champ (10/49), Saddle & Turf Club Model (10/53).

Table with columns: Model, High, Low, Mean Avg. Includes models like GOTTIEB Arabian Knights (11/53), Chinatown (10/52), Collage Daze (8/49), Coronation (11/52), Crossroads (5/52), Cyclone (4/51).

Table with columns: Model, High, Low, Mean Avg. Includes models like Daisy Mae (7/54), Derby Day (4/56), Diamond Lill (12/54), Dragonette (6/54), Duetta Deluxe (4/55), Flying High (2/53), Four Belles (10/54), Four Stars (6/52), Frontiersman (11/55), Gold Star (8/54), Grand Slam (4/53), Guys & Dolls (5/53), Gypsy Queen (2/55), Happy Days (7/52), Harbor Lites (2/56), Hit 'n' Run (3/52), Jockey Club (4/54), Joker (11/50), Just 21 (11/50), Lady Luck (9/54), Lovely Lucy (2/54), Marathon (10/55), Minstrel Man (2/51), Mystic Marvel (3/54), Niagara (12/51), Poker Face (8/53), Quartette (2/52), Queen of Hearts (12/52), Quinette (3/53), Rockettes (8/50), Rose Bowl (10/51), Round Up (11/48), Score-Board (3/56), Sharpshooter (5/49), Shindig (9/53), Skill Pool (8/52), Southern Belle (6/55), Stage Coach (11/54), Sweet Add-A-Line (7/55), Toreador (6/56), Tournament (8/55), Triplets (7/50), Twin Bill (11/55), Wild West (8/51), Wishing Well (9/55).

Table with columns: Model, High, Low, Mean Avg. Includes models like UNITED Caravan (11/56), Circus (8/52), Havana (2/54), Hawaii (6/54), Leader (10/51), Manhattan (4/53), Mexico (3/54), Nevada (8/54), Pixie (9/55), Rio (11/53), Singapore (10/54), Starlet (11/55), Stars (6/52), Tahiti (8/53), Triple Play (8/55), Tropicana (11/55), Tropics (7/55), Zingo (10/51).

Table with columns: Model, High, Low, Mean Avg. Includes models like WILLIAMS Army & Navy (10/55), Big Ben (9/54), C. O. D. (9/53), Colors (11/54), Dealer '21' (2/54), Deluxe Baseball (18/50), Disk Jockey (11/52), Four Corners (11/52), Fairway (6/53), Grand Champion (8/53), Gun Club (11/53), Hayburner (6/51), Jolly Joker (10/55), Lazy Q (2/54), Nine Sisters (11/54), Palisade (7/53), Peter Pan (4/55), Pinky-5 Ball (9/50), Quarterback (10/49), Race the Clock (11/55), Regatta (10/55), Screamo (4/54), Silver Skates (2/53), Singapore (10/54), Sky Way (9/54), Spitfire (2/55), Struggle Buggle (12/53), Twenty Grand (12/52), Times Square (4/53), Thunderbird (5/54), Wonderland (5/55).

SHUFFLE GAMES

Table with columns: Model, High, Low, Mean Avg. Includes models like Ace Bowler (CC) (9/50), Advance Bowler (CC) (5/53), Banner (U) (8/54), Bikini (K) (6/54), Bonus Bowler (K) (3/54), Bonus Score Bowler (CC) (4/55), Bowlette (G) (7/50), Capitol (U) (6/55), Carnival (K) (5/53), Cascade (U) (2/53), Chief (U) (11/53), Clipper (U) (5/55), Club (K) (4/53), Comet Targette (U) (11/54), Criss-Cross (CC) (11/53), Criss-Cross Targette Deluxe (CC) (11/55), Criss-Cross Targette Regular (CC) (11/55), Crown (CC) (4/53), Domino (K) (5/53), Feature (CC) (7/54), Fifth Inning Deluxe (U) (6/55), 5 Player (U) (11/51), Fireball (CC) (11/54), Flash (CC) (9/54), 8 Player (CC) (9/51), Gold Cup (CC) (7/53), Gold Medal (B) (3/55), Hi Speed Triple Score (CC) (8/53), Hollywood (CC) (5/55), Imperial (U) (9/53), King (CC), League Bowler (U) (11/54), Lightning (U) (2/55), Mercury (U) (12/54), Mystic Bowler (B) (12/54), Name Bowler (CC) (11/54), Pacemaker (K) (9/53), Score-A-Line (CC) (9/55), Shuffle Pool (CC) (11/53), Six Player (CC), Speedy (U) (8/54), Starlite (CC) (5/54), Super Bonus Deluxe (U), Super Frame (CC) (5/54), Super Hatch Bowler (CC) (10/52), Team Bowler (U) (11/54), Team Bowler (K) (10/52), Tenth Frame (K), Tenth Frame Bowler (CC), Thunderbolt (CC), Triple Score Bowler (CC) (6/53), Triple Strike Bowler (CC), Venus Deluxe (U) (3/55), Venus Bowler.

ARCADE EQUIPMENT

Table with columns: Model, High, Low, Mean Avg. Includes models like ABT Challenger (5/46), Air Raider (K) (4/8), Atomic Bombers (M), Auto Photo (AP), Balloonamat Capitol P (11/55), Basketball (G), Basketball (CC), Basketball Champ (CC), Bat-A-Score (Ev) (8/48), Big Broncho (11/51), Big Inning (B) (4/7), Big Top (G) (6/54), Card Vendor (Ex), Carnival Gun (U) (10/54), Champion Baseball (G), Champion Hockey (4/6), Coon Hunt (S) (2/54), Dale Gun (Ex), Defender (B) (4/0), Derby, 4 Player (CC) (3/52), Drivemobile (M) (7/54).

	High	Low	Mean Avg.
Flying Saucer (M) (6/50)	125.00	125.00	125.00
Football (M)	275.00	275.00	275.00
Goales (CC) (1/46)	95.00	90.00	95.00
Harvard Metal Typer	125.00	125.00	125.00
Heavy Hitter (B)	50.00	35.00	40.00
Hi-Ball (Ex) (2/38)	95.00	95.00	95.00
Hockey (CC)	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54)	200.00	175.00	195.00
Jet Fighter (W) (10/54)	485.00	185.00	185.00
Jet Gun (Ex) (12/51)	110.00	110.00	110.00
Jungle Gun (U) (7/54)	185.00	135.00	150.00
Kicker & Catchers	25.00	18.00	20.00
Life League (W) (2/54)	75.00	75.00	75.00
Lord's Prayer (M) (6/56)	395.00	395.00	395.00
Lovometer (Ex)	25.00	25.00	25.00
Midget Movies (CC)	125.00	100.00	125.00
Panoram (Mills)	325.00	325.00	325.00
Pennant Baseball (W)	175.00	125.00	150.00
Photomatic (M) (1/50)	350.00	295.00	350.00
Pistol (CC) (1/49)	50.00	39.50	50.00
Pistol Pete (CC)	99.50	45.00	75.00
Pitch'm & Bat'm (S)	175.00	75.00	175.00
Pop Up	25.00	14.50	20.00
Quarterbacks (G) (9/55)	350.00	200.00	325.00
Rifle Gallery (G) (6/54)	175.00	95.00	175.00
Round the World Trainer (CC) (10/53)	425.00	350.00	425.00
Royal Mustang Horse	375.00	375.00	375.00

	High	Low	Mean Avg.
Safari (W) (2/54)	365.00	225.00	313.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	150.00	125.00	125.00
Shooting Gallery (Ex) (6/54)	175.00	175.00	175.00
Sidewalk Engineer (W) (5/55)	150.00	125.00	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	195.00	165.00	195.00
Six Shooter (Ex)	125.00	50.00	95.00
Sky Fighter (M) (9/53)	135.00	110.00	135.00
Sky Gunner (G) (9/53)	135.00	125.00	125.00
Sky Gunner (CC)	150.00	95.00	125.00
Sky Rocket (G) (5/55)	260.00	215.00	235.00
Space Gun (Ex)	125.00	85.00	95.00
Space Ship	350.00	200.00	325.00
Sportland (Ex) (11/51)	275.00	125.00	199.50
Sportsman (K) (11/54)	175.00	40.00	175.00
Standard Metal Typer, F. S.	325.00	199.00	275.00
Star Series (W) (4/49)	89.50	79.50	89.50
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	250.00	125.00	225.00
Super Jet (CC) (4/53)	295.00	224.50	225.00
Telequiz (1/49) (T)	95.00	50.00	90.00
Treasure Cove (Ex) (6/55)	295.00	225.00	295.00
Undersea Raider (2/46)	125.00	115.00	125.00
World Series (W) (4/51)	99.50	55.00	95.00
Zingo (1/51) (U)	165.00	65.00	65.00

	High	Low	Mean Avg.
VENDING MACHINES			
Acorn, 5c or 1c	\$ 10.00	\$ 9.50	\$ 10.00
Columbus 1c Bulk	8.50	5.00	6.50
Du Grenier (11 Col.)	87.50	87.50	87.50
Du Grenier Tab Gum (6 Col.)	14.50	14.50	14.50
Electro (8 Col.)	150.00	40.00	95.00
Master 1c & 5c Bulk	8.50	8.50	8.50
Mills Candy (5 Col.)	65.00	55.00	65.00
Mills Tab Gum (6 Col.)	17.50	15.95	17.50
National M-9A (9 Col.)	165.00	95.00	125.00
National 930	110.00	85.00	95.00
National 950	125.00	90.00	110.00
Northwestern 39, 1c	9.50	7.50	7.95
Northwestern 33 Ball Gum	8.50	4.95	7.95
Northwestern 49, 1c	12.50	12.00	12.50
Northwestern Deluxe, 1c & 5c	12.50	12.00	12.00
P X (8 Col.)	125.00	75.00	115.00
P X (10 Col.)	125.00	115.00	125.00
Rowe Candy (8 Col.)	60.00	60.00	60.00
Rowe Crusader (8 Col.)	150.00	85.00	130.00
Silver King, 1c	8.50	7.45	7.45
Silver King, 5c	9.95	7.45	8.50
Stoner Candy (6 Col.)	110.00	80.00	80.00
Stoner Candy (8 Col.)	165.00	110.00	110.00
Uneda Model E (8 Col.)	80.00	75.00	75.00

Stereo Juke Box
Continued from page 84

croon records can be played with the new pickup, as can stereo disk recordings be played with existing pickups for monaural reproduction.

Both RCA and Capitol are testing the new system in their own laboratories, examining the new stylus necessary to cut records and the new pickup for playback. Instead of the lateral and vertical curve presently cut into a record groove, the Westrex system employs the cutting of a "V" shaped groove, using a single stylus to transmit two separate channels of recording sound into a single groove.

Two D. C. Ops
Continued from page 84

ness, officials of both companies have stated there are definite signs that the operation will be more economical than separate servicing.

Officials added that the plan would enable the operating companies to cut the number of servicemen required per call, but emphasized that cutbacks would only affect future job opportunities, not mechanics already on the payroll.

Juke Box Is Teen-Age Magnet
Continued from page 84

youngsters have been behaving themselves, Mrs. Bilotta lets them stay until 11:30.

Center of attraction is the juke box. Live combos were tried for a while, but the youngsters indicated a strong preference for the music machine. John Bilotta reasons that unless top bands are provided—and the teen-age club could hardly support a name band—the youngsters would rather hear good music from a juke box than second-rate music from a live combo.

Of the 200 selections in the machine, 160 are either rock and roll or r&b favorites. The other 40 selections are pop standards, but even those are on the fast side.

While dime play and three plays for a quarter is prevalent in the area, the teen-age box is set at four for a quarter and 10 for a half dollar.

Singles may be played for 10 cents, but they hardly ever are. Most of the coins are 50-cent pieces. Few of the youngsters have half dollars to put in the machine, but they will generally pool their money to take advantage of the bargain rates.

Mrs. Bilotta wasn't much of a rock and roll fan when she took on the teen-age assignment, but the youngsters now consider her a pretty hep cat. She keeps close tabs

on their musical preferences and tries to see that all record requests are satisfied.

Dance Music

Dance music goes on continuously. While the dancers are on the floor, other youngsters give the coin games pretty heavy play. Biggest earner is the 20-foot bowler, which is seldom idle.

Tho the park is only 30 miles from Rochester and 45 miles from Syracuse, there isn't much for teen-agers in the immediate vicinity to do. The Sodus Point Teen-Age Club keeps them off the streets and out of taverns.

The teen-agers regard the place as their own. Mrs. Bilotta is there all the time, but she stays in the background and lets the youngsters run their own show. The room itself, with pine paneling and fieldstone facing, has the cozy, intimate air of a private club.

Patronage is drawn largely from local residents and children of families with summer homes on Lake Ontario. However, a good many youngsters from neighboring towns drive in.

The youngsters appear to be enthusiastic about the place. One group drove in from Lyons, 16 miles away, because it was the only place in the area where there was "something to do."

Another youngster, about 17, was asked if he liked the club, and why he did. He appeared stumped, thought a while, and then his face brightened up. "Girls," he said.

While John Bilotta is interested in providing wholesome entertainment for teen-agers, he is also a businessman. And the teen-age club is an extremely profitable venture.

Figuring direct income, the juke box and eight games are able to gross in a summer operation more than most locations will do in a year.

But aside from direct income, the teen-age club encourages parents to come to the park and bring their children. They know that the kids will have wholesome supervised entertainment, and they know that they will stay put.

And, according to Bilotta, none of it would have been possible without the juke box.

**SO LONG!
AUF WIEDERSEHEN!!
AU REVOIR!
ADIOS!**

"I'm on my way to contact Buyers of Records and Coin operated equipment throughout the World."



Yes, your International Sales Representative has packed his bags and is on his way to far-off places. Have him tell the story of your machines, products and services to the buyers in more than 130 foreign countries.

Yes, your International Sales Representative will place 7,851 copies of The Billboard International in the hands of buyers, sellers and users of Phonograph records, Juke Boxes, Amusement Games and Vending Machines in foreign countries from Aden to Zanzibar.

Because the bimonthly Billboard International is designed to promote world trade in a highly specialized field, it is printed in four languages—ENGLISH—FRENCH—GERMAN—and SPANISH—insuring international understanding of your sales message.

Tell your sales story in any or all of the four principal world languages and let Billboard International do a real sales job for you.

Closing date for the
**NOVEMBER ISSUE OF
BILLBOARD INTERNATIONAL**
is
OCTOBER 10
THE BILLBOARD INTERNATIONAL
For further information contact nearest office

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188 W. Randolph St.
Central 6-9818

NEW YORK
1564 Broadway
PLaza 7-2800

HOLLYWOOD
1520 N. Gower St.
Hollywood 9-5831

ST. LOUIS
812 Olive St.
CHestnut 1-0443

COIN MARKET PLACE
CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATES: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER
Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 5 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

**ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22**

Help Wanted

EXPERIENCED REPAIRMAN—PHILADELPHIA and South Jersey area. Music, Pinballs and Shuffle Alley's. Top wages and working conditions with progressive firm. Box M-201, c/o The Billboard, Cincinnati 22, Ohio.

20 FIVE COLUMN AND 20 THREE COLUMN Penny and Nickel Merchandise Vendors, \$4.95 each; with Floor Stands, \$6.95. Al Hoff, 1920 Rose, Baltimore 13, Md.

200 DAHLBERG HOSPITAL RADIOS WITH Pillow Speaker. Cabinets almost like new. \$7.50 each. Sandhaus, 5417 Guarino Rd., Pittsburgh 17, Pa. se16

Used Coin-Operated Equipment

CASH HIGHEST CASH PAID FOR C.C. Binkers, Bull's-Eyes, United, Genco, Williams Guns and Baseballs, Allied Coin Machine, 785 Milwaukee, Chicago 22, Ill. Or call: CA 4-0293, not

FOR SALE—PINGAMES, PEXIE, \$100; Start, \$100; Hunters, \$250. Scioto Novelty, Inc., 1305 8th St., Portsmouth, Ohio. Home: RI 34179. se16

SHIPMAN DUPLEX STAMP MACHINES, \$10. Triplex, \$29.50 each, like new. Factory direct factory prices. USP Co., 250 Grand, Waterbury 2, Conn. se17

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted. 49's, Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Bake, 408C Spring Garden St., Philadelphia 23, Pa. ch-12x

LATEX MACHINES, ADVANCE 21 F's. New or used, in good working condition. Will buy small established routes in area Asheville, N. C., to Augusta, Ga. Box M-206, c/o The Billboard, Cincinnati 22, O. se30

ONE-CENT COUNTER GAMES ALL KINDS. Lee Hirschler, 169 E. Mitchell Ave., Cincinnati 17, Ohio. se16

Neb. Ops to Meet
Continued from page 84

play and programming discussions will be augmented by several other topics to be decided upon at a later date.

Howard N. Ellis, secretary-treasurer of the group, said that negotiations were underway for several key speakers, and that tentative arrangements had been set up to procure a member of the local Chamber of Commerce to speak on public relations.

FTC Clears 2 Firms In Blue Sky Charge

Dismiss False Claims Charge Against Illinois Continental & Copperite

WASHINGTON — Federal Trade Commission hearing examiner Abner E. Lipscomb last week (13) issued an order which would dismiss charges that Illinois Continental Machine Corporation and Copperite, Inc., both of Chicago, misrepresented the earnings from operating their candy and chewing gum vending machines, and the assistance they give customers. Lipscomb ruled that the charges made last year have not been proved by "reliable and substantial evidence" (The Billboard, October 20, 1956). FTC cautioned, however, that this is not a final decision of the Commission and may be appealed, stayed, or docketed for review.

The complaint had charged that, contrary to the companies' claims, large profits rarely accrue to purchasers of the machines, and these customers generally are unable to earn \$100 a week spare time or to get back their investment in six months.

Altho some purchasers testified

they did not make what they considered a reasonable profit, examiner Lipscomb said evidence showed that numerous customers have expressed satisfaction by buying additional machines.

He found that the record does not show the percentage of dissatisfied purchasers compared to total purchasers, nor does it show how many made satisfactory profits. Without such evidence, the examiner ruled, these charges have not been proved.

Lipscomb said the respondents did misrepresent themselves as the manufacturers of their vending machines.

However, he dismissed this 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 obtained.

Other charges of the complaint dismissed by the examiner are that
(Continued on page 91)

H. Hutchinson Bulk Firm to New Quarters

ATLANTA—H. B. Hutchinson Company, large Southern bulk distributing and operating firm has moved to new quarters. The firm now has 9,000 square feet of room at 2086 North Decatur Road, Northeast, in Atlanta.

Quarters consist of a one and one-half story brick building, with 750 square feet of office and showroom space in the front with the remainder of the building devoted to warehousing and service facilities.

Expand Stock

H. B. Hutchinson Jr., head of the firm bearing his name, stated the new quarters enabled the company to expand their stock of bulk products. He estimated the company now carries a stock of some 350 different charm items valued at approximately \$12,000. Firm also distributes full merchandise lines of Victor, Acorn, Northwestern and Shipman vending machines in addition to carrying lines of ball gum, nuts, other confections and allied vending equipment and supplies.

Besides the distributing function, Hutchinson also operates a 3,000 machine route of ball gum, charm, chicklet and capsule machines.

Ferrara Hikes Candy Prices 1c Per Pound

CHICAGO — Ferrara Candy Company last week announced a price increase of 1 cent a pound on its full penny line of sweet shell candies for bulk vending machines. New price became effective September 15.

At the same time, George F. Eby, head of the firm's vending division, announced that the top item Ferrara's penny line—cinnamon balls called Atomic Fire Balls—are now available in 300-count size to bulk vending operators. Since its introduction three years ago, this item was sold in 46-count size to wholesalers.

Eby stated that the new price increase was made "necessary by increasing labor and other costs over the past three years."

New prices, counts and items by name included in the price hike are: Atomic Fire Balls, 300 count per pound, 23 cents per pound, \$6.44 per 28-pound case; Pee Wee Rainbow Peanuts, Pee Wee Burnt Peanuts, Pee Wee Excel Mix, Pee Wee Tip Top Mix, Pee Wee Red Hot Peanuts, all of which are 1,000 count, 27 cents a pound, \$6.75 per 25-pound case; Excel Mix, 500 count, 26 cents per pound, \$6.75 per 26-pound case; Vendors Baked Beans, 500 count, 26 cents per pound, \$6.75 per 26-pound case; Licorice Gems, 775 count, 24 cents per pound, \$7.68 per 32-pound case; Licorice Lozenges, 440 count, 22 cents per pound, \$6.16 per 28-pound case; N-B Boston Baked Beans, 460 count, 23 cents per pound, \$5.98 per 26-pound case; Soft Shell Cinnamon Imperials, 1500 count, 21 cents per pound, \$6.72 per 32-pound case; Soft Shell Fruit Cocktail Imperials, 1500 count, 21 cents per pound, \$6.72 per 32-pound case.

has one vote. An elected board, president, and general manager conduct association affairs in the intervening months.

News in Brief

TIGHT CREDIT DAMPENS IN-PLANT EXPANSION

Expansion of in-plant feeding installations is being dampened by tight credit controls, says a recent Foundation for Management Research report. Average capital outlay for in-plant feeding equipment averages \$20,000 for a single plant. This shuts out the smaller operator, who either can't get a loan or doesn't want to chance the thin operating margin that goes with tight money. Bulk of expected expansion, continues the report, will be accomplished by the large operator whose volume enables him to pare overhead costs. Greatest encouragement to take risks comes from management itself, which wants more in-plant feeding installations.

NEW LINE OF HOT-SPA SOUPS ON MARKET

New line of Hot-Spa "instantized" soups is made for use in any hot drink vender. Automatic Food Products, division of Cole Products Corporation of Chicago, puts the soups out. Four standards and five creams make up the line. Albert Cole, president of the firm, claims the soups give a considerably increased yield per pound. Line was developed in collaboration with manufacturers of soup bases for Duncan Hines.

NEW COFFEE EQUIPMENT MAKES DEBUT

Pre-brew vender was announced by Coffee Time of America, Inc., Omaha, Neb. Machine, called the Bantam, uses coffee containers from two to five gallons. Maximum number of cups used is 158. Machine has self-contained sugar and fresh cream system. National changer and electric counter is included. Unit stands almost six feet high. Sells for \$395 (\$535 with optional hot-chocolate attachment).

CURTISS CANDY MOVES TO DECENTRALIZE

Curtiss Candy Company is decentralizing to meet changing distribution and marketing patterns, says William C. Jakes, president. Responsible local autonomy of Curtiss' seven divisions forms the basis of the new sales program. Four key Curtiss men have been named to pilot Division I, the first division thus far to make the changeover. It comprises Ohio, Michigan, Indiana and Kentucky.

ROWE TO DISTRIBUTE DARIOMATIC VENDER

A new selective milk vender, manufactured by Dariomatic, Inc., will be distributed by Rowe Manufacturing Company. Distribution will be done on a non-exclusive basis in the United States only. Rowe has agreed that, except for equipment of its own, it will not handle, promote or sell similar equipment during the stipulated distribution period. Venders will carry the Dariomatic trade name. Rowe will train at least one man in each of its five divisions to service the vender.

FEDAM ADAPTER UPS VENDER CAPACITY

Seventy instead of 50 cans may now be handled by Fedam Company's hot-food vender. An adapter which replaces the original cabinet top is used. It lengthens the five chutes in the machine enough to enable each to carry four additional cans. Adapter sells for \$24.95 and can be installed on location, according to the manufacturer.

NO POST-MIX AT BOTTLERS' CONFAB

Post-mix vending will be left out of exhibits and discussion sessions of American Bottlers of Carbonated Beverages convention. However, pre-mix vending will be featured. Meet will be held November 11-14 in Washington, D. C.

PENN. STORE INSTALLS STORE-FRONT VENDER

A Windomatic merchandise vender which is installed directly into a store window, has been put in G. C. Murphy's department store in Pittsburgh. Previously, three units were installed in Loft's, New York candy chain. Windomatic is solely owned by L. M. Ettlinger. Machines are manufactured to vend from eight to 30 items and take coin deposits from a quarter to \$3. Price is from \$2,000 to \$3,000. Vender carries wide variety of small items. Machine has many similarities to European venders, and Ettlinger says he will function as own distributor and operator until it becomes familiar to general operator.

MISCELLANEOUS NEWS ABOUT THE COUNTRY

Newly elected president of Victor Products Corporation is Justin Funkhouser. Does business from administrative headquarters in Ransom, W. Va. . . . Attorney General of Texas, Will Wilson, was to speak at September 7 annual luncheon of Texas Merchandising Vending Association. . . . National Automatic Merchandising Association has two new men. Thomas E. McCarthy was appointed director of Member Services. He previously worked for Institute of Real Estate Management. David E. Hartley will head NAMA broad public health program. Sanitation aspects in construction and operation of vending machines will come under his supervision. Hartley has been chief of retail food sanitation on the Indiana State Board of Health for the past 12 years.

U. S. HOFFMAN EXECS SEEK TO ACQUIRE STOCK

Management of United States Hoffman Machinery Corporation seeks to buy 500,000 shares of authorized but unissued shares of stock in the company for \$3,500,000. Stockholder approval must first be obtained. Apco, Inc., a major manufacturer in cup drink vending field, is owned by Hoffman. Harold Roth, president of Hoffman, also heads Continental Industries, parent company of Continental Vending Machine Corporation.

WESTERN WHIZ

Hunts, Lands Spots, Builds Ops' Routes

By SAM ABBOTT

LOS ANGELES — Frank F. Barreras has placed hundreds of vending machines during the 15 years that he has been associated with the field. Yet he has never operated a route or owned a machine.

Barreras is a "locator." His business, which he entered when he was 30 years old, is getting locations for bulk merchandisers, cigarette machines, juke boxes or games. When he has the location sold, he in turn notifies either a distributor or an operator. Most of his work is on order, the operator designating the number and type spot—even the area—that he wants.

Working independently, Barreras, 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 that the locations Barreras booked were over the average monthly net by a good margin.

Fees to Scale

For his services, Barreras has a fee scale. For obtaining a location for a bulk merchandiser, he charges \$3 per machine. If there are two machines in one location, the charge is \$5, and the charge for three machines is \$7.50. A cigarette location costs an operator or distributor 10 cents per pack on the basis of the first week's sales. When he locates a juke box or a game, Barreras gets the first two weeks' take that would have gone to the operator.

Barreras, who was born in Las Vegas, N. M., said that his approach is to visit prospective loca-
(Continued on page 91)

N. Y. Cig Op Assn. Writes New Code

NEW YORK — Cigarette Merchandisers Association, Inc., of New York revamped and drew up a new formal statement of by-laws and aims in response to a Justice Department charge of monopolistic practices. The new code is designed to prevent collusion of operators, location owners and unions in restraint of free enterprise.

Prohibited are a variety of practices that would preserve a status quo in defiance of antitrust prices and location commissions, discrimination against the location owner who may want to select his own operator or run his own machines, are examples.

Special provisions outlawing discrimination against the non-member of CMA are written into

the code. The non-member is to have an equal footing with unions and location owners. For a fee he may inquire into contracts existing between member operators and location owners. He will be allowed to take part in arbitration, again for a fee.

Contractual agreements with labor unions are to be participated in on a voluntary basis. Any member may negotiate with unions by himself, tho on the other hand he may also adopt agreements reached.

Any cigarette operator in the New York area of "good moral character" may join CMA. Dues are determined by the number of machines an operator owns. The association meets twice a year to handle business, and each member

Hunts, Lands Stops, Builds Routes

• Continued from page 90

tions and discuss their needs. He advises that he has the machines and will install them. With the order in hand, he completes the deal with an operator or distributor, who takes the matter from there.

According to Harry McKinney Jr., bulk merchandiser in Balboa, Barreras delivered to him locations that he requested in taverns and markets. It was McKinney who said that all of the locations obtained were as pictured. There was never an argument with a location owner as to the number or type of machines or the commission. All of the spots turned in net takes above the average.

"When I started in business, I wanted to get going," McKinney said. "I asked Barreras to get me locations in taverns and independent markets. Chain markets were out of the question for they want to do business always with the owner of the route.

Fair Dealer

"Barreras is fair in his dealings. At least he was with me. He pre-

resented a list of locations but I was not obligated to take all of them. I could take what I wanted."

Barreras' work has its headaches. Some operators have asked for spots using only one machine, he added. After they are in the location, they install others, he declared, without paying for them. Barreras said, frankly, that he did not think this fair.

By his own admission, Barreras has been accused of being unfair by operators. His policy is never to bump an operator he has located. On one occasion, however, after he had spotted some machines, he did place another operator there. The original operator complained of being bumped. But, the location-man explained that no name was on the machines and he had no way of knowing their ownership. To settle the matter amicably, Barreras gave the operator two new locations.

McKinney looks upon Barreras' work as a means of saving an operator's time. The operator added that he would have had to allot time when he was using all that he could get to learn the business and take care of the machines that were already in operation. McKinney estimates that it would have taken him two weeks to get the spots Barreras picked up in one day. Perhaps, McKinney continued, his route may have suffered by his devoting time to this effort.

Will Travel

Barreras has been on his own for four years. Prior to that time he worked exclusively on salary for distributors. Fifteen years ago, when he wanted to buy a route in the Midwest, the distributor asked him if he would like to locate machines. He accepted the challenge—and never bought the route. For 10 years he traveled over the nation spotting machines. Altho he and his family live in Ontario, Calif., Barreras is still willing to go any place in the nation where he is needed.

The field of locating machines, said Barreras, is not as lucrative as some operators 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 years 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 locator. 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. Those are the places where you will find Barreras.



Our Mailman Knows ... Now We'd Like to Tell Our Customers

We're completely settled in brand new quarters at 2086 N. Decatur Rd., N.E. With over 9,000 sq. ft. of office, storage and shipping space in use, you can be assured that a complete stock of the following is always on hand:

- VICTOR ACORN
- NORTHWESTERN WATLING SCALES
- SHIPMAN STAMP MACHINES
- USED EQUIPMENT FILLED OR EMPTY CAPSULES
- FULL LINE OF CHARMS, BALL GUM, STANDS, PARTS AND MERCHANDISE

Our New Phone No. is DRake 7-4300

YOUR SATISFACTION IS 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 sure-fire money-taker and money-maker.



\$19.75 Each. Packed and sold 2 to the Carton
H. B. HUTCHINSON, JR.
2086 N. Decatur Road, N. E.
Atlanta 7, Ga.
Phone: DRake 7-4300

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WITH SNAP-ON MERIT BARS

Ask the operator who uses them

Plastic ... \$7.00 per thousand
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ALL Machines and Refills for Men's and Women's Restrooms.

Authorized Factory Distributors of **ADVANCE MACHINES**

A complete supply of merchandise for ALL TYPES of machines

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None finer quality; none lower in cost!

Also candy, cookies, postage stamps and perfumes.

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AZTEC DIAMOND RING!!!

Catch the eyes of the kids and the admiration of the adults.

Send 35¢ for SAMPLE KIT OF CHARMS

... it's really going over!

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- Gold Vacuum Plated
- Three Different Sizes

\$15.00 per M \$13.50 per M for 5M or more

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

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2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms
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Fully Automatic Popcorn Machine

10c Hi Profit %

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TERMS: 1/2 Deposit With Order, Balance C.O.D.
WRITE, WIRE OR PHONE

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2727 University Ave. St. Paul 4, Minn Midway 6-7901

Supplies in Brief

Confectionery Sales

Sales of confectionery and competitive chocolate products by manufacturers were estimated at \$62,777,000 in June, according to Commerce Department. While this was 8 per cent below sales for May, 1957, it was 5 per cent above last year's June total. For the first six months of this year, poundage sales of bar goods were up 5 per cent, and poundage sales of bulk goods up 3 per cent over the comparable period a year earlier.

Glass Containers

Factory shipments of machine-made glass containers during July totaled 12,430 thousand gross, according to Commerce Department. Returnable beverage containers accounted for 1,017 thousand gross of the total, a decrease of 258 thousand gross from June. Nonreturnable beverage containers accounted for 160 thousand gross of the total, an increase of 32 thousand gross over June.

FTC Charges 2

• Continued from page 90

the companies misrepresent that (1) purchasers are required to have a car and good references; (2) purchasers are given exclusive sales territories; (3) the companies give financial assistance to purchasers for expansion, and (4) the purchase price of the machines includes the cost of insurance.

5 KEENEY VENDERS

bring 5-Way Profits!

- Coffee • Soup
- Coffee and Chocolate
- Snacks
- The New Keeney "22" Deluxe Electric Cigarette Vender

Write for Full Details, Prices and Easy Payment Terms

J. H. KEENEY & CO., INC.
2600 W. 50TH ST., CHICAGO 32, ILL.

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each

\$12.75 Each 100 or more

30 day money-back guarantee if not satisfied

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Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER. As High as \$6.00 Per Machine on VICTOR TOPPERS Send Us Your List.

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For Victor Vending Corp
Machines, Parts, Globes
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PHONE or WRITE FOR PRICES

VICTOR'S NEW FOOTBALL

NOW IN PRODUCTION
Fast Action! Bigger Profits!

\$19.75 Packed & Sold EACH 2 to Carton, F.O.B. Chicago.

VICTOR VENDING CORP.
8701-13 West Grand Ave. Chicago 39, Illinois
Mfrs. of Famous Line of TOPPER Venders

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

VENDING MACHINES — Parts, Supplies, Ball Gum, all sizes, 1¢ Tab Gum, 2¢ Packaged Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hershey's, 320 or 620 ct., Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. KING & CO., Northwestern Distributors, 3700 West Lake St., Chicago 13, Ill.

COINMEN YOU KNOW

Little Rock

Little Rock operators are finished, most of them, with their vacations and are now concentrating on their fall business. Those back from a summer trip include: Harold Dunaway and Cecil Hill, partners in Twin City Amusement Company; Robert Kirspele, president of Kirspele-Hollenberg Music Company; Dan Levine, Standard Automatic Distributing Company; Andrew Cassinelli, Little Rock Amusement Company; C. E. Craig, Arcade Amusement Company.

Others are: Dutch Yancey, Arkansas Music Company; J. D. Ashley, Globe Amusement Company; Jeep Thomas, Thomas Amusement Company; and Bob Franklin, Southern Amusement Company.

Billy Bledso, owner of Chilcot Amusement Company at Lake Village, Ark., reports a successful conversion to dime play. Others who made the change-over recently were: Charles Gribbles, manager of Crossett Amusement Company, Crossett; Tex Dickens, Arkansas Music Company, Magnolia, and Gurt James, owner of James Music Company, Thornton.

Orell Bledso, owner of National Novelty Company at El Dorado, returned recently from a week's vacation with his wife and son at Hot Springs. They fished most of the time. . . . Vernon Ward, 19 Music Company at Pine Bluff, was seen in town getting some games from Game Sales Company.

Bill Smead, owner of Camden Novelty Company, Camden, reports his music business is up 25 per cent and his game business down 40 per cent. Reason was the recent Supreme Court ruling outlawing payoffs on bingo-type pinballs without a \$250 federal license. Now location owners and operators can give only free rides, he reports, cutting down game play.

Betty Purifoy, 22, daughter of Bill Purifoy, Purifoy Amusement Company, Camden, is home from college. She received a master's degree in music from Ouachita College at Arkadelphia, Ark.

Jack Etheridge, Etheridge Music Company at Hampton, was in Little Rock recently at the bedside of his sick daughter, Fern. . . . H. L. Hopkins, owner of Hopkins Music Company, Fordyce, reports that the Pepsi-Cola Bottling Company plant he bought at Monticello, Ark., some months ago has been bustling with business all summer.

Cleve Reed, Cleve Reed Music Company at Rison, reports he recently sold 8,500 frying-size chickens. He owns and operates a chicken farm in addition to his music and game route. He reports it is a good diversification and he will start again with 8,500 chicks.

Edward Wilcox, Baker Music Company at Pine Bluff, reports his refinishing plant for shuffle boards is doing a good business. More and more Arkansas operators are replacing their Bingo pin games with shuffles instead of buying the \$250 federal stamp. . . . Bill Foster, Foster Music Company at Pine Bluff, is driving a new Oldsmobile.

Charles Gist, Gist Music Company, and Charles Schubach, Helena Amusement Company, both at Helena, Ark., recently converted to dime play and report it is going well in their city. Most of Eastern Arkansas has already made the change-over.

Tex Dickens, Arkansas Music Company, Magnolia, Ark., plans to go to dime play in the fall. . . . Orell Bledso, National Novelty Company, at El Dorado, Ark., has his son, Norman, 16, working on the route this summer. Norman is home from Columbia Military Academy, Columbia, Tenn. . . . E. J. Mahfour, owner of Mahfour

Musik Company, Stuttgart, Ark., is mending from injuries sustained in a recent highway mishap.

Washington

By DOLORES NEWCOMB

Phil Mason, vice-president of Hirsh Machines, says business this summer has been brisk. A new idea in the servicing of jukeboxes will be coming out of Hirsh quarters soon, he says. The deal will be

Don't Change Horses in Midstream!



WEDDING RINGS!
"His" and "Her" Wedding Rings have been red hot items for months. We are still getting tremendous orders. Keep Wedding Rings in your machines and don't change horses in midstream. Star with the proven profit-maker. Order today, results guaranteed!

ASST'D SIZES \$8.75
(Ass't'd Plated, Silver and Hamilton Gold) per M
Labels available at your distributor or:

Paul a. PRICE co. inc.
55 Leonard St., N.Y. 13, N.Y. COllumbus 7-3147

CORRECTION
In the issue of September 9, 1957, the ad for J. Schoenbach carried an incorrect address. The correct address is:
J. SCHOENBACH
1647 Bedford Ave., Brooklyn 25, N. Y.

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25
Each
12.75 each 100 or more
TIME PAYMENTS AVAILABLE
Write us for lowest prices on Capsules, Charms, Ball Gum and all Vending Needs. Prompt shipment.

FREE 40 Page Catalog
Write for your copy today.
BERNARD K. BITTERMAN
4709 East 27th St., Kansas City 27, Mo.

VICTOR STANDARD TOPPER 1c BALL GUM VENDOR \$13.25
each
\$12.75 Each 100 or more

25-lb. case 210 best grade gum for only \$1.00 with purchase of 4 Victor vendors (any model). Order as many deals as desired.

FOOTBALL
Have a million dollars' worth of fun and a ball of gum for every penny.
\$19.75 each
Holds 12 lbs. of 210 Ball Gum.

Write for free 22-page Coin Machine Catalogue.
One-third deposit on all orders.
PARKWAY MACHINE CORP.
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FINEST RECONDITIONED VENDORS

- SEND FOR OUR CHARM LIST and receive **FREE** with every order of 30M charms or more: 14 Pc. Imported Strik, Steel City, Set. Carving Set + Steak Knife Set Metalized Hostess Salad Set. List Price, \$39.50!
- 2-Col. Card Machine, 3 for 5c. \$19.50
 - 3-Col. Shipman Stamp Machine. 22.50
 - 2-Col. Stamp Machine. 12.50
 - Ass'd. Counter Games. 19.50 (Write for List)
 - Columbus Tri-Mera Machine. 15.00
 - Premiere Card Machines. 15.00
 - Silver King, 1c or 5c. 8.50
 - Acorn, 5c. 10.00
 - K. W. Model 49, 1c or 5c. 12.50
 - Mazda, 1c and 5c. 8.50
 - 3-Col. Hot Nut. 22.50
 - Victor Model V. 8.50
 - DuBrenier, 6-Col., 1c Tab. 14.50
 - Mills 6-Col., 1c Tab. 17.50
 - Factory Reconditioned "Popcorn Ser" Machines. 125.00
- Send for 1957 Catalog-Index. List! All Machines Completely Checked and Ready for Location. Order With Complete Confidence. 1/3 Dep., Bal. C.O.D.

Rake Coin Machine Exchange
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Philadelphia 23, Pa. LOmbard 3-2676

CHARMS—Miniature Cigarette Lighter—It Works!
Will vend with 210 ball gum. Body designs: Chrome, Plaid & Mesh. Packed one dozen to a box. \$2.50 per doz.; \$27.50 per gross. Full cash with order. We pay postage. Immediate delivery guaranteed.
EVC MERCHANDISERS
277 Cortland Ave. San Francisco, Calif.
Leon "Hi-Ho" Silver, Gen. Mgr.

In CHICAGO, ILL.



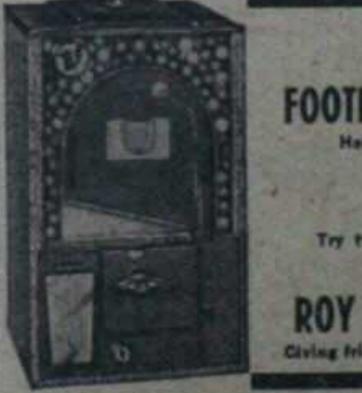
Bob Kantor
of Confection Specialties, Inc. says
"I like the Oak machines because they are easy to keep clean, easy to service and have a modern look. We use service heads on our machines because they save weight and space in the service wagon and mean less capital outlay."
The answer to Oak's popularity is pretty well summed up in this statement by Chicago's largest vending machine operator. Why don't you start now to get the maximum profit from Oak machines?

oak's famous ACORN all-purpose vendor
The all-time favorite of the vending business. Vends all 1¢ and 2¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe 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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2033 Fifth Ave., Pittsburgh, Pa.
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President 2-2900
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Candy & Cigarette Machines reconditioned, refinished . . . guaranteed like new.
6-Column Natl. Rowe . . . \$40.00
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9-Column Natl. Sc Candy. . 75.00
7-Column DuBrenier . . . 45.00
Write, wire or REVERSE charges
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INSIST ON STAR BRITE BALL GUM
Save Money!
Get "ALL THREE"
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Modern manufacturing equipment assures Cramer "Star-Brite" Gum unequalled sale-making quality!
Ask your distributor to stock Cramer's "Star-Brite" for you!
210-170-140 BALL GUM
Also Cramer's "KING" 1/2" SOLID BALL
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Be first with the latest
VICTOR'S FOOTBALL BALL GUM VENDOR
Holds 12 lbs. of 210-count ball gum. Net profit every filling \$15.30.
\$19.75 Packed 2 to Carton
EACH
Try two and you will buy more on the Torr Time-Payment Plan.
Write for details
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"entirely new" and "beneficial to management and labor as well," Mason says. Mason, incidentally, enjoyed his Atlantic City vacation.

Things are getting back to normal at G. B. Macke now that vacations are just about over, according to Meyer Gelfand. He says business has been fine the past few months, and the year should be a good one.

Washington weather was "too

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Factory Distributor of Advance Vending Machines
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President 2-2900

cold for good milk sales" and "too hot for good coffee sales," according to James Bowen, manager of Kwik Kafe. One reason for slow milk sales was that many school locations were closed—as were some business locations for vacations. Bowen and his wife recently returned from a vacation in Canada and at Cape Cod.

Collections at Pioneer Novelty continue steady, says co-owner Evan Griffith. He and brother Roger were also on the vacation list recently, Evan in Wildwood and Roger "around home."

Miami
By **RAOUL SHAPIRO**

Among visiting distributors were A. B. Chancellor, Tropical Amusement Company, Lakeland. Chancellor says things were slow this summer, but all signs point to a good fall and winter. Also in town for records and supplies were Bill Rogers, E. C. Rogers Music Company, Fort Meyers, and Red Gurkin, Belle Glade Music Company. Red says collections have shown a decided increase in the past couple of weeks.

With all the work facing her, Jo Hiller, Binkley Distributing Company, is wondering if it was worth taking a three-week vacation. . . . Now that he is completely moved over to his new building, Manny Brookmire, Brooke Distributors, can boast of one of the most beautiful showrooms in the South.

With the Jacksonville branch of Budisco Record Sales now in full operation, and Budisco, Miami, completely redecorated, Ted Bush is hard put to decide which office is the more attractive. Ted says that with the completion of the Jacksonville Budisco, all Florida and South Georgia juke box operators can have their operational requirements filled within 24 hours. That includes a machine down to parts and records.

Ed Mercer, Orange Blossom Amusement Company, Homestead, says things are beginning to look a little brighter, and with a break in the weather, the operators in the South Dade area should have a good season. . . . This same opinion was voiced by Ed Haller, Haller Amusement Company, who operates music and games thru the Florida Keys.

Elinor and Morris Diamond, Diamond Amusement Company, counting days when their son, Alan, will be back from summer camp. . . . Rex Holley, head serviceman for Music Makers, Inc., mighty proud of the pure white station-wagon he is driving. Rex says the only thing wrong with it is that it is not air conditioned, but he hopes to rectify that soon.

Randy Mays, West Palm Beach, reports the worst summer season he has ever experienced in the coin machine business. At the other end of the Gold Coast, Ed Haller, of Haller Amusement Company, reports business was pretty good all summer in the Keys.

Ed Hancock, shopman at Bush Distributing Company, flew to Dallas to enter a hospital for treatment. . . . "Mac McLarty, of Mac's Music Company, Key West, is convalescing from a recent illness. . . . Rex Holley, head mechanic for Music Makers, Inc., was married last weekend.

Memphis
Bill Forsythe, owner of Forsythe Music Company at nearby Millington, Tenn., says that being a city alderman and running a music and game

route in Memphis and other cities in West Tennessee keeps him busy. However, he can be satisfied in knowing that he's doing a good job of both.

Bill Fitzgerald, manager of Music Sales Company, is still picking hit records before they become hits. His latest was "White Silver Sands," which was cut in Memphis on the OJ label.

Douglas Highfill, owner of Rainbow Amusement Company, is shifting his phonographs around, getting them ready for the fall.

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N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.C.	6.50
Columbus 3c Bulk	6.50
Silver King 1c B.G. or Mds.	7.45
ABT Guns	30.00
Acorn, 1c or 5c	9.50

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Pistachio Nuts, Jumbo Queen	8.49
Pistachio Nuts, Large Tulip	.64
Pistachio Nuts, Vendor's Mix	.57
Pistachio Nuts, Shell	.43
Cashew Whole	.44
Cashew Butts	.88
Peanuts, Jumbo	.42
Spanish	.37
Mixed Nuts	.37
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.38
Leaflets, 650 ct.	.40
M & M, 550 ct.	.80
Hershey-ets	.43

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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 on tournament 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. He must know his locations and

know which game patrons prefer. He must literally start the ball rolling.

But from here on, it's mainly up to the players. Their enthusiasm for competitive play will usually carry the tournament ahead and will build grosses for the operator.

Two energetic operators, many miles apart, but close together in their zest 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 Rondeau, headquartered in Marinette, Wis., has several individual tournaments going at one time on ball 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 tourneys on his Albuquerque bumper pool game routes. As many as 35 locations take part in the doubles competition. Each location holds a month-long tourney to choose its representatives in the playoff.

The playoff is held at a large

hall furnished with eight coin pool tables. Cash prizes totaling \$700, taken from machine receipts, are awarded winners. New tourneys begin at monthly intervals. The next one is slated to begin October 1, with playoffs early in November.

Harry sees that playoff tables, which he puts on free operation during the contest, are refurbished, equipped with slate tops, glass cues and new pool balls. All players compete on the same type of game.

Area Favors Pool

The Albuquerque operator says that bumper pool is easily the most popular coin game in his area, and

(Continued on page 95)

Williams Ships Naples 5-Ball, 2-Player Pin

CHICAGO — Naples, a two-player five-ball pin game with double number match feature, was shipped to distributors last week by Williams Manufacturing Company.

The game has bonus scoring, is adjustable for 3 or 5-ball play and for 3, 4 or 5 plays for a quarter.

Naples has the de luxe style cabinet, metal legs, and the Williams all-steel door to protect

(Continued on page 93)

June Marks Fourth \$2 Mil Export Push

CHICAGO — June coin machine exports rate as the third heaviest in history for a one-month period.

U. S. Department of Commerce figures received last week show this country's June game, juke and vending machine shipments hit \$2,231,665 on 9,315 machines.

It marks the fourth consecutive month that coin exports topped \$2,000,000. Shipments were on the same keel as May's \$2,258,756 run, better than April's \$2,059,962. The all-time high was set in March, the month that showed a \$2,833,870 tally.

Exports in the year's first half

made \$12,772,068, a new high for a six-month period (The Billboard, August 26).

Jukes Ahead

June exports of amusement games totaled \$669,301, below the May figure. Juke boxes accounted for \$1,436,866, an improvement over May; and vending machines, at a \$125,498 volume, fell sharply from May.

Italy, always near the top, but seldom first, topped all other markets with a \$357,469 total, largely on the strength of heavy game shipments. (See chart this section.)

Italy was virtually equaled by Belgium's \$356,172 total, these

(Continued on page 98)

OPS COMPETE ON GAMES FOR LAS VEGAS TRIP

LOS ANGELES — A coin game bowling contest for operators with an all-expense paid weekend in Las Vegas as the grand prize was launched here Monday (9) by the C. A. Robinson Company, distributors of the United Bowling Alley. Contest ends at noon Saturday, October 5.

All operators and their employees are eligible to enter the contest for the high scorers in a 12-game series. Contestants within 50 miles will be allowed to bowl only three games on any one day, those living beyond that distance but within 100 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 barred.

In the event of ties, a three-game playoff will decide the winner. In addition to the Las Vegas trip, prizes include a portable television set and a transistor radio.

Hank Tronick, of the firm, said that the contest was arranged to give operators a chance to compete for the prizes as well as get first-hand information on tourney play. He emphasized that contestants did not have to buy anything, assume any obligation or draw any facsimiles of the United label.

LETTER TO THE EDITOR LAUDS BB STAND ON KIDDIE RIDE SAFETY

Dear Sir:

We are very appreciative of the helpful concern that The Billboard accords the matter of safety in the children's rides industry, particularly referring to the editorial and article in the September 2, 1957, edition.

We commend you for the honest and fair attitude shown in this and preceding articles, rather than the creating of a lot of fears and scare headlines. Your staff attitude has been very helpful because while you have noted certain risks, nevertheless, you have pointed to the splendid safety record in the industry, plus offering constructive sound advice on improvement.

We feel very strongly that the safety record of the children's rides industry is phenomenal to date because, so far, in eight years, the serious accident incidents total was but two out of three hundred and fifty million rides. Even one such accident is far too many, but, nevertheless, from the standpoint of safety of any other coin or non-coin-operated unit of equipment, we would challenge any industry to match this record.

Our main concern is safety. We wish that you would continue to pound away to get the message across to all operators, large and small, that all rides must be properly grounded at all times—no matter what the cost and effort. In this we are all our brother's keepers; none of us would ever want to be responsible for any harm befalling a youngster. THIS IS IMPORTANT—ALL RIDES MUST BE GROUNDED PERMANENTLY BY MEANS OF A THREE-PRONG PLUG. Keep up the good work!

Sincerely,
Jerome Braverman
Kiddie Rides, Inc.
Chicago.

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 will produce shuffle bowlers 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 Bowler. (The Billboard, September 9.)

Chicago Coin Machine Company is next most likely to add a new shuffle to its bowling game line. The firm stated it was undecided at present.

The J. H. Keeney & Company, the one other firm that has produced shuffles on a regular basis in the past, does not plan to revive its shuffle line, and will concentrate on ball bowlers.

Fall Brings Spurt

While the fall season has brought a big sales hike on ball bowlers, Bally and United feel that there is also a good demand for new shuffle bowlers to supplement the ball bowlers. Keeney, based on a survey of its distributors, feels that the demand for

shuffles is mainly in the late-used game category, and for this reason is not reactivating shuffle production.

How long manufacturers will produce both types will depend on how great the demand for new shuffles actually is, and how long it will continue.

Meanwhile, bowler manufacturers report heavy orders on new ball bowlers. Chicago Coin reported ball bowling orders "increasing daily," with orders coming in heavier than they have for months.

United is currently on a six-day production basis on ball bowlers, working Saturdays as well as weekdays to meet demand.

Distributors report in some cases not being able to get as many ball bowlers as they could sell.

Indications are that bowling games may reach a popularity peak this fall. Under such conditions the search for a new type of location game would seem less important than it appeared a few months earlier.

Sandler Holds Showing on United Alley

MINNEAPOLIS — The new Jumbo Bowling Alleys were shown to operators here Sunday (15) at a special presentation conducted at Sandler Distributing Company which handles the United Manufacturing Company's product for this area.

Operator reaction to the new machine which was previewed all week long before the actual showing was tremendously encouraging, Irving Sandler, distributing firm head, said. A considerable number of orders were written.

On hand for the Sunday show to which 350 operators were sent jumbo-sized invitations in a promotional tie-in by Sandler were Billy DeSelm, sales manager, and

(Continued on page 95)

COIN MACHINE EXPORTS

JUNE, 1957

Country	Phonographs		Amusement Games		Vendors		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Italy	60	\$ 46,970	1,238	\$308,529	2	\$ 1,970	1,300	\$ 357,469
Belgium	544	288,372	301	47,575	2,900	20,225	3,745	356,172
Canada	325	224,507	201	24,991	662	85,414	1,188	334,912
West Germany	279	212,158	269	69,833	10	1,875	558	283,866
Venezuela	209	164,725	14	6,380	223	171,105
Netherlands	138	63,822	45	6,520	183	70,342
Switzerland	100	63,996	91	22,301	2	1,040	193	87,337
Austria	100	85,041	100	85,041
Peru	72	41,380	9	1,071	81	42,451
Cuba	68	29,151	85	8,320	153	37,471
Mexico	59	38,827	404	38,250	463	77,077
Phil. Rep.	41	31,520	41	31,520
Morocco	25	17,543	19	5,458	44	23,001
Turkey	9	5,234	5	3,868	14	9,102
Hong Kong	20	9,132	20	9,132
Sweden	7	4,941	123	12,547	4	3,007	136	20,495
France	1	970	150	42,000	91	9,933	242	52,903
Other countries	228	108,577	303	71,658	102	2,034	631	182,269
TOTALS	2,283	\$1,436,866	3,259	\$669,301	3,773	\$125,498	9,315	\$2,231,665

Find Many Florida Coin Units Unsafe

MIAMI—Investigators for the State Attorney reported what they termed "widespread negligence" in the electrical wiring of coin operated equipment.

Mentioned in the report were kiddie rides, cold drink vending machines and other devices.

The investigation was prompted by the recent near fatal shock suffered by a four-year-old girl on a kiddie ride which was allegedly not grounded properly. (The Billboard, September 2.)

Investigators blamed city and county inspectors, operators and location owners for "dangerous condition" of coin equipment. Their tour included all types of locations.

Investigators reported finding

(Continued on page 98)

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MODEL E-120\$345.00
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MODEL 1017\$ 35.00
MODEL 1015—
Cobra Pickup 35.00
MODEL 1100 50.00
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WALL BOXES
SEEBURG (CHROME)\$ 40.00
WURLITZER 4851 9.00
WURLITZER 3020, 48 Selec. 5.00

BINGOS
HAVANA\$ 30.00
BIG TIME 85.00
VARIETY 65.00
BEACH CLUB 25.00
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HOCKEY\$185.00
CHGO. COIN PISTOL 45.00
EXHIBIT SHOOTING GALLERY 65.00

BOWLERS
BALLY JET\$ 65.00
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UNITED CLOVER 30.00
UNITED CASCADE 35.00
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How Tourney Play Builds Grosses

• Continued from page 94

feels that operators in other sections have missed the boat by neglecting to start tournament play while pool games were bringing top receipts.

Snodgrass says the tournament plan is definitely legal so long as prizes are awarded in a game of skill. No drawings are held, which could put it in a lottery category. It becomes a lottery, he said, when consideration is paid, winner is determined by chance, and prize is awarded. All three factors must be present.

Bob Rondeau, an old hand at tournament play, has separate contests going on ball bowlers in the Northeastern Wisconsin area. For about five years he had tourneys running on shuffle bowling games set at regulation scoring. Now he's going strong on the ball bowlers.

Bob says he's already upped grosses 18 per cent at tourney locations, and feels that the hike will rise to 30 per cent. He feels that the increase brought by tourney play will be heavier as the ball bowlers lose their novelty appeal over the long stretch. It is when the game will no longer draw heavily on its own merit that the tournament play will help most, he figures.

Tavern Owners Help

"It takes plenty of effort to get a tournament going," Rondeau admits, "but once it's going, tavern keepers and players carry the ball."

"From then on, it's best to stay on the outside, and let the players make their own rules."

Rondeau begins by contacting a tavern location on his routes, explaining the idea and putting up a sign on location: "Join Our Bowling League." From here the tavern keeper usually takes over.

The average tavern keeper in these parts knows over 90 per cent of his customers, says Bob. Tavern keepers usually collect entry fees of about \$2.50 a person, and often provide the trophy for winners. They are happy to co-operate because it draws crowds into the taverns and boosts over-all business.

Small Town Tourney

One such tavern tourney is in operation in the town of Aurora, Florence County, Wis., where Rondeau has a route of coin games.

Players meet one night a week at any of five different taverns, with 15 five-man or five-woman teams in action. Players run the tourneys themselves, appointing a secretary and making their own rules.

The handicap system is used, which gives average scorers a better chance in competition with top scorers. Players' handicap is determined on a three-game-average basis, with a 190 scratch and 35-pin maximum. This means that a player who averages 170 would get a 20-pin lead (170 subtracted from 190).

Another tourney is going at an individual tavern on Rondeau's route. It consists of six three-man teams meeting one night a week.

Kitty Buys Party

At another tavern players bowl three-game series, with the loser in each game putting a dime in the "kitty." This pays for a party at the end of the tournament season.

Most of the tourneys start with the regular bowling season, and wind up in June.

Another promotion on the bowling games, apart from the tournaments, consists of a free drink on a score of 200 or better, and a case of beer for the highest scorer of the week at the location. This is publicized with signs posted in the taverns.

Comparing Snodgrass's pool game tourneys and Rondeau's ball bowling tourneys, it is interesting to note that Snodgrass used identical types of pool games in tourney action, while Rondeau spots games of different sizes and features.

**ROUTE!
WANTED!**
WILL PAY CASH!
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NEW—CHI. COIN CLASSIC BOWLER
NEW—BALLY TOONERVILLE TROLLEY

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WRITE—WIRE—CALL**

**FOR THE BIGGEST 'n' the BESTEST
PROFITS—CALL, WRITE, or WIRE NOW!!**

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BINGO MECHANIC WANTED
**GOOD PAY
NO DRIFTERS**
★
WRITE TO BOX 903
The Billboard, 188 W. Randolph St., Chicago 1, Illinois

Sandler Holds
• Continued from page 94

Al Thoeke, service manager for United, both coming in from Chicago for the presentation.

The show started at noon and continued thru 7 p.m. Food and drink were served those attending and every operator registering received a Cannon blanket from Sandler as a gift.

WANTED
Men thoroughly experienced in coin machine operation in managerial and sales capacities for large Midwestern route in large city. If you know how to get and hold locations, and how to manage routes and servicemen, a good job is waiting for you. Send all information, whether or not you are working, and complete past references and experience to
**Box 907, The Billboard
188 W. Randolph St. Chicago, Ill.**

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SIZE: 32" x 48" . . . \$44.50; 4 OR MORE . . . \$42.50 EA.
(REGULAR PRICE \$65.00)—IMMEDIATE DELIVERY.
ORDER NOW — SAVE MONEY!
Complete Stock of Billiard Supplies for All Makes of Coin Operated Pool Tables.
Price List on Request.
TERMS: 25% DEPOSIT, BALANCE C.O.D.

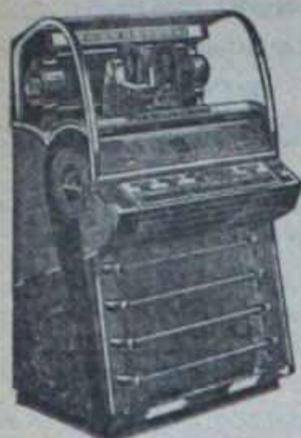
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For Our Distributor Organization.
Permanent Position—References Required.

Seeburg HIFI • . . \$565.00
Seeburg C 485.00
Seeburg B 385.00
Wurlitzer 2000 . . . 895.00
Wurlitzer 1800 . . . 695.00
AMI E-120 395.00

COVEN MUSIC CORPORATION
3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210
Cable Address: COVENMUSIK—1/3 Deposit, Balance C.O.D.

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SEEBURG V-200
(200 Selection)
\$849.50

- Using Transistor Type Diode and Selection Switching WITHOUT TUBES.
- Completely Reconditioned and Refinished by Factory-Trained Mechanics and Electronic Specialists.

SEEBURG 3WI



100 WALL BOX SPECIAL

- Chrome Covers
 - New Buttons
 - New Instruction Plates
 - Completely Reconditioned
- \$49.50**

SHAFFER SPECIALS

AMI

E-120 \$395.00
D-40 149.50

WURLITZER

Model 1800 \$595.00
Model 1500 225.00

SEEBURG

HF100R \$695.00
HF100G 615.00
M100C 525.00

Write for Illustrated Catalog

SHAFFER Music Company

In the Coin Machine Business Over 25 Years

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849 N. High St.
AX 4-4614

Cincinnati, Ohio
1200 Walnut St.
MAin 1-6310

Indianapolis, Ind.
1327 Capitol Ave.
MEIrose 4-3571

COINMEN YOU KNOW

Continued from page 88

vending operations. . . . Chester Engelman, of Chester Automatic Vending, has increased his bulk operation thru the purchase of several small routes. . . . Another bulk operator who is growing in San

Francisco is Bob Hagey. . . . Bernard Pepper, of Santa Rosa, was in San Francisco buying for his bulk operation. . . . Mr. and Mrs. Charles Richesin returned to their home in Stockton following a buying trip to Oakland.

Bob Cameron, of San Rafael, is expanding his merchandise operation in that area and was in San Francisco for additional supplies. . . . Del Bear, of Bear Distributing Company, shopped in the Bay area for his operation in Seaside. . . . Donna Jane and Janet, daughters of Ted Essad, of the William Newman company, return soon to the Corpus Christi School. They enjoyed a vacation in the Los Angeles area, where they visited Disneyland and Marineland. The trip home was made on the Coast Daylight, traveling alone. They were met at the depot in San Francisco by their father. Donna Jane, the older daughter, will be in the eighth grade this year. . . . Joseph Fitzpatrick, of Livermore, in Oakland to buy for his merchandise routes in his home city.

Boston

By CAMERON DEWAR

A slight tightening of money has been noted in his music business, says Anthony Grazio, Globe Automatic Vending Company, Quincy. To take up the slack Tony is eying coffee, candy and cigarette vending and will probably go into the field this fall. . . . David J. Baker, Melo-Tone Vending Company, Inc., taking time off to visit New York and look in on the Milwaukee Braves-Dodgers games while there.

Cyrus L. Jacobs, Interstate Music Company, has his sound trucks working full time these days on advertising while Boston's six newspapers are blacked out by a mailers' strike. . . . James C. Geracos, National Music Company, and Jerry Flatto, Boston Record Distributors, seemed to be having a fine time at the Coral Records showing at Hotel 1200.

Bill, son of Ben Palestrant, Boston vending representative for 25 years, married Elaine Kay, Manchester. Wedding was followed by a reception at the Sherry Biltmore. . . . Marshall Caras, Trimount Automatic Sales Corporation, managed a long weekend on Cape Cod. He reports business slowing up a bit, but music fairly steady and Williams' Continental Cafe proving a sellout.

Everybody seems to be on the move at Associated Amusements, Inc. Edward Ravreby is off in New York on business and pleasure. Dick Mandell is recovering the Connecticut and Western Massachusetts territory. Bookkeeper Sally Segal in Groton, Conn., for a vacation. Rock-Ola's general manager, Ed Ristau, stopped in for a few days.

Vacations are in order at Redd Distributors. Jack Hawkins is spending his in the Berkshires, while Si Redd and Bob Jones get in a few long weekends on Cape Cod. Everyone was happy to greet Ted Parker, district sales manager for Wurlitzer, who visited at Redd's for a day or two. Salesman Al Levine out of the hospital. . . . Joe Farris, Madison, Me., in town to catch up on his music buying.

Milwaukee

By BEN OLLMAN

Vacationer's list took a spurt last week as a number of people in the

music and coin machine business took off for resort areas prior to Labor Day. The list included Woody Johnson, general manager of United, Inc., Wurlitzer distributors, and Bill Farr, sales manager of the Columbia Records division of Morley-Murphy Company. . . . Tom Ransdell, sales rep for Reed's and Chuckles candy bars, claims he recently completed one million miles of calling on the trade in 24 years.

"If the Braves win the pennant and the World Series is played here, this will be a busy town for a week," claims Clarence Smith, of Milwaukee Amusement. Coin takes have been "just fair," claims Smith, in reporting on this summer's activities. Attempts to expand the number of dime play spots on the Milwaukee Amusement routes have been successful, he adds.

Plans are being checked for an expansion project that will see Radio Doctors, one-stop on Second and Wells, doubled in area by the end of September, according to Stu Glassman. Operators stopping in for Labor Day weekend disk needs included: Al Jaber, Sheboygan; Al Janisch and Ralph Perci-field, Beaver Dam; George Brixius, Manitowoc; Roy Subrod, Burlington, and Chuck Hartman, Watertown.

CONVERSION
FOR SEEBURG M-100 A
MH-100 A
to 33 1/2 RPM to 45 RPM
\$24.50 • \$69.50
F.O.B. Los Angeles
CALCOIN CORP.
11167 West Pico Blvd.
Los Angeles 64, Calif.

Muskie fishing in Northern Wisconsin waters is being planned by Ken Kulow, Kendall, Inc. He hopes to leave shortly after his partner, Doug Opitz, gets back from his summer rest. . . . Another coinman claiming that baseball has been hurting the business is Joe Pelligrino, P. & P. Distributing Company.

D. L. Clark Company candy bars are now being distributed by the McNulty Brokerage firm, with McNulty heading up their candy division. Harry Mallman is veteran sales representative for the territory.

Jackson, Miss.

By ELTON WHISENHUNT

Austin Johnson, Central Amusement Company at Cleveland, has

Sandy Moore Gabe Forman

BUYING
• PIN BALL GAMES
• JUKE BOXES
• ARCADE EQUIPMENT

HIGHEST PRICES PAID

Send Us Your List

Used—Reconditioned—As Is

YOUNG DISTRIBUTING LONG ISLAND CORP.

—EXPORT SPECIALISTS—

240 E. Merrick Rd. Freeport, L. I.
MAyfair 3-2472

THIS IS YOUR OPPORTUNITY!

14-FOOT BOWLERS

LIKE NEW!

\$550

plus crating

ORDER TODAY!

MONARCH COIN MACHINE

2257 N. Lincoln Chicago 14, Ill.
Lincoln 9-3996-7

- 2 1448 ROCK-OLAS, Like New \$650.00
- 1 1438 ROCK-OLA ... 395.00
- 2 1434 ROCK-OLA, 45 RPM 150.00
- 2 SEEBURG "R" with Royal 50c Units 725.00

COIN MACHINE SERVICE, INC.

ROCK-OLA DISTRIBUTORS FOR NORTHERN CALIFORNIA

422 Wilson St., Santa Rosa CALIFORNIA

Phone Paul Spear
Santa Rosa 1498
or write for prices

"CONSOLETTA"

Replaces from 4 to 8 Wallboxes!

- Remote control
- Volume control
- 40"x27"x18"
- Shpg. Wt. 48 Lbs.
- Distributorships Available



REX CALL HARRISON 2-8333
COIN MACHINE DIST. CORP.
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Syracuse, N. Y.

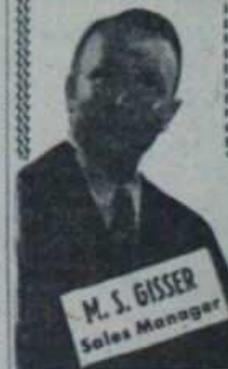
WE WANT TO BUY

MIGHTY MIKES, any condition
SALLY CHAMPION & EXHIBIT
BRONCHO HORSES
BERT'S PUFFER ENGINES
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STANDARD METAL TYERS
3 SCI. 3-IN-LINE ROLL DOWN GAMES
GOTTLIEB GAMES—from 1934 to 1957
GUNSMOKE, BIG HORN AND SKEET SHOOT

ALSO ALL MAKES
SHUFFLE BOWLERS
WITH LARGE PINS

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2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

WILL PAY CASH or WILL TRADE for
GOTTLIEB Multiple Player 5-BALLS

Want

- 25 MAJESTIC
- 10 FLAGSHIP
- 10 REGISTER
- 5 GLADIATOR
- 5 TOURNAMENT
- 5 SEA BELLES
- 5 TOREADOR
- 5 SCOREBOARD

ATTENTION, OPERATORS in
N. INDIANA—N. ILLINOIS—IOWA!

WE'RE DELIVERING GOTTLIEB'S
WORLD CHAMP

THE GAME WITH THE MONEY-MAKING PUNCH!

NATIONAL COIN MACHINE EXCHANGE
2411 S. EVERETT BLVD. CHICAGO, ILL. 60608

been in the hospital recently. . . . Johnny Allegrazza, Ace Music Company, Shaw, has been busy converting his route from 78 to 45 r.p.m. . . . Henry Smith, Dyess Music Company, Greenville, reports business off.

Carl King, King Amusement Company, Leland, reports business flourished all summer because of his resort and swimming pool locations. Usually the summer months

have brought a slump, but this one was prosperous, he said.

Fete Manos, PM Music Company, Greenville, has opened a combination restaurant with repair shop in back, for his business. He said this will work out as a better headquarters because the cafe will be open 24 hours a day and someone will be there to answer the phone to take all service calls. . . . Jimmy Long, 20, son of J. T. Long, Long Music Company, Hollandale, recently was discharged from the

Army. Jimmy is helping his father on the route.

Frank Steed, Steed & Hearn Amusement Company, reports his recent conversion to dime play successful. He expects a good fall business. . . . Richard Kelso, Kelso Music Company, Cleveland, recently built a \$50,000 home and installed automatic background music in it.

Lee Trefl, Delta Vending Company, Cleveland, says business has

been off this summer because a lot of his play depends on Delta State College students. He expects things to pick up in September when school opens. . . . Paul Muccelli, Paul's Novelty Company, Greenville, was ill recently with what he believes was Asiatic flu. He's over it now and back to work.

Mississippi operators in Jackson recently for shopping: O. H. Rushing, Rushing Amusement Company, Philadelphia; George Fraley, Macon Music Company, Macon; Bert Shives, Yazoo Novelty Company, Yazoo City; John

(Continued on page 99)

JUST OFF SUMMER LOCATIONS

Clean • Like New • Ready To Go

- Williams 6-Player Roll-A-Ball \$295.00
- Chicago Coin 6-Player Skee Ball . . . 295.00
- Genco 6-Player Skee Ball 295.00
- Genco 2-Player Skee Ball 245.00

WRITE • WIRE • PHONE TODAY

1/2 With Order,
Balance C.O.D.
SEND FOR
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Wall-o-matic 100
WALLBOXES

\$49.50

CHROME COVERS—100 SELECTIONS
Special Volume Prices

Reconditioned—Davis Guaranteed

New Selection Buttons—New Instruction Plates

Terms: 1/2 Deposit Required Cable Address: "DAVDIS"

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MADE TO YOUR SPECIFICATIONS FOR DEPENDABLE, TROUBLE-FREE, SERVICE-FREE PERFORMANCE . . .

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By *Valley*

... featuring
an Entirely New Mechanism,
Thoroughly Location Tested!

And for the Best Buy in
BUMPER POOLS
It's VALLEY, too, of course!

The Tables of
"Cadillac Quality"

... built to insure years
of profitable operating!

Write, Wire,
Phone for
Details Today!



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(Sales Affiliate of Valley Mfg. Co.)
333 Morton Ave., Bay City, Mich.
Twinbrook 5-8587

GIVE TO DAMON RUNYON
CANCER FUND

JUMBO ... BY UNITED

CALL NOW FOR EARLY DELIVERY!

United's DE LUXE BOWLING ALLEY
Wms.' DELUXE 1957 BASEBALL—Best Ever
Genco's LUCKY SEVEN—New Roll Down

WANTED
SHUFFLE ALLEYS
United—Chicoin
Any Quantity
CASH OR TRADE

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Steam Cleaned
Reconditioned

- Seeburg V200 . . . \$725.00
- Seeburg HF100R .. 695.00
- Seeburg HF100G .. 595.00
- Seeburg M100C .. 515.00
- Seeburg M100B .. 415.00
- AMI G200 (New) .. 795.00
- AMI G120 685.00
- AMI F120 585.00
- AMI E120 395.00
- Wurlitzer 1800 .. 595.00

BINGOS

- Brazil \$295.00
- South Seas 245.00
- Star Dust 225.00
- Caravan 175.00
- Pixies 145.00
- Broadway 145.00
- Miami Beach 145.00

BRAND NEW CLOSEOUTS

SACRIFICE PRICES

- Williams PEPPY
- Genco CIRCUS GUN
- Genco DAVY CROCKETT



1/2 Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

AN AUTUMN \$MASHING \$ALES \$EN\$ATION!

REBUILT SEEBURG V-200

*with VL-200 SELECTION RECEIVER—type TSR3-L6
Switching through Transistor Type Diode
without tubes*

• NEW MACHINE GUARANTEE

• FACTORY LIKE APPEARANCE AND PERFORMANCE

priced at only **\$875.00**

IDEAL FOR DIME PLAY CONVERSIONS AND UPGRADING ROUTES FOR THE FALL SEASON
TIMED RIGHT . . . PRICED RIGHT . . . WORK RIGHT

RECONDITIONED . . . with DAVIS 6-Point GUARANTEE . . . REFINISHED

SEEBURG		AMI	
HF100R \$700	HHF100R, Hideaway . . \$600	H-200 (like new) Write	F-120 \$550
HF100G 615	M100W 595	H-120 (like new) Write	E-120 350
		C-200 \$695	E-80 315

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TERMS:
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ROYAL
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United Bowling Alley, 14 ft. ... Write
Bally Bowling Alley, 14 ft. ... Write
Pixie \$ 95.00
Caravan 175.00

ASK FOR BEN MACKIE or HAROLD HOFFMAN
3726 Kessen Ave., Cincinnati, O., MONTANA 1-5004

\$2 Mil Export
Continued from page 94

two markets followed by Canada (\$334,912); West Germany (\$283,866), and Venezuela (\$171,105). Shipments to other markets were relatively well distributed.

Italy took far more games in both number and dollar volume than any other market, posting a \$308,529 volume on 1,238 machines. West Germany ranked second in games, with \$69,833; Belgium third with \$47,575; France next with \$42,000.

Juke box shipments were in highest demand from Belgium (\$288,372); Canada (\$224,507); and West Germany (\$212,158); with Venezuela taking \$164,725.

Canada and West Germany dominated the vending machine markets with totals of \$20,225 and \$85,414 respectively. No other market was heavy in this category.

Fla. Coin Units

Continued from page 94

machines improperly grounded, or not grounded at all. Others, they said, were improperly connected with outlawed plugs and outlets.

They reported municipalities, excluding North Miami, negligent in the failure of their license inspectors and electrical inspectors to make the necessary inspections and to grant or deny the license or to condemn the machine.

Editor's Note: The Billboard in an editorial in the September 2 issue pointed out the danger lurking in rides that are improperly installed, and presented six checkpoints for proper installation.

Williams Ships

Continued from page 94

cash box and eliminate door replacement problems.

It is equipped with six kickout pockets, button-operated flippers, side kickers and ball bumpers.

Like all new Williams novelty pins, Naples has the National Slug Rejector coin mechanism. It is available with twin chutes at slight extra cost.

Deliveries of sugar for domestic consumption thru July were 4,994,000 short tons (raw value), 30,000 tons less than in 1956, according to Agriculture Department. Spot price of raw sugar at New York averaged 6.29 cents per pound for the year to date.

ALUMINUM DE-GREASED DISCS
For STANDARD and HARVARD METAL TYPER

- Packed in rolls of 100
- Available with special imprint

Call our PARTS & SERVICE Dept. for all your Typer needs

STANDARD HARVARD METAL TYPER, Inc. 1318 N. WESTERN AVE. CHICAGO 22, ILL. • EV 4-3130

NOW DELIVERING

- ★ BALLY A.B.C. TOURNAMENT 12½ & 14 ft. Bally, Sun Valley, Bike, The Champion, Model T and Toonerville Trolley
- ★ ROCK-OLA PHONOS — 50, 120 & 200 Selection

Call or write us for best prices on thoroughly reconditioned late model phonos, pinballs and games.

CALDERON DISTRIBUTING, INC.
450 Massachusetts Avenue Phone: MEIross 4-8468 Indianapolis, Indiana

MARK These Buys and GET SET for Big Fall Action! GO WORLD WIDE Now!

<p>NEW GAMES</p> <p>United 14' BOWLING ALLEY Bally 3-Player CIRCUS Bally SUN VALLEY Gottlieb WORLD CHAMP Wms. 6-Player NAPLES Games' SUPER HUNTER</p>	<p>5-BALLS</p> <p>ACE HIGH \$288 RAINBOW 342 AUTO RACES 342 DERBY DAY 319 WISHING WELL 172 EASY ACES 162 C.C. BLONDIE 226 BALLS-A-POPPIN' 322</p>
<p>FISCHER 6-POCKET POOL, \$175</p> <p>Chicago Coin 14' BOWLING ALLEY, \$545</p>	<p>WANT TO BUY ... UPRIGHT GAMES 5-BALLS LATE BINGOS</p> <p>Will Trade Late Phonos or Buy Outright</p>
<p>PHONOGRAPHS</p> <p>SEEBURG 100J \$795 ROCK-OLA 1448 595 SEEBURG 100R 695 SEEBURG HF-1000 595 SEEBURG M-100C 495 SEEBURG M-100B 375 A.M.I. E-120 295 SEEBURG M-100A 185 ROCK-OLA 1434 (50 Sel.) 45 RPM 188 A.M.I. D-40 148</p>	<p>BINGOS</p> <p>BRAZIL \$348 MONACO 222 SOUTH SEAS 192 STARBUST 172 STARLET 124 PIXIES 95 NIGHT CLUB 342 BROADWAY 242 PARADE 372 MIAMI BEACH 122 VARIETY 72 GAYETY 75</p>

Cable Address "GAMES," Chicago

Terms: 1/2 Deposit, Balance Sight Draft.

WORLD WIDE DISTRIBUTOR

Chicago 47
2110 N. Western Ave. Phone: EVerglode 4-2300

"IT SURE IS A DANDY... WITH PLENTY OF CLASS!"

Williams NAPLES
★ 2-PLAYER 5-BALL NOVELTY

- ★ Double "Number-Match" Feature BONUS SCORING
- ★ 6 Kickout Pockets ★ 2 Flippers
- ★ 2 Thumper Bumpers
- ★ 2 Cyclonic Kickers

NEW ALL-STEEL DOOR
Protects cash box and eliminates door replacement

NEW DELUXE CABINET with SUPER STYLE METAL LEGS!

Adjustable 3 or 5 ball play
Twin chutes at Slight Extra Cost Adjustable 2, 4, or 5 plays for a Quarter

ALL Williams Games Equipped with National Slug Rejectors

See Your Williams Distributor

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

CLOSEOUT Brand New Original Factory Crates

UNITED'S PLAYTIME Terrific In-Line Game With Tremendous Player Appeal

Sacrifice \$475.00
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CLEAN GAMES—READY FOR LOCATION

NITE CLUB \$340.00	GAYETY \$80.00
BROADWAY 315.00	SURF CLUB 75.00
BIG TIME 180.00	DUDE RANCH 75.00
GAYTIME 145.00	HI-FI 70.00
MIAMI BEACH 145.00	PALM SPRINGS 65.00
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Immediate Delivery. 1/2 Deposit.
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BALLY Bingos • GOTTLIEB Pins
BALLY and UNITED Alleys

NOW DELIVERING BALLY NEW EQUIPMENT
Super Deluxe Bowling Alley
Circus Tournament
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Call • Write • Wire

INTERNATIONAL SCOTT CROSSE COMPANY
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1423 SPRING GARDEN STREET PHILADELPHIA 30 PA
Rittenhouse 6-7712
Branch: 819 E 21st Lock-Hanna Ave. Scranton, Pa.

Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

NEW YORK STATE OPERATORS
ARE INVITED TO ATTEND AN ORGANIZATIONAL MEETING of N. Y. STATE OPERATORS' ASSOCIATION at ONONDAGA WAR MEMORIAL SOUTH STATE STREET, SYRACUSE, N. Y. TUESDAY, SEPTEMBER 24—2:30 P.M.

(Note: Change of date due to previous conflict with Jewish holiday.)

This is your organization and it will succeed with your support. Plan now to attend and take part in the election of officers, formation of By-Laws, and setting up a program for the year.

For Further Information Contact Tom Greco, Temporary Chairman, Saugerties 922, Glasco, N. Y.

COINMEN YOU KNOW

Continued from page 97

Haley, Haley Music Company, Canton.
 Others were Charles Ethridge, John Haley Music Company, Durant; Dee Brassell, Brassell Music Company, Water Valley; Eddie Barnes, Eddie's Music Company, Greenville; Cy Puckett, The Music Man, Lambert; Bluford Taylor, Holmes Amusement Company, Tehula; Manuel Nassar, Nassar Music Company, Shelby; Chester Richardson, Richardson Music Company, Greenville, and Pete Manos, PM Music Company, Greenville.

SEEBURG	AMI
Reconditioned by factory-trained mechanics. Clean inside and out	
M100W \$575	G120 \$650
M100C 475	G200 750
	F120 595
	E120 425
	D80 295

Terms: 1/2 cash with order, bal. C.O.D. or draft.

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 Exclusive Factory Distributors: AMI Phonograph & Music Equipment
 Biddle & Howard Sts. Phone VERNON 7-4119 Baltimore 1, Md.

ON SALE AGAIN!

CHALLENGER PISTOL and STAND with \$39.95
 Aluminum Floor Stand and Bull's-Eye Target.

READY FOR LOCATION—KIDDIE RIDES—COIN-OPERATED

Williams Crane \$165.00	Coalee \$ 65.00
Williams Peppy (phono) Write	Wild West Gun 65.00
Big Horse Ride 295.00	Sportland Gun 120.00
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KIDDIE RIDES (Coin Operated). We Buy—Sell—Trade. Send us your list and requirements.
 Export Inquiries Invited. All Prices F.O.B. Chicago. All Phones: Uptown 8-1369.
CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois

MUSIC and GAMES!

A.M.I. E-120 \$425	M-100A 45 RPM CONVERSION KIT
SEEBURG 100-C 525	Easy to Install!
SEEBURG 100-R 675	Modernizes and brings phonographs up to top earning power!
WURLITZER 1400 195	\$69.50
ROCK-OLA FIREBALL 195	
ROCK-OLA 1438 COMET 465	

30 Personal Music WALL BOXES, \$2.50 ea.

PHONOGRAPHS STEAM CLEANED, RECONDITIONED, REFINISHED LIKE NEW!
 Terms: 1/2 Dep. Bal. C.O.D.

ATLAS MUSIC COMPANY
 A Quarter Century of Service
 2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

WANTED

Seeburg V200's Bally Bingos
 Gottlieb & Williams Pin Games
 United, Keeney, Chi. Coin & Bally Shuffle Alleys

SPECIALS

With the closing of summer locations we have the following reconditioned equipment available

5 Genco Circus, Like New \$395	10 Williams 1957 Baseballs \$395
2 Genco State Fairs 325	5 Williams Crossfires 395
2 Williams Safaris 225	2 Genco Big Tops 235
	1 Williams Polar Hunt 245

EXTRA SPECIAL 40 BRAND NEW ALLEYS
 14 and 11-foot models in original crates. Latest type—gutters—team scoring. Every desirable feature at AN UNBEATABLE PRICE. Write—Wire—Call

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.

TRIMOUNT
 Remember IN NEW ENGLAND IT'S TRIMOUNT!
 40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

Hartford, Conn.
 By ALLEN M. WIDEM
 Connecticut's coin machine trade for summertime, 1957, has been described optimistically as encouraging. "There hasn't been sufficient cool weather to mean an actual difference between regular trade and tremendously sporadic trade," explained Abe Fish, owner of General Amusement Game Company, Hartford, and former president of the Music Operators of Connecticut.

"We've heard reports from throuth the State—and this includes both shoreline and country resorts as well as more stable city situations—that coin-machine trade suffered during the hot spells that marked June, July and August.

"People weren't in a buying mood, and they preferred to relax in their own back yards, rather than dress up a bit more and go down to the coin machine locations and play some money for a change." . . . Music operators of Connecticut announced they would hold an election on officers in January.

Mr. and Mrs. Samuel Fish, parents of Abe Fish, are observing their 50th wedding anniversary. The couple was honored at a family party at the Shangri-La Restaurant, Hartford, recently. The elder Fish worked with the Wurlitzer Company for 30 years prior to retirement.

WANT TO BUY LATE BINGO GAMES

Must be in A-1 condition. No Junk Wanted.

Send Your List in at Once

MUST BE LATE GAMES

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 515-A Fourth Ave., S. Nashville 10, Tenn.

BEST IN THE MIDDLE WEST

United STAR SUPER SLUGGER \$325.00
Genco HI FLY BASEBALL 225.00
Genco CHAMPION BASEBALL 225.00
Williams 4 BAGGER 345.00
Keeney CROSS COUNTRY (New) Below Cost
Gottlieb ACE HIGH \$275.00
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Gottlieb FOUR STARS 65.00
Gottlieb HAPPY DAYS 65.00
Gottlieb CHINATOWN 65.00
United PIRATE GUN 325.00
Exhibit TREASURE COVE GUN 225.00
Keeney SPORTSMAN GUN 175.00
Genco RIFLE GALLERY 150.00

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GIVE TO DAMON RUNYON CANCER FUND

5-BALLS!!!

SOUTHERN BELLE \$165.00	JOCKEY CLUB \$120.00
GOLD STAR 150.00	ROYAL FLUSH 295.00
DIAMOND LILL 130.00	HIT 'N' RUN 65.00

14 FT. BOWLERS UNITED BOWLING ALLEY \$595
 BALLY ABC LANE
 KEENEY TRUE-SCORE

WANTED LATE MUSIC!!!

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PROVED PERFECT by months of field testing!

GENCO'S NEWEST ALL-LOCATION PIECE

HOROSCOPE

FORTUNE-TELLER

Combination Play
 HOROSCOPE 10¢
 FORTUNE-TELLER 5¢

Vends Authentic **ASTROLOGICAL READING** in Cellophane Wrapped Pellets from Individual BIRTHDATE SELECTOR

ALSO DISPENSES PLAYER'S FORTUNE and ANSWERS QUESTIONS when asked through Realistic **VIBRA-PHONE**

Featuring a **COMPLETELY NEW VENDING PRINCIPLE**
 NO ADJUSTMENTS NECESSARY!

COMPACT—25" x 26" x 84" high
 FITS ALL LOCATIONS

GENCO MANUFACTURING
 Division of Chicago Coin Machine Company
 2621 N. ASHLAND AVE. • CHICAGO 14, ILL.

over **67,000 ACTIVE BUYERS** read The Billboard Classified columns each week

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FIRST-Conditioned

CHI. COIN BOWLING LEAGUES
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FIRST IN QUALITY—FIRST IN VALUE!



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**SPECIAL
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GREATEST BOWLING GAME IN HISTORY!

Chicago Coin's 16' CLASSIC BOWLING LEAGUE

- ★ GIANT SIZE 2½ LB. DUCK PIN BALLS—LARGER THAN EVER!
- ★ GIANT SIZE REALISTIC PINS—LARGER THAN EVER!
- ★ GIANT SIZE COLLECTIONS—LARGER THAN EVER!

Now Delivering! BE FIRST with FIRST!

SPECIAL!

C. C. MIAMI SHUFFLE	\$ 65
Exhibit RINGER BALL	135
Exhibit SLATE POOL	125
Un. STEEPLE CHASE	85
Unlt. COUNTY FAIR	85
Unlted POOL ALLEY	95
HAWKEYE POPCORN MACHINE	49
Genco CIRCUS GUN	CLOSEOUT

ARCADE

Ex. JUNGLE HUNT	\$365
C. C. SUPER HOME RUN	175
C. C. 4-PLAYER DERBY	125
Genco NIGHT FIGHTER	125
Evans SUPER BOMBER	115
Exh. JET GUN	110
Wms. STAR SERIES	85
Wms. QUARTER-BACK	85



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 Finest mahogany cabinet. Genuine Slate Tops! Jumbo Plastic Bumpers!
\$215

BRAND NEW!

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 Slate or Regular Tops
 Write for Price

NEW KAYE ELDORADO 6-POCKET POOL
 Luxurious Table for Finest Locations

Peanut Supply Steady

Peanuts held in off-farm positions on July 31, excluding shelled oil stock, amounted to 455 million pounds, according to Agriculture Department. Stock is 18 per cent below holdings a month earlier, but 18 per cent above the same period a year earlier. Shelled peanuts used in making peanut butter, including peanut butter sandwiches, totaled 300 million pounds thru July 31—nearly 3 per cent more than used during the comparable span last season. The quantity used in candy, at 123 million pounds, was up 14 per cent, while the 148 million used for salted peanuts was up 9 per cent.

KANSAS DISTRIBUTOR-WURLITZER

YOUR CHOICE

FULLY RECONDITIONED

Wurlitzer Model 2000	\$965.00	Seeburg "B"	\$350.00
Wurlitzer Model 1900	815.00	AMI "E"-80	350.00
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C.C. Bowl A Ball	95.00
C.C. Criss Cross Targette	110.00
Un. Cascade	50.00
Un. Speedy	125.00
Ex. Ringer Ball	125.00
Un. Chief	85.00
C.C. Name Bowler	80.00
C.C. Deluxe Skae Ball, 11 #.	495.00
Genco Deluxe Skill Ball	425.00
Genco 6 Player Skill Ball	350.00
C.C. Tournament Ski Bowl	350.00
Bally ABC	295.00
United Regulation	295.00
Genco 1 Player Skill Ball	265.00
Un. Select Play	250.00
C.C. Criss Cross Bowler	95.00
C.C. Gold Cup	75.00
United Targette	125.00
United Venus	175.00
United Comet	150.00
C.C. Triple Strike	175.00
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C.C. Fireball	150.00
C.C. Miami Shuffle	65.00
C.C. Crown	50.00

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Genco Twenty-One
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MUSIC

AMI G 200 (Dual Price Play)	\$495.00
AMI G 120	450.00
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Write for special prices

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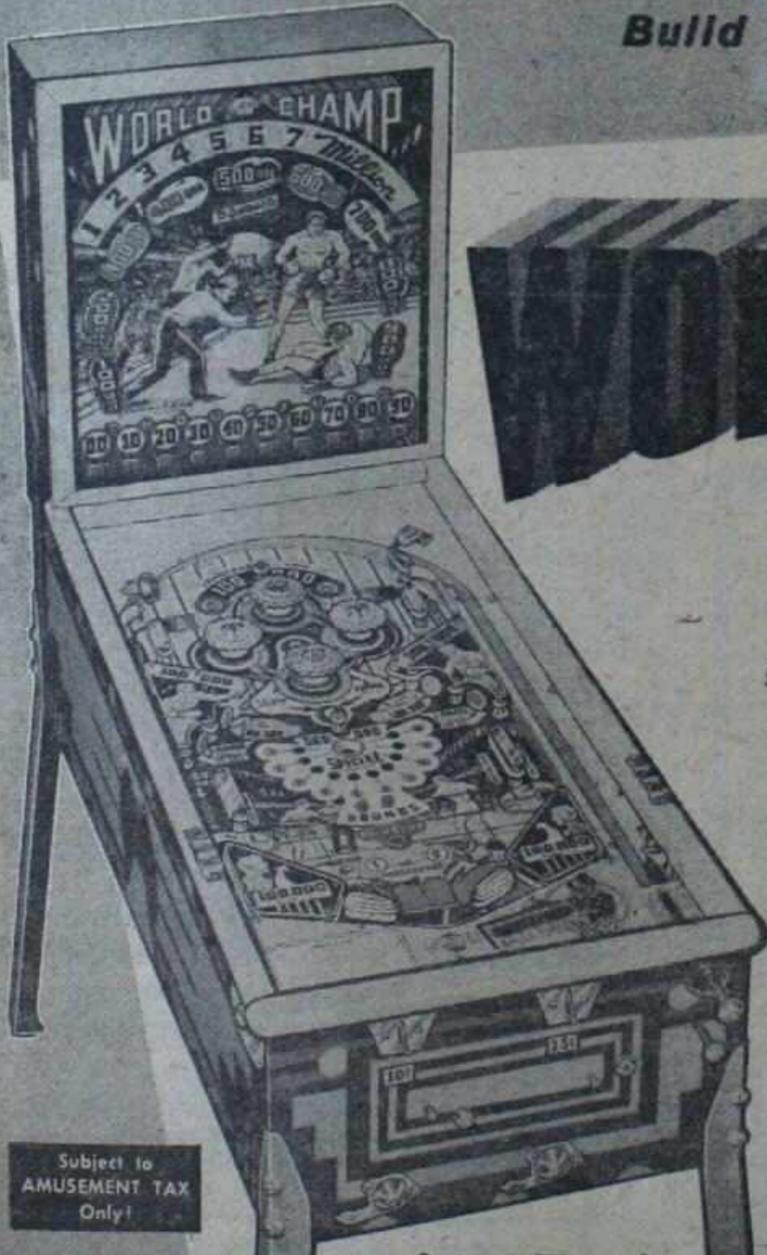
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LOCATION TESTED FOR YOUR PROTECTION!

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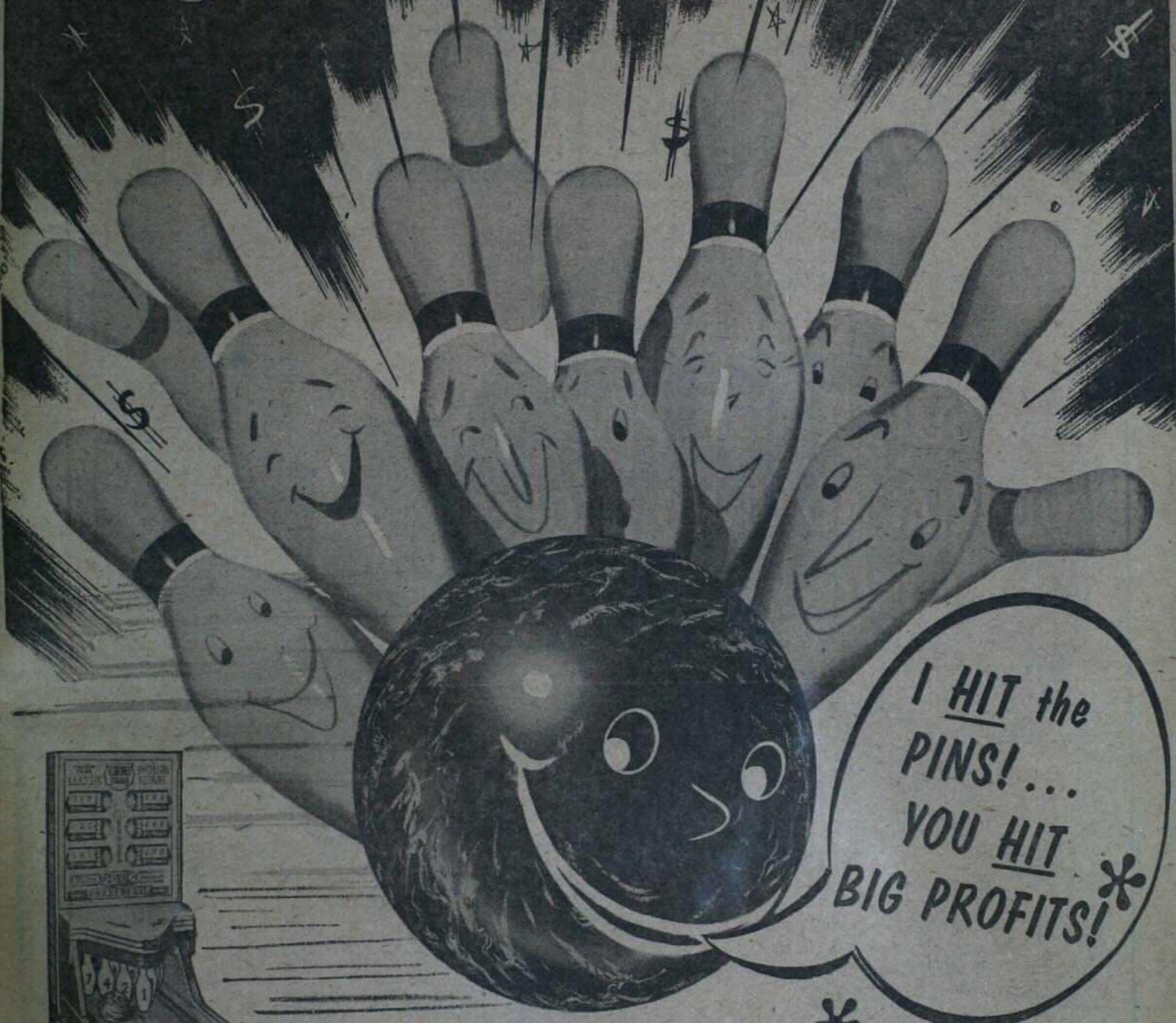
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PINS! ...
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GIANT BALLS

4½ in. DIAMETER
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REALISTIC SIZE
Larger Than Ever Before!

NEW HIGH SCORE
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Choice of 3 Size Cabinets
13 ft. — 16 ft. — 18 ft.
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2 Games for 25¢

Also available as One Game for 25¢
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Boost profits in *SHUFFLE* spots with new

Bally ABC SUPER DE LUXE BOWLER

**SUPER-SIZE
PUCK**

SUPER-SIZE PINS

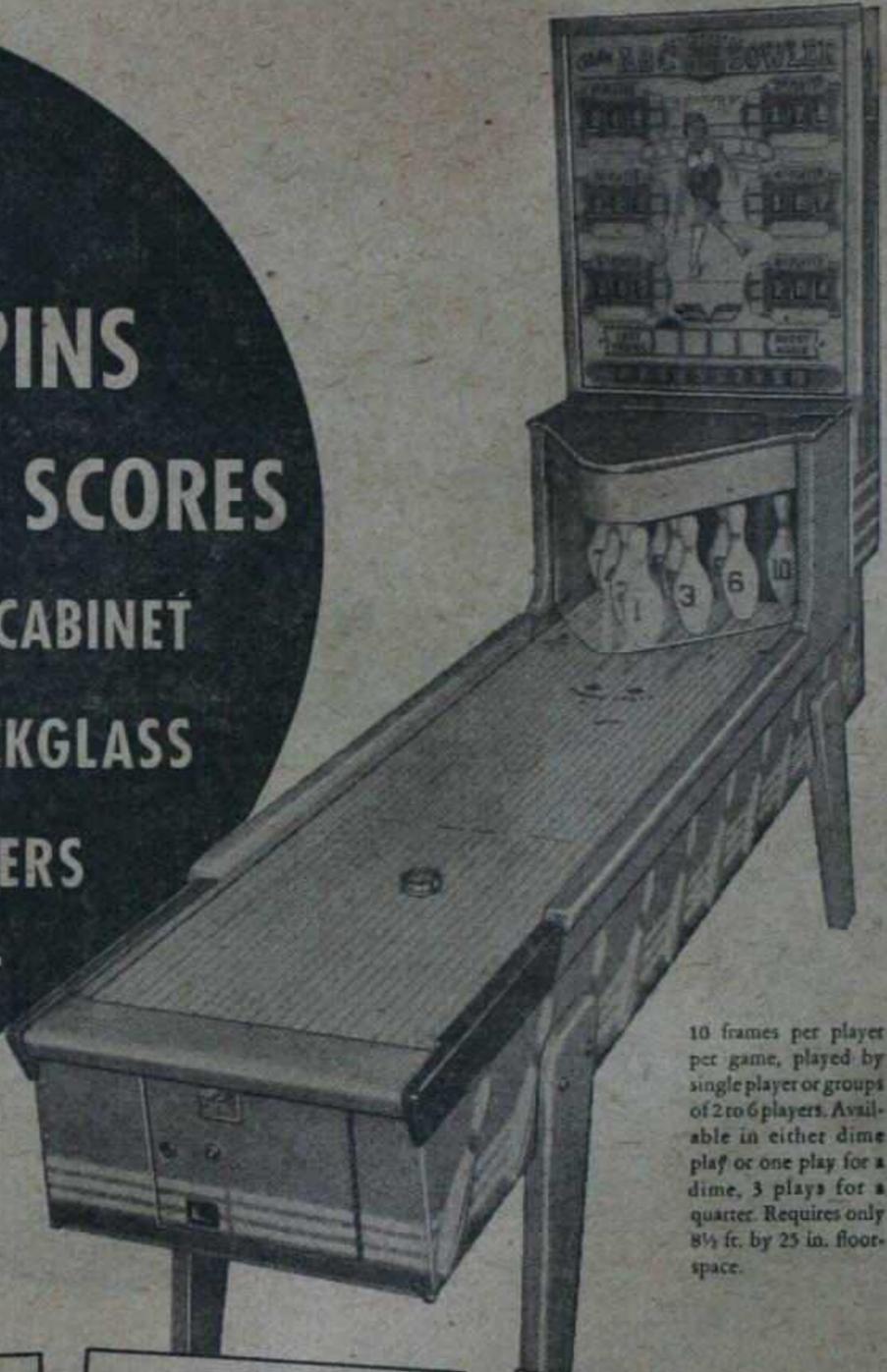
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DE LUXE CLUB-STYLED CABINET

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LIGHT-UP TOTALIZERS

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10 frames per player per game, played by single player or groups of 2 to 6 players. Available in either dime play or one play for a dime, 3 plays for a quarter. Requires only 8 1/2 ft. by 25 in. floor-space.

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See Sensational New **Sun Valley**

All 25 numbers in Magic Squares or Magic Lines! Results: more score-juggling fun for players . . . more profit for operators! Get your share . . . Get Bally SUN VALLEY today.

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JUMBO

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SCORES AND PLAYS EXACTLY LIKE REGULATION BOWLING
1 TO 6 CAN PLAY



NEW REALISTIC ACTION
BIG **4 1/2"** COMPOSITION BALL
HITS THE PINS!
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MEANS **"JUMBO" EARNINGS CREDIT UNIT**
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NEW Ball-Rack Design cuts speed and noise of ball return... prevents pinched or bruised fingers
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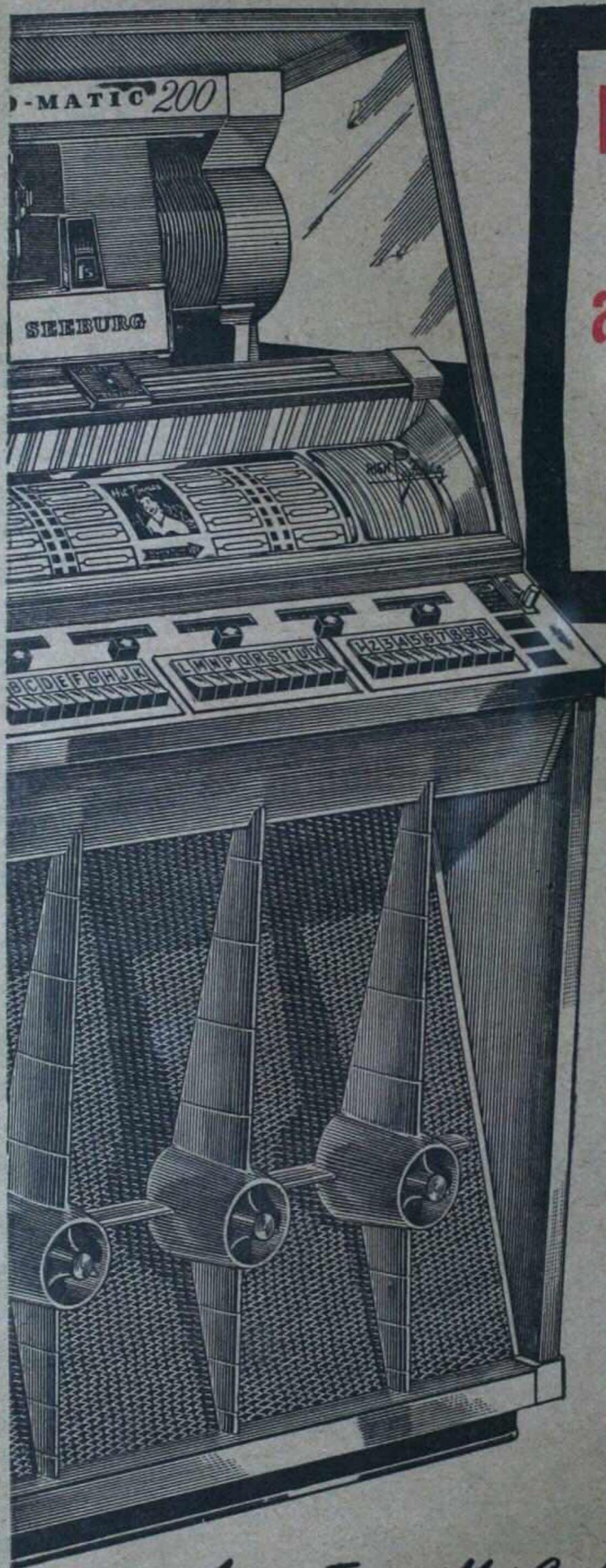
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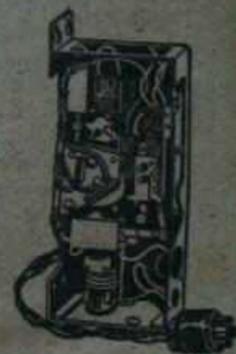
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