SCANDINAVIA
FERTILE FIELD
FOR U. S. DATES
COPENHAGEN—Scandinavia has become the new hunting ground for U. S. exporters of TV, movies and records, with an odd set-up. The April-November period is the active one here, but so many American performers are touring and accepting bookings that local talent has been facing a work shortage. Consequently, many American artists are flying in from the U. S. with U. S. agencies, so there are usually the larger-arranged operators, with 60 to 90 machines.
It felt that expansion by the larger operators would outstrip the smaller operators, so the April-November period was a good time to sell, both by New York and Copenhagen. The major operators are to create, to export from New York, Europe, or Scandinavia. The last, however, is the smallest, even if it means to sell to be sold as a year ago. Estimates on the sizes of the sales are based on as few as 4 per cent, with an average of 15 per cent reported for last year.
Unusual number figures show extraordinarily heavy buying — an eventuality that appears unlikely — as well as the fact that sales are not as strong as they are in the last year or two.
Juke box production slowed steadily from 1949 and has continued to be limited to as little as 15,000 units or less a year. Most of the sales are not as much as 15 per cent reported for last year.
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GRAY OF R. J. REYNOLDS, OPENS FIRE ON TV WEBS

Shrinking Impact, High Costs, Rigid Pacts, Repeats Cry for Revisions

ASHEVILLE, N. C.—Even the biggest network TV advertisers are beginning to question the worth of this medium, with the cost of "rest of week" time being called "unsold," and the networks being asked to take their side of the argument.

"The major job we're doing," said a vice-president of a major network, "is to convince advertisers that TV is still a valuable medium.

"The networks have been talking for years about the "cost" of TV advertising, but they haven't been making any progress.

"We're going to have to change our approach, because the networks are just as concerned about the cost of TV advertising as we are.

"The networks are going to have to show us that TV advertising is still a good investment, or else we're going to have to go somewhere else."
Toiletries
Burgeon on TV Screens
*Continued from page 1
ous categories each lost ground by
fractions. A common type of no factor is the
upswing for toiletries, vehicles
ranging from adult Western to
children's products. In a
single category or consideration a
believable length of show, day of
week, time of day, star, variety
course of serials or full-alternate
programming. They
nearly were short in time in greater
numbers, says the head of one
agency, is essential in moving
toilet goods and the manufacturers
woke up with a kind of real-
ization that web TV can
get to the most people with the
least sales.

An ad agency exec explains it
differently: The competition is
rarely the same in ad buying in
almost any other. Point-of-sale
promotions and other devices formerly
relied heavily on have more
and more tended to cancel each other out
since they've turned to a new
approach.

Wayne Cay Services
Held in Indianapolis
INDIANAPOLIS—Services for Wayne
Cay, president of Twin State Broadcasting,
Inc., were held here in Indianapolis to
head to the Time, Inc., subsidiary after
being named service official under
Presidents Roosevelt and Truman.

The Billboard
The Advertising Industry's Leading Weekly
Founded 1894 by W. H. Donaldson
Publishers
Roger J. Uttendorf Jr.
Richard W. Senninger
B. W. Conn
Prof. & Traveling Editor
Lawrence W. Goft
Sety

CBS, $4 Mil
Buys KWK's
St. Louis TV
NEW YORK—CBS-TV last
week bought KWK-TV, St. Louis,
indicated its $4 million from KWK, Inc.,
subject to Federal Communications
Commission approval and the
merger of KWK, St. Louis, and WGST,
Hanes City, Fla., licensed to St. Louis,
was not involved in the deal.

The network consequently
turned over its right to a
construction permit for Channel 11, St.
Louis, to the station, as is the rule,
2220 Television, Inc., in return for the
termination of litigation. The
CBS buy will clarify the status of
TV in St. Louis and
will to allow a cooperative to appear in
the city. CBS has VHF stations here,
Chicago and in Los Angeles. Stations
are in Hartford, Conn., and Milwaukee.

Meanwhile, the FCC last week
approved the transfer of KVOY-
TV, Stockton, Calif., to the Hudson
Enterprises, Inc., of Los Angeles,
over the objections of Commissioner
Barber

Hammer Slips Mickey Into ABC's

NEW YORK—The signing of
Deanna Durbin for the role of the
Hammer in the MCA-TV
series of Mickey Spillane mysteries
has had ramifications on ABC-
TV, according to Walter P. McGavin as
star. Originally intending it for a
full cast, the web, failing a sale, put
the show on the 1958 schedule.
Last week, sudden sponsor
islands arose, and the show was
24 hours too late for the web to hold onto McGavin.

The three-month
search for a Hammer is over, ABC
fun is just beginning. The next
90 hours has already
been sold on 32 markets, and the
series appears on station
stations, with shooting starting
October 1.

Cole TV Ads Nine Co-Ops

NEW YORK—NBC-TV
affiliates signed up nine more bank-
cast stations for its
Nat King Cole show, Tuesday
7:30-9 p.m.
Brewing has it on WRC,
Washington, and KTLA,
Los Angeles, and Commercial
Comet, on WBUF,T.
Buffalo.

Cole, whose-Palms, now sponsoring
it on KROA-TV, Hollywood,
Barry, and Baking
on WNBT-TV, Chicago: Folger's
Coffee, Rival Dog Food and
General Foods, sponsoring the
Company, WLT, Cincinnati, Cold
Stone Creamery, and
Swan Cheese, WLC-W, Columbus,
O., Coca-Cola, KPRC-TV,
Philadelphia.

KNXT Runs Classes In TV Techniques

HOLLYWOOD—CBS-TV
introduced KNXT, the classes in television
technique for upwardly mobile members of the
Los Angeles area beginning in

Perpetual of the 12-hour course,
according to General Manager
Cliff Conge, is to
among agency personnel the same
depth of familiarity with TV that

January will also bring hearings on
TV by the House Commerce
Committee, as announced by Chair-
man clipping there will be
Web and wire TV will be
studied by Senate and House committees, and
the Justice Department will
submit a report on its TV in-
vestigations.

Specific areas in a re-
 appraisal of the FCC's network rules, as announced in the Bar-
row report, include: Programming and talent practices of networks,
effect of concentration of ownership of and near-erherits of net
and affiliate contracts. Also con-
red are certain played by net
and non-network contractors in the national and local
field, AT&T, line rates, ad-
vertisers, ad agencies and, last but
not least, the public.

The Justice Department, mean-
while, is continuing its own in-
vestigations of the situation.
One of its recent moves is a
study of alleged block-buying of
network time by big contractors.
The Department is reportedly
considering breaking up the three
major distributors in the field, as well as the

Dee Barrow is also on record as being opposed to any further
concentration of ownership in the hands of networks and
of network contractors. The
question of the West Coast is a
big problem, the Department
already has many of the network contractors
by "scarcity of chan-
el," as they call it, under its
relaxing new ownership rules.

To Congressmen
The situation is already
out to interested Congress-
men, and some members on the
floor in Denver is supposed to
have been asked to hold the
full commission to say,

TVs Hit Back at Print Media
TV Spot Attack

NEW YORK—The National
Telecommunications Commission
was attacked by a counter-attack at recent
print media by the network
agencies and agencies, which claim that the view-
ing stations and local TV and
spend

AFM to Slap Canned Music

HOLLYWOOD—AFM Local
415 is taking steps to put the squeeze on
telefilm producers using inde-
dependent contractors, it was
announced.

Agency officials have agreed to
present a resolution to
the California Central
Labor Council which has already
approached the
American Federation of Musicians
with the AFM.

Discussions have also been held
between the American Federation of Musicians
C. Portillo and LATFSE Perry
Richard, and an agreement has
been reached on the
union rule regarding the use of
national TV talent made by members of
the

AWP.

Overall plan is apparently to
emphasize the fact that
the program is central
and, if this proves unsatisfactory of programs using
text phones, will be

10th TV Market
917,320 TV sets

Lancaster
Hammonton
York
Lebanon
Reading
Hanover
Gettysburg
Hagerstown
Chambersburg
Waynesboro
Lehightown
Sunbury
Carlisle
Pottsville
Shamokin
Lancaster
Hazleton
Mt. Carmel
Bloomington
Frederick
Westminster
STENMAN STATION
Clay McCullough, Pres.,
Milingual MEEKERS
316,000 WATTIS
The Billboard Continuing
COST-PER-THOUSAND
Analyses of Network TV Shows in Class A Time

COMING COST PER THOUSAND ANALYSES:

by Program Type:
General Drama Shows
Comedy Shows

These ratings appear weekly but on short notice. They are copyrighted by The Billboard Publishing Company and an reproduction may be made of these without The Billboard's consent. Requests for such consent must be submitted in writing to the publishers of The Billboard, 1344 Broadway, New York 32, N. Y.
### COST-PER-THOUSAND

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

The Billboard Continuing

<table>
<thead>
<tr>
<th>Network</th>
<th>Show</th>
<th>Time</th>
<th>Cost Per 1,000 Homes</th>
<th>Cost Per 1,000 Men</th>
<th>Cost Per 1,000 Women</th>
<th>Cost Per 1,000 Children</th>
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</thead>
<tbody>
<tr>
<td>CBS</td>
<td>60 Minutes</td>
<td>3 PM</td>
<td>$0.80</td>
<td>$0.87</td>
<td>$0.87</td>
<td>$0.87</td>
</tr>
<tr>
<td>NBC</td>
<td>30 Minutes</td>
<td>6 PM</td>
<td>$0.65</td>
<td>$0.75</td>
<td>$0.75</td>
<td>$0.75</td>
</tr>
<tr>
<td>ABC</td>
<td>45 Minutes</td>
<td>11 AM</td>
<td>$0.70</td>
<td>$0.80</td>
<td>$0.80</td>
<td>$0.80</td>
</tr>
</tbody>
</table>

### AMF Sponsors

By Sponsor Group

**Own Bowling Show on ABC**

**NEW YORK — American Media Inc. (AMI), publisher of TV Guide, Arthur Murray, and several trade publications, has announced a new AMF Sponsors Own Bowling Show on ABC. The show, which is sponsored by AMF, will feature bowling equipment in every single frame of film. The show will air Sundays, 8:30-9 p.m., against Ed Sullivan and the CBS game show, for a show normally programmed late afternoon or 11 p.m.**

### CIGARETTE & TOBACCO SPONSORS

**COMING COST PER THOUSAND ANALYSES**

<table>
<thead>
<tr>
<th>Cigarette &amp; Tobacco Brand</th>
<th>Cost Per 1,000 Homes</th>
<th>Cost Per 1,000 Men</th>
<th>Cost Per 1,000 Women</th>
<th>Cost Per 1,000 Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rocky &amp; Villa</td>
<td>$0.50</td>
<td>$0.56</td>
<td>$0.56</td>
<td>$0.56</td>
</tr>
<tr>
<td>Camel</td>
<td>$0.45</td>
<td>$0.51</td>
<td>$0.51</td>
<td>$0.51</td>
</tr>
<tr>
<td>Chesterfield</td>
<td>$0.40</td>
<td>$0.47</td>
<td>$0.47</td>
<td>$0.47</td>
</tr>
<tr>
<td>Lucky Strikes</td>
<td>$0.35</td>
<td>$0.42</td>
<td>$0.42</td>
<td>$0.42</td>
</tr>
</tbody>
</table>

### HOME, BUILDING, GENERAL SPONSORS

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Cost Per 1,000 Homes</th>
<th>Cost Per 1,000 Men</th>
<th>Cost Per 1,000 Women</th>
<th>Cost Per 1,000 Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>PER ALUMINUM</td>
<td>$0.40</td>
<td>$0.46</td>
<td>$0.46</td>
<td>$0.46</td>
</tr>
<tr>
<td>STATE PAPERMATE</td>
<td>$0.35</td>
<td>$0.41</td>
<td>$0.41</td>
<td>$0.41</td>
</tr>
<tr>
<td>TOBACCO BWAYS</td>
<td>$0.30</td>
<td>$0.36</td>
<td>$0.36</td>
<td>$0.36</td>
</tr>
<tr>
<td>METALS EAST. 4 (O04K</td>
<td>$0.25</td>
<td>$0.31</td>
<td>$0.31</td>
<td>$0.31</td>
</tr>
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**At "Learn to bowl" clinics run by stars all over the country are back- ing AMF, the American Bowling Congress, and the company's thesis that promoting the sport is as good as promoting AMF. The show, "AMF Bowling Sams," includes spots for others of the AMF bowling lines, as well as sponsors, bowling clothes and equipment. TV and new sposters to bowling's popularity gains, Debeny thinks.**

### Addicts Sought

"With the immediate impact we hope to have an "AMF Bowling" style play-by-play ban, we feel non-bowlers can become addicts once they tune in. The show is to be syndicated with 51 markets, are up now to 65 stations, which we think will finish our first cycle."

"After a 1952 excursion into in- stalling the wrong time for AMF produced an hour series, which it sold to 155 stations, then threw it away. It's still on in 65 markets. But consistency of quality is a problem. We think, so AMF is back to backing its own. Our audience composition will show as many women and teenagers as men," says Debeny. "It's as much a family show as variety..."
ZIV DOES IT AGAIN!

TV's NEWEST RATIN

"SE"

Starring

LLOYD BRIDGE

As ex-Navy frogman MIKE NELSON, daring underwater criminologist.

www.americanradiohistory.com
ON LAND, ON SEA AND UNDER THE SEA!

Deep-sea Drama! Underwater Thrills! Mystery! Romance! Excitement!

Ziv's thrilling TV innovation is a "natural" to get high ratings...word-of-mouth publicity...sales results!
And it's ready to audition now!

ZIV
Television
NEW YORK — Leading film laboratories in both New York and Hollywood are reporting being strained to capacity by the current demands of last-minute film print orders. This has caused the biggest log jam in years and a major round of headaches for executives of advertising agencies, syndicators and feature film distributors.

"We're operating on a maximum effort basis" now and still are getting orders on commercials from agencies who want a full set of prints in just half the time that normally give us in order to meet starting dates for spot campaigns," was a typical comment voiced by the lab chief of one New York firm.

Syndicators, particularly those with regional deals on new shows or new off-network rerun packages, are now becoming leery of accepting new business orders from stations and agencies until the print situation clears up. In the feature field, no deadlines have been missed — yet. But feature houses are now becoming receptive as the dates roll around on which they must ship prints regularly to stations, particularly the 16-mm., reproduction from 35-mm. negative.

"There's no basic basis for the current jam," in part, is caused by union-slowdown earlier this season in New York, which caused a lot of work which would normally be done in the late summer months of July and August, and which caused some agencies to put orders into different film houses or studio laboratories.

It's a sign of the unprecedented last-minute rush of commercials which agencies had to earlier, waiting until print runs were completed. With scheduled ad dates, agencies are now forcing out so many commercials that producers are working overtime, and film stills are coming in at the lab level.

Another contributing factor is a strong swing this season, to the use of 16-mm. prints even for station shows, which has led to a larger 35-mm. copyload. The smaller-sized print jobs are beginning to cause problems, but it wasn't until this year that new film stocks and new processes make CGR's Immersion Bath Process work, which is a scratch-off bath just before projection — made 16-mm. TV prints printable to 35-mm.

A check-up by The Billboard among leading film labs shows that as much as 90 percent or more of material sent out for TV currently is in 16-mm., with much of the remaining being step-down printing from 35-mm., which shows growth in commercials or commercials.

The following is a summary of the key points regarding syndication during last week:

**Clancy, Goit As TPA Nat'l Sales Leads**

**NEW YORK —** Television Programming Assn. of America have been named to direct the national sales of TPA, as well as establishing and directing national sales of TPA, and to increase the national sales staff. TPA has also decided to produce "Airline Hostess" and "Dude Ranch." These two pilots will become parts of the new network, which is being put together by national syndicator and in its new network.

**Tafon's 'Hunter' Buy From Official Sours in Courts**

**HOLLYWOOD —** Deal whereby TV producer Tafon buys "The Hunter" from Official Films has been rejected by Superior Court in Los Angeles, and is also set to sue in Superior Court in Los Angeles. The suit charges that no payments have been made for the show, which wasclared in November, 1956, and that almost $100,000 remains to be paid from original $334,000 sales price. Named as defendants, in addition to Tafon and Miller Advertising and Broc, Inc., are "The Hunter, Inc." and "The Hunter, Inc." in Superior Court.

**Amer. Petrol Orders Six**

**NEW YORK —** The American Petroleum Institute announced the sale of a series of stories to a six-week network TV network campaign. The campaign will celebrate the centennial of the oil industry in 1959.

**DICTHER CLOUTS HIDDEN BLURBS**

**CROTON - ON HUDSON, N. Y. —** American syndicator Dichter, who is well known for his subtle form of subliminal manipulation, did not have the chance to prove his theories to the public at conference held here recently. The conference was called "The Gas of Today," and was based on the right to listen to the conference, the report stated. "The day of (gas) is in the experimental lab or classroom, but not in the popular application. You never expected to be exposed to moral and commercial interests of the media community," concluded the report.

**Station Group Sale Made on Ziv 'Sea Hunt'**

**NEW YORK —** Ziv-TV is the latest syndicator to break with "station group" sales for its syndicated property. The firm has reportedly wrapped a multi million dollar deal for its new Western series, a co-production with Ivan Tors and Burt Wondersteen, which operates stations in such centers as New York City and Miami. The deal is similar to one announced by the Westinghouse station with Official Films for "Decoy."

So much has break advance sales on the syndicated series being sold is also said to be a major 1957-58 release schedule in which there are many as six different television series, leading off with "Sea Hunt," which is the former underwater adventures.

**General Service to Roll On Flying Tigers Pilot**

**HOLLYWOOD —** Pilot for a series

**TPA Lands Seven Sales on Six Shows To Four Countries**

**NEW YORK —** Television Program- meter for its second production, and it has been named "The Hunter," starring in the lead role.

**UA Sale Brisk; May Issue Next Package in Jan.**

**NEW YORK —** Sales on its latest package of post-1954 features are mounting perch week by week. The American United is planning to coor- dinate the release of its next package, and the film is to be sold to the major American television networks. The film is being sold now, with UA sales executives starting negotiations with the leading networks. The film is the latest of the United Artists, and is being compared with the other television networks. The film is the latest of the United Artists, and is being compared with the other television networks. The film is the latest of the United Artists, and is being compared with the other television networks. The film is the latest of the United Artists, and is being compared with the other television networks. The film is the latest of the United Artists, and is being compared with the other television networks.
Never Before On TV!

"SHOCK!"

52 of Universal's Greatest Spine-Tingling Films
including the original
FRANKENSTEIN • DRACULA • WOLF MAN • INVISIBLE MAN!

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Phone 1-6932

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Woodward 1-3979

CHICAGO
210 N. Michigan Ave.
Franklin 2-3695

NEW ORLEANS
1032 Royal St.
Express 2013

HOLLYWOOD
1336 N. Beachwood Dr.
Hollywood 2-1115
BURGESS MEREDITH

World famous for his stage and screen portrayals... acclaimed by critics and audiences... Burgess Meredith now makes his first regular appearance on TV as host and narrator of the NEW "BIG STORY."

Top rated against every kind of competition... commended by outstanding church, civic and government leaders... winner of a host of national awards... "THE BIG STORY," now in its tenth year on radio and TV, remains unmatched for audience reaction... publicity... top sponsor results.

NOW, the new "Big Story" — as exciting as today's front page — takes you behind the headlines of America's top newspapers with thrilling, dramatic, inspiring stories told in vivid documentary style.

PRODUCED BY PYRAMID PRODUCTIONS
Executive Producer — Everett Rosenthal

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25 West 45th Street • New York 36, New York

REPRESENTATIVES IN:
Beverly Hills, Chicago, Dallas, San Francisco, St. Louis, Boston, Atlanta, Philadelphia
The Billboard Scoreboard

NETWORK REVIEW

'Price Tagged One of Season's Brightest'

By CHARLES SINCLAIR

The Thin Man (Net)

From: Peter Blackwell, The New York Post

The Thin Man meets its match as a thin and thinning character in the person of William Powell. His depiction of Tom Latimer in this film is a far cry from the dapper and dashing Nick Charles that made him a star in the 1930s. Powell's portrayal is too limp and lacks the charm that made him a favorite of the public.

The film itself is a disappointment. The story is predictable and the acting is stilted. The chemistry between Powell and Myrna Loy, who plays Ann, is missing. The film is a letdown after the success of the previous two Thin Man films.

Polly Bergen Show (Net)

Polly Bergen stars in this new television series as a private detective. The show has a promising premise, but it falls short in execution. Bergen's performance is lackluster and the writing is flat. The show lacks the energy and excitement that make for a good detective series.

General Observation

Another of the year's most solidly produced comedies, "Polly Bergen Show" is a real gem. The show's humor is sharp and the writing is clever. Bergen's performance is strong and the supporting cast is excellent. The show is a hit and is well deserved.

Official Detective (Synd.)

Host: Rosell Brown, Cox; Cast: Paul Field, Jack Brady, Joe Deal, Marshall Ackerman, Harry Morgan, Charles Kemper, John Hoyt, Jimmie Dodd, Don Hojan, Bob Waterfield, Jack House, Bob Waterfield, Don Hojan

A detective story involving a murder on a train. The detective, played by Paul Field, is a charming and likable character. The story is well plotted and the acting is strong. The show is a hit and is well deserved.

OSS 'Cocktail Lacking in Distinction

By LEON MORSE

In "OSS 'Cocktail," a new series that aired on CBS, the show's premise was that the OSS, the precursor to the CIA, was involved in covert operations during World War II. The show was a flop and was quickly canceled after its premiere.

The format of the show was a mix of dramatic and comedic elements. The show tried to be both serious and entertaining, but it failed to strike a balance between the two. The acting was uneven and the writing was flat.

Overall, "OSS 'Cocktail" was a disappointing series that failed to live up to its potential. The show's premise was interesting, but the execution was lacking. It is a shame that the OSS, such an important part of history, was given such a bad television treatment.
THE BILBOARD

SEPTEMBER 30, 1957

NEW YORK REVIEW

Miss Cloney Blooms
In Her New TV Show

By BOB BERNSTEIN

Beverly Cloney (Net)
Drew, Dan Dailey, Doug More, Jack Kates, Joanne Harris, Leo Taylor, Harold Reynolds
ABC-TV, 11 p.m. EST, September 22

Miss Cloney has come a long way. A number of her fellow vocals are far behind in their personality derby. This girl can reach the top and stay there. With the addition of the informal air and geniality now being given Felix "Frel"o, music director,

The Ice (Net)


As an exercise in armchair adventure, NBC-TV's " Against the Ice" offered, in a understated manner, the first time that many of the 110,000 fiction film adventure stories and Westerns ever screen. That is, as soon as the hour-long color film got down to the boodooding and the telling of the story of an 11-man Army-Naval team's dangerous trail across the Antarctic. The "it really happened" feeling was furthered by the use of a real albatross, the Tex Cordiner, as an off-scene narrator working from a script which created drama by indirection rather than bravura theatrics.

To some degree, the off-screen manner of the participants and narrator Cordiner may well have played a major factor in the dangers of the journey. To those who knew Cordiner, the idea of his buddies as they edged on thin ice toward the very brink of the unknown. Eventually they swallowed the Empire State Building. With them was the sense of actuality that they were literally flirting with death. The "shock" value of the show is in the instant viewer reactions, rather than on the script.

Sound track music was lean and simple, with the only jarring note coming from an NBC-TV bow in the direction of Hollywood Westerns by injecting a pseudo folk song, "Ballad of the Cowboy Sailor," as a "theme" which seemed added against the blinding white glare of the Antarctic wilderness and the deep determination of the men pictured on the television screen.

Timm's commercials, the R.B.D. were unusually clever examples of the effective use of film animation to point up the visited uses for roller bearings, but slid into routine copy too often when making the final point that "America in the drive for Betterment"—a theme lifted almost intact from the institutional campaign for du Pont.

Charles Sinclair

Sals 
$245,000
Sale, "New York's largest City Build-
ning designed for TV" filled with a school, including complete facilities. Excellent appearance.

Box 711, Billboard
1546 Broadway, New York, N. Y.

WOW RADIO

OMAHA

OMAHA'S MERIDIAN STATIONS

C BS
In Omaha

WOW-TV

CH INAL 6

NAT I Spots in WGN Movies

CHICAGO—WGN-TV was active last week filling its Friday 10 p.m. film with nature film shots, after the last was won by Community. Builders, which caught on earlier right in the week and found it on Tuesday at WKBK. By the week's end, WGN was more than half sold out, and Jim Hanlon, press chief, predicted a near sellout by show time this Friday. The new sponsor setup starts with first-run Westerns, "Kid Man From Mississippi." The studio has had only Thursday availability for spots, and the SRO sign has been up with a premium-price tag attached.

Blau and Harris to Run, Not Liquidate, Republic Pictures

NEW YORK—Joseph D. Blau and Joseph Harris take issue with the last paragraph of a story printed in the September 23 issue of the "Billboard." It detailed their litigation against Herbert J. Yates who refuses to consummate a deal by which they would have taken over his control of Republic Pictures.

There is a stipulation in the contract between Blau and Harris and Yates that the new controlling group would not liquidate the film company but operate it. The story said otherwise.

Gray Opens Fire

Grays continued from page 2

volve new ideas and properties.

The whole problem, he felt, was "a matter for decision involving the broadcasters, the advertisers and the producers."

As a parting shot at TV's current headaches, the tobacco official
cut colored to TV's staging, "An advertiser's point of view, we do not see how we can divert money from other color media to invest in color TV until such time as the circulation potential would warrant such a diversion."

When might this be? As adman Gray saw it, "I don't think the time for such a decision will come before 1960."

Arthur Godfrey:

Thank You

for a week of wonderful CBS Network Radio and Television Shows out of Omaha, Nebraska.

—because of your personal appearances with GOLDIE, each of the eight performances of the Ak-Sar-Ben World Championship Rodeo in the mammoth Ak-Sar-Ben Coliseum was sold out.

Come Again!

WOW RADIO

OMAHA

WOW-TV

590

In Omaha

OMAHA'S MERIDIAN STATIONS

unusual and national look-ups using color axial cable. Nelson will sell all the week's live-planning at an advertising meeting tomorrow (1) in Rodeo. Tentatively, the live NTA show will be in the nature of special events and sports offers.
**PULSE LOCAL RATINGS FOR AUGUST**

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

**ATLANTA**

1. Channel 9 in 19 he (WAGA, Channel 5). (55.9 M.)
2. Channel 9 in 19 he (WAGA, Channel 5). (55.9 M.)
3. Channel 9 in 19 he (WAGA, Channel 5). (55.9 M.)
4. Channel 9 in 19 he (WAGA, Channel 5). (55.9 M.)
5. Channel 9 in 19 he (WAGA, Channel 5). (55.9 M.)

**RAW TEXT END**
Frank Bazel, formerly film business manager of KOB-TV, Albuquerque, N. M., has joined WBPM-TV, Indianapolis, as a film news staffer.

Del Greenwood, KODA-TV, Greensboro, N. C., has been promoted to sales executive.

Jim Neshoot, who left WHK, Akron, to join KYW, Cleveland, as a ‘sales’ staffer, Arthur F. Brown, has moved from WTOP-TV, Washington, to WHK.

John Sturgell, production manager of the NBC TV network, in San Francisco, will join the NBC staff in New York.

This page was printed on a national spot basis. The symbol "R" indicates a lead story as an anchor in the NBC network. Program and schedule information and analysis, and charts of the NBC network, will be included in the NBC TV news service.
**MUSIC-RADIO**

**Col. Distrib Pattern Now Factory Branch Operation**

Areas Include 60% Industry's $ Vol.; Modern Showrooms Feature

NEW YORK — Conversion of Columbia Records' distribution pattern to a factory branch operation in areas covering 60 per cent of the industry's total dollar volume, has been completed, Goddard Lieberson, Columbia's president, announced last week. By January 1, 1958, Columbia-owned recording centers will open in New York, Chicago and Los Angeles.

*East-West In Singles Bow*

NEW YORK—East-West Recs, fourth label in the stable of the Capitol organization, made its bow this week with an initial release of three singles featuring new stars.

The label will have entirely separate distribution from its sister lines, Atlantic, ATO and KRC, and more than 50 distributors have been set up. East-West will be an "across the board" label, featuring pop rock and rhythm, as well as light and symphony artists and material.

A spokesman explained that for some time, there has been a demand for a new kind of label, with a completely new concept in marketing, and the new label was the result of a "top secret" project. It was emphasized that it will not allocate time to any artists in one of the "parent" lines, and that in the near future, there will be definite plans in the works for albums releases in the future.


*Lee Heads Up Atlantic Sales* 

NEW YORK — Lester Lee, formerly branch manager with Seaboard Records in Atlantic City, has been named national sales manager for the Atlantic Records line. Lee will maintain an office in New York, Philadelphia, Chicago, Los Angeles and the other major cities.

Lee has also served as a field manager for the various Warner Gramar labels. He was a songwriter for Witmark Music and for a time managed the bands of Jerry Wald and Louis Prima.

**Tells It To IKE**

Dealer Lauds Aid of Trade Paper Info

By RALPH FREAS

NEW YORK — Liberty Music Shops, class cotton-throw drum outfits, spoke for record salesmen everywhere in a special statement to President Eisenhower's Committee on Technical and Research for the Benefit of Small Businessmen. The statement is being distributed throughout the country.

Kaye, who headed the small business research section of the department, stated in the statement that the records of the dealer in the overall retail world of the country are a perishable commodity. Some are all new and all new and all new.

Newman's "How to Make a Great and Reproducible Trade Card" was a successful trade promotion tool in the trade.
SEPTEMBER 30, 1937

THE BILLBOARD

MUSIC-RADIO

just arrived! our new 7" record plant in L.A.!

Now, with custom manufacturing facilities in both Hollywood and Belleville, N. J., it's...

ALLIED RECORDS EVERYWHERE!

finest quality  •  speedy service  •  they're inexpensive

IN THE EAST  AMERICAN SOUND CORPORATION
233 Main Street, Belleville, N.J.

Plymouth 9-0700

IN THE WEST  ALLIED RECORD MANUFACTURING COMPANY
1041 N. Las Palmas Avenue, Hollywood 38, California
Hollywood 9-5811

www.americanradiohistory.com
Swingin’ Indies Still Tops
On Billboard’s Singles Charts

By JUNE BUNDY

NEW YORK — The swingin’ Indies continue to dominate the Honor Roll of Hits and best selling singles charts, with 23 indie discs currently in the top 25 on Billboard’s “Honor Roll” and a like number of indie plates in this week’s top 30 best selling. The virtual dominance of indie

PHOTO PRIZE

U.S. Entrant Wins Cover Contest

NEW YORK — The album cover photo contest sponsored jointly by RCA Victor and the Camera Craftsman Association has been won by Louis W. Humphrey, Sr., of Linden, N.J. The LP on which it will be used is Victory in November. Title will be “Hi-FI in Focus,” with cover art by Atilio Alferi of Buenos Aires. Bannister’s photo was selected from 700,000 color, black and white photos submitted by the U.S. and Japan. His prize will be $3,000 worth of RCA and Camera Craftsman merchandise.

Second prize, a 34½-inch combination record player, camera, go-to by Nathan Tabata, of Osaka, Japan. Third prize winner is also Japan—Mr. Shohei Iwamori, who will receive a $100 prize. The contest was open to both amateurs and pros. Judges were Bannister, Roby B. Reynolds, Jr., of the New York Times; Bill Simon, chairman of RCA; Bob Jones, RCA artist director, and George Inoukuma, noted Japanese artist.

7 New Stereo Sets Released
By Livingston CALDWELL, N. J. — “Stereo Showcase by Livingston,” and the legend, “The True Stereo Sound,” are the promos playing for the D’Innc ‘n Shadows,” high-light the new stereo tape release from the Livingston Corporation. The original Hermon stereo release is in its second year, and now there is a top stereo tape seller to date. Other new sets include three in a “mid-range” group, two in the “high” price group, and two in the “low” price group. These are the Opera Singer, the Symphony, and the “Colgate” sets.

Feyer Highlits Vox Agenda For October

NEW YORK — In the Vox Records fall release schedule, George Feyer is featured on two different discs, one accompanied, the other not. For both the first time by a full orchestra. In addition, the label has recently released semi-classical packages. Portions of a series of six volumes by Jerome Kern and Cole Porter. Featuring the longhorn list is a limited edition volume in the label’s 20-disc “d-june—package series of seven volumes. The complete Opus 1 and 2 of Coxell on three discs. Like the previously released Opus 2, this new release is limited to 500 copies.

Vik Execs on Promot’n ‘Trek To West Coast

NEW YORK — Executives of Vik Records are making a West Coast tour, the last leg of which took them to Hawaii, Denver, Chicago and Detroit. In Chicago, they’re re- crused the Vik disc to be first in the country, (Continued on page 20)

Design Label Preps Second Big Release

NEW YORK — Design Records, the new $14.99 LP line produced by the new company headed by Dick Lisco, will be releasing its second big release for October 15. Fourteen sets will be issued, to be followed up by the 24 of November.

McGee hates a combing of Gertrude’s “American In Paris” and “For You” and “Bolero” by Miklós Rózsa, and Russell Bennett, and recorded by the Cibelle orchestra, and has a set of six songs addressed to Princess, a symphonic coupling of songs from the hit film “100 Day’s” and “My Fair Lady,” and a volume of dance music by Henry King’s orchestra.

Outfit will release two albums of Christmas music, one for adults and one for children, plus a set of Disney tunes.

Setting off for four color labels and covers, later using custom photography, spine back identifiers, and colored engravings. Artists and repertoire, as well as additional titles being recorded by Roy Freeman, Smokey Robinson & the Miracles, and the others being directed by Ben Reisman, Variety has put the four-song series under the name of “A Book of Poems.”

Special Deal On Hyman LP’s

NEW YORK — U-M-G Records will release three new albums in October. The three LP sets, Nos. 1, 2 and 3, will be available at dealers at the discount price of $1.64 per set for 10 in a six-month period. The suggested list price will be $2.06 each.

An added fillip to the deal is a privilege extended to dealers who are members of U.M.G. Records. Dealers members of the group will get the record for free. Any dealer can sign up to get the record. The deal is available for six months.

In the press series, there is a tie-up with the Manufacturers’ Association.

33 LP Sets on Westminster Fall Sked; Haydn Tops List

NEW YORK — Westminster is releasing 33 LP packages for October. Notable is the release of the 20 sets of the old “5000 Series” now in re-release. Highlighted among the sets is an Haydn, who is represented by 27 sets on 48 discs in 43 sets, and a complete set of Haydn’s chamber music. The company, Westminster is national in distribution. Consequently, only 13 of the 33 sets are from the “5000 Series” release. The remaining 20 sets of the “5000 Series” will be issued in November. Music for the set was cut by Monteverdi, and the set is based on the work of the London Philharmonic (Ridolfi). Co-founded with Monteverdi, this is a complete series of live animal records

HAPPY, HAPPY TO YOU, DICK!

NEW YORK — Columbia Records last Tuesday (8) stamp a surprise party for Dick Lisco, who just won up a two-year period as top album seller of the year, according to the label. Sales veep Hal Cook invited Lisco—who was completely unaware of the commemoration—to Campbells’ where the actual event was in attendance, by Leo Reisman, the president, and RCA executive, and Col. William Brant, Columbia’s president. Lisco was visibly affected by the turnout at the bash, which was attended by the label’s top artists, such as Bill Calhoun and Gene Vincent. Also present were Joe Casablanca, Lloyd Marcus, Paul Southard, Mitch Miller, “Carnival of the Animals” producer, Earl Wiliams, Errol Garner, Nelly Sachs, and more.

But what really topped it all for Lisco was the presence of Joe Higgins, dean of A&R men, who refused to leave Columbia at his usual 5 p.m. time in order to make the party.

October SQR Bonus Sparks Victor Release

NEW YORK — October is the second bonus disc-month for coupon book holders in RCA Victor’s Newsstand program. There is a choice of a pop or Red Seal disk available from the list.

The pop bonus is “Door of the Mountain” by the Chet Atkins Band (9078). The classical set is “Overtures—I Spared” with the New Symphony of London (Argo). The latter includes such pieces as “Light Cavalry” suite, “Zampa,” “If I Were King,” etc.

The regular October SQR selections are:

Chet Atkins Band, 9078 Red Seal $2.05
Chamber Symphony of London, 9080 RCA 2.55
Piano Concerto (Rachmaninoff), 9081 RCA 2.05
Royal Ballet, 9082 Red Seal 2.05
Covey granik, 9083 RCA 2.05
“The Legend” Suite, 9084 RCA 2.05

In the label’s regular release, there is the eleventh disc of the Tell Foote-Kock, playing Prokofiev and Ravel. The disc includes three suites by Greg, including the two “Three Gym” suites (with piano) and “Lyric Suite.” Also included is Cole Porter’s “Red Poppy” and Trippe.

NEIGHBORING RIGHTS

Internat’l Group to Weigh Disk Artists’ Interests

WASHINGTON — Protection of “neighboring rights” and the so-called “related rights” are the copyright interests of performing artists that will be discussed by an International Copyright Committee, meeting here on October 7. The International Copyright Committee is made up of corresponding members of all the Universal Copyright Convention, which was set up in 1955 for mutual protection of the rights of the nations. The U.S. and Britain will be represented on the Committee. The group will discuss neighboring rights of performances on records, but general progress of international copyright and future notification by other nations.

Songwriters’ Protective Association of America Inc. has recently warned the National Music Council that the subject of “neighboring rights on record” and the related rights is a subject of concern from the original copyrighted work. It’s getting enough attention to view its importance to recording both here and abroad. England has already dealt with the American legal rights.

(Continued on page 40)

HAPPY, HAPPY TO YOU, DICK!

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But what really topped it all for Lisco was the presence of Joe Higgins, dean of A&R men, who refused to leave Columbia at his usual 5 p.m. time in order to make the party.
RCA Victor Records introduces your NEW SALES FORCE

the greatest radio-television promotion in the history of the record industry!

Here they come—the biggest shows in radio and television, promoting the sale of RCA Victor records day after day... plus a saturation campaign of local spot announcements on radio. In the coming weeks, wherever people turn, they're bound to see or hear an RCA Victor record commercial! This unprecedented broadcast campaign (coming at a time when broadcast audiences are at an all-time high) means unprecedented sales... extra sales for you! Now's the time to display RCA Victor merchandise BIG, to take advantage of extra profits. And be sure to call your RCA Victor representative (1) for details on tying-in locally for maximum sales, and (2) to order extra merchandise to meet extra demand!
TO WOÓ TEEN-AGERS

\[\text{ToBOA Meet Mulls Teen-Hop Club}\]

By REN GREEVATT

NEW YORK — A National Teen-Age Dance Club may soon take to the streets of the nation.

The idea was conceived at a recent meeting held at the annual convention of the National Association of Business Men held at the Park Sheraton.

At this meeting, a record of sponsoring and promoting teen-hops, at least in the minds of most of the group, was one of the developing of the teen hobby. It was pointed out that setting up a group of disk artists as part of a fund-raising plan induct in a dance activity at the local level, then local clubs, eventually a national organization.

CREDITS

Bob Greenberg, who is the head of the Teen-Age Dance Club, has reported a number of events that were of interest to the group. A committee, appointed to study this matter will meet for two weeks for further discussion.

The conclusion also featured a talk by Bob Greenberg, who discussed how the agencies try to cooperate with the sponsors in promotion for various bands on the road. He added to go to the sponsors of the sponsor's proposals that promotion expenses come off the sponsors and percolate when more hops are figured. The assembled operators also decided to press for the production of promotional albums on the disk artists.

A NEW YORK, TOBACCO, pres. Carl Brumman, also appointed a committee to work with a committee of disk artists to handle problems. These involve first, a review of the disk artists and their individual problems. He said that the disk artists can give a band of themselves and would have an opportunity, since it would be their responsibility.

\[\text{(Continued on page 26)}\]

BONDS FOR FUN LOVIN' BABIES

NEW YORK — Victor Records is running a debut promotional campaign on behalf of "Four Loves," this new 34 Decca Albums," which uses as its basis, the eight-inch 30,000 sound album, "Around the World in 80 Days." The promotion will be used to help key to a holiday and travel fund. On of the albums was previously released as parts of Decca's "Liesl," "Moonlight and Magic," "Midnight," and "Last of the Mohicans," which were subject of the recent lawsuit. The next new sets, which carry the "A" logo, are "Around the World in 80 Days," "Moonlight in Japan," "Your Musical Holiday in the G F C in West," "Monogram," "Hawaii," "Starry Night," "Pushes Up," "On a Car," "Ballroom," "Arabian Nights," "Cherry Blossom Time in Japan," "Your Musical Holiday in the South Seas," "Dance Hall of Puerto Rico" and "Steel Band Jump-Up."

Special display material has been prepared, consisting of a complete line of Decca albums, "Around the World in 80 Days," with a montage of the"lions" on the balance of the album covers in the 34 set group.

Luna Decca Records has advertised a special promotion called "Four Loves." The promotion is tie-in with La Vanou horror economic, "La Vign" promotion, "Decca" promotion of the "World" collection, and will feature Decca's "World" project in all promotion activity. The firm is conducting a deal with Decca's "World" collection and is getting display material which the Decca group is using as a theme in their own "Round the World" collection.

\[\text{(Continued on page 26)}\]

Cup Adds New Tape Models To Phone Line

HOLLYWOOD — Capitol Records added to its line of high-fidelity phonograph equipment line its new stereo tape models, the 750 and 755, which is a 90-day service warranty on all equipment in the line.

Each line model, manager of the label's equipment division, disclosed the tape players, the Model 73 as a $24.95 model and is the Model 730 at $24.95. Both models are stereo tape, and they will record normally.

The Model 732 contains two separate units, one with a one-inch male and one with three-and-a-half-inch female tape. Used to record for foreign use. Unit will record at seven-speed e-pitch and play at the third head, and has a 10-inch output signal. Model has a theft-proofing lock and is finished in Castilian-style walnut.

The $24.95 model contains five-seven-inch male and a three-and-a-half-inch female tape. Used to record for foreign use. Has a five-watt power output, and available in a pyrolyze-covered case of white and black.

Film sparkers its own promotion and advertising in the "Billboard" via a two-page, four-color spread in Look magazine, in addition to other consumer and trade advertising.

Poole Heads Scandinavian

COMMERGEN — The board of directors of Scandinav Cre- morphon A.S. Danish branch of Entertainment Inc., announced the appointment of A. Poole as executive manufacturing manager of the branch office, which is in addition to pressing and distributing (the E. M. I. labels, (also known as M.G.M. and Capitol, also distributes "The Am. M. G. M. and Zelig-Zonephone Label.

Poole is listed as the youngest member of the group, and is believes in the future of the Scandinavian branch office, which is located in the United States.

He was recently promoted to the position of branch manager in Oslo and Stockholm.

World Tour in 80 Days or 34 LP's Decca's Got It

NEW YORK — Decca Records has announced a special promotion called "Four Loves," this new 34 Decca Albums," which uses as its basis, the eight-inch 30,000 sound album, "Around the World in 80 Days." The promotion will be used to help key to a holiday and travel fund. On of the albums was previously released as parts of Decca's "Liesl," "Moonlight and Magic," "Midnight," and "Last of the Mohicans," which were subject of the recent lawsuit. The next new sets, which carry the "A" logo, are "Around the World in 80 Days," "Moonlight in Japan," "Your Musical Holiday in the G F C in West," "Monogram," "Hawaii," "Starry Night," "Pushes Up," "On a Car," "Ballroom," "Arabian Nights," "Cherry Blossom Time in Japan," "Your Musical Holiday in the South Seas," "Dance Hall of Puerto Rico" and "Steel Band Jump-Up."

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\[\text{(Continued on page 26)}\]

MHC Pushes Groundwork for Indie Suit

HOLLYWOOD — Music Publisher's Holding Corporation has filed a petition to perpetuate its hold on tapes from Tapes Records, including deposition to a show action that tapes from the firm are "sold foreign companies, such as Decca and Capitol.

Field was attacked by attorney Samuel E. B. on behalf of the firm of Piek, Leith, and Lavelle, representatives of Capitol and Decca firms.

According to Katz, Tapes President David Dolby used refused to tell the court regarding MHC's rights, which were not granted in Los Angeles Superior Court by Judge Bayard.

MHC announced a crackdown on what was termed "indie labels" that occur in the payment of mechanical royalties. At this time attorney Feldman on behalf of the business investigators to look into the business practices of various independent labels, including recording, pressing, publishing, etc., and that there is a need to be the first of other similar issues to be levied against indie labels.

AFM to Ban Import Tracks On TV Film

HOLLYWOOD — The AFM Local 47 took firm steps in its efforts to switch away from foreign sound tracks in television film library.

The union said that it would be the first of its kind to be levied against indie labels.

"World Tour in 80 Days or 34 LP's Decca's Got It"

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\[\text{(Continued on page 26)}\]

\[\text{(Continued on page 26)}\]
Picked by EVERYONE* as a hit

Connie Francis

Marvin Rainwater

The Majesty of Love

and "You, My Darlin', You"

K12555 • MGM 12555

MGM Records
BILLBOARD'S new magazine, Audition, will be distributed to consumers through dealers. Each month Audition will first appear as a supplementary dealer buying guide in The Billboard. Copies will simultaneously be made available in bulk to dealers to distribute to their own record buying customers. Audition will thus become the magazine whereby manufacturers and dealers sell more records to the record buying public.

Billboard editors— and management—in their never ending search for new and better ways to serve the record industry—have designed Audition to promote the sale of recorded music to the American home—to get more people to buy more music equipment and records.

And since album covers have been one of the key merchandising forces in widening the public's taste for new types of music, it was first deemed necessary to find a means to reproduce album cover designs in full color.

Thus in late 1956 Billboard printing plant production men went to work to find the methods and skills necessary to bring full color advertising costs down to a point where manufacturers could afford to use it to promote their latest album releases first to the record industry—and second to the record buying public.

After eight months of testing different printing methods and plate-making processes in four dif-
D I T I O N

A Specially edited magazine
—to be specially printed for
the special merchandising methods of
record and equipment manufacturers

ferent printing plants, Billboard's management
was satisfied that full color printing was entirely
practical.

Thus, the editorial purpose of Audition—to promote
the sale of recorded music and phonograph equip-
ment to the American home—will be strengthened
by a printing process enabling advertisers to illus-
trate the package designs which have had such an
influence on widening the album buying market.
Editors will point the way with best seller charts,
record reviews and lists of new albums available.
They will advise as well as guide the record buyer.
At the same time, Audition's full-color advertising
pages will be keyed to awakening or widening the
record buying interests of the record buying Ameri-
can home.

AUDITION will make its first
monthly appearance in the October
28th issue of The Billboard.

The first announcement to the nation's record deal-
ers, telling them about AUDITION has been en-
thusiastically received. Because of this reception,
it is already possible to guarantee a distribution of
40,000 copies through record dealers direct to rec-
ord buying consumers.
ON THE BEAT
RHYTHM & BLUES & ROCK & ROLL
BY BEN GREAVET

Louis Jordan returned to his home town of Brinkley Ark., last week, appearing at his alma mater, the University of Arkansas, as the featured attraction of the annual "KASHMIR" Piels Winterhalter PARADISE" concert, sponsored by the annual "KASHMIR" Piels Winterhalter PARADISE" concert, sponsored by the yearbook staff. Jordan was accompanied by his famous, versatile orchestra, which consisted of such jazz greats as Duke Ellington and Count Basie.

"Mr. Rock and Roll" is the headline of the week. The new Alan Freed show, "Rock and Roll Show," a weekly show in which he played some of the biggest hits of the week, was broadcast on the new "Rock and Roll" network. The show featured such hits as "Shake, Rattle, and Roll," "Hound Dog," and "Dixie." Freed's show was broadcast on all the major networks, and it quickly became the most popular show on television. Jordan was also featured on the show, performing his hit song, "Ain't Nobody's Business If I Do." The show was so popular that it was renewed for a second season.

Imperial Adds To Fall Output

HOLLYWOOD — Five new records were added to the Imperial fall output list last week, with-label proxy Lew Chud, declaring that the company plans to release over 100 new records for the winter and Christmas seasons.


Many in the trade will readily acknowledge that the new Imperial output is a valuable plus and Lobinsky is to be congratulated on the new move. For example, the Billy Eckstine material, will be released at least six weeks before the sheet will ship. In a typically sahy statement, Lobinsky declared to outline further plans.

Regent Snags Catalog Prol

NEWARK, N. J. — Herman Lobinsky, president of Regent Records, has acquired the entire catalog of the now-defunct label, after the firm declared bankruptcy in 1957. Lobinsky has been negotiating with the former owners of the label for several months, and has finally come to terms with the new owners. The firm is now planning to release the catalog on its own label, which will be called Regent-Quintet.

The catalog includes over 500 records, including some of the biggest hits of the 1950s, such as "Rock and Roll," "Hound Dog," and "Dixie." The records were recorded either in London or New York, and are in excellent condition. Lobinsky is planning to release the catalog in a special package to commemorate the 50th anniversary of the label.

Music of Hollywood

Music of Hollywood

Music of Hollywood

Music of Hollywood

Music of Hollywood

Music of Hollywood
ANKA'S AWAY AGAIN...

With A Double-Sided SMASH!

9855

TELL ME THAT YOU LOVE ME

and

I LOVE YOU, BABY

ABC-PARAMOUNT's

sensational 16-year-old singer-composer

PAUL ANKA

hit that magic million mark
with his first one—the fabulous "Diana"!
Now he scores a fantastic double!
Either side could take off—big...
but we're betting on both!
**MUSIC AS WRITTEN**

**Miller to Guest On Bill Smith's Show**

Columbia's Mitch Miller will do a guest appearance on Bill Smith's show, broadcast on CBS, starting October 21. For Bill Smith's show is broadcast on CBS, starting October 21. Smith, former record publicist for The Billboard, has conducted his program on CBS for the past few years.

John Frank Mayer, who has been featured on his program "Music Review" for about a year, has started a new show titled "Music Adventure". The show is broadcast on ABC, starting October 21. Mayer is a veteran radio and television personality and has been working in the music business for over 30 years.

**Dictograph Eyes Diskery Hook-Up**

**New York**

Have Dictograph, will travel. The Dictograph Corporation has had discussions with at least two record companies regarding a new album for a series of "House of Deejays" records. Dictograph, the company that has been involved in the sale of disc records, has also expressed interest in expanding its operations into the music industry.

Discussions have recently taken place between re-regs of Dictograph and ABC-Paramount. Both companies have been involved in the music industry for many years, and the talks have been aimed at developing new ventures in the music business.

**Court Denies Era Injunction**

**Hollywood**

Injunction requested by Era Records to halt distribution of the soundtrack album from "The Helen Morgan Story" was denied by Judge Ben Hummel in Federal Court last week. The album was released in March, and the company has been seeking to prevent the distribution of the album.

**Hot Start for Green Contest**

**San Francisco**

San Francisco's KQED-FM has launched a "New Green" contest to promote environmental awareness. The contest features prizes such as concerts, films, and books. KQED-FM is a public radio station that serves the San Francisco Bay Area.

**ATCO**

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

**Watch These Four Great New AC/TO Hits CRACK THE CHARTS!**

**What a Night for Love**

**Autumn Leaves**

6099 Betty McLaughlin

**Land of Love**

**Ballad of the Cowboy Sailor**

6102 Jimmy Simmons

**Some Day, Maybe Tonight**

**Talkin' About Love**

6101 Youn Jessie

**AFM to Ban**

Jerry Grant

6100

Approved "because American musicians are being deprived of work" by the foreign trade.
The Rover Boys
I Go To You
b/w
What Can I Do For A Heartache

Mitzi Mason
Fair Winds and Full Sails
b/w
Autumn on the Campus

Vik X/4X-0301

Vik Records
Broad Scope in Fall Agenda  

**Catalog Christmas packages, with 30 per cent due December 10 and 50 per cent due January 10. Similar items are available with a $100 order on the label's line of stereo tapes, and a $40 order on Capil-  

taneously introduced line of Hi-fidelity phonograph equipment. Cash discounts of 2 per cent will be allowed on all current billing. In addition to a 100 per cent ex-  

change policy on all new October albums thus October 25. Deferred billing remains will require in force in all offices by December 31.  

**Twelve new popular albums, seven classical sets and a new soundtrack package, the latter the music from the Columbia picture "Faul" made up the label's October merchandise. A de luxe five-record package by the Hollywood String Quartet, performed by the "Late Beethoven Quartets" recorded at the Edinburgh Festi-  

val, is one of the high points of the classical repertoire. Album has a suggested list of $18.90 and includes an eight-page brochure describing the works in the boxed set. Important also to note is the new Stokowski package, "Land-  

marks of a Distinquished Career," which features six of the most widely known classical pieces; "A Rhapsody," "The Lark," "Claire De Lune," "Blue Danube Waltz," "The Swan of Turin," "Prelude to the Afternoon of a Faun" and "Finlandia," and is issued in the de luxe box used by the Chicago Symphony Orchestra for its London recordings.  

**Recordings in order by Will-  

liam Steinberg with the Pittsburgh Symphony Orchestra, "Vigettes" by Nathan Milstein, "New World of the Guitar" by Laurindo Al-  

meda, "Frenesi" of Enrico Caruso and Schuman's "Fantasia" by Leonid  

Frenzio, and "La Mer" and "Daphnis and Chloe" in the debut package by Eric Leinsdorf and the Los Angeles Philharmonic.  

**A special voice-track recording by Leopold Stokowski will be sent to  

every disk jockey, in addition to die-cut displays of the Stokowski and Hollywood String Quartet package for record dealers.  

**Faul" Package  

The label's "Faul" package will be the forerunner of a new promotion and advertising campaign. Film stars Frank Sinatra, Rita Hayworth and Kim Novak will be featured at a series of "Faul" music events in the country, and will be featured as such in an early day. More than 200 operators are  

expected to attend these get-togethers, which were organized in addition to the classic series of exhibits of ballroom con-  

sumers, etc. The only  

hand to hand by the label was the Elgin Club which used a booth to display its albums and pass out leaflets. More than 750 albums were  

handed out. The band also had Charles Holt, described as "one of the most expensive New York models," to dance up and over the booth and introduce it to the sightseers.  

**The two 12-inch LP records. D.J. albums feature material selected from all the popular albums re-  

leased, with voice tracks of all the songs. The second album will be sent toCap's album disk jockey list, in addition to the label's new album promotion service. The October merchandise.  

**Will also make use of a special two-color insert in The Billboard, designed for store use only. The  

program was unveiled for Capitol representatives at sales managers and department heads at Cincinnati  

showings here last week. (26-27)  

**Sells More Records...Wins More Regular Customers  

**Today's Top Tunes  

**Today's Top Tunes lists  

<table>
<thead>
<tr>
<th>Top Tunes on Records</th>
<th>Best Selling Country and Western records</th>
<th>Best Selling Rhythm and Blues Records</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Best Selling Popular, Jazz and Classical long play</strong></td>
<td><strong>Best Selling Country and Western records</strong></td>
<td><strong>Best Selling Rhythm and Blues Records</strong></td>
<td>**</td>
</tr>
</tbody>
</table>
Now...CAPITOL PHONOGRAPHS protects your profit with FREE PARTS AND SERVICE!

As stated in the standard Warranty, Capitol will provide your customers with free parts and service for 90 days—at no charge to you!

The quality built into every Capitol Phonograph is the best assurance of trouble-free performance from the day you sell it. That's why Capitol, in effect, can afford to guarantee your profit by providing free parts and service to your customers during the 90-day warranty period. Here's what this new kind of warranty does for you:

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- It cuts handling costs to the bone, frees your salesmen, servicemen or yourself for more profitable activity.
- It drastically reduces returns. Capitol Phonographs stay sold—which means a higher net at the end of your fiscal period.

Capitol proves its quality—so you can sell with confidence!
THE BILLBOARD'S MUSIC POPULARITY CHARTS . . . PACKAGED RECORDS
SEPTEMBER 30, 1957
PACKAGED RECORDS Buying Guide

---

**Best Selling Pop Albums**

For Survey Week Ending September 21

1. **LOVING YOU**—Elvis Presley—RCA Victor LP 1515
2. **AROUND THE WORLD IN 80 DAYS**—Sound Track—Decca DL 9046
3. **A SWINGIN' AFFAIR**—Frank Sinatra—Capitol W 803
4. **FOUR BY PAT**—Pat Boone—Dot DEP 1057
5. **BELAFONTE SINGS OF THE CARIBBEAN**—Harry Belafonte—RCA Victor LP 1505
6. **OKLAHOMA!**—Sound Track—Capitol SAO 595
7. **WHERE ARE YOU?**—Frank Sinatra—Capitol W 855
8. **THE EDEN PROJECT**—Spike Jones—Decca D 8269
9. **THE PAJAMA GAME**—Sound Track—Columbia OL 5210
10. **THE KING AND I**—Original Cast—Capitol W 740
11. **LOVE IS THE THING**—Nat King Cole—Columbia W 824
12. **FAM ENCORES**—Various—London LL 1700
13. **SONGS OF THE FABULOUS FIFTIES**—Roger Williams—Kapp KXL 5000

**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.

---

**Most Played by Jockeys**

For Survey Week Ending September 21

1. **A SWINGIN' AFFAIR**—Frank Sinatra—Capitol W 803
2. **WONDERFUL, WONDERFUL**—Johnny Mathis—Columbia CL-1028
3. **WE GET LETTERS**—Perry Como—Columbia CL 1463
4. **LOVE IS THE THING**—Nat King Cole—Capitol W 824
5. **DANCE TO THE MUSIC OF LESTER LAIN**—Epic LN 3594
6. **LOVING YOU**—Elvis Presley—RCA Victor LP 1515
7. **AROUND THE WORLD IN 80 DAYS**—Sound Track—Decca DL 9046
8. **SARA VAUGHN SINGS GEORGE GERSHWIN**—Mercury MGP-3-301
9. **JACKIE GLEASON PRESENTS VELVET BRASS**—Capitol W 859
10. **FOR DANCERS ALSO**—Les Elgart—Col CL 1008

---

**Spotlight on Sound**

**THE MUSIC OF JOHANN STRAUSS (1-12)—**Amadeus and His Viennese Musicians, Coral CHL 57152

Here's a collection of favorite waltzes of the Schubert Strauss school done in an interesting instrumental version of accordion, glockenspiel, etc. Recorded in Paris, this sound is exceptionally faultless and lively, and the hand playing of the pianist and the bass make a fine and lively workout for any piece of equipment.

---

**Popular Album**

**ROGER WILLIAMS SONGS OF THE FABULOUS FIFTIES—**Kapp KXL 5000

This can be a strange feature for Williams' best selling current "Fifties" entry. It's another dual of Records to the very fashionable type package. Chosen were 24 memorable tunes from the last decade and Williams plays them with the same skill panache and old fashioned musicality. Psychology of getting the complete group of "Dinah" to work to cause a fan to buy a package and the package is good enough to sell strictly on its own merits. Jocks will push this, too.

---

**Jazz Albums**

**SUCH SUIT THUNDER (1-2)—**Duke Ellington Orchestra—Serv-O-Phonic

The suite was written for the Shakespearean Festival, Stratford, Ontario, and contains 12 sketches, inspired by Shakespearean characters or scenes in the bard's plays. Ellington and composer Billy Strayhorn display imagination, humor, wit and charm not only in their orchestration but in the titles. Set could have value, in fact, as a ranking as one of the composer's best works. Some of the odd "Shakespeare in Great Oaks," "Lady Mac" and "The Heart's Desire" are highlights. A must for jazz lovers.

**JAZZ AT THE HOLLYWOOD BOWL (1-2)—**Verve KXL-2

A must package for jazz lovers, which history will prove to be a collectors gem. Ella Fitzgerald, Count Basie, Duke Ellington, Red Norvo, Harry Carney, Billy Strayhorn, Phillips, Jacquet, Eldridge, Ray Brown, Herb Ellis, Harry Edison, Phil Woods, etc. are all featured in this album, as sold in sets, sold as a single LP (notice), and the "Satchmo Go Marchin' In." Note that the entire recording is reprinted and concert favor adds to the lure tremendously.

**Jazz Special Merit Albums**

**THELONIOUS MONK (1-2)—**Thelonious Monk, piano solo. Riverside ELP 12-235

The highly individual jazz piano innovator graces a Riverside program with significant performances. The somewhat irregular in his approach to time and development of the material at hand, one is left with the impression that each selection has been fully and exhaustively investigated. "Folktale" and the new standard of Monk's repertoire, "Round About Midnight," are highlights. A must for modern jazz buyers.

**A NIGHT AT THE FIVE SPOT (1-2)—**Various Artists. Signal SD 1004

A set dedicated to the music of Charlie Parker, recorded "live" at the Five Spot Club, New York, by Phil Woods, D. Jordan, C. Payne, F. Socolow is heatedly excellent; the rhythmic support, propulsive and inspiring. Set has relaxation, fire and flow that is seldom captured on record. Dealers should push this one. Modern buyer will find it of real interest.

**Classical Albums**

**BEETHOVEN: SYMPHONY NO. 3—**Enrico. The Cleveland Orchestra, LC 3285

One of Szell's best efforts with the Cleveland Orchestra, is often recorded—but only occasionally, and so the "Hi-Fidelity Hit of the Month" at $2.98. Good recording guides you to the wonder string by Phil Woods, D. Jordan, C. Payne, F. Socolow is heatedly excellent; the rhythmic support, propulsive and inspiring. Set has relaxation, fire and flow that is seldom captured on record. Dealers should push this one. Modern buyer will find it of real interest.

**Classical Special Merit Albums**

**BEETHOVEN: VARIATIONS ON A THEME OF HAYDN—**Slovak Philharmonic, EgoLP 2382

Seems a perfect program to be recorded for Vex during the shellac era. The one-time Schubert pupil again demonstrates that he has the technical and intellectual equipment to plumb the depths of this music. Unfortunately, the artist has not been overly clever with these concert circuits and is relatively unknown.

---

**Specialty Albums**

**THE FABULOUS GAY NINETIES (1-12)—**Cherly Hill Songsters and Fred and his Blue Diamond Quartet with New Bijou Gay Nineties Orch. Kapp KXL-7000

Fancy packaging, first the appeal of the material itself, a flock of harmonizers, minstrels, etc., singing and playing more than 50 of the pop tunes of the '90s, it bound to be a strong, especially unique, older-days, old book, containing lyrics for every tune on the inside face of here folder covering is a 12 page book. Add to that the highly colorful, colorful cover, and you get a book that should move well for a long haul. Especially good Christmas gift merchandise.

**SONGS FOR A SMOKE FILLED ROOM (1-2)—**Elsa Lanchester, HI FI 405

Feels sophisticated humor, rendered by a tres chic, in a package that could and should pack a wallop. All of the material is from Mits Lanchester's act with watty lhibby Charles Trenet introducing the tracks. Some- what "Linda and Her Loveinterests And" "When You Meet in Paradise" are delicately smart and very engaging. Superb cover art.

**Religious Albums**

**HYMNS THAT LIVE (1-2)—**Georgia Wright, HI FI R 714

Wright's previous organ works have proved to be her strongest successes, and there's little question about this one. The combination of fine organ, fine singing and fine orchestration is a winning combo. "The Old Rugged Cross" "Able With Me," sensitive performance on the Billings pipe organ. Exceptional cover art will sell this on sight. Sales will be high during the Christmas season.

**Sacred Album**

**JIMMY DEAN'S HOUR OF PRAYER (1-2)—**Columbia CL-1023

The popular Tennessean presents a package that can have huge success. The familiar hymns are gracefully and attractively presented. He is, in fact, an excellent work of art in its own right. Cover art will sell itading.
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  - (EPA 1-1419)

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  - (EPA 1-901)

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  - (EPA 5-2-115)

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SCLP-9105 "LATIN MEMENTOS"
SCLP-9104 "THAT LATIN BEAT"
SCLP-9103 VICENTICO VALDES & His Orchestra For Listening and Dancing
SCLP-9101 CUBA'S QUEEN OF RHYTHM Celia Cruz
SCLP-9099 "FIESTA DE TOROS" IN SPAIN
SCLP-9098 A VISIT TO BRAZIL
SCLP-9097 A VISIT TO ARGENTINA
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SCLP-9081 VICENTICO VALDES SINGS
SCLP-9079 BRAVO - LOS CHAVALES DE ESPAÑA
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• Reviews and Ratings of New Popular Albums

Continued from page 32

search standards, including "Indian Summer," "Honeymoon in Reno," "Red River Valley," Stephen Foster's "Home Sweet Home" has been well-recorded and engendered, and the surfaces are currently gleaning modern potential in this competitive market on the material.

Boogie'IN to MY BABY

Edie Brickell (1-12)

"Boogie'IN to My Baby" is a lively, up-tempo rhythm that captures the essence of joy and celebration. The energy is infectious, and the beat is perfect for dancing or just letting loose.

The HIT SALOON

Lyle Lovett (1-12)

This song features a laid-back, acoustic vibe with Lovett's signature storytelling style. It's a great choice for a casual evening or a laid-back day of relaxation.

DYNAMIC DANCE RHYTHMS

(1-12)

This rhythm is perfect for high-energy dance parties and events. The beat is upbeat and the rhythm is perfect for getting everyone on the dance floor.

International

THE MUSIC OF JACQUES STRAUSS (1977)

Various Artists (10-11)

This album is a great celebration of the music of Jacques Strauss, a prolific composer and conductor. The selection includes "The Round Table," "Cavalleria," and "M'lady's Whisper."
KATHY BARR

"A GREAT NEW PERSONALITY"

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WELCOME MAT

with orchestra under the direction of Jerry Fielding

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from the M-G-M Motion Picture "Raintree County"
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September 30, 1937
The Billboard
Music-Radio
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**Reviews and Ratings of New Classical Albums**

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**BARTOS: VIOLIN CONCERTO (4:17)**

**Mahler:** Miskolc, viola, Melbourne Symphony Orch. (Dorsett), Mercury SM 8184 -

**Bourbon:** A contemporary interpretation in the solo violin tradition.

**RECORDING:** The solo violin is played with great grace and authority by a brilliant young Canadian violinist, Robert McKechnie. The recording is well balanced and detailed. A fine recording! Record reviews.

---

**MAYDAY: SIX TRIO FOR FLUTE AND STRINGS (1:17)**

**Ofenbauer:** Flute, String Trio, Mercury SM 8184 -

**RECORDING:** A delicate, refined, and refined recording. The flute is played with great precision and sensitivity. A fine recording! Record reviews.

---

**MOZART: SYMPHONY NO. 25, BEETHOVEN: LONIOinas (2:17)**

**Osborne:** Symphony, Piano, Mercury SM 8184 -

**RECORDING:** A finely balanced recording. The symphony is played with great precision and sensitivity. A fine recording! Record reviews.

---

**SONG FROM THE FIFTH OF JULY (1:17)**

**King:** Piano, Mercury SM 8184 -

**RECORDING:** A finely balanced recording. The song is played with great precision and sensitivity. A fine recording! Record reviews.
SEPTEMBER 30, 1957

THE BILLBOARD

MUSIC-RADIO

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www.americanradiohistory.com
SEPTEMBER 30, 1957
THE BILLBOARD 43

THE WORD ON PLAYS

A double header from JO STAFFORD this week! And this following Jo’s headlining the Ed Sullivan Show with “Star of Love” on September 22. Don’t forget — a hit from Jo has always been a long runner, and we’re just coming into the peak Fall selling season, so get set for a run through Christmas! One of Jo’s releases, “What’s Botherin’ You Baby,” was written by hit composer Bob Allen, whose “Chances Are” (JOHNNY MATHIS on 4—40993) is the fastest-selling disc in the industry! ... “I Keep Running Away from You,” DON CHERRY’s new release, was written by veteran songsmith, Irving Berlin ... CLAUDIA McNEIL’s two sides are straight from Broadway where she’s stopping the show ... "SIMPLY HEAVENLY" (Columbia is bringing out a Original Cast recording of this show, by the way) ... "WEST SIDE STORY" came roaring into town after smash successes in Philly and Wash., D. C., to be the latest smash Original Cast recording on Columbia Records (OL 6230) ... ROSEMARY CLOONEY (keep your eye on “Colors” 4—40981) will help introduce the new Edsel on October 13 CBS Television debut of The Ford Show ...
a new smash hit!

PEGGY LEE

orchestra conducted by Nelson Riddle

ballad beautiful
UNINVITED DREAM
rockin' rhythm
LISTEN TO THE ROCKIN' BIRD

record no. 3011
The Billboard's Music Popularity Charts... POP SONGS

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.

The Nation's Top Tunes For survey week ending September 21

This Week

1. Tammy
   "By Jay Leigh and Nat Bryson.--Published by Northern (ASCAP)
   Best Selling Record: Debbie Reynolds, Cord 4051.
   Records Available: Annie Brocks, Vi 6050; George Raft, Dec 3019; Jacko
   (Exhibition Art, Cord 4104); Richard Hayman, Mercury 71123; Pat ketty,
   Dec 3017; Bill Bopler, Dec 3019.
   Weeks on Chart: 11

2. Honeycomb
   "By Rob Marr.--Published by Hawthorne Music (ASCAP)
   Best Selling Record: Sandy Regan, Raritan 4118.
   Records Available: George Sven, Dec 3016.
   Weeks on Chart: 7

3. Diana
   "By Paul Anka.--Published by Parnick Music, Inc. (BMI)
   Best Selling Record: Paul Anka, ABC PARAMOUNT 1912.
   Weeks on Chart: 10

4. That'll Be the Day
   "By Jerry Allison--Holly-Norman Perry.--Published by Nat-Victor Music
   Co. (BMI)
   Best Selling Record: Cindy Brown, Brunswick 51509.
   Records Available: Jeff Alton, Victor 9004; Buddy Holly, Dec 4041; Rose
   Ann, Apr 2786.
   Weeks on Chart: 7

5. Fascination
   "By N. D. Michael and D. Adkins.--Published by Southern Music (ASCAP)
   Best Selling Record: Jean Morgan, Kay 179.
   Records Available: Eddy Bald, Cole 6002; Charlie Hamilton, London 1781; Dick Jacobs, Cord 41014; Lee Lawrence, London 7266; Mike At School, Jubilee 5392; Clinic Snow, Vi 6059; Edie Smith, Dec 5031; Soulbrothers, Kay 191.
   Weeks on Chart: 11

6. Chances Are
   "By Dr. Williams & Davis.--Published by Martin (BMI)
   Best Selling Record: Johnny Mathis, Cord 40913.
   Weeks on Chart: 12

7. Rainbow
   "By Ron Hume--Published by Rhythm (ASCAP)
   Best Selling Record: Ross Hampton, Kay 184.
   Weeks on Chart: 9

8. Whole Lotta Shakin' Goin' On
   "By Dr. Williams & Davis.--Published by Martin (BMI)
   Best Selling Record: Jerry Lewis, Sun 267.
   Weeks on Chart: 8

9. Around the World
   "By Victor Young--Published by Victor Young Publications (ASCAP)
   Best Selling Records: Victor Young and Bing Crosby, Day 30256; Monitor, London 1786.
   Weeks on Chart: 6

10. In the Middle of an Island
    "By Vernon & Ancram.--Published by Martin (ASCAP)
    Best Selling Record: Tony Bennett, Cole 40456.
    Records Available: Tennessee Ernie Ford, Cap 3762; Anita Kerr Quartet, Dec 30471; Dean Williams, Vi 60698.
    Weeks on Chart: 11

Second Ten

11. My Heart Reminds Me (And That Reminds Me) adapted from "Autumn Concerto"
    "By Al Schuman-C. Young.--Published by Norman Music (ASCAP)
    Best Selling Records: Delta Jesse, Jubilee 5792.
    Records Available: Al Schuman, Vi 4062; Al Schuman, Ex 4046; Arthur
    Records, 6062; Joie Taylor, Vi 4077; JO JO, Vi 6081; Billy Vaughn, Dec 5046.
    Weeks on Chart: 10

12. Mr. Lee
    "By Redding.--Published by Progressive (BMI)
    Best Selling Records: Roberta, Atlantic 1144.
    Weeks on Chart: 7

13. Remember You're Mine
    "By Maxie Love--Published by Low-Ray Music Corp. (ASCAP)
    Best Selling Record: Pete Kane, Ex 4082.
    Weeks on Chart: 6

14. White Silver Sands
    "By C. Mathews--Published by Follow-Perk (BMI)
    Best Selling Record: Dave Brown, Jubilee 5328.
    Records Available: Owen Bradley, Dec 5036; Dave Gideon, C.I.O.
    Records, 3017; Len Scott, Brunswick 2192.
    Weeks on Chart: 10

15. Just Between You and Me
    "By L. Carletti-K. Karoff.--Published by Womax (BMI)
    Best Selling Record: Charlotte, Cadence 1178.
    Weeks on Chart: 23

Third Ten

16. Hula Love
    "By Kansas--Published by Walt (BMI)
    Best Selling Record: Bobby Knuts, Raritan 4123.
    Weeks on Chart: 19

17. It's Not for Me to Say
    "By A. Schuman & A. Alpert.--Published by Modern Music (ASCAP)
    Best Selling Record: Johnny Mathis, Cole 40471.
    Weeks on Chart: 19

18. Lotta Lovin'
    "By Brenda Devall--Published by Song Prod. (BMI)
    Best Selling Record: Gene Vincent, Cap 3783.
    Weeks on Chart: 14

19. Affair to Remember
    "By Warren, Adamson, McCarron--Published by Les Paul (ASCAP)
    Best Selling Record: Vi Damaro, Cole 40465.
    Records Available: Luis Acosta, Vi 6052; Carmen Cavallaro, Dec 30162; Angele Travers, MG-M (BMI) Pete King, London 1727; MACHO, Trans 4017; Vi Vincent, V.I.P. 1907.
    Weeks on Chart: 12

20. Happy, Happy Birthday, Baby
    "By H. Prest.--Published by Dennis Music (BMI)
    Best Selling Records: Toni Warren, Checker 872.
    Records Available: Dottie Ferguson, Mar 31381; Ray Cole Town, Dec 30432.
    Weeks on Chart: 18

21. You're My One and Only Love
    "By Marshall-Kent--Published by Vivali Publishing (BMI)
    Best Selling Record: Edie Newton, Viva 19708.
    Records Available: Edie Newton, Viva 19708.
    Weeks on Chart: 23

22. Teddy Bear
    "By Ed Mann-Bernie Lowe.--Published by Glenda Music (ASCAP)
    Weeks on Chart: 14

23. Love Letters in the Sand
    "By N. Kessy, C. Gurray & Crox.--Published by Roraas (BMI)
    Records Available: Pat Brown, Dec 15730; Charlie Carl, Broadway 3017; Vi Vienna, V.I.P. 1903; Max Womack, Dec 30179.
    Weeks on Chart: 14

24. Send for Me
    "By Alfa Jones--Published by Womax (BMI)
    Weeks on Chart: 14

25. Stardust
    "By Henry Carnell-Parker--Published by Mills (ASCAP)
    Records Available: Billy Eckstine, Liberty 58553.
    Weeks on Chart: 11

26. Short Fat Fanny
    "By Max Williams--Published by Vario (BMI)
    Records Available: Leroy Williams, Specialty 601.
    Weeks on Chart: 13

27. Black Sleeps
    "By Bennett-Stinson.--Published by Parnick Music (BMI)
    Weeks on Chart: 28

28. Wake Up Little Susie
    "By F. Bryant & H. Wynn.--Published by Acuff-Rose (BMI)
    Records Available: Hattie Brothers, Cadence 1175.
    Weeks on Chart: 16

29. If I M'monna Sit Right Down and Write Myself a Letter
    "By Joe Turner--Published by De Silva & Brown (ASCAP)
    Records Available: Harry the Hipper, Hip 301; Hop Long Woe, Asilma
    Records, Marcus 4014; Billy Williams, Cadence 1175.
    Weeks on Chart: 15

30. Searchin'
    "By Luther Sisters.--Published by Tingle (BMI)
    Weeks on Chart: 25
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 dealers 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.

Most Played by Jockeys

SHEETS are ranked in order of the greatest number of plays on disk jockeys' radio shows thrown 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 21, 1957

FOR SURVEY WEEK ENDING SEPTEMBER 21, 1957

1. HONEYCOMB (ASCAP) - Jimmie Rodgers
   "That Heart Was Full of Spring (ASCAP)" - Sun 4012
   Weeks on Chart: 6
   Last Week on Chart: 1

2. TAMMY (ASCAP) - Debbie Reynolds
   "French Love Song (ASCAP)" - Capitol 2681
   Weeks on Chart: 2
   Last Week on Chart: 10

3. THAT'LL BE THE DAY (BMI) - Crickets
   "The Lookout for Someone in Love (BMI)" - Reprise 5509
   Weeks on Chart: 1
   Last Week on Chart: 1

4. DIANA (BMI) - Paul Anka
   "Don't Gamble With Love (BMI)" - ABC-PARAMOUNT 5911
   Weeks on Chart: 3
   Last Week on Chart: 1

5. WHOLE LOTTAS SHAKIN' (BMI) - Jerry Lewis
   "Tell Me More (BMI)" - MGM 2807
   Weeks on Chart: 5
   Last Week on Chart: 1

6. CHANCES ARE (ASCAP) - Johnny Mathis
   "The Troubled Never (ASCAP)" - Col 44093
   Weeks on Chart: 2
   Last Week on Chart: 11

7. MEL LEE (BMI) - Bobbejettes
   "Look at the Stars (BMI)" - Atlanta 1144
   Weeks on Chart: 7
   Last Week on Chart: 8

8. TEDDY BEAR (ASCAP) - Elvis Presley
   "LOVING YOU (BMI)" - Vee 7000
   Weeks on Chart: 6
   Last Week on Chart: 15

9. RAINBOW (ASCAP) - Russ Hamilton
   "We Will Make Love (BMI)" - Vee 7089
   Weeks on Chart: 5
   Last Week on Chart: 1

10. HAPPY, HAPPY BIRTHDAY, BABY (BMI) - Tommy Warren
    "Oh! Man River (ASCAP)" - Chirp 812
    Weeks on Chart: 1
    Last Week on Chart: 17

11. IN THE MIDDLE OF AN ISLAND (ASCAP) - Tony Bennett
    "I AM (ASCAP)" - Val 40585
    Weeks on Chart: 9
    Last Week on Chart: 8

12. REMEMBER YOU'RE MINE (ASCAP) - Pat Boone
    "There's a Gold Mine in the Sky (ASCAP)" - Dot 15052
    Weeks on Chart: 4
    Last Week on Chart: 6

13. LOTTA LOVIN' (BMI) - Gene Vincent
    "Who's Who (BMI)" - Cadence 1583
    Weeks on Chart: 2
    Last Week on Chart: 3

14. YOUR MINE AND ONLY LOVE (BMI) - Bucky Nelson
    "HONEY ROCK (ASCAP)" - Verse 106070
    Weeks on Chart: 2
    Last Week on Chart: 1

15. JUST BETWEEN YOU AND ME (BMI) - Chordettes
    "SOFT SANDS (ASCAP)" - Cadence 1530
    Weeks on Chart: 3
    Last Week on Chart: 2

16. HULA LOVE (BMI) - Buddy Knox
    "I Will Woman (BMI)" - Rondie 6108
    Weeks on Chart: 3
    Last Week on Chart: 4

17. FASCINATION (ASCAP) - Jane Morgan
    "Fascination (instrumental) (ASCAP)" - Kaye 171
    Weeks on Chart: 4
    Last Week on Chart: 3

18. BYE BYE LOVE (BMI) - Everly Brothers
    "I Wonder If I Care as Much (BMI)" - Cadence 1123
    Weeks on Chart: 2
    Last Week on Chart: 10

19. STARDUST (ASCAP) - Billy Ward
    "Lucinda (BMI)" - Liberty 3501
    Weeks on Chart: 1
    Last Week on Chart: 19

20. SEND FOR ME (BMI) - Nat King Cole
    "MY PERSONAL POSSESSION (BMI)" - Cadet 7377
    Weeks on Chart: 1
    Last Week on Chart: 21

21. LOVE LETTERS IN THE SAND (ASCAP) - Pat Boone
    "BERNARDINE (ASCAP)" - Dot 55770
    Weeks on Chart: 1
    Last Week on Chart: 10

22. IT'S NOT FOR ME TO SAT (ASCAP) - Johnny Mathis
    "Worn and Tender (ASCAP)" - Capitol 40178
    Weeks on Chart: 1
    Last Week on Chart: 15

23. SHORT FAT FANNIE (BMI) - Larry Williams
    "HIGH SCHOOL DANCE (BMI)" - Specialty 605
    Weeks on Chart: 1
    Last Week on Chart: 13

24. SEARCHIN' (BMI) - Coasters
    "YOUNG BLOOD (BMI)" - Atco 6076
    Weeks on Chart: 2
    Last Week on Chart: 12

25. WAKE UP LITTLE SUSIE (BMI) - Everly Brothers
    "Maybey Tomorrow (BMI)" - Cadence 1327
    Weeks on Chart: 1
    Last Week on Chart: 25

26. BLACK SLACKS (BMI) - Joe Bennett & The Sparkletones
    "Benjamin's Rock 'n' Roll (BMI)" - ABC-PARAMOUNT 9377
    Weeks on Chart: 1
    Last Week on Chart: 2

27. LUSTING LOVE (BMI) - Sal Mineo
    "YOU SHOULDN'T DO THAT (BMI)" - Epic 9227
    Weeks on Chart: 1
    Last Week on Chart: 27

28. AROUND THE WORLD (ASCAP) - Vieter Young
    "(VOCAL) (ASCAP)" - Decca 39562
    Weeks on Chart: 2
    Last Week on Chart: 3

29. WHITE SILVER SANDS (BMI) - Don Randi
    "Goin' On (BMI)" - ABC-Paramount 40832
    Weeks on Chart: 2
    Last Week on Chart: 26

30. GOODY GOODY (BMI) - Frankie Lymon and the Teenagers
    "Creation of Love (BMI)" - Gee 1039
    Weeks on Chart: 2
    Last Week on Chart: 28
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and Roulette's got FRANKIE

MY GIRL
b/w
SO GOES MY LOVE
Roulette 4026

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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 not accounting for repeat sales. 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 Positions Last Week
1. "Love Me" Bobby Helms Capitol 1
2. "People, Say" Bobby Helms Capitol 2
3. "The Village Is No Fun" Columbia Inn 3
4. "I Love You Nelly Nelly" Doris Day RCA Victor 4
5. "The Love Bug" Buddy Rogers RCA Victor 5
7. "Sooner Or Later" Pat Boone RCA Victor 7
8. "A Night in Casablanca" Dean Martin Capitol 8
10. "A Whole Lotta Shakin' Goin' On" Jerry Lee Lewis Sun 10
11. "That'll Be the Day" Buddy Holly Brunswick 11
12. "Rainbow" Rusty Hamilton KAPP 12
13. "Kiddie Kear" Elvis Presley Viva 13
14. "It's Not for Me to Say" Johnny Mathis Columbia 14
15. "Searchin'" Corders ABC 15
16. "Happy Birthday, Baby" Tony Williams Checker 16
17. "Furnace" Fats Domino Mercury 17
18. "Flying Love" Every Brothers Cadence 18
19. "I'm Not One and Only Love" Bill Nelson Vee Jay 19
20. "Short Fat Fannie" Larry Williams Specialty 20
21. "Paula Love" Buddy Knox Rusty 21
22. "Lotta Love" Gene Vincent Capitol 22
23. "White Silver Sands" Don Robbie Juber 23
25. "Whispering Bells" Del Vikings Dot 25
26. "Love Me to Pieces" Eli Corey Columbia 26
27. "If I Gonna Put Right Down andWrite Myself a Letter" Billy Williams Coral 27
28. "Remember You're Mine, Pt. 2" Doris Day Capitol 28
29. "Black Jacks" Joe Bennett & the Sparklighters ABC-PARAMOUNT 29
30. "Just Between You and Me" Christine Cadence 30
31. "Goody Goody" Frankie Vaughan and the Tenorians RCA 31
32. "There's a Gold Mine in the Sky" Pat Boone, Dot 32
33. "That Reminds Me" Della Reese, Jubilee 33
34. "Around the World" Mantovani, London 34
35. "Around the World" Victor Young, Decca 35
36. "Laxing Love" Nat King Cole Capitol 36
37. "She's My Woman" Pat Boone Capitol 37
38. "Loving You" Elvis Presley Victor 38
39. "A Captain to Remember" Vic Dimitri Decca 39
40. "June Night" Jimmy Dorsey, Paramount 40
41. "Old Cape Cod" Pat Pep, Mercury 41
42. "Wake Up Little Suzie" Fats Domino,Chess 42
43. "Wonderful Wonderful" Johnny Mathis Columbia 43
44. "Father Up the Road" Roddy (Black) Rhodes Columbia 44
45. "Fanny" Ames Brothers, Victor 45
46. "Trainin'" Bobby Darin, Decca 46
47. "Zip! Zip! (Diamonds, Mercury)" 47
48. "I'll Never Love Again" Connie Francis, Coral 48
49. "Lone Star Nights" Jack McPhatter, Atlantic 49
50. "Flying Saucer",Bruce & Goodman, Lutwerve 50
51. "Fancy Little Things" Little Richard, Specialty 51
52. "Fascination" Dick Jacobs, Coral 52
53. "Swimming Sweethart" Roy Cady, Capitol 53
54. "Rebel" Carl Jacobs, Dot 54
55. "Lone Star Nights" Lasa Andrews, Chappell 55
56. "Lips of Wine" Andy Williams, Cadence 56
57. "Mambo Loco" Four Sons, Epic 57
58. "When I See You" Fats Domino, Imperial 58
59. "Ron Voyace" Junior Parker, Chess 59
60. "Cold Shake" Del Vikings, Mercury 60
61. "In the Middle of an Island" Tennessee Ernie Ford, Capitol 61
62. "Deep Purple" Billy Ward and His Dominoes,Capitol 62
63. "Rockin' Pneumonia and the Boogie Woogie Flu" Jerry Lee Lewis, Sun 63
64. "Why You on My Mind" Nola King Cole, Capitol 64
65. "Keep a Knockin'" Little Richard, Specialty 65
66. "Mike Q" Dean Martin, Capitol 66
67. "Bernhard" 67
68. "Fascination" David Carson, Mercury 68
69. "My Heart's in the Sand" Roy Glenn, Special 69
70. "Jenny" Lynn And Joe The Thieves, Capitol 70
71. "Someday" Larry and the Thames, Capitol 71
72. "Gonna Find Me a Bluebird" Marvin Rainwater, MGM 72
73. "Fallen Star" Freddie Hoyle, Capitol 73
74. "Island in the Sun" Harry Belafonte, Victor 74
75. "My One Sin" Four Coats, Imperial 75
76. "Rockin' Shoes" Alonzo Bate, Victor 76
77. "Playing, Ted Newcomb, Bew 77
78. "Soft Shades" Chadha, Cadence 78
79. "Around the World" Bing Crosby, Decca 79
80. "Judy Deekie Boogie Woogie" Jimmy Dorsey, Fantasy 80
81. "My Single Possession" Nat King Cole, Capitol 81
82. "All Shook Up" Elvis Presley, Victor 82
83. "Hawaii Humpty Heart" Laverne Atlantic 83
84. "White Sport Coat" Matts Rantel, Imperial 84
85. "Get Together" Your House, Decca, Liberty 85
86. "Drive in Show" Eddie Cochran 86
87. "Mong The Rarefoot Mailman" Bill Lash, Both 87
88. "Lonely Chair" Linda Page, ABC 88
89. "Lowdown Slim" Sonny Sanders, Liberty 89
90. "C.C. Rider" Chris Conley, Imperial 90
91. "With My Heart" Julie Sands, Chatelier 91
92. "Young Blood" Anielle 92
93. "Weepin' Around" Mildred Fitzgerald, Coral 93
94. "Let the Four Winds Blow" Joe Brown, Imperial 94
95. "Over the Mountains" Johnny and Sue, Chess 95

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Illustrated: Model 542

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Long known in the industry as the manufacturer with the "fastest selling" line of portables, Columbia continues its unsurpassed reputation in 1958. Starting with the world-famous $29.95 Model 512, Columbia's extensive selection goes through 14 separate models. From manually operated traffic stimulators through superb high-fidelity automatics (plus portable radio-phonograph combinations) Columbia's matchless designs, thrilling fabrics and superior engineering again lead the field.

Illustrated: Model 526

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Illustrated: Model 552

CONSOLES

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Illustrated: Model 552
JAIL HOUSE ROCK
TREAT ME NICE

Illustrated: Model 710

CONSOLES

D.E.P. sound system with design qualities make this model an outstanding addition to our regular console line. Soundwise it is a complete high-fidelity system. Designwise, and soundwise it is great, but pricewise it is truly superior value at a middle-range cost.

Illustrated: Model 710

Not since America first turned-on the world-famous Columbia “360” phonograph has there been an advancement in sound reproduction so meaningful to music lovers. The same laboratories which brought you the original @ record are proud to announce D.E.P. (Directed Electromotive Power) which seals the sound chamber for tonal balance throughout the entire listening range. Now available in many of Columbia’s 1958 Phonographs, D.E.P. brings you a smooth and extended bass response and a drastic reduction in speaker distortion. This principle, hitherto impossible in phonographs of this size, means new realms of sound to your customers and selling in Depth for you.
There are Columbia Phonographs ranging in price from $29.95 to $1,995.00. The magnificent, Paul McCobb designed "Masterwork" Series are the superlative climax of Columbia’s line for 1958, the unchallenged leaders of listening in...
From his new Avon Productions movie, an M.Q.M release...

JAIL HOUSE ROCK
TREAT ME NICE

47/20-7039

MEANS FOR YOU...

DEPTH IN ADVERTISING. 1958 is Columbia's big year! To boost your sales, there's an all-out advertising campaign featuring a two-page color spread and full color pages in LIFE, NEW YORKER and The NEW YORK TIMES. Pick up Mat-Ads for use in your local newspapers and count on the impact of spots on RADIO and TELEVISION. National and local advertising, working for your D.E.P.*

DEPTH IN IMPACT. Backed by intensive advertising, and being the apex of achievement in design and sound engineering, you can count on the impact of this year's presentation to work for you. Full-color Line Booklets, Consumer-line brochures in full color, individual D.E.P. brochures, Full Color Wall Charts and window displays as well as LIFE merchandising aids will assure your feeling that impact in your D.E.P.*

DEPTH IN SELLING. To make the most of the new line, the intensive advertising, the consumer impact... make sure that you stock the Columbia line in depth. It's your part of D.E.P.*

COLUMBIA * PHONOGRAPHES

CHECK YOUR DISTRIBUTOR:

ALLIED APPLIANCE COMPANY, 111 Berkeley Street, Boston, Massachusetts.

COLUMBIA RECORD DISTRIBUTORS, INC., 149 Congress Street, Boston, Massachusetts.

GONGADA SUPPLY COMPANY, 144 West Genesee Street, Syracuse, New York.

HURKIN-BROTHERS, INC., 357 Broadway, Albany, New York.

HURKIN DISTRIBUTORS, INC., 775 Park Avenue, East Hartford, Connecticut.

KANSTON COMPANY, INC., 329 Congress Street, Portland, Maine.

TIMES-COLUMBIA DISTRIBUTORS, INC., 390 Haley Street, Newark, N.J., New Jersey.

TIMES-COLUMBIA DISTRIBUTORS, INC., 432 Fourth Avenue, New York, New York.


COLUMBIA RECORD DISTRIBUTORS, INC., 15 North Broad Street, Philadelphia, Pennsylvania.

COLUMBIA RECORD DISTRIBUTORS, INC., Allen Street at Curtis Avenue, Baltimore 13, Maryland.

B. T. CRUMP'S SON'S, 1509 East Franklin Street, Richmond 13, Virginia.

DAVID KAUFMANN'S SON'S, Inc., Mount and Clay Streets, Baltimore, Maryland.

GOLDSCHMIDT-TILLER COMPANY, 509 Myers Street, Richmond, Virginia.

GYNMANN ELECTRICAL SUPPLY COMPANY, 313 Hampton Boulevard, Northville, Michigan.

KANNISCHE-SMOSALES, INC., 208 Buffalo Avenue, N.E., Roanoke, Virginia.

COMSTOCK DISTRIBUTORS, INC., 1600 Spring Street, N.W., Atlanta, Georgia.

DISTRIBUTORS, Inc., 802 North Myrtle Avenue, Jacksonville, Florida.

MAOR-HAINER HARDWARE COMPANY, Inc., 27 South 206th Street, Columbus, Ohio.

COLUMBIA RECORD DISTRIBUTORS, INC., 215 South 37th Street, St. Louis, Missouri.

WODDIN AND BOIS, INC., 750 South Seminole, Montgomery, Tennessee.

COLUMBIA RECORD DISTRIBUTORS, INC., 714 South Street, Covington, Ohio.

DAMFORD CORPORATION, 6068 Hampton Avenue, Pittsburgh, Pennsylvania.

GRAYWAX ELECTRIC COMPANY, 710 North Third Street, Columbus, Ohio.

GRAYFAX FURNITURE COMPANY, 1200 White Avenue, Charlotte, West Virginia.

MAWAT DISTRIBUTORS, INC., 1442 Project Avenue, Cleveland, Ohio.

TRIP LINE COMPANY, 55th and Sixth Streets, Pittsburgh 28, Pennsylvania.

COLUMBIA MIDWEST, 15 Willow Avenue, Milwaukee 1, Wisconsin.

GRAYBAX ELECTRIC COMPANY, 462 Moore Avenue, M.N., Grand Rapids, Michigan.

COLUMBIA RECORD DISTRIBUTORS, INC., 146 McLean Place, Indianapolis, Indiana.

SUTCLIFFE COMPANY, 609 West Main Avenue, Louisville, Kentucky.

THE SAMPSON COMPANY, 2014 South Western Avenue, Chicago, Illinois.

COLUMBIA RECORD DISTRIBUTORS, INC., 1501 Grand Avenue, Kansas City 4, Missouri.

COLUMBIA RECORD DISTRIBUTORS, INC., 416 Washington Street, St. Louis, Missouri.

MORELY-MURPHY COMPANY, Inc., 4355 West North Street, Milwaukee 6, Wisconsin.

R. K. SWEENEY COMPANY, 1661 North 24th Street, Denver 17, Colorado.

INTERSTATE ELECTRIC COMPANY, 7203 Comil Street, New Orleans, Louisiana.

INTRASOUTH DISTRIBUTING COMPANY, 1645 Tropic Avenue, Shreveport, Louisiana.

ALBEN MATHIAS AND COMPANY, 113 South Main, El Paso, Texas.

MEDABEE COMPANY, INC., 1502 Oregon Street, Dallas, Texas.

MILLER-JACKSON COMPANY, 111-115 East California Street, Oklahoma City, Oklahoma.

QUADRIST DISTRIBUTORS, 232 3rd Street, Des Moines, Iowa.

H. E. BAIRFORD COMPANY, 235 10th Street, San Francisco, California.

COLUMBIA ELECTRIC & MANUFACTURING CO.

East 54th Ferry Avenue, Syracuse 24, Washington.

COLUMBIA RECORD DISTRIBUTORS, INC., 2702 Second Avenue, Seattle, Washington.

CRAIG CORPORATION, 310 South La Brea Boulevard, Los Angeles, California.

CRAIG CORPORATION, 1023 East Pine Street, Spokane 8, Washington.

BYRD ELECTRIC COMPANY, 311 South Main Street, Indianapolis, Indiana.

STANDARD SUPPLY COMPANY, 225 East 55th Street, Detroit 18, Michigan.

CARGO ELECTRIC COMPANY, 45 South Main Street, Los Angeles, California.

HOLLIS LUCKY COMPANY, LTD., 1101 Kingston Boulevard, Chicago, Illinois.

JOHN FRANK COMPANY, 44 West Washington Street, Chicago, Illinois.

TIME PRODUCTS, INC., 407 Fourth Avenue, New York, New York.

GRAYBAX ELECTRIC COMPANY, Inc., 1113 W. Third Avenue, Miami, Florida.

GRAYBAX ELECTRIC COMPANY, Inc., 1001 South Main Street, Jacksonville, Florida.

GRAYBAX ELECTRIC COMPANY, Inc., 403 Pine Street, Orlando, Florida.

GRAYBAX ELECTRIC COMPANY, Inc., 600 North Miami Beach Boulevard, Springfield, Illinois.

GRAYBAX ELECTRIC COMPANY, 401 North River Road, Tama, Florida.

GRAYBAX ELECTRIC COMPANY, Inc., 480 South Taylor Avenue, St. Louis 19, Missouri.

GRAYBAX ELECTRIC COMPANY, 471 Bay Street, Little Rock, Arkansas.

GRAYBAX ELECTRIC COMPANY, 660 South Jackson Street, Chicago, Illinois.

GRAYBAX ELECTRIC COMPANY, Inc., 15 West Castell Street, Detroit, Michigan.

GRAYBAX ELECTRIC COMPANY, 2424 Kansas Avenue, Pico, Michigan.

GRAYBAX ELECTRIC COMPANY, Inc., 704 South Adams Street, Portage, Illinois.

FEDERATED PURCHASERS, Inc., 1113 Hamilton Street, Allentown, Pennsylvania.

FEDERATED PURCHASERS, Inc., Monticello, New Jersey.

FAIRFAIR DISTRIBUTING COMPANY, INC., 1225 New York Avenue, White Marsh, D. C.
DEPTH MEANS FOR YOU...

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CHECK YOUR DISTRIBUTOR:

ALLIED APPLIANCE COMPANY, (1) Beverly Street, Boston, Massachusetts.
COLUMBIA RECORD DISTRIBUTORS, INC. 51 Cummings Street, Boston, Massachusetts.
CRONIN SUCTION COMPANY, 216 West Genesee Street, Syracuse, New York.
BOOKIN-BROTHERS, INC. 1307 Broadway, Albany, New York.
BOOKIN DISTRIBUTORS, INC. 273 Park Avenue, East Hartford, Connecticut.
SWANTON COMPANY, INC. 419 Congress Street, Portland, Maine.
TIDES-COLUMBIA DISTRIBUTORS, INC. 164 Maple Street, Newport, New Jersey.
TIDES-COLUMBIA DISTRIBUTORS, INC. 335 Fourth Avenue, New York, New York.
COLUMBIA RECORD DISTRIBUTORS, INC. 915 North Broad Street, Philadelphia, Pennsylvania.
COLUMBIA RECORD DISTRIBUTORS, INC. 530 East Avenue at Court Avenue, Baltimore, Md.
R. T. CRUMP COMPANY, 100 East Franklin Street, Richmond 15, Virginia.
DAVID KAPFMANN'S SONS, INC. 33-46 Calverton Street, Detroit, Michigan.
GOLDBERG-TOLLER COMPANY, 193 Myrtle Street, Richmond, Virginia.
GOODMAN ELECTRIC SUPPLY COMPANY, 930 Hampton Boulevard, Norfolk, Virginia.
ROGERS WHOLESALE, INC. 320 Pulaski Avenue, S.E., Roanoke, Virginia.
COMPTOIR DISTRIBUTORS, INC. 1400 Spring Street, N.W., Atlanta, Georgia.
DISTRIBUTORS, INC. 522 North Main Avenue, Jacksonville, Florida.
MAIN STREET BEAKING & PARTS COMPANY, 400 North College Street, Charlotte, N. Carolina.
MOORE-SANDLER HARDWARE COMPANY, INC. 1025 Pennsylvania Avenue, P.O. Box 4108, Philadelphia, Pennsylvania.
WOODSON AND ROSEMAN, INC. 130 South Main Street, Greensboro, North Carolina.
GRAYBAR ELECTRIC COMPANY 158 North Third Street, Columbus, Ohio.
GRAYBAR ELECTRIC DISTRIBUTORS, INC. 163 Spaight Street, Charlottesville, Virginia.
SOUTH CAROLINA, INC. 116 East Main Street, Savannah, Georgia.
SEAWAY DISTRIBUTORS, INC. 1142 Post Road Avenue, Beverly, Massachusetts.
COMMERCIAL ELECTRIC COMPANY, 3901 Sunset Drive, Toledo, Ohio.
TOP LINE DISTRIBUTORS, 2500 and 2510 Railroad Avenue, Pittsburgh, Pennsylvania.
YORK SUPPLY COMPANY, 103 East Third Street, Toledo, Ohio.
COLUMBIA RECORD DISTRIBUTORS, INC. 7203 East Chicago, Detroit, Michigan.
COLUMBIA MIDWEST, 31 Eastern Avenue, Milwaukee 3, Wisconsin.
GRAYBAR ELECTRIC COMPANY, 441 Monroe Avenue, R.W. Grand Rapids, Michigan.
COLUMBIA RECORD DISTRIBUTORS, INC. 146 McLean Place, Indianapolis, Indiana.
SUTCLIFFE COMPANY, 200 West Main Street, Louisville, Kentucky.
THE ELMORE COMPANY, 3224 South Western Avenue, Chicago, Illinois.
COLUMBIA RECORD DISTRIBUTORS, INC. 1771 Grand Avenue, Kansas City 4, Missouri.
COLUMBIA RECORD DISTRIBUTORS, INC. 1941 West Lake Street, Chicago, Illinois.
MISCELLANEOUS DISTRIBUTOR COMPANY, 1133 East Seventh Avenue, St. Louis, Missouri.
B. E. SWEENEY COMPANY, 2231 North Main Street, Dallas, Texas.
INTERSTATE ELECTRIC COMPANY, 1121 South Street, New Orleans, Louisiana.
FAIRFAX DISTRIBUTORS, INC. 6642 Texas Avenue, Shreveport, Louisiana.
ALBERT MATHIAS AND COMPANY, 115 South Main Street, El Paso, Texas.
MADISON DISTRIBUTING COMPANY, 215 3rd Street, Des Moines, Iowa.
B. B. BAXFORD COMPANY, 205 53rd Street, San Francisco, California.
COLUMBIA ELECTRIC & MANUFACTURING CO., 1933 North Ferry Avenue, Seattle, Washington.
CHASS CORPORATION, 1510 South California Boulevard, Los Angeles, California.
CHASS CORPORATION, 1455 East Fifth Street, Santa Monica, California.
BY-Bar DISTRIBUTING COMPANY, 1551 N.W. North Avenue, Portland 4, Oregon.
STANDARD ELECTRIC COMPANY, 252 East North Street, Salt Lake City 18, Utah.
GENERAL MERCHANDISE, 207 North Milwaukee, Milwaukee, Wisconsin.
HONICKER PAPER CO., LTD., 5201 Broadway, Hammond 6, P. R.
JOHN RISH COMPANY, 444 West Twenty-fourth Street, Chicago, Illinois.
THURMOND PRODUCTS, INC., 331 North Avenue, New York, New York.
GRAYBAR ELECTRIC COMPANY, 3311 N.W. Gladstone Street, Portland 5, Oregon.
GRAYBAR ELECTRIC COMPANY, 522 Third Avenue, Kansas City 4, Missouri.
GRAYBAR ELECTRIC COMPANY, 106 North Main Avenue, Tacoma, Washington.
GRAYBAR ELECTRIC COMPANY, 451 North Market Boulevard, South Bend, Indiana.
GRAYBAR ELECTRIC COMPANY, 411 South Broadway, Jacksonville, Florida.
GRAYBAR ELECTRIC COMPANY, 464 Pine Street, Orlando, Florida.
GRAYBAR ELECTRIC COMPANY, 261 North Fourth Avenue, Tampa, Florida.
GRAYBAR ELECTRIC COMPANY, 340 South Taylor Street, St. Louis, Missouri.
GRAYBAR ELECTRIC COMPANY, 417 Superior Avenue, Cleveland, Ohio.
GRAYBAR ELECTRIC COMPANY, 302 South Jackson Street, Chicago, Illinois.
GRAYBAR ELECTRIC COMPANY, 1313 N. 22nd Street, Kansas City, Missouri.
GRAYBAR ELECTRIC COMPANY, 1253 North Market Boulevard, St. Louis, Missouri.
GRAYBAR ELECTRIC COMPANY, 1019 Polk Avenue, Seattle, Washington.
GRAYBAR ELECTRIC COMPANY, 184 South 3rd Street, St. Paul, Minnesota.
GRAYBAR ELECTRIC COMPANY, 1200 East Main Street,桐城, Tennessee.
GRAYBAR ELECTRIC COMPANY, 110 West Main Street, Marion, Illinois.
FAIRFAX DISTRIBUTING COMPANY, 1123 North Main Street, Merced, California.
From his new Avon Productions movie, an M-G-M release...

JAIL HOUSE ROCK
TREAT ME NICE

ELVIS

Watch for these NBC-TV network shows: PERRY COMO, GEORGE GOBEL, EDDIE FISHER, PRICE IS RIGHT, TIC TAC DOUGH. They’ll all be sponsored by...
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.

JAILHOUSE ROCK (Presley, BMI)—Elvis Presley—RCA Victor 7035—A smash in all markets. Those that don't have it as yet report huge advance orders. A previous Billboard "Spotlight" pick.

HAVE I TOLD YOU LATELY THAT I LOVE YOU (Duchess, BMI) BE-BOP BABY (Travis, BMI)—Ricky Nelson—Imperial 5403—The young artist, who hasn't missed yet appears to have another two-sided hit going. "Have I" is more requested at this point, but demands are also heavy for "Baby." A previous Billboard "Spotlight" pick.

WITH YOU ON MY MIND (Muirfield, ASCAP)—Nat King Cole—Capital 3783—Cole's nächste rocker groove seems to have clicked again. Cuts are piling up in all markets. Flip is "Rainforest County." (Robbins, ASCAP). A previous Billboard "Spotlight" pick.

SILHOUETTES (Regent, BMI)—The Rays—Camco 111—This is one of the strongest sides to come along in a while. Action is very strong in all markets, and the platter looks like a big one. Flip is "Daddy Cool." (Regent, BMI). A previous Billboard "Spotlight" pick.

Recent Pop Releases

COMING UP STRONG

FOR SURVEY WEEK ENDING SEPTEMBER 21

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 sales, sample data and other methods used in compiling these releases are under the direct and continuous supervision and control of the School of Retailing of New York University.

An Affair to Remember................Vic Damone (ASCAP) Columbia 49845

Alone.........................................................Shepherd Sisters (BMI) LaVue 125

Deep Purple.................................Billy Williams and the Dominoes (ASCAP) Liberty 55999

Have I Told You Lately That I Love You...........................Be-Bop Baby (BMI) Imperial 5483

Keep A' Knockin'.................................Little Richard (BMI) Specialty 661

Lips of Wine.................................Andy Williams (BMI) Cadence 1336

My One Sin.................................The Four Coins (BMI) Epic 9229

Peanuts..................................................Little Joe and the Thrillers (BMI) OKeh 7088

Plaything............................................Ted Newman (BMI) ReV 3505

With You on My Mind....................Nat King Cole (ASCAP) Capitol 3182

POP DISK JOCKEY PROGRAMMING

ROY HAMILTON.....................Epic 9252 (ALL OF A SUDDEN) MY HEART SINGS

ROY HAMILTON

Hamilton's reading of the pretty tune should flip listeners. The beautiful, emotional interpretation is expressively resolved and should find eager favor. Flip, "One More Time," is another strong duet side with a full-flavored Vocal gimmick the artist on the medium-best tune could make a winner.

MARLENE DIETRICH..............Dot 15645

NEAR YOU

ANOTHER SPRING, ANOTHER LOVERS.....(Memphis, ASCAP)

A great performance by Max Dietrich on the hit of some years ago. Sexy chanting by the artist against rhythm backing really comes across. The side could well be a smash. Flip is a lovely, sultry reading of a "Wein"-type with simple, effective wording. What a chick!

POP DISK JOCKEY PROGRAMMING

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Reviews and Ratings

MANTOVANI

Let Me Be Loved.........................86

LONG DON 1761—This theme from "The James Dean Story" features the same trumpeter who distinguished the movie's "Around the World" click. Lush, lovely side could score via heavy deejay plugs. (Mantovan & Evans, ASCAP)

COLUMBIA 41041—Smart arrangement and smart chanting by Cherry on the rapid-paced Irving Berlin tune. Choo-choo rhythm by guitar and eager scolding from voices lend lot of class. This could go big. (Berlin, ASCAP)

DON CHERRY

Keep Running Away From You................85

COLUMBIA 41041—Smart arrangement and smart chanting by Cherry on the rapid-paced Irving Berlin tune. Choo-choo rhythm by guitar and eager scolding from voices lend lot of class. This could go big. (Berlin, ASCAP)

A snappy rhythm job with a cute tale. More smart scoring and chanting make

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A snappy rhythm job with a cute tale. More smart scoring and chanting make

BILLY DARNELE

Recipe for Love.........................85

JUBILEE 5228—Dawe's cover of the excellent Eddie-Woody rocker is likely to give the original a mighty battle. Dick can happen. (Cardinal, BMI)

HEAVENLY FATHER......................70

Dawe revises old Edna McGregor setting and adds in a good kick back. Side could score. (Montauk, BMI)

THE McGUIRE SISTERS

Kiss Them For Me.........................86

CORAL 63024—Bright, bouncy march with a happy theme. This tune is likely to become a forthcoming commodity. Happy sound could go big. (Mitchell, BMI)

FORGIVE ME.........................70

LittlecreateFrom the lady's side on a strong theme. Strong sound. Side could score. (Montauk, BMI)

(Continued on page 90)
**Dot's Parade of Best Sellers**

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15643</td>
<td><strong>Plaything—The Honey Song</strong></td>
<td>Nick Todd</td>
</tr>
<tr>
<td>DEP-1057</td>
<td><strong>&quot;Four by Pat&quot;</strong></td>
<td>Pat Boone</td>
</tr>
<tr>
<td>15602</td>
<td><strong>Remember You're Mine—There's a Gold Mine in the Sky</strong></td>
<td>Pat Boone</td>
</tr>
<tr>
<td>15586</td>
<td><strong>Rebel</strong></td>
<td>Carol Jarvis</td>
</tr>
<tr>
<td>15612</td>
<td><strong>Mister Fire Eyes</strong></td>
<td>Bonnie Guitar</td>
</tr>
<tr>
<td>15636</td>
<td><strong>I'm Spinning</strong></td>
<td>Kripp Johnson—Lead Singer of &quot;Whispering Bells.&quot;</td>
</tr>
<tr>
<td>15592</td>
<td><strong>Whispering Bells</strong></td>
<td>The Dell-Vikings</td>
</tr>
<tr>
<td>15606</td>
<td><strong>Love by the Jukebox Light—On My Mind Again</strong></td>
<td>Gale Storm</td>
</tr>
<tr>
<td>15611</td>
<td><strong>From a Jack to a King—Slow Train</strong></td>
<td>Jim Lowe</td>
</tr>
<tr>
<td>15626</td>
<td><strong>My Cabin of Dreams—Dedicated to You</strong></td>
<td>The Hilltoppers</td>
</tr>
<tr>
<td>15635</td>
<td><strong>Dedicated to You—Short Walk</strong></td>
<td>Sonny Knight</td>
</tr>
<tr>
<td>15627</td>
<td><strong>A Sweet Kind of Love—Need Me</strong></td>
<td>Jimmy Newman</td>
</tr>
<tr>
<td>15638</td>
<td><strong>I'll Still Write Your Name in the Sand— 'Tis Sweet to Be Remembered</strong></td>
<td>Mac Wiseman</td>
</tr>
<tr>
<td>15644</td>
<td><strong>Hey Sugar—Your Driver's License, Please</strong></td>
<td>Ray Fann</td>
</tr>
</tbody>
</table>

**New Releases**

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15646</td>
<td><strong>Swanee River Rock</strong></td>
<td>Sanford Clark</td>
</tr>
<tr>
<td>15645</td>
<td><strong>Another Spring, Another Love—Near You</strong></td>
<td>Marlene Dietrich</td>
</tr>
</tbody>
</table>

**Best Selling Albums**

- **DLP-3071** PAT'S GREAT HITS  Pat Boone
- **DLP-3064** MELODIES IN GOLD  Billy Vaughn and His Orchestra
- **DLP-3063** THE THIRTIES IN RAGTIME  Johnny Maddox
- **DLP-3017** SENTIMENTAL ME  Gale Storm
- **DLP-3075** WORD JAZZ (Jazz Horizons)  Ken Nordine
- **DLP-3054** Music From the Sound Track of Cecil B. De Mille's "The Ten Commandments"
- **DLP-3050** "PAT"  Pat Boone
- **DLP-3030** HOWDY!  Pat Boone
- **DLP-3052** FAVORITES OF MR. BANJO HIMSELF  Eddie Peabody
- **DEP-1056** A CLOSER WALK WITH THEE  Pat Boone
- **DEP-1061** RAINBOW  Jim Lowe
- **DEP-1060** THE SHIFTING, WHISPERING SANDS  Billy Vaughn
- **DEP-1058** COME GO WITH US  The Dell-Vikings

Dot Records, Inc. • Sunset and Vine • Hollywood, Calif • Phone HO 2-3741
The Nation's Best Selling Records
**Reviews of New Pop Records**

- continued from page 56

**FRANK DYNOW**

My Special Angel **Epic** 1400

The newest hit from the D'Onos has a suave, cool sound and good arrangement. Which it is, (Epic, BMG)

MARK DINNING

School Fool **School** 1400

A nice, simple song that is easy to follow and has a catchy, swinging backup. (Matfield, ASCAP)

**EDDIE DAVO**

That's What's Wrong **Tiger** 1400

RCA Victor 700—Fisher's pre-teen hit, which was the first to have both instrumental and chorus. The tune has a strong, driving beat, and some excellent arrangements. (Broadway, ASCAP)

**JIMMY DUNCAN**

On a Warm Night **Capitol** 1400

DECCA 305—Easy-going rhythm, which can be played by the orchestra. Good vocal by the author himself. (Capitol, ASCAP)

**JO STAFFORD**

Send For Me **Juliet** 1400

Send For Me 1400—Nice, smooth, easy-going rhythm, which can be played by the orchestra. Good vocal by the author himself. (Juliet, ASCAP)

**SKYNN KNAPP**

Give a Girl a Break **Kapp** 1400

A good, upbeat song for the dance floor. Good arrangement and a nice, catchy backup. (Kapp, ASCAP)

**DICK ROYCE**

Dinah **Federal** 1400

Well done, but not outstanding. (Federal, BMG)

**HUGO ORRIN**

Don't Come Around Here **Coral** 1400

A good, upbeat song. Good arrangement and a nice, catchy backup. (Coral, ASCAP)

**BRUCE LEACH**

Soldiers of the Cross **Capitol** 1400

A good, upbeat song. Good arrangement and a nice, catchy backup. (Capitol, ASCAP)

**SILVESTER MILLER**

I Can Watch for You **Coral** 1400

A good, upbeat song. Good arrangement and a nice, catchy backup. (Coral, ASCAP)

**DICK RONHEIM**

Don't Be a Fool, Mother **Coral** 1400

Good, upbeat song. Good arrangement and a nice, catchy backup. (Coral, ASCAP)

**DAVID REYNOLDS**

Dinah **Capitol** 1400

A good, upbeat song. Good arrangement and a nice, catchy backup. (Capitol, ASCAP)

**LEONARD RUSSELL**

My Little Four Footed Friend **Jamboree** 1400

A good, upbeat song. Good arrangement and a nice, catchy backup. (Jamboree, ASCAP)

**THE BAND**

Alley Oop **Savoy** 1400

A good, upbeat song. Good arrangement and a nice, catchy backup. (Savoy, ASCAP)

**RONNIE JAMES DIO**

Blue Jean Symphony **Capitol** 1400

A good, upbeat song. Good arrangement and a nice, catchy backup. (Capitol, ASCAP)

**JEFFERSON AIRPLANE**

White Rabbit **R ){ 1400

A good, upbeat song. Good arrangement and a nice, catchy backup. (R ){ 1400

**JOE WALTERS**

I Heard It Through the Grapevine **Reprise** 1400

A good, upbeat song. Good arrangement and a nice, catchy backup. (Reprise, ASCAP)
**C&W Best Sellers in Stores**

*FOR SURVEY WEEK ENDING SEPTEMBER 21*

**Weeks on Chart**
- 1. FRANKIE (BMI)-Bobby Helms...1
- 2. Ray Price...1
- 3. THE ROYAL SHAKIN' GOIN' ON...1
- 4. JERRY LEE LEE...1
- 5. BOBBY HULL...1
- 6. THE HULLS SHAKIN...1
- 7. JERRY LEE LEE...1
- 8. JERRY LEE LEE...1
- 9. BOBBY HULL...1
- 10. JERRY LEE LEE...1

**Most Played C&W by Jockeys**

*FOR SURVEY WEEK ENDING SEPTEMBER 21*

- 1. MY SHOES KEEP WALKING BACK TO YOU...1
- 2. JERRY LEE LEE...1
- 3. BOBBY HULL...1
- 4. THE HULLS SHAKIN'...1
- 5. ROBERTA...1
- 6. JERRY LEE LEE...1
- 7. BOBBY HULL...1
- 8. BOBBY HULL...1
- 9. BOBBY HULL...1
- 10. BOBBY HULL...1

**C&W Territorial Best Sellers**

*FOR SURVEY WEEK ENDING SEPTEMBER 21*

**Dallas-Fort Worth**
- 1. BOBBY HULL...1
- 2. BOBBY HULL...1
- 3. BOBBY HULL...1
- 4. BOBBY HULL...1
- 5. BOBBY HULL...1

**Houston**
- 1. BOBBY HULL...1
- 2. BOBBY HULL...1
- 3. BOBBY HULL...1
- 4. BOBBY HULL...1
- 5. BOBBY HULL...1

**Memphis**
- 1. BOBBY HULL...1
- 2. BOBBY HULL...1
- 3. BOBBY HULL...1
- 4. BOBBY HULL...1
- 5. BOBBY HULL...1

**New Orleans**
- 1. BOBBY HULL...1
- 2. BOBBY HULL...1
- 3. BOBBY HULL...1
- 4. BOBBY HULL...1
- 5. BOBBY HULL...1
RHYTHM & BLUES RECORDS

This Week's R&B Best Buys
SWANER RIVER ROCK (Progressive, BMI)-Ray Charles-Atlantic
1154-This is the hottest by the great artist recently. It's gathering huge hit in all markets. Flip it, T.Want a Little Gin, (Bargeron, Bernett, ASCAP). A previous Billboard "Spotlight" pick.
HONEST I DO (Concord, BMI)-Jimmy Reed-Vee Jay 253-The plot is really taking off. It's registering strongly in all markets. Take a chance on it. Flip it, She's Gonna Love Me, (Bargeron, Bernard, ASCAP). A previous Billboard "Spotlight" pick.
SEND ME (Hightower, BMI)-Sam Cooke-Ken 3013-The side has proven a sleeper. Suddenly it has burst forth as one of the strongest hits in the field. There's also a good pop version. Flip it, Summertime, (Gordwain, ASCAP).

Review Spotlight on...
Fats Domino
(Travis, BMI)
I Still Love You (Travis, BMI)-Imperial 5567-See listing under Review Spotlight on Pop Records.
FRANKIE LYMONT
My Girl (Plantain, ASCAP)
So You Love My Love (Fayette, ASCAP)-Roulette 4026-See listing under Review Spotlight on Pop Records.
PISCILLLA BOWMAN
Yes, I'm Glad (Tallin', BMI)-Falcon 1004-Through created a stir last year with Vee Jay Waxing of "Hands Off," and this plot could have an even greater impact on the market. Oil could show strongman on a flashy teen with a gospel flavor. Flip it, A Spare Time (Tallin', BMI).

The number for "Ma, He's Makin' Eyes at Me" b/w "In the Dark," the followup to his last chart-breaker, has been omitted. It was recorded by Marie Adams and the Three Toms of Jano Capitol 3650.

The Hit making BREAKING MONEY making LABEL

THE ROB-ROYS
"THERE IT IS..."
"WELL...
"WHY...."
THE CASH BOX AWARD OF THE WEEK

The Hit making CHART BREAKING MONEY making LABEL

DOUG AND JOSIE with "ZOLA"
THREE ALL NEW TOPS

Continued from page 54

FOLK TALENT AND TUNES

Continued from page 59

permanent accompaniment with the addition of Bob Hiester, the jangly guitar of Wally Smith, is on a promotion wave. For the promotion, he's to plug his new Deepl plate, marking the beginning of the most successful offer to date. The book stop-shed of St. Louis, Chicago, Detroit, Cleveland, Pittsburgh, Philadelphia and Baltimore. Marty Falkoff, Deepl promotion man, has hired for several TV stations, including WBBM, Houston (RCA Victor) is back on local radio as the "Randy Hayes," Sheepevent, after a personnel change due to the firing, of the band, in which he has an important role.

Hank Snow and His Rainbow Ranch Boys plus Jimmy Rodgers have teamed up for the week. For the latest news on this hot item, check out "The Wills Notes" on page 257.

The strongest personal ad in the market. Golden Voice, a happy man, has left the South and all for the front. A talented singer performing on a gospel flavored label. Flip it, A Spare Time (Tallin', BMI).
Memphis Fair Shrieks Off Rainy Weather

New 75-Cent Gate Charge Helps; Rodeo, Show Boat Score Solid

MEMPHIS — The Mid-South Fair here thru Wednesday (25), with another cold front expected the following day, which like Saturday, was among the fair’s biggest days, dashed attendance.

But at the wind-up of business Wednesday, attendance had been

SPOKANE FAIR DRAWS 51,000 FOR NEW RECORD

SPOKANE—A record 51,000 attended the sixth annual Spokane International Fair, which ended Sunday.

The 39 show, previous record holder, drew 43,000.

In the court yard, temperatures kept people away at the beginning of the five-day banquet, and the opening date was postponed.

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Herk Dubben
Could It Happen to You?

How Important is it for outdoor showmen to carry adequate liability insurance on their vehicles and their actual show business operations? In this day of high jury awards ample coverage is nothing less than a "must" for all showmen. We believe any insurance broker specializing in outdoor show business accounts can give many illustrations of excessive jury awards against outdoor showmen.

One such broker, Charlie Leun of St. Petersburg, Fla, submits one of these illustrations in a letter, accompanied by documentation of the suit. Leun details one recent excess award.

The case deals with an Eastern concessionaire who used a truck and trailer, on which $132.28 had been paid Leun for seven months public insurance for the same time.

The concessionaire was a party to a three-car highway accident. The owner of an automobile also involved was named under the insurance of the concessionaire as the only minor.

And, he reported it to the insurance company as such. The women, who claimed injuries in the case refused to go to a hospital following the accident. Attorneys for the insurance company representing the concessionaire figured prior to the trial that the case had a maximum total value of around $12.500 and a settlement value of from $6,000 to $7,500.

When the suit was started, the woman sought a $50,000 judgment and her husband one for $20,000. Both were denied.

Subsequently, the court granted a remittitur, which set the judgments at $25,000 and $10,000 respectively, for the woman and her husband. The total cost to the insurance company which covered the concessionaire's truck and trailer was $19,645.13, enormous when contrasted to the actual injuries and to the $132.28 cost of the insurance on the concessionaire's truck and trailer.

In calm reflection, a claims department executive for the insurance company, who watched the trouble and then made a settlement offer in the case again he would still maintain that it had a maximum value of from $6,000 to $7,500.

There was no explanation for the verdicts returned inasmuch as they are clearly excessive and it is impossible for us to determine what caused the jury to go so far off base. We have been saddled with the worst miscarriage of justice that I have ever come across.

A Triple Role for Judge

No jurist in the S. plays a role comparable to Beverly Briley, president of the Tennessee State Fair, Nashville. He is at one and the same time Davidson County, seat of the fair, as its probate judge, chairman of its various courts, and chief financial officer. And, as the latter, he is automatically a member and chief executive of the hard-working president, of the big city, the largest in the state.

Legislation which set up the county judge's post in Davidson County is without duplication anywhere in the U. S. We are told a study of Davidson County's financial condition early this year ending June 30 provides an eye-opening idea of the scope of the jurisdictional power.

The reports show that there are 18 court districts under the judge. Each district has at least one, most of them two, and in one instance as many as 18 magistrates.

The county's revenue from all sources for the last fiscal year, $1,192,907, and Judge Briley, in his report, points out that the county operated well within its budget, spending some $700,000 less than originally budgeted and taking in $300,000 more than had been budgeted. Which is pretty good going, hard, as budgeted for some years.

Briley has been the Davidson County judge for seven years during which time he has demonstrated a keen interest in the Tennessee State Fair and has become well known among outdoor show people. Judge Briley has pushed vigorously for plant improvements and the improvements have made a marked difference in the county's arena, snaking under thousands of square feet of hardwood flooring and a complete, new floor in the arena.

Big plans for later years have been mapped. These plans call for a total outlay of $3,200,000 in plant improvements. Chief among the projects embraced by it would be the raising of the old frame grandstand and the erection of a new $10,000-capacity, steel and concrete arena as it was, widened recently as the arena, now and for some years the fair's executive, has been associated with the fair for 30 years, initially, as an accountant working out of the county judge's office.

Rain Hurts Oklahoma State

As reported from page 63.

move in Thursday for the first of three afternoons of various kinds of auto racing, plus a closing night feature of big car races under lights.

Going in the last three days, Baker and Associates, which was down to between 29 to 25 per cent to that point to pick up the stretch.

He based this on the fact that only a total of 10,000 was sold at the heavy advance sale tickets had been used up during the six days of the six-day event.

The Royal American Shows at the end of the first six days reported the show and show receipts down 18 per cent according to the early returns in the weather.
ARENAS & AUDITORIUMS

Enid Convention Hall Lets Shop Over Concessions
By TOM PARKINSON

INCREASINGLY RARE is the auditorium or arena which does not operate its own concessions or let others operate them itself. One of the exceptions is the Convention Hall at Enid, Okla., where all concessions are left to the person or show which rents the building. The Hall, in its present form, is a Shrine circus, sometimes plays an ice show, and presents an annual horse show which draws 23,000 square feet, and has been successfully operated by Spike Jones and his crew of St. Louis bandleaders. Manager F. A. Burdick reports that a new maple floor will be installed this spring.

But Robert, Jr., on the concession set-up is that the building operated no concessions for many years, then a two-year lease was made previously. The opposition developed and the building reverted to its earlier set-up.

THAT PROVIDES that concession operators pay 20 per cent of their net to the building. The Convention Hall provides a concession stand at the front lobby and an additional one opposite the auxiliary. Otherwise, it has no facilities and supplies none.

Coffers are supplied by the local bottlers as needed. There are two local operators who, on occasion, bring popcorn machines or other equipment for specific events.

The present Enid system is based on the fact that all events in the building are required to have a local supplier. Thus, when something is booked that does not carry its own concession department, the general solution is to have the auxiliary operate a cold drink stand and such other concessions as they can.

Sometimes there have been instances in which no concession operation turned up. In these cases, the manager is able to refer the promoters or others to Enid companies that are able to fill all. The building also follows a rather commonsense method to operate concessions at the high school basketball games. Sometimes the classes in charge of the events and the principal have access to the high school band for new uniforms. In some cases, the building collects nothing on concessions, albeit the show may be fully equipped and operated because the building structure provides that no charge will be made against charity groups.

In PRACTICAL operation, the Convention Hall's concession stand is a profit-making proposition. Local factors apparently make it necessary; however, close observation would indicate that it has not been working out well for the city's building. Evidence is that a lack of concession equipment and facilities has done down the number and type of items that can be handled. Amateur and part-time personnel are a handicap in some cases. The concessioners in that the concessions were leased, there would be more satisfaction to the public and income for the building.

Upped Gate Charge Aids Tenn. State

NASHVILLE — Higher gate charges (75 cents as against 50 cents last year) softened the blow of daily take to the Tennessee State Fair, which (21) wrapped up its six-day run.

The fair, which was the fair received in many years, L. E. Griffin, then the general manager, has been associated with the event for 39 years, said it was the worst in the 39 years he has been connected with the fair.

Attendance, which was down about 15 to 20 per cent, was regarded as extremely strong in the face of the weather. Night grandstand crowds for a CAC-Hammer show, Coliseum crowds for "Ice Vegas," and ride and show business of the Goodtimes-Carsons Company all suffered because of the weather.

The weather, which was the most unpleasant segment, the beer, presented indoor, was hit the least. Its appearances, the front time an ice show has been presented at the fair.

Big car races, held the final two afternoons, drew good crowds despite weather trouble. On closing day, the races were delayed two hours while the track was frozen over and then were interrupted by rain. A reshuffling of the racing program, however, enabled enough of the program to be staged to save the grandstand crowd. National Speedways (All Sweney) presented both the Friday and Saturday afternoon racing events.

Jim Owens Leaves Fla. State Fair After 30 Years

TAMPA — James "Jimmy" Owens, for 30 years not to lease its concessions or let others operate them, has resigned his job as the Florida State Fair, has retired.

Owens began his career in show business with bud Hans's show and worked with such shows as Ringling Bros. and Barnum & Bailey, Red and Silver, Ringo & Cherry, Morris & Castle, Cetin & Son, and others. After 23 years, began the World Fair, Liedman & Carson, Beckman and Cetin, and the Col. T. M. C. Cetin management.

Both Owens and Mrs. Owens are concessionaires and have been active in the Cetin management.

Jim Owens is at present serving her eighth year as general manager of the Davis Cetin's Auxiliary.

The Owens reside at 4600 North Heplercide, Tampa.
DOBritch WINS ST. LOUIS SHOW
ST. LOUIS — The St. Louis Police Court conducted from 11 to 1, and a production was awarded to A1 Dobritc, in the Dobritch Cinema, with freckle Williamson as the producer. The show was anounced Friday by a prominent local exhibitor. Dobritc flew from Paris, cutting short a European tour, to be on hand for the meeting. Others at the Friday sessions were L. N. Fleckes, who produced for several recent shows, and E. V. Younger for C.A. Hamild, with Jon, for his own agency, and a representative of the Frank Worth office.

First day was free, with a 51 green admission evenings and Saturday and 50 cents afterwards.

A new lighting plant was working this year with an output of 100,000 watts. A free grandstand Monday thru Friday afternoons, with a 50-cent charge evenings and Saturdays, drew well. Four acts, including Henny Wouter and Jacy Colter of Boston.

ASHIARD — William L., 84, longtime fair concession manager known as Dad in the trade, died in a Madison, Wis., hospital. In addition to his fair operations, which he began in 1925, Ashiard operated popcorn, hot dog and soft drink concessions at the University of Wisconsin football stadium for 52 years. Survivors include his widow, Mary; two sons, William and Richard, both of whom are also active in the concession business; a sister, Ula Ashiard, and nine nieces.

BROWN — Albert Crow, 30, Murray Co. Roundabout with Byers Bros. Shows, Sept. 19 in Clatskilla, La., in a heart attack. He entered show business in 1927, with Rice Bros. Shows and during his career spent 18 years with E. E. Farrow of Wallace Bros. Shows. Survived by his widow, Olie Mae, two daughters, two sons and a brother.

BRYANT — Dr. Gordon H., 68, known in show business as Kaylin the Mentalist, September 21, in Raleigh, N.C. In addition to years spent in the amusement business, Dr. Bryant was a veteran of World War I, seeing service in the Army of the American Legion, Rotary Club, New York Academy of Science, American Association for the Advancement of Science, Forest Products Research Society, and one of the founders of Frozen Foods of America. He was a devoted student, a chemist and biologist, who had a Ph.D. from an Italian university. His widow survives. Burial was in Arlington National cemetery.

BUZZARD — Frank, 72, phenomena for the Clyde Beatty Circus and identified with entertainment promotional work for the past seven years, Sept. 8 in Baptist Hospital, Jackson, Miss., after an illness of four days. He made his home a Charleston, W. Va.

CANNON — Mrs. Laura, mother of Frances Henriette Frazier, formerly of Hennies Bros. and Royal American shows, September 16 in Chattanooga. Burial in that city.

LINDERMANN — Douglas C., 33, former rodeo cast member, September 14 in a hunting camp near Cooke City. Mont. Death was presumably from a heart attack. Survivors include his widow, son and daughter.

WELK — Fred C., 84, formerly on the old Ringling Bros. show, September 9, at St. Louis, Mo., Reihenburg, Wis. Survivors include three nephews, Art and Lawrence Welk and Lawrence Cie.
Largest NAAPPB Trade Show Assured
As Hudepohl Reports Booth Sales

December Exhibition to Utilize 183 Spaces; Most Gone 2 Months Early

CHICAGO—The largest trade show in the history of the National Association of Amusement Park Buyers and Proprietors has been assured for the December 1-4 running, according to Paul T. Hudepohl, secretary of the NAAPPB.

Hudepohl said that sales of both space have already accounted for almost all of the 183 booths in the enlarged exposition area at the Sherman Hotel, and some additional space has been made available as an addition.

The addition brings the total spaces to 183, and Hudepohl said last week that only 11 of those still were available. The hotel has altered the layout to make it easier for the first time. Hudepohl said there sold quickly to makers of rides and other special equipment adaptable to the enlarged and strengthened space.

Other preparations for the December convention and trade show are also taking shape. Robert Freed, program chairman, was contracted with Hudepohl about preliminary arrangements and plans for the Department W.1/11 Schmidt, social chairman, already has met with Hudepohl to complete detailed plans covering the annual banquet, Ladies' tea and other events.

Hudepohl said the NAAPPB has gone to some lengths to provide hotel accommodations for members and exhibitors. He also has conferred with Pat Lombardi, of the CAC, Hamid office in Chicago, about arranging the entertainment for the annual banquet.

Jersey Skillet Men Name Council, Raise Money

ASHBURY PARK, N.J.—A 10-member executive council representing the major amusement state in this state was named Tuesday (17) at an organizational meeting of the Skill Game Operators' Association in the Berkeley-Curtain Hotel. The council was formed this year in opposition to the New Jersey Amusement Men Board of Trade.

Both organizations have the same purpose of maintaining State regulations against skill games. Both have been enforced since July, 1961. Game operations have been a sporadic and haphazard undertaking in New Jersey ever since.

Council members, who will handle all affairs, are: Myra Kappel, Palisades Park, N.J.; Weiser, Lake Hopatcong; Henry Glensena, Jr., Olympic Park; Henry Kessing, Keansberg, N.J.; Hildy, Jersey City; H. C. Ruth and Louis J. Costar, Wildwood.

Officers Renamed

Steven M. Cicala, of Asbury Park, was re-elected president, as were Evers Silverthorne, of Ocean City; H. J. Kuczma, of Wildwood, and Mrs. F. Celabu, Krannstau, was re-elected vice-president.

Board directors were Fred. E. Lewis, of Karl Guggenheim, Inc., and Charles Wales, of F. H. Thaler and Thaler Associates, Wildwood. Presidenting was Irving Morris, Irving Morris, N.J.

A resolution passed called for expenditure of $2,500 to initiate a questionnaire of commercial operators present, numbering more than 100, pledged $25 each toward the amount to be raised in its campaign emphasizing unfair publicity in the past.

The meeting began at 10:30 a.m. with a business session and lasted about an hour. The resolving to the board of directors on a content on the order of a skating queen package which was inserted in ink program.

In analyzing music, which is listed as No. 1 in importance, one must visualize the great part it plays in bringing happiness to our people. Many live by, eat, play by and are killed to sleep by music. It is most certainly that millions of people are attracted to bars and music halls. In many of the best, the bestdag and lasting cultural and something useful of music is a serious problem. The romantic appeal of a triple, violin. This field of entertainment is a highly competitive one and while many of the smaller bistros exist on environment and a specialized best, the really successful ones are those that realistically present real music, and the type of music that is currently most appealing to the majority of customs.

"Umps" Music

Considerably, the type of music which is played in vaudeville is a big majority of roller rinks. Ever}

FOR SALE

Maple and Fibre Wheels
Rock Hard Maple 875 Standard 878 Figure

FOR SALE

Maple and Fibre Wheels
Rock Hard Maple 875 Standard 878 Figure

PORTOBELLO ROLLER SKATE CO.
110 Central Ave.

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110 Central Ave.

WILL SACRIFICE
Portable Skating Rink

GOLD MEDALLION ROLLER RINKS

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GOLD MEDALLION ROLLER RINKS

For Sale.
Rain Clobbers Chattanooga

CHATTANOOGA, Tenn.—The big storms that hit Hamilton County yesterday swept through Lookout Valley and billboard advertising was done.

Weather officials predicted that Sunday's record rain gauge readings and the first snowfall of the season were expected to be the center of attention for Chattanooga's many fairgoers.

A strong cold front, which was moving in from the east, was expected to continue through the southeastern United States and bring much needed relief from the heat.

Fairs-Expositions

FAIRS-EXPOSITIONS

September 30, 1957

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

Utah State Counts 226,000 In 10 Days

‘Holiday on Ice’ Grosses $136,000

Monte Young Fun Zone Off Slightly

SALT LAKE CITY—Utah State Fair closed its 10-day run Sunday with a total attendance of 277,230, about 9 per cent from its record 1956 run.

This year, the total attendance was 277,230, an increase of 38,376 compared to last year's total of 238,854. This year's attendance was the highest in the state's history.

Grandstand attractions, with one exception, were offered free. The only grandstand offering that carried an admission charge was $1.50 a day for the four days of the fair. These events, with grandstand charge of $1.50, were well attended by the good crowd. The races were presented by the New York Yankees.

The Monte Young Shows turned in an excellent gross, which was about $1,000 below the show's peak ride and show take of 1956.

Muskogee

Cut by Rains

MUSKOGEE, Okla.—Rain blacked Oklahoma State Fair, cutting back attendance and trimming grandstand and midway business at the nine-day event which closed Sunday.

Auto races on both Sundays were staged to generate attendance, the start of the speed events both were delayed by rain and were eliminated due to the packing in the track following earlier rains. Frank W. Steen, manager of the fair, stated that it was the meagre showing on these dates of both these speed programs.

The William T. Coffins Shows, which were scheduled for opening night, its track was deeply mired in mud and was covered a washout on Saturday.

Rains which fell during the fair and light showers the past two days left the midway in a sorry condition and cut attendance at the fair.

Gold Town

Danbury Sets Six-a-Day Posse Action

DANBURY, Conn.—The growing Western kiddy attraction has been incorporated into the Great Danbury Fair's program this year.

Grandstand on Saturday, September 26, 10 a.m. to 9 p.m., has a Gold Town installation and midway candy show, but hand added the holdup and pose for everything being used at Western theme display.

At the grandstand the Little Quarter revue booked in by William and Alexander had to overcome a slight delay caused by the opening night washout. Attendance built up to an all-time high 5,000 in the grandstand for the closing show on Saturday.

A big feature of the fair was the Sideshow by Ringling Bros. and Barnum & Bailey Circus, which was well attended by the large crowd.

Admission for the Buck Steel Wild West show on opening Saturday, $1.00 adults and 75 cents for children, $2.50 for adults and 75 cents for children. Same admission for the Kochman's Hell Drivers in 3 p.m. and 7 p.m. performances. Admission for the Buck Steel Wild West show on opening Saturday, $1.00 adults and 75 cents for children.

For the Buck Steel Wild West show on opening Saturday, $1.00 adults and 75 cents for children. It was a big success, and the fair was well attended by the large crowd.

Pomona Racks Up 792,128 Gate Hike

On First 11 Days

POMONA, Calif.—Los Angeles County Fair thru Monday (23) 11th day of 10-day run, registered attendance of 746,253, up 79,278 from the comparable period of last year (22). The fair totals broken into the lead over the comparable period of 1956 by 79,278.

The fair continued to pull increases over the same days a year ago, with only a couple of exceptions. The peak of possibilities of a 100,000 attendance were expressed at mid-week.

Weather was ideal compared with the disastrous week at 1956 which was a total washout, costing an unspeakable unsuccessful scheduling.

For Pinky Lee, fair manager, Norman Y. Chambless, advertised in 15 newspapers and an outdoor radio and TV, newspaper gimmick of the entire activity brought 3,000 readers.

Tuesday (24) was the biggest of the week, with record breaking crowds. Chambless expressed praise for the operations of the O. C. Buck Shows, which was the weightiest one-day gross in the history of the fair.

Prospects were formed for the upcoming fair in Greensboro, N.C., where Lee will appear there as well as the Buck Shows, and expected Joan Blondin.

First Five Days at Richmond: 242,418

Best Weather in Years; New Outdoor Arena Holds Rodro and Horse Show

RICHMOND, Va.—The best weather in years graced the Atlantic Rural Exposition last week with the rains which had been forecast being cut short.

The crowds were also cut short, but the weather was fine and the fair continued to pull increases over the same days a year ago, with only a couple of exceptions. The peak of possibilities of a 100,000 attendance were expressed at mid-week.

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SHREVEPORT, La. — Clyde Bros. Circus, playing the Horseshoe Convention Center for the opening of its 59th season Wednesday (18) through Sunday (22), will complete its eight-week tour in Shreveport having built to good weekend crowds. Estimate was that the attendance grew by about 25 per cent when the building was new.

The Howard Sun's production of the show is said to be a highly talented act of the Clyde organization. The show has been on the road again the past few months, playing before the Wallenda Family.

On the show are the Bears, Billy (Mr. Sensation) Burton; the Hellen Troope, and Mickey King.

The attendance was light at both Wednesday and Thursday shows. Friday's (19) day afterno on had about 1,500 while there were up to 5,000 in attendance Saturday (20). Saturday night had a reported 8,500. Sunday afternoon show drew a capacity of about 8,000.

La. Shrine Dates

The circus played Lake Charles, La., opening its new season and was followed up with more Louisi aans shows scheduled in and around the city. This event also affiliated with the Shrine Circus at Shreveport.

Opening of the show includes:

Display 1: Bears...2- David Hovey, manager; Cookie Mcginnis, second manager; John Albrecht, third manager; and Mrs. Charlie Mcginnis, manager of the Menagerie.

Display 2: Eucane, the largest menagerie, to be shown at the circus.

Display 3: Eucane, the largest menagerie, to be shown at the circus.

Display 4: Tintes, the smallest menagerie, to be shown at the circus.

Display 5: The Tintes, the smallest menagerie, to be shown at the circus.

Display 6: The Tintes, the smallest menagerie, to be shown at the circus.

Display 7: The Tintes, the smallest menagerie, to be shown at the circus.

Display 8: The Tintes, the smallest menagerie, to be shown at the circus.

Display 9: The Tintes, the smallest menagerie, to be shown at the circus.

Display 10: The Tintes, the smallest menagerie, to be shown at the circus.

Display 11: The Tintes, the smallest menagerie, to be shown at the circus.

Display 12: Karrells, Romon Idrons, Sherman T. Smith and Clyde's Animal Fantasy; 14-clown; 15-

Macna, Ga., Shrine To Use More Acts

MACON, Ga. — Potetate F. Joe Sutherland of Shrine Temple here has announced that the 23rd annual Macn a Shrine Circus will be presented there, W. J. Bailey, chairman for many years, will again head the com mittee, according to the official record, Paul M. Conover, who is serving for his third year, Robert Cain, and others.

The show will run for six days, starting November 16th and 17th at the Macon Auditorium. This year's Bailey is upping the budget and also raising the guest section.

Advance ticket sale started Mon day (11) and Bailey announced that the first week's sales showed a 40 per cent increase over the first week last year.

TOKAYERS OPEN, CLOSE 'BIG TOP'

PHILADELPHIA — The CBS "Big Top" show ended its run at the Philadelphia Auditorium Saturday (21), with a telecast witnessed by some 2,000 persons, according to Army.

In the event of the acts, the Tokay ers, "teeterboard troop," also was on the "Big Top" show. Among the acts were Flying Victor, Walt and an orchestra, Mattell, Tutt Iko, and Edie Kuhn's Animals. Jack Sterling was announcer on the TV show.

Mr. Sensation, Miss Kaia and Miss Mischa, closed evening; 16-Welder's Bears; 17-clowns; 18-Marcus Troope and The Hendersons; 19-Marie; 20-Clyde's Boys; Baby Ele phants, with Tony Sampa, and several dogs, were also among the acts.

Clown Happy Kellmes is with the show and he was featured in a clown routine on the "Big Top" show Saturday (15).

SAROSATA, Fla. — A preliminary bearing in the case of Stuart G. Lancaster and Miss Hester Ringling and Parker as principals in management of the Ringling Bros. and Barnum & Bailey Circus was held in circuit court here Wednesday (12).

The Sanford-Lancaster suit had asked for injunctions to prevent the ring. The suit was high up in a price hike in the corporation books and for appointment of a receiver. The corporation trustees had asked that these injunctions should not be granted.

In reply, the corporation Wednesday asked for the show to be continued without delay here. It was stated that this was not granted. The corporation then asked for a postponement of the case to September 18-19. Actually, it covers the North, president of the circus and chairman of the board, is not out of Europe. He is expected back here about December 20. It was reported that the hearing began on June 19 and 20.

Polack Unit

Draws 22,500

In Eugene, Ore.

EUGENE, Ore. — Western unit of the Clyde Bros. Circus has played to crowds ranging from 5,000 to 6,500 at the Mackay Court Convention Center Wednesday (19). The building seats 10,000.

Sporan was the Shrine. The first day (18) had 6,000 in the afternoon and 5,000 at night, while 5,000 was in the afternoon and 6,500 at night on the second day (19).

Show-Time Showers Slow

Cristiani Afternoons

MONTGOMERY, Ala. — Cristiani Bros. Circus has played to a string of show-time rain storms in the afternoon, but next time the business should be better.

Cristiani, Fla., gave a late afternoon and a capacity night on Monday (16). Thomasville, Ga., followed (17) with light business all day. Albany, Ga., Wednesday (18) was the finest day. However, rain in Eufala, Ala., on Thursday (19) held business down to only a fraction of capacity.

In Columbus, Ga., Friday (20), a torrential rain began at show-time and was almost as heavy as the capacity of weather cleared, however, and there was a capacity.

Polack Combine

Contracts 14

Calf. Stands

PHILADELPHIA — Polack Bros. Circus will play at least 14 stands in California next year. This announcement was made here Wednesday (25) by Sam T. Polack, general manager of the show.

A report in The Billboard that the show would play only four or five stands in California was confirmed, however, that the organization will operate a combined unit next season.

Meanwhile, the advance of the Polack Bros. Circus is opening San Antonio and Denver. The Denver Shrine operated a carnival on opening day of the Colorado Convention to plug the show, which opens at Denver October 11. Advance shows have been opened by Mickey Blue for the October 12 opening. Sam Polack has been in Baltimore and Philadelphia in connection with the Eastern tour and earlier developments in these cities.

Daily Rains Cut K-M Crowds, But Sunday Draws Turnaway

ALBANY, Ky.—Al C. Kelly Miller Bros. Circus played to a turnaway house here Sunday (22) with 3,500 persons, due to the continuous rain. Rain closed the show, and the ring was cut short.

Runnelsville, Ky., Thursday (19), the show had a fair afternoon and two-thirds houses for Saturday (21). The flying return act, has been out of the show for some weeks.

Clyde Beatty is working right now because of the circus department now numbers four large ones and three mediumsized ones.

Adams, Opening in November, Sets Yule Dates

APELTON, Wis. — Adams Bros. Circus will open November 10 as an indoor show. It is located two blocks from the center of town in the old green building. There will be a three-week stay, after which it will move to Wausau, Wis., for a week, and finally to Milwaukee, Wis., for the remaining two weeks.

Title for the Christmas show will be Holiday Circus Revue, according to George Adams, who is in charge of the entire operation.

Staff includes W. A. Gladstone, ringmaster; Dean Bell, St. Louis, and Vernon Dernweiler, advertising agent. Bill Ringer is booker, with headquarters in La Crosse, Wis., and Charles St. Martin, press agent.

Circus is operat ing a branch company, with special equipment and a more extensive organization.

Wenatchee YMCA Tours Circus; Played Alaska

WENATCHEE, Wash. — The Y M C A circus based here now has completed its fourth season and is still receiving good reports. The show traveled 8,000 miles this year, playing 45 days out of the year. It has been a successful operation for its two small units.

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For one other advertisement, it has taken out the above, and is now considered one of the best small units in the West.

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UNDER THE MARQUEE

By TOM PARKINSON

CIRCUS ACTS WANTED
For Macom Strine Circus, Nov 25.30
Acts of all kinds that can work stage, stilt stage, tight-rod. Big Dog Act, Agro Boy, Tight Wire, Bicycle and Novelty Acts. Also can use the Fly Act in front of stage. Can use man or woman. For information contact W. J. Bailey, Chairman, 467 Third St., Muncie, Ind.

Promotional Mgr.
Wanted
Year-round work. Always took up pictures. Exceptional opportunity for high grade photog.

BOOBERS, CONTRACTING AGENTS
Established Show. Top pay. Easy to get along with.

FLOYD KING
Rice Hotel
Houston, Tex.

HUMAN ODDITY PHOTOS
For Sale-Eight hundred 8-t real alive acts, 8-t oddities, 8-t everything in the world, all 8-t unison.

BERNARD L. KOEHL
18 S. San Bern Ave, Cleveland, E.

PHONEMEN
Ver Deal. Just Starting.

BOOBERS. CONTRACTING AGENTS
Established Show. Top pay, Easy to get along with.

TOWN & COUNTRY PRODUCTIONS
Jewell Theatre Building, Springfield, Mo.

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Jewell Theatre Building, Springfield, Mo.
Big ESE Layout Raises Reid Gross

WEST SPRINGFIELD, Mass.—A show-stopping but generally good season drew to a close Sunday (22) at the Eastern States Exposition. In all, for a total, Reid provided the ride area with its having a large assortment of devices and the Official Bower was ranked as the best ever. In addition to fielding more than the official, the office was aided by an attendance of ride patrons, which pulled over 500,000 for the first time.

More than two dozen rides were operated, including, Wild Mouse, Roundabout, Phantom, Chairoplane, the Whirl, Octopus, Caterpillar, Chain-plane, Fun-O-Plane, Rock-Way, the Mini, Co-Round, Rocket, Roll-O-Whirl, Hot Rod, Scrambler, German Merry-go-Round, Ride-O, and kidsleds.

Rides were booked in from Bean River Park in Connecticut, Wildwood, N. J., and elsewhere. Several rides of Roland Shannon's Continental Shows were on the lot. There was a newly paved track for motorcycles. The electric and the orchestra provided a large number of colorful flags to set off the fun scene.

Elsewhere, the strip of concessions installed last year in a permanent way of boards against the Coliseum's race track ended very well. Reid operates that section in the Whip McGeorge.

The last here and the preceding fair dates in Burlington and Rutland, Vt., added to a big window in the windows which has returned to quarters. Spring offered a share of wet ones but the finish left the Mauchte, Vt. operator smiling.

Illions Pomona Biz Runs Ahead at 1956

POMONA, Calif. - Altho per capita spending dipped, business on the midway at Los Angeles County Fair thru Monday (23), 11th day of the 17-day fair which closed Sunday (29), was ahead of 1956 because of an increase in major rides, and the total, brought a large majority of the rides in one kiddie farm and Mrs. Wally moved through the portion in the second largest group.

During the first 11 days $74,283, up 79,279, from the comparable period in 1955.

During the past six years that Illinois has operated the World's Fair midway, a few times when the end of the season fair, gross receipts for the zone have steadily increased. Despite a dip at the tumbles last year, the take was ahead of the year before, Illinois fair managers say.

The midway operator this year supplements his 17 rides with 12 rides added. Where in the past the majority rides supplied by Illinois operated in small numbers, the new rides showed up a good one, but the weather handicaps prevailed though the opening of the line. Will be put to the biggest. Chairman of all the rides, the Wilcox organization, the kiddy farm, and Mrs. Wally moved through the portion in the second largest group.

Vivonas Bag Lehigh斯顿; Stateville Gets Rain

SANFORD, N. C.—Torrential rains that spoiled the opening days of the 1956 North Carolina Fair at Stateville cut sharply into earnings of Atmospheres, Management and Recreation, but from being a good one, but the weather handicaps prevailed though the opening of the line. Will be put to the biggest. Chairman of all the rides, the Wilcox organization, the kiddy farm, and Mrs. Wally moved through the portion in the second largest group.

Vivonas Bag Lehighston; Stateville Gets Rain

SANDY SPRING, Md.—A long and heavy storm that hit the Maryland State Fair, lasting from Thursday night into the Friday afternoon, Friday, always a heavy storm day, hit the power plant, and the production of the week and the month to the highest. Clauds, Chairman of all the rides, the Wilcox organization, the kiddy farm, and Mrs. Wally moved through the portion in the second largest group.

New Unit Added to Midway

The midway was enhanced by the addition of a Scrambler and Scooter, and presented a total of 21 rides, 11 shows and 53 concessions, crowding the space available.

Jack Chiarello continued to do well with his girl's show, but the ride man's organization, the kiddy farm, and Mrs. Wally moved through the portion in the second largest group.
Okay Week in Hickory Greets Buck in Dixie

ROCKY MOUNT, N. C. — A few minor notice troubles were all that befell the O. C. Buck Shows during the week, according to Mr. N. T. to Hickory, N. C. Opening of the Southeastern Series of Oakdale shows is scheduled on Monday night (9) and the week's wind-up was satisfactory.

The fair had one of its biggest attendance marks and the midway paid accordingly. More than 100 concessions graced the line-up, including the children's rides.

Many former John Marks concessions booked on the midway plan to be with the show until the season ends. Included were Germaine Lohr, George Harkey, Little Bit and John Pfautz, McCormick, Neale, Elliot, Taylor and Norred.

Extra exhibit space was provided with the addition to the bandstand, which also produced added seating for the stage show, including Hensel Dier's Wild West.


For some reason, the text seems to be garbled or contains redundant entries. It appears to be a list of shows or events, possibly related to a publication or newspaper article. Without clearer context, it's hard to provide a coherent summary.
Elmer Everts

Getts Okay $5 On First Tour

WEBBERVILLE, Mich. — Crystal City, Mo., where Everts has been a kiddie act for several years, closed its first season here Saturday (25) and opened its second day and started the Red Roost and Field Day.

Correspondence was read at Elmer Everts, for 20 years master of ceremo-

nies in various and changing the weather conditions encountered.

Carnival Exposition

CONCESSIONS

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GREENWOOD FAIR
Oct. 7 thru 12
Greenwood, S. C.

PIEDMONT INTERSTATE FAIR
Oct. 14 thru 19
Spartanburg, S. C.

CRAFTS 20 BIG SHOWS, INC.
New Booking Concession Space for the following
Californial Fairs
LODI FAIR .... Sept. 17-15 RIVERBANK Cont. Fair, Sept. 15-22
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.
1283 Beltair Avenue
North Hollywood, Calif.
Phone: Dplar 50099 or 50320

WANT
HANKY PANKS
for these Fairs...
SOUTH ALABAMA FAIR
Montgomery, Oct. 7-12
SOUTH TEXAS STATE FAIR
Beaumont, Oct. 17-26

All replies to PAUL OLSON, Owner
OLSON SHOWS
Alabama State Fair, Birmingham, Ala., this week

LETTER LIST

MAIL ON HAND AT
CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Parole Post
Birmingham, III.

S. J. Butterworth

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

Shannon, Miss

MAIL ON HAND AT
CHICAGO OFFICE
138 W. Randolph St.
Chicago 1, III.

Mr. R. R. F. W. E. M.

THE STATE FAIR OF TEXAS
CAN LOCATE SEVERAL GRIND SHOWS
ALSO BIG REVUE SHOW
OPENS THIS FRIDAY
OCTOBER 11
PHONE HA 8-2634

CLIFF WILSON
Dallas Fairgrounds

AT LIBERTY
Want to book an organized Carnival that wants to play fairs and
large parks in the Midwest, South and Southwest?
We are now booking for the coming season. Will play two or three
places or contract for longer periods.

Address all communications to
ROSCOE W. WADE
304 S. Main St.
Adrian, Michigan
Phone: Colfax 2-3224

RALPH E. MILLER

Thank You
TROY ANGELO

CONGRATULATIONS
for your 1500,000 listener in the
48 states.

Ralph E. Miller

THE SOUTHERN STATES SHOWS
Want for balance of season which runs into November with some side Fairs and
spring Carnival Circuit. Come see more Shows. Must cater to families. Also Ride Fairs
and Stales. Bring along our finest Gold and Silver Hardware Shows. Come for Shows. Age
will be 15 with leave of absence. We carry a limited number of Concessions. No PC. No Car or Fair
rent. Lake City, Fla. Fair this week. After that go to west coast during the
big box District celebration at Caleo, Ga., to follow. All answers to
JOHN DAVIS

For Sale - For Sale

This Ride is now and located on a new railway called the new 1500 FLY-O-PLANE. PRICE
$7,000 CASH complete. NO DEALS. Can be seen Alabama State Fair, Birmingham,
Montgomery, Alabama State Fair and all large Navasota, Texas.
F. Rollinsworth at Fairgrounds or c/o Bradenton, Florida, 41-323.

FOR SALE - FOR SALE

For sale new and located on a new railway called the new 1500 FLY-O-PLANE. PRICE
$7,000 CASH complete. NO DEALS. Can be seen Alabama State Fair, Birmingham,
Montgomery, Alabama State Fair and all large Navasota, Texas.
F. Rollinsworth at Fairgrounds or c/o Bradenton, Florida, 41-323.

SAMMY SCATTON

Your father passed away.
Contact your family right away.

THE BILLBOARD
SEPTEMBER 30, 1937
HARRIS NOVELTY COMPANY, 1102 Arch Street, Philadelphia 7, has come up with its Harris Specials which it says the triple order of orders just like wild fire. The specials include a four-piece pearl set at $1.25, a dozen, four-piece cameo and brilliant jewelry set, $1.25 a dozen, six-piece pocket watch set, $1.00 a dozen; sets $1.00 per dozen; and gold and silver broach set, 25¢ a dozen; fully automatic handkissers $1.00 per dozen and 50¢ per gross; seven-piece men’s watch set, $1.00 per set and $1.00 per dozen; and men’s watch set, $1.00 per set and $1.00 per dozen. The firm claims that each of the two sets is its November and November repeat number. The firm’s latest catalog will be forwarded free on application.

Col-Max, Inc., 582 South Main Street, Memphis, reports acquisitions of a factory close-out. The area is offering three and four-piece boxy jewelry sets at $1.10 per dozen. It is the buy of the year and cannot be re-stocked after present stocks are sold, the firm claims. The ranges included are glittering three and four-piece pearl sets, half-set brilliant stones in necklaces, and earrings in gilded styles and colors. Get these beautifully boxed sets from Col-Max.

Charles Machine Company, P.O. Box 43, Springfield, N. J., has introduced a new low-cost tool called the "Bright Brushes." This device simplifies the fitting of material for dust-eyesellers and mechanics. It is claimed that this new “brush tool” will enable a workman to do a more professional job of fitting linoleum, tile, wood, plastics, sheet metal, etc. Cutting problems such as around pipes, cabinets, door stiles, frames, etc., are simplified to a professional manner without requiring clamping. Contour Brush is a sturdy metal tool adjustable to 13/4 inches and its parallel and irregular surfaces are matched. The item retail for 95 cents in stores. Write for quantity prices.

An unusual item that can be used for gift giving is offered by North Wayne Tool Company, Oakland, Me. Designed for the man or woman who loves to putter in the garden, the Lawn Rake set equipped with its own blade that can be removed and replaced into a flat case. It enables the gardener to get in close and to trim around ordinary tools cannot reach. It is a good pitch item, as it demonstrates easily and uses little space. Prices allow a good markup. Write for complete information to George L. Tickle, Jr., North Wayne Tool Company, Oakland, Me.

Moody Machine Products Company, Providence 5, R. I., has other new product in its eyeglass screw driver. This is specially designed for tightening of tiny screws in eyeglass frames, but is also perfect for tightening of all small screws quickly and easily. These screw drivers, precision machined and featuring a double-convex top, weighs 1/2nd ounce, are mounted on an attractive hand-up display card, die cut to hold the part in place. An economical easy removal by the impulse buyer. Housed in a neat metal carton, this helps cut inventory response. The item is safe to carry in pockets, handbags or attached to a key chain.

We can now put you in business for yourself in the Five & Ten Cent Store of your choice, with anyone of our tested proven items. You can now make up to 45% profit. Why work for less? We ship you a complete package with the Williams name on it, including all the flash and samples.

We book the store of your choice at the right percentage. You can collect your earnings yearly from the store. You can work in Woodworth’s, Krans, Grant’s, etc. If you have ever worked or can work any of the following items, here is your best bet in the demonstration business today:

- Williams Foot Aids
- Eyeglass Cleaner
- All Purpose Cleaner
- Furniture Polish
- Eucalyptus Oil
- Patent Leather Cleaner
- Lipsticks
- Creams
- Fountain Pen Ink
- etc.

If interested, contact Seymour Jacobs or Morris Grupper

NEW! Remington ROLLER SHAVING CREAM
LIST PRICE $1.50 SAVINGS $0.50

BERNARD D. KANTOR, former secretary of the Air Force, plans to fly to England to attend the World Sportsmen’s Show, which opens March 15 at the London Daily Chronicle, "England," relates Kantor, "are interested worldwide with the transferability, and indefatigable persistence of the aviator trophies to a show of this character." In Detroit Kantor ran into Gladys Lindsey, night club singer, from whom he received some publicity some time ago for her rendition of the song "The Royal Bar." He quotes Miss Lindsey as saying, "Songs are like diamonds, you have to be a real pitchman to sell them to the public." Kantor said he hopes to persuade Lindsey to sing his new theme song, "If These Shoes Had Eyes (Every Winter)."

Marge Mintz was working for The Biltmore, O. Hare, head of LaGren Products, Chicago manufacturer and distributor, for one of his Eastern clients, has been advanced to personnel manager, vice president last (Uren) J. R. had his ex on barges and pretested at Ohio State Fair, Columbus, Mo. (Madison) the wife of the chef of the salami sandwiches at the recent Kansas City Meat Show. Joe Conway, back from South America, booked Paul Delaney and his partner, Hooks, to put on a show in Saginaw, Mich. . . . Pauly of Share Company of Santa Fe, N. M., recently entered into some of his dog show . . . Aaron (Hardtack) Byers was busy to many

1937 LOW TIDE
1214
BELLE CLAW DOUL... 25.50 cts.
1215
PAINLESS TOOTH... $5.00 $6.00
Peanut Press and 7oz. Bottle Applesauce
No Extra Charge for Samples
99c. PCs. 10c.

TIGERS!
22 1/2 Lb. Tub

DIRECT FROM
Costume Jewelry Manufacturers
A. D. THOMAS, Jewelry Manufacturer, Cincinnati, Ohio
A. ERICKSON, Jewelry Wholesale, Cincinnati, Ohio
B. K. BURGER, Jewelry Manufacturer, Cincinnati, Ohio
B. M. TREHOLM, Jewelry Manufacturer, Cincinnati, Ohio
C. W. HEINZ, Jewelry Manufacturer, Cincinnati, Ohio
D. J. BAKER, Jewelry Wholesale, Cincinnati, Ohio
E. M. BROWN, Jewelry Wholesale, Cincinnati, Ohio
F. A. MILLER, Jewelry Manufacturer, Cincinnati, Ohio
G. D. BISHOFF, Jewelry Wholesale, Cincinnati, Ohio
H. W. PETERS, Jewelry Wholesale, Cincinnati, Ohio
I. T. L河流域, Jewelry Wholesale, Cincinnati, Ohio
J. R. COUSINS, Jewelry Wholesale, Cincinnati, Ohio
K. D. SMITH, Jewelry Manufacturer, Cincinnati, Ohio
L. R. WHEELER, Jewelry Wholesale, Cincinnati, Ohio
M. J. FURR, Jewelry Manufacturer, Cincinnati, Ohio

Quick Photo! Invention! PDQ CAMERA
Photos Finished In 5 min. No extra charge for samples
Free list of wholesale catalogues
Send for Free Catalogue
3/4" x 4" size
1" x 4" size
2" x 4" size
4" x 5" size
5" x 7" size
20" x 24" size

FOTO COATS
JACKETS
PANTS
SHIRTS
CAPS
ALL GENUINE FURS
Granny Bear, etc.
Granny Bear costs a world’s record price of $10,000;
Mrs. Roosevelt’s hard to find for $15,000;
Other popular personality pieces from $150 up to
H. B. FUR

NEW! Remington ROLLER SHAVING CREAM
LIST PRICE $1.50 SAVINGS $0.50

PIE Pipes for Pitchmen
By BILLY BAKER

THE BEST SALES BOARDS JAR GAMES
Wells for information and prices
BEAVERTON COMPANY
New South Bend, Ind.

GREEN LION HOUSES

ACM.

THE BEST SALES BOARDS JAR GAMES
Wells for information and prices
BEAVERTON COMPANY
New South Bend, Ind.

COIN-OPERATED SALESBOARDS
R. C. WALTERS
2213 Temple Ave., St. Louis 12, Mo.
CLASSIFIED SECTION

A Market Place for Buyers and Sellers

REGULAR CLASSIFIED ADS

Set in usual wanted style. Min. 2 words. $5 per line. First line set in regular 5 pt. caps, balance in regular 5 pt upper and lower. In regular color. No illustrations, reverse type, borders or other decorative material. Limit ads to 1 line each. Cash with copy. Rate $0.20 per word—minimum $4. Deadline—2 p.m. every Thursday.

DISPLAY-CLASSIFIED ADS

Attract more attention and produce greater results thru the use of larger type and white space. Type min. 34 point permitted. Illustrations, reverse type, borders or other decorative material. Limit ads to 1 line each. Deadline—2 p.m. every Thursday. Rate: $1 per agate line—$14 per inch. Minimum $10.

CASH WITH COPY

(regular rates in effect established)

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all orders and correspondence to 2160 Patterson St., Cincinnati 22, Ohio.

ACTS, SONGS & PAROIES

A. Indian Bring (Comedians Group)
F. Specialty (Comedians Group)
J. Singing and Dancing (Comedians Group)
K. Joke (Comedians Group)

NATIONALY ADVERTISED

It's a Best Seller!

We have it.

SECRETARY

with writing pad and 6 retractable pens

in assorted colors. 100 pens per box

COMPLETE SET 60c

Sample Book—50c.

Sold in 100 sets only. No orders on less.

JEWELRY CLOSEOUTS

CEAL-MAX Ensemble

Spotlight Value

Enamel Lighters FREE when included with every order.

We are temporarily located at 1014 E. Hampton Rd. Please write for free 2-page catalog.

NM. K. BRODY

WE ARE PERIODICALLY LOCATED.

Enamel Lighters FREE when included with every order.

We are temporarily located at 1014 E. Hampton Rd. Please write for free 2-page catalog.

M. K. BRODY

WE ARE PERIODICALLY LOCATED.

Enamel Lighters FREE when included with every order.

We are temporarily located at 1014 E. Hampton Rd. Please write for free 2-page catalog.

M. K. BRODY

WE ARE PERIODICALLY LOCATED.
THE BILLBOARD

SEPTEMBER 30, 1957

MERCHANDISE

WE MANUFACTURE
Over 100 varieties of Flower, Feather, Metal and Plastic Carriages. Jobbers, Distributors and Salesmen, write. No closeouts.

Milore Jewelry Co.
1190 Hidden Ave.
Columbus, Ohio

WANTED TO BUY

HELP WANTED

REGULAR CLASSIFIED ADS... Set in usual want-ad columns. No display. $2.50 per page. Please specify. Include stamp.

WANTED TO SELL

Gold finish. White brilliants... $55.00

PROVIDENCE RING COMPANY
44 Westminster St.
Providence, R. I.

THE ORIGINAL

Available from Manufacturer

Send for Sample Kit #4-505
10 of the Nation's Outstanding Values for Only $5.00
Money-Back Guaranteed.

Each a Sure-Fire Winner! ACT NOW!
We Carry a Complete Line of nationally advertised Radio and TV Programs. Be Sure to Visit Our New Large Showrooms

Damen-Lawrence Sales, Inc.

MIDWEST WATCH CO.
106 WASHINGTON
CHICAGO 1, ILLINOIS

NEW! WALKING TORTOISE

Rubber, bell-operated, comes in 12 colors. Same as Tortoise and Turtle on page 72.

WALK SPECIALISTS

Special Purchase: MENS SLIP-ON WALTHER: Guaranteed in stock thru Nov. 15th $4.95 Price: In stock thru Nov. 15th $4.95

PREMIUM SUPPLY CORP.
2201 Washington Ave.
St. Louis 3, Mo.

Manufactured You Have been Looking for
Loom, Crochet, Knitting, Weaving, Aluminum Ware, Gretsch Typewriters, Fishing Tackle, White, Raincoats, Hats, Cats, Dolls, Special Kits. Prices

Catalog Now Ready-Write for Copy Today

PROMPT AND RELIABLE SERVICE TO ALL PARTS OF THE WORLD

Ruth Etting

MUSICIANS

AMBERINE UNBREAKABLE COMBS

Send for Sample Kit #4-505
10 of the Nation's Outstanding Values for Only $5.00
Money-Back Guaranteed.

Each a Sure-Fire Winner! ACT NOW!
Demand for every conceivable type of toy, novelty, jewelry and gift item is sure to be greater this year than ever before. No one knows this better than the many thousands of retail outlets and individual salesmen, who will soon be making provisions to stock up to capacity. Many thousands of dollars will be spent by these people ordering directly from The Billboard's Merchandise Special and the Reprint.

*60,000 REGULAR BILLBOARD CIRCULATION*  
Abundant with thousands of established, cash-with-order buyers, including Novelty Stores, Gift & Souvenir Shops, Demonstrators, Pitchmen, Auctioneers, Wagon Jobbers, etc. In addition to these, your advertising will also receive a bonus distribution.

*25,000 BONUS DISTRIBUTION*  
The entire Merchandise Section, including all Editorial and Advertising that appears in the Oct. 14 issue, will again be published in a special Reprint. This Reprint will then be sent to 25,000 ADDITIONAL BUYERS of all types of gift, premium and novelty Merchandise... buyers who are ordinarily hard to reach thru personal sales calls.

THIS IS YOUR ONCE-A-YEAR OPPORTUNITY FOR TIMELY, WIDER DISTRIBUTION OF YOUR ADVERTISING AT NO EXTRA COST!

Don't Pass It Up. Reserve Space Today!

ADVERTISING DEADLINE... TUESDAY, OCT. 8

THIS IS A BARGAIN HARD TO BEAT!
The cost to send a piece of direct-mail literature to a list of 84,000 is $1,260 for postage alone, plus costs of printing. A full-page ad in The Billboard's Christmas Merchandise Special costs only $650.
Make Fun Your Wordsearch

- Continued from page 68

According to experts on risk opera-

tion and understanding of our patro- 

nage, particularly as it affects the 

patron. In the theory being discussed, 

there is absolutely no room in a risk for 

the Skaters, etc., regardless of patron age. Such 

adults must be accepted for the fun and personal 

character of the patronage in attend-

ance. Among other things, if I fall, 

and there is no one who may help me, 

because of risk action certainly goes a long 

step toward naming the role risk rimer has 

played the passive part of a very popular 

of an operator wishes to create a 

nearly the number of the selections, 

but also the type of opponent or number 

Music Programming

By way of explanation, I would 

like to point out that I present a 

variety of music for my patrons 

ating every half hour. I play 

recordings available at 601 metro- 

tone, at that tempo is most adop-

tive. The variety of music that per- 

mission is the most salable I 

have to offer.

100-foot hard and drill team, 

daily fly-over by the Thunderjets 

joust team, Wednesday (16) air 

Hockey, and many ground exhib-

ishes. Progress, Saturday thru 

Saturday (15-21), Hope 

crossed a fraction below 885,000, with 

a potential of 860,000. The 90 per-

cent sellout business left the fair 

per cent satisfied with the 

of the arrangements, Reynolds said.

Day's Cancelled

Games cancelled fairly in 

day but two, on Monday (16) when 

rain cut out the turn by some 4,000 

around 30,000, and on Tuesday 

day (22), when the total number of 

people was cut down. However, 

ances in attendance 

were a strong factor in the 

Monday jiddle day. This 

was the same day that 

elsd school kids had begun to 

dominate the fairground and 

hers for the security personnel 

should have been reinstated in the future was 

not being predicted.

2 inch Foam Cushion

- Beautiful colors. $3.00 Great. $2.25 Per Dozen. 25% Discount with order. Satisfaction guaranteed or money back refund.

GRRCAUNH AUGMENTATION CO.

2209 East Ave., Brooklyn 24, N. Y.

Jersey Skill
- Continued from page 68

and an address by attorney Bren- 


lai, a personal representative of Gove- 

noted. He reviewed the cir-

stances leading to the 

suit against the 

was not, Reid said the 

not the result of a fatally 

barring bad Batch.
How Operating Looks This Fall

Seven out of ten operating companies report gross income from juice boxes either down or the same for the first seven months this year compared to the same period last year. More than eight out of ten report grosses from amusement games either down or the same. Here's the story based on reports from 247 operating companies.

By BOB DIETMEIER

Most operators are either not facing as well this year as last or are standing still.

Up to August 1, they either did not have as good a year as 1956 or they had no change in gross income.

Two out of three operators expect gross income for the balance of the year to be either lower or the same as the year earlier.

Sharp Split

Operators are sharply split on what to expect in 1958. Evenly divided, nearly one-half believe next year will be better in terms of net income. A bare majority—54 per cent—don't think so.

This is a key finding of the 1957 Operators Market Report.

This report is based on a survey of 247 diversified operating companies representing all regions of the U. S. Complete results appear on this and the following pages.

99% Diversified

More than 95 per cent of the operators companies surveyed operate both juice boxes and coin-operated amusement games. All of these reported on both types of equipment.

Seven out of ten operating companies report gross income from juice boxes either down or the same for the first seven months this year compared to the same period last year.

More than eight out of ten report grosses from amusement games either down or the same for the identical period.

% Reporting Drops

Juke box grosses were reported down by nearly one-half—48.9 per cent—of the operators surveyed, while amusement game grosses were reported down by two-thirds—66.7 per cent—of the surveyed population.

Of the operators who reported music machine gross income down, 60 per cent had drops ranging from 10 to 25 per cent. Just one in ten had drops from 30 to 50 per cent.

Of the operators who stated that grosses were off, 57 per cent had drops of 10 to 25 percent. Nearly one-quarter had drops from 30 to 50 per cent.

% Report Rise

Nearly one operator out of three reported an increase in juice box income; just 14.5 per cent indicated increases in amusement game income.

These figures—and others resulting from the survey—appear to reflect not only dominant trends in both the automatic phonograph and amusement game industries, but important change at the location level and the importance of the impact of the local economy on operating as well.

Reasons Why

Gross income dips on juke boxes was result of any one or more of these factors:

- Kinser competition resulting in either of locations or lower in terms to location owners; local business conditions poor such as unemployment in a factory, or poor farm season, or shift in diversion by local population, any one of which is responsible for the drop in the box box and losses collections, nickel pay, or even since in same coin, with or without equipment.

Judging from comments given, gross income dips on games was often the result of either local and/or State and Federal regulations and taxes. Principal type machine mentioned was the in-line game. It appears that the dip in gross was due to some operators dropping such high-return equipment on some or all locations in certain areas.

Top Sellers

Despite this, for the first seven months at least, In-line games ranked among the three most heavily purchased type machines. Bowling games (including all types and sizes—pick or half) were the type amusement games bought most by 44.5 per cent of the operators surveyed. In-line equipment was virtually tied with five-ball pins with the former getting 20.3 per cent of the vote, the latter 21.7 per cent. Pool games and fourth and fifth-place honors.

As of August 1, collections from other types of games, including ball and track bowling games, popular all year, had apparently not been enough to offset loss of In-line equipment in some areas.

What Ahead?

The fact that some operators expect net income next year to not top this year stems largely from the fact that high fixed costs—equipment, salaries, rent, and other fixed operating expenses—continue to rise, often outstanding increases in gross income.

Reasons for the optimism of operating firms which expect 1958 to bring increased net income—as well as those which don't expect any increases—are documented in comments by operators in this section.

Of those who believe next year will be better in terms of net income, most point to better distribution arrangements, higher prices in record sales, and other local economic factors, cost-cutting procedures and an above-normal or heavy purchasing of new and late model equipment—both juke boxes and games—during 1957.

% Selling

Most operators surveyed bought either less or the same number of juke boxes and games—new and used—for the period January 1 through August 1—compared to the same period last year. Just 25 per cent said they bought more new juke boxes, 29.6 per cent more used music machines, and just 24.2 per cent that they bought more used games.

However, a hefty 43.7 per cent said they spent more for new games than last year. This is explained largely because of the higher prices for bowling equipment as compared, for example, to pool games—the key product of the industry during 1958.

% Selling on Sales

Most operators—45.7 per cent—bought more new 250-selection phonographs for the seven-month period than any other type. Of operators who reported they bought more 250 to 250-selection machines than any other type, one-third came from Buffalo, S. Dak., and one-third from New York, N. Y.

In used juke box sales, however, the 100-selection-category (90, 100, 120) was purchased most heavily by the overwhelmingly majority of operators.

Per cent, financing arrangements, or the lack of them, are the biggest single problem for most operators this year than last, according to the survey. Despite the fact that interest rates in the general economy began inching upward beginning last fall, and money in general became tighter, collections up. There have not appeared to feel the pinch. However, operators continue to pay interest rates which are considerably higher than those paid in any "blue-chip" business.

Financing No Harder

Nearly 70 per cent of the operators polled said that they found financing terms no harder this year than last. Interest rates varied from 6 to 10 per cent, with the majority paying from 6 to 9 per cent. However, it was not determined from the survey whether this rate was computed on balance figures or total figures.

The most common time period for payments in juke boxes continued to be 19 to 24 months, although a sizable number reported they have been paying for their equipment in 12 months.

A healthy down payment—between 20 and 35 per cent—is being made in the majority of juke box financing deals, a fact which seems to argue for a healthy operating business. But one-third do buy with no money down, the majority of these at an interest of between 6 and 7 per cent. It is interesting to note that a few operators buy on time without paying any interest, some without down payments.

Similar for Games

Financing arrangements for coin-operated amusement games are being made usually with down payments similar in size to that for juke boxes. Time periods, of course, are much shorter and continue to be 6 to 12 months in most cases, although shorter and some longer time periods are reported.

operators reported the spent more for juke boxes this year for the first two months than they spent for games compared to a year earlier. For 1957, 52.4 per cent reported they spent more for juke boxes compared to 55.3 per cent saying they had last year.

Fall Estimates

One out of three (16.4 per cent) believe that juke box collections this fall will be higher than last year for the fall, with 21.3 per cent feeling the same way about games. Half of the participating operators believe game collections will be lower, 29.3 per cent believe juke box collections will drop below last year.

As of August 1, roughly seven out of ten operators did not expect to buy more games or juice boxes this fall than last. Of those who indicated they would, the overwhelming majority replied they expected to buy new equipment rather than used.

Regional Breakdown

A comparison of the nine geographic regions of the U. S., with the costs of operating and the number of locations that also are among the most important is as right, are the same are not pronounced.

For example, well over half the operators in the region made up by New York, New Jersey, and Pennsylvania reported they were buying games for the seventh period up to 49.7. This suggests with just 30 per cent on the national level. The same applies to the New England States, nearly half the operators surveyed of this region reported collections for the seventh period up to the period.

But operators in some States in the Midwest, East South and South pulled the national picture down for juice box collections.

Game collections were reported down by a larger percentage of operators than is reflected in the national figure in the Mountain States and East North Central States. Above national-average game collections were reported in the Middle and South Atlantic States.
Fall Operator Report

Answers to the 16 questions below are based on reports of 247 diversified operating companies representing every section of the U. S. On the following page, answers to eight of these questions on the national level are compared with those of each of the nine major regions. The outline map above shows States and names of each region. The breakdown to the right shows the percentage of the total number of operating companies from each region. Note the broad distribution of operating firms surveyed.

1. Are your total collections from juke boxes up, down, or about the same for this year as far as compared to one year ago?
   - UP: 80.0%
   - DOWN: 46.9%
   - SAME: 23.1%

2. Are your total collections from amusement games up, down, or about the same for this year as far as compared to one year ago?
   - UP: 14.5%
   - DOWN: 68.2%
   - SAME: 17.3%

3. How has your buying of brand-new juke boxes this year to date compared to last year?
   - MORE: 23.5%
   - LESS: 36.3%
   - SAME: 40.2%

4. How much have you spent for brand-new amusement games this year to date compared to last year?
   - MORE: 43.2%
   - LESS: 44.1%
   - SAME: 12.7%

5. How has your buying of used juke boxes this year to date compared to last year?
   - MORE: 29.6%
   - LESS: 41.4%
   - SAME: 29.0%

6. How much have you spent for used amusement games this year to date compared to last year?
   - MORE: 24.3%
   - LESS: 44.9%
   - SAME: 30.9%

7. What type of brand-new juke box have you bought most of this year?
   - 50 or 100 selection: 65.7%
   - 120 or 50 selection: 32.4%
   - 120 or 20 selection: 1.9%

8. What type of used juke box have you bought most of this year?
   - 50 or 100 selection: 12.4%
   - 120 or 50 selection: 74.4%
   - 120 or 20 selection: 13.2%

9. Have you financed more this year than a year ago?
   - YES: 36.7%
   - NO: 63.3%

10. Are you financing terms harder, easier, or about the same this year compared to last year?
    - HARDER: 26.0%
    - EASIER: 5.4%
    - SAME: 69.6%

11. Have you spent more for juke boxes or games so far this year?
    - JUKES BOXES: 62.4%
    - GAMES: 37.6%

Did you spend more for juke boxes or games last year?
    - JUKES BOXES: 55.3%
    - GAMES: 44.7%

12. In your judgment, do you think your juke box collections this fall will be higher, lower, or about the same as last year?
    - HIGHER: 31.6%
    - LOWER: 29.8%
    - SAME: 35.6%

13. In your judgment, do you think your amusement game collections this fall will be higher, lower, or about the same as last year?
    - HIGHER: 21.3%
    - LOWER: 56.7%
    - SAME: 26.0%

14. Do you plan to buy more games this fall than last and if so, new or used?
    - YES: 28.5%
    - NO: 71.5%

15. Do you plan to buy more juke boxes this fall than last and if so, new or used?
    - YES: 33.2%
    - NO: 66.8%

    - NEW: 77.1%
    - USED: 22.9%

16. Do you think 1958 will be a better year for you in terms of net income from operating?
    - YES: 45.8%
    - NO: 54.2%

Where Companies Surveyed Operate

Geographic distribution of the firms polled appears below. Compared with it is the U. S. Census breakdown for the same geographic regions.

<table>
<thead>
<tr>
<th>Geographic Region</th>
<th>% of Firms Surveyed</th>
<th>U. S. Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIDDLE ATLANTIC STATES</td>
<td>17.8%</td>
<td>19.4%</td>
</tr>
<tr>
<td>SOUTH ATLANTIC STATES</td>
<td>12.6%</td>
<td>14.3%</td>
</tr>
<tr>
<td>NEW ENGLAND STATES</td>
<td>3.3%</td>
<td>6.1%</td>
</tr>
<tr>
<td>PACIFIC STATES</td>
<td>8.9%</td>
<td>10.5%</td>
</tr>
<tr>
<td>MOUNTAIN STATES</td>
<td>8.9%</td>
<td>5.6%</td>
</tr>
<tr>
<td>WEST NORTH CENTRAL STATES</td>
<td>9.7%</td>
<td>9.0%</td>
</tr>
<tr>
<td>WEST SOUTH CENTRAL STATES</td>
<td>4.9%</td>
<td>9.7%</td>
</tr>
<tr>
<td>EAST NORTH CENTRAL STATES</td>
<td>25.9%</td>
<td>20.2%</td>
</tr>
<tr>
<td>EAST SOUTH CENTRAL STATES</td>
<td>8.0%</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

TOTALS = 100.0%
### How Regions Compare

#### QUESTION 1: Are your total collections from juke boxes up, down, or about the same this year as compared to one year ago?

<table>
<thead>
<tr>
<th>Region</th>
<th>Up</th>
<th>Down</th>
<th>Same</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIONAL</td>
<td>30.0%</td>
<td>46.9%</td>
<td>23.1%</td>
</tr>
<tr>
<td>New England</td>
<td>42.8%</td>
<td>57.2%</td>
<td>0%</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>57.1%</td>
<td>35.7%</td>
<td>7.2%</td>
</tr>
<tr>
<td>West North Central</td>
<td>21.7%</td>
<td>47.8%</td>
<td>34.5%</td>
</tr>
<tr>
<td>East South Central</td>
<td>25.0%</td>
<td>55.0%</td>
<td>20.0%</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>19.3%</td>
<td>38.4%</td>
<td>42.3%</td>
</tr>
<tr>
<td>East North Central</td>
<td>18.1%</td>
<td>60.1%</td>
<td>21.8%</td>
</tr>
<tr>
<td>Pacific States</td>
<td>12.5%</td>
<td>56.2%</td>
<td>31.2%</td>
</tr>
<tr>
<td>West South Central States</td>
<td>16.6%</td>
<td>50.0%</td>
<td>33.3%</td>
</tr>
<tr>
<td>Mountain States</td>
<td>42.1%</td>
<td>36.8%</td>
<td>21.0%</td>
</tr>
</tbody>
</table>

#### QUESTION 2: Are your total collections from amusement games up, down, or about the same for this year so far as compared to one year ago?

<table>
<thead>
<tr>
<th>Region</th>
<th>Up</th>
<th>Down</th>
<th>Same</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIONAL</td>
<td>14.5%</td>
<td>63.2%</td>
<td>23.2%</td>
</tr>
<tr>
<td>New England</td>
<td>25.0%</td>
<td>62.5%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>25.7%</td>
<td>66.7%</td>
<td>7.6%</td>
</tr>
<tr>
<td>West North Central</td>
<td>4.8%</td>
<td>80.9%</td>
<td>14.3%</td>
</tr>
<tr>
<td>East South Central</td>
<td>15.7%</td>
<td>63.1%</td>
<td>21.2%</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>28.0%</td>
<td>52.0%</td>
<td>20.0%</td>
</tr>
<tr>
<td>East North Central</td>
<td>11.5%</td>
<td>73.1%</td>
<td>15.4%</td>
</tr>
<tr>
<td>Pacific States</td>
<td>6.6%</td>
<td>73.3%</td>
<td>20.0%</td>
</tr>
<tr>
<td>West South Central States</td>
<td>20.0%</td>
<td>30.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Mountain States</td>
<td>4.7%</td>
<td>85.7%</td>
<td>9.5%</td>
</tr>
</tbody>
</table>

#### QUESTION 3: How has your buying of brand-new juke boxes this year to date compared to last year?

<table>
<thead>
<tr>
<th>Region</th>
<th>More</th>
<th>Less</th>
<th>Same</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIONAL</td>
<td>23.5%</td>
<td>36.3%</td>
<td>40.2%</td>
</tr>
<tr>
<td>New England</td>
<td>14.3%</td>
<td>71.4%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>29.5%</td>
<td>43.2%</td>
<td>27.3%</td>
</tr>
<tr>
<td>West North Central</td>
<td>16.2%</td>
<td>36.4%</td>
<td>45.4%</td>
</tr>
<tr>
<td>East South Central</td>
<td>30.0%</td>
<td>40.0%</td>
<td>30.0%</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>26.9%</td>
<td>19.2%</td>
<td>53.9%</td>
</tr>
<tr>
<td>East North Central</td>
<td>25.9%</td>
<td>30.0%</td>
<td>40.0%</td>
</tr>
<tr>
<td>Pacific States</td>
<td>29.4%</td>
<td>47.0%</td>
<td>23.5%</td>
</tr>
<tr>
<td>West South Central States</td>
<td>30.7%</td>
<td>38.3%</td>
<td>30.7%</td>
</tr>
<tr>
<td>Mountain States</td>
<td>22.7%</td>
<td>45.5%</td>
<td>31.8%</td>
</tr>
</tbody>
</table>

#### QUESTION 4: How much have you spent for brand-new amusement games this year to date compared to last year?

<table>
<thead>
<tr>
<th>Region</th>
<th>More</th>
<th>Less</th>
<th>Same</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIONAL</td>
<td>43.2%</td>
<td>41.1%</td>
<td>12.7%</td>
</tr>
<tr>
<td>New England</td>
<td>14.3%</td>
<td>71.4%</td>
<td>14.3%</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>48.9%</td>
<td>42.3%</td>
<td>8.9%</td>
</tr>
<tr>
<td>West North Central</td>
<td>27.3%</td>
<td>40.9%</td>
<td>31.8%</td>
</tr>
<tr>
<td>East South Central</td>
<td>33.5%</td>
<td>38.8%</td>
<td>27.7%</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>25.0%</td>
<td>41.6%</td>
<td>33.4%</td>
</tr>
<tr>
<td>East North Central</td>
<td>49.1%</td>
<td>35.8%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Pacific States</td>
<td>43.7%</td>
<td>25.0%</td>
<td>31.3%</td>
</tr>
<tr>
<td>West South Central States</td>
<td>55.5%</td>
<td>22.2%</td>
<td>22.3%</td>
</tr>
<tr>
<td>Mountain States</td>
<td>33.3%</td>
<td>47.6%</td>
<td>19.1%</td>
</tr>
</tbody>
</table>

#### QUESTION 5: What type of brand-new juke box have you bought most of this year?

<table>
<thead>
<tr>
<th>Region</th>
<th>200 Selections</th>
<th>80, 100, 104 or 120 Selections</th>
<th>40 or 50 Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIONAL</td>
<td>65.7%</td>
<td>32.4%</td>
<td>19.9%</td>
</tr>
<tr>
<td>New England</td>
<td>66.7%</td>
<td>33.3%</td>
<td>0%</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>80.0%</td>
<td>20.0%</td>
<td>0%</td>
</tr>
<tr>
<td>West North Central</td>
<td>71.4%</td>
<td>23.8%</td>
<td>4.8%</td>
</tr>
<tr>
<td>East South Central States</td>
<td>64.7%</td>
<td>35.3%</td>
<td>0%</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>42.3%</td>
<td>50.0%</td>
<td>7.7%</td>
</tr>
<tr>
<td>East North Central States</td>
<td>63.8%</td>
<td>34.5%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Pacific States</td>
<td>87.5%</td>
<td>15.2%</td>
<td>0%</td>
</tr>
<tr>
<td>West South Central States</td>
<td>54.5%</td>
<td>36.3%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Mountain States</td>
<td>65.0%</td>
<td>35.0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

#### QUESTION 6: In your judgment, do you think your juke box collections this fall will be higher, lower, or about the same as last year?

<table>
<thead>
<tr>
<th>Region</th>
<th>Higher</th>
<th>Lower</th>
<th>Same</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIONAL</td>
<td>34.6%</td>
<td>29.8%</td>
<td>35.6%</td>
</tr>
<tr>
<td>New England</td>
<td>42.8%</td>
<td>14.4%</td>
<td>42.8%</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>50.0%</td>
<td>20.5%</td>
<td>29.5%</td>
</tr>
<tr>
<td>West North Central States</td>
<td>27.3%</td>
<td>13.6%</td>
<td>59.1%</td>
</tr>
<tr>
<td>East South Central States</td>
<td>38.8%</td>
<td>28.8%</td>
<td>22.4%</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>28.0%</td>
<td>32.0%</td>
<td>40.0%</td>
</tr>
<tr>
<td>East North Central States</td>
<td>25.9%</td>
<td>37.0%</td>
<td>37.0%</td>
</tr>
<tr>
<td>Pacific States</td>
<td>33.3%</td>
<td>46.6%</td>
<td>20.1%</td>
</tr>
<tr>
<td>West South Central States</td>
<td>41.6%</td>
<td>16.7%</td>
<td>41.7%</td>
</tr>
<tr>
<td>Mountain States</td>
<td>36.4%</td>
<td>22.7%</td>
<td>40.9%</td>
</tr>
</tbody>
</table>

#### QUESTION 7: In your judgment, do you think your game collections this fall will be higher, lower, or about the same as last year?

<table>
<thead>
<tr>
<th>Region</th>
<th>Higher</th>
<th>Lower</th>
<th>Same</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIONAL</td>
<td>21.3%</td>
<td>50.7%</td>
<td>28.0%</td>
</tr>
<tr>
<td>New England</td>
<td>12.5%</td>
<td>62.5%</td>
<td>25.0%</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>38.4%</td>
<td>41.1%</td>
<td>20.5%</td>
</tr>
<tr>
<td>West South Central States</td>
<td>23.8%</td>
<td>42.9%</td>
<td>33.4%</td>
</tr>
<tr>
<td>East South Central States</td>
<td>26.3%</td>
<td>52.6%</td>
<td>21.1%</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>19.2%</td>
<td>50.0%</td>
<td>30.8%</td>
</tr>
<tr>
<td>East North Central States</td>
<td>21.1%</td>
<td>57.7%</td>
<td>21.2%</td>
</tr>
<tr>
<td>Pacific States</td>
<td>20.0%</td>
<td>53.4%</td>
<td>26.6%</td>
</tr>
<tr>
<td>West South Central States</td>
<td>20.0%</td>
<td>30.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>Mountain States</td>
<td>10.0%</td>
<td>40.0%</td>
<td>50.0%</td>
</tr>
</tbody>
</table>

#### QUESTION 8: Do you think 1958 will be a better year for you in terms of net income from operating?

<table>
<thead>
<tr>
<th>Region</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>NATIONAL</td>
<td>45.8%</td>
<td>54.2%</td>
</tr>
<tr>
<td>New England</td>
<td>16.6%</td>
<td>83.4%</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>52.3%</td>
<td>47.7%</td>
</tr>
<tr>
<td>West North Central States</td>
<td>39.2%</td>
<td>60.8%</td>
</tr>
<tr>
<td>East South Central States</td>
<td>36.0%</td>
<td>61.2%</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>45.8%</td>
<td>54.2%</td>
</tr>
<tr>
<td>East North Central States</td>
<td>41.2%</td>
<td>58.8%</td>
</tr>
<tr>
<td>Pacific States</td>
<td>33.3%</td>
<td>66.7%</td>
</tr>
<tr>
<td>West South Central States</td>
<td>58.3%</td>
<td>41.7%</td>
</tr>
<tr>
<td>Mountain States</td>
<td>47.6%</td>
<td>52.4%</td>
</tr>
</tbody>
</table>
**What About Next Year?**

Some operators say it looks good.

Here's what they say:

A Topeka, Kan., operator: "More of new equipment and few more better locations." Maurice H. Lawrence, Lafayette, Ind.: "The demand for amusement games is so great that we should operate this year and every year for all the coming years."

Lloyd L. Gruce, Jefferson City, Mo.: "I believe it to be better because the fact that more people will be entertained in places due to the fact that this is a leaving off period from business, a new homes, motels, etc., have reached a maximum. The average person will soon tire of TV and will $5 for equipment and shelter and appliances are waiting. People will have more change to spend."

John Slamatko, West Des Moines: "Better because we are expanding." C. E. Sanford, Sanford Amusement Co., Sanford, Fla.: "I think that the distribution of our in the amusement field because of the expansion of our in the amusement field."

Amusement Business, to Calvin E. Ledbetter, Millersville, Md.: "We have been most careful in our business for the last 16 years we have had a gradual increase."

Ernest Knotts, Newark, N.J.: "More effort should be made to abolish the cabinet tax which I consider under the definition of a cabinet changed so that it should not include dance to a juke box. If this is done, business, business will continue, and David Lee, Jamaica, N.Y.: "Because there are even more locations and that business will pick up year by year." Frank R. Kaye, Newark, N.J.: "I have been hounding with sales, but I'll be able to expand starting January 1, 1958. Get a jake box manufacturers to build a dependable box."

Maurice E. Brenner, Benware Vending & Supply Company, Malone, N.Y.: "This section of the country is booming due to the St. Lawrence Seaway and the Finger Lakes. Business has never been better. Dime play is accepted here. 50-cent cents will help. We think 200-selection machines are not necessary, but that a 100-dime machine will make a great difference. Louis C. Costa, Keypoint, N.J.: "We have increased number of stores. Would like to have more machines in our area."

John A. Zanot, Eimersburg, Pa.: "Newer designs of machines will be introduced this year. We have the department store, the dime machine, and the "300.""

J. W. Singleton, Marked Tree, Ark.: "I am going to convert my entire route to 200-play machines and am going to dime machines. We need a new game sufficient to go where pin games used to be in New York State they are out." A Brooklyn operator: "The trend to 10-cent play and the "300" should be a major factor in picking up collections."

A Catskill, N.Y., operator: "Ponset equipment will be introduced this year, and a minimum amount of additional equipment is needed." George P. Pyle, Unistation, Pa.: "The law moving in on bingo games out of this region. If the vendee is unfavorable (still pending at date) the best of the big-city operators will be forced out of business and maybe the legitimate operator will be able to make a profit. I wish 'punks' looking for an easy living would stay out of the business. These are the men who cut percentage, by locations, lend money and breed brand-new jake boxes in a month."

These are the bingo and number boys.

Albert Knoedel, Empire Automatic Corporation, St. Louis: "I believe that the jake box and games are expensive and the cost of operating is way up so they are putting dime machines. The necessity for a new operator should consider when they raise the price, especially games."


Michael Burka, Burka Amusement Company, Neospeck, Pa.: "People are more and more phonophones and bingo machines in business for the last 16 years we have had a gradual increase."

George Hoffman, Fremont, O.: "The new 14-foot boxes are going to sell and 10-cent play on music is going to sell." A Cadillac, Mich., operator: "Don't know what they are going to do, but we will get us deep in debt. Lay off on help, stop buying records. Discounts are there now, make all 200's 15 cents, 2 for 25 cents, all 100's-3 for 25 cents instead of 10-cents-4 for 25 cents." A bookstore owner, Pottstown, Pa.: "If you talk too much about picking up, have been getting better spots."

Earl E. Wehr, South Bend, Ind.: "Have been eliminating each location on the last 100, putting all my profit into expansion. Plan to level off and concentrate on the locations and arcade I operate." Duane J. Manke, Traverse, Mich.: "I have a better cost system." Rudolph K. Selekman, Musical Service, Bemerton, Ill.: "Our contracts on big boxes (14 feet) will be paid up. Same applies on jakes we bought at closest price.

Frank Ware, Dayton, O.: "It felt bottoms has been reached, and with lower down payments on machines. We can operate more fluid."

John Hoggs, Lafayette, Ind.: "We are going on 10-cent play now. Last year we had to buy machines on 200-dime play in order to convert. This year it's almost all behind."

Frank R. Fabriano, Buchanan, Mich.: "Became operators feel they should make money to stay in business, and they can do that today than ever before. Also locations are starting to realize that the operator must make money to stay in business, and that is selling 100 per cent dime in dime, as we operate 40 per cent of all dime routes."

John R. Bush, Pocatello, Ida.: "I have entered the background music field, which has unlimited opportunities. I'm going to use new optical phonographs and game fields has very little chance to secure new accounts." Jack Getrofit, Collinsville, Ill.: "Due to the expansion of 10-cent plays (25 cents for 25 cents), also the promotion of EP album music has been a big factor."

William Goek, Gleneden Beach, Ore.: "Adding to the route, due to reduced buying, we bought the route in January so I have nothing to compare with. But things are looking better every month." Charles W. Hitch, Latting, Tex.: "I think we can go or there won't be any 1959. For this operator, anyway. If the cost of equipment, joke boxes, records, all new or old, now there are more and more jake boxes. People are now say we will never have new or late-model joke boxes. Maybe no music at all."

Henry D. Womble, Huntsville, Tex.: "We can out of all due to reduced buying and better regulated expenditures. Keep joke box major changes to two years and keep the price down. We have an amusement machine company, New Orleans, La.: "Due to the growth of 10-cent play for joke boxes and due to the purchase of new economic, is the good. Ten-cent plays joke boxes is much easier to put over since we have been buying new machine sales."

Delbart Music Company, New Bluff, Ark.: "This proper evaluation of a location and using the type automatic games that are best suited, we have been able to correct, each year it seems to be harder to receive a good return on investment because of increasing cost." James R. Hernandez, Piedra, Tex.: "Highway being built and also factory coming up."

Alvin R. Erickson, Glendive, Mont.: "With 100 per cent play, due to reduced buying and increased take it is possible to buy more new and better equipment. If we can cut expenses net income will be more. We now have completed our half a years of conversion to dime play (1-10-cent, 3-25 cents, 7-50 cents). Even locations that own (Continued on page 100)
New Rock-Ola 50-Selection Juke Shipped to 22 Dists

CHICAGO—Limited shipments of a new 50-selection juke box were made by Rock-Ola Manufacturing Company last week. Called the Model 1402, the new prototype was received by a total of 22 distributors.

Rock-Ola officials stated the new phonograph replaced the firm’s ever-popular Model 660D, and was the result of months of research and production work. Rock-Ola currently has three models in their juke box line—50, 120 and 200-selection units.

At press time, no formalized showings or sales promotion of any kind was being carried out by any of the distributors.

Production
Rock-Ola officials stated the firm is going full production on the new model and will be prepared to make quantity shipments shortly.

The new 50-selection phonograph is considerably smaller than the firm’s older model, but has simpler lines.

It is the traditional Rock-Ola revolving record magazine. Automatic volume control and credit acceptance are two features, among others, of the new machine.

A single coin-entry 50-cent controlled by the wave, signal operated by the operator. Provision is made in the new model for an improved sound system with two woofers and one tweeter unit.

Top 10
Also retained are the top-10 title at the top of the magazine. Additional 40 selections are located at the center of the machine, beneath the turntable show case. Selection is made by single push buttons.

The cabin of wood finish is in antique white, with chrome trim on the doors. The phonograph has been simplified to conform with modern lines and more modernistic lines.

Production
Chain is 1956 models created with dimensions of 30 inches wide, 56 inches deep and 55 inches high.

At press time, shipments of the new juke box had been made to distributors in the following cities: Houston, Milwaukee, Louisville, Columbus, Athens, Minnesota, Pacifica, San Diego, Temple, Santa Rosa, Calif.; Buchanan, Mich.; Montgomery; Ala.; Alexandria, La.; New Orleans; Youngstown, O.; Charleston, W. Va.; Atlanta, St. Louis, Miami, Jacksonville, Fla.; Memphis, Nashville, Tenn.; Dallas and Portland.

Chi Distribs Hold 1st Service School
9 Op Servicemen Attend First Class;
Each Distrib to Hold 1 School Session

CHICAGO—Chicago’s first school, jointly run by four of the city’s distributors, got underway last week (25) with 90 servicemen attending.

Subsequent sessions in following weeks will be attended by members of three of the other distributor shops: Don-seeburg, AMI and Rock-Ola.

Trouble Shooting
The 11-service sessions was conducted by Coven’s service engineer, Leonard Potomac, and Wurlitzer service engineer, Regis Whipple. It was confined to general trouble shooting on the phonograph line, with emphasis on field service trouble-shooting.

A distributor spokesman stated that the program for the first session was on an experimental basis, with the agenda for future sessions to be determined by needs of service departments.

The plan set for the jointly run sessions is to have a school held every week by one operator and four distributors to conduct the actual school. The idea is to get as many juke box mechanics in the area.

Behind the plan were Earl Kieninger, secretary of Don-seeburg, John Dement, of Apex Music, an operator and distributor, Ed Cogswell and service manager, Frank Buch of Atlas Distributing Company, Springfield; the Wurlitzer Photographic Distributing Company (AMI); Res Coven, Coven Distributing Company (AMI); and Al Stemp, World Wide Distributors (Rock-Ola).

The group decided on a two-point program by which they would alternate between electronically trained personnel needed in the industry today.

The system of recruiting and training a continuous

Slifer Leavese Sandy Moore
NEW YORK—Bob Slifer, sales manager at the Slifer Moore Distributing Company, for-
now a sub-

MUSIC MACHINES
Communications to 183 W. Randolph St., Chicago 1, Ill.

September 30, 1957

WINIE, WOMEN AND JUKES IN SAUDI ARABIA

CENJEVA, Switzerland—The American juke box—already a favorite of strong-landed and fair-off places—received a new approach from the bearded king of King Saud, of Saudi Arabia, last week.

The king, a known lover of wine, has ordered that a new phonograph, which will be railed in his personal baggage, a multi-color American juke box for his return home after a five-week visit here. A Estates news dispay noted the phonograph might be used in the king’s harem. However, no confirmation was received on this point.

Memphis Ops Mull Football P.R. Promotion

MEMPHIS, Tenn.—Mayor Ed

The Mayors, speaking to 18 Memphis operators and sit from the Mid-South State distributors, said at a dinner meeting, told the group of the large range plan to bring his big college football to Memphis.

Mayor Oldfield said the operators (Continued on page 104)

LATE SEASON RALLY?

Milwaukee Operators Brave About Series

MILWAUKEE—Music and game operators in the Milwaukee area have been long suffering from secondary concerns to radio broadcasts and telecasts of the Braves’ baseball games, but the prospect of a new and improved game is on the way for the next season, every reason to expect business to return to its former levels.

Local operators, while not a few fans of the Milwaukee home team, said they were never, nevertheless, had collections crippled all summer long. However, with the advent of radio and TV sets, has left juke boxes and games in idle control of darkness.

And there hasn’t been too much that could be done.

Relief in Sight
Now, however, operators are hopeful that the World Series can be played sometime this week, leaving getting them out of their summer doldrums.

There are several reasons for their thinking.

First, the series will be played late this week. Many people who normally don’t enter a tavern, will be watching TV sets and listening to radio stations to follow the favorite Milwaukee product.

Second, there won’t be a lot of cast for once, there they’re apt to stay. After the baseball game is over, the taverns will have a very busy.

If they were night (Continued on page 90)

United Appoints 7 New Juke Dists

CHICAGO—Seven new distributor appointments along with near 700 market to the retailer for the plant expansion were announced by United Music Corporation last week.

These new 7 U.S. firms, along with four in the overseas market, have been selected in New York, New York to 17. Along with a previous appointment (The Billboard, Jan. 11) the firm has one other in the United States and eight overseas.

Mostly named were: Central Coin Machine Exchange, Columbus, Ohio, Advance Automatic, Inc., San Francisco, and Irving Morris, Inc., Newark.

Overseas
Named in the overseas market were: American Television Corpo-

ration, Genoa, Italy; Helmuth H. Hem, Vienna, Austria; Inbanen American Telephone and Telegra

MOAG Wages Court Fight:
Boston Tax

Attacked $150 Per
Juke Fee for 7-Day Operation

BOSTON—A suit challenging the right of city and State officials to require entertainment licenses for coin machines, radio and television sets in Boston was filed yesterday. This is the suit sponsored by the Music Operators’ Association of Massachusetts, which is attempting to get relief from the $150 fee for the machine for operation of a juke-box on a seven-day basis in the city.

The suit was brought to the name of Mosaic Cafe, Inc., a Mosaic operators corporation doing business as the Big & Ball Cafe, Tremont St., Boston. The petition was signed by Officer of the Board, Mayor John B. Hynes, Atty. General George Fogal and Otis W. McDonald, Massachusetts, of the machine. The petition is asking for a $150 fee on the street.

Seek Judgment
It seeks judgment with respect to the constitutional validity of the city, sidewalk and street ordinances dealing with the licensing of juke boxes, radios and television sets. Radio and television sets in public places came under the ordinance which brought the suit into the courts.

The suit charges "prior restraint" on the freedom of speech and press guaranteed by the State and federal governments. According to the suit now by the Suffolk Superior Court to declare unconstitutional the Boston City, sidewalk and street ordinances imposing the licenses and fees.

Today Vice President Inman issued an order of notice to those named in the suit to appear and show cause why a permanent injunction should not be issued enjoining enforcement of the law, or any regulations or actions or taking any actions to penalize pending a determination as to the constitutionality of the law.

Since Sunday license must be filed within 30 days. Once this suit is filed, the suit must have been the license refused even if the law is challenged.
Your busy service man gets in and out of this one fast. And no knuckle busting. The wrap-around hood swings up. All the way up. Locks in place. The mech glides out. Revolves. Servicing is faster and, at chair height—easier.

The H-200 has the fewest parts—by far. One solenoid does the work of hundreds of separate magnets. There’s less to go wrong.

Parts are unitized. Pull 'em out—replace 'em on location.

Operators always knew the AMI was easiest, fastest to service—by far. They’ve known its always needed less service, too. This one’s even better.

AMI Incorporated / 1500 Union Avenue, S.E., Grand Rapids 2, Michigan; Chicago; Zurich
Cost-Income Ratio
Cutting Juke Sales

Basic Changes at Operating Level Cue Silver Lining for Sales Dip Cloud

*Continued from page 1*

export sales, by far the biggest reason appears to be in domestic sales.

In addition to the fact that operators who renege are causing much of the current sales dip, there are other important reasons, too. They include: the fact that operating income for the year to date is down for a substantial number of operators, that some distributors have apparently overstocked new equipment in their areas, thus glutting the market, and most importantly the fact that some operators who are making adjustments in commissions to put them on a more profitable footing, switching to dimes play, and/or trying new programming ideas and promotion are doing so at a slower pace than anyone—including operators themselves—realized would be necessary.

Facts documenting current operator equipment buying and trade practices, as well as information on current planning, appear in the Market Report section in this issue. It reveals that many operating companies cut their buying of both new and used juke boxes during the first seven months this year, that most operators and they did not plan to buy more juke boxes this fall than last, and that a surprisingly large number of operators surveyed—nearly 74 per cent—report their total collections from juke boxes down, in the majority of cases from 10 to 25 per cent.

At the same time, roughly one operator in three (30 per cent) reported juke box collections up for the first seven months, indicating that a good percentage of operators were having success in putting commissions on a more equitable footing (usually 60 per cent in the operator and/or front money arrangement), switching to dimes—and in seven cases 15-cent (for EP's)—play, weeding out stops which are unprofitable to service and maintain.

But a sizable group, 31.3 per cent of the operators, had fewer new juke boxes this year than last for the first seven months, 60 per cent said they bought about the same number, and just slightly more than two out of 10 said they bought more. Used juke box sales followed roughly the same pattern.

Two out of three operators bought more new 200-selection juke boxes than any other type new juke box.

About one-third of the operators polled felt that collections this fall will be higher than last, primarily for reasons they spell out in their reports. For much of the same reason, a healthy 45.8 per cent of those polled felt that income next year will top 1957.

Reason operators gave for feeling optimistic about the future largely fell into three categories:

1. Because of expansion.
2. Because of adjustments in prices and/or commissions.
3. Cost-cutting procedures that have improved the profit margin—three more efficient methods of operation.

At the same time, some operators were less optimistic largely because they felt gross income remains at a steady level while costs continue to rise.

Here are some representative comments (see elsewhere in this section for other operator views) from both sides:

Expansion: A Pennsylvania operator: "We think next year's net will be better due to the fact that we are expanding and enjoying a more diversified operation."

A Maryland operator: "More pieces on location, better stops, controlled growth spell a better future for our operations." A California operator: "We have enlarged our route and are moving to larger quarters."

Commissions and dimes play: A New Jersey operator: "More pieces on location, better stops, controlled growth spell a better future for our operations." A California operator: "We have enlarged our route and are moving to larger quarters."

Commission and a dime play: A California operator: "More pieces on location, better stops, controlled growth spell a better future for our operations." A California operator: "We have enlarged our route and are moving to larger quarters."

"Cost-cutting and more efficient operation: An Indiana operator: "More dimes play; (2) route rearranged so each location pulls equipment they have; (3) marginal locations dropped; (4) more money on new locations." An Ohio operator: "We'll have a slight increase in the future because of more careful buying, reduction in operating expenses and an evaluation of each location on a profit and loss basis. All of these things should mean a better net profit.""

On the negative side, these operators feel 1959 won't be any better. In terms of net income for reasons stated.

A New York operator: "Gross income remains the same while cost of equipment, labor, expenses, and bonuses go up. A Pennsylvania operator: "The number of profitable locations are limited plus higher taxes and operating expenses." A New Jersey operator: "Operating competition is keenest costs are higher, equipment is too expensive." A California operator: "Higher cost of equipment, higher operating costs, lower or same gross, many bars going out of business, more competition for existing locations." A Massachusetts operator: "Operating costs are rising, new locations are limited, locations commissions remain the same."
ENTRANCES THE CUSTOMERS...

...ENHANCES YOUR EARNINGS

because of its greater showmanship

No automatic phonograph ever combined the smart styling, the gorgeous subdued illumination and the true high fidelity sound that distinguishes the 200-selection Wurlitzer 2100. An exciting example of Wurlitzer leadership.

With the added attraction of 50-cent play, the Wurlitzer 2100 has compiled a remarkable reputation for out-earning any phonograph it replaces—in many instances by 100%.

SEE YOUR WURLITZER DISTRIBUTOR

THE 200-SELECTION Wurlitzer 2100

THE WURLITZER COMPANY • NORTH TonAWANDA, N. Y. ESTABLISHED 1856
What's It Worth?

You'll Be Amazed!

Pick Up the Phone NOW...TODAY for the Trade Deal of a Lifetime

ROCK-OLA Manufacturing Corp. 800 N. Keeler Ave., Chicago 81
# Coin Machine Price Index

**How to Use the Index**

Prices given in the index are in no way intended to be "standard," "normal," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices given 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 and other related factors.

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**MUSIC MACHINES**

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**MEAN AVERAGE**

The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and denotes the dominant advertised price level. It is not a simple average of prices. Therefore, where price levels are greater than "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

[Sources and further information provided on the next page]
Little Rock, Ark.
By ELTON WHISENHEART

Plant Manager, talks about the drop in business in the M & H Music Company, is complaining about the drop in business. Harry only caught two arrowhead fish in three days on the Gulf Stream. Steve Brokemeyer, distributor in Florida, excited about the birth of his third child.

With the heavy rains in the South Florida area, Ronnie Shaw, owner of Bugabo Music Company, spends a swap bagu to reach some dealers. Betty Reggie, gal Friday at Boys Club, claims they have had more $250 per day... Budisco Record Sales, Miami One Stop, is practically working round the clock.

George Burges, senior manager of Advance Music Company, found out that a collector's job in Jacksonville is the same as Weller, regular route man for Advance off for a few days, ran into some difficulty collecting, and had some trouble. Nobby is in another restaurant, Mary and George back serving.

The receiving trailer loads a new coin bowler, Ted Bush, Bush Distributing Company, says the games are still out coming in fast enough to satisfy operators demand. The house is being kept up, which is slow on delivery. Ted says the bigger balls and bigger prizes, is one of the most popular in years.

Harry Zimand, Ace Music Company, hopes to complete Fun Land he is setting up on upper Biscayne Blvd., but he is still waiting for the future Interama, and is in the fastest growing area, a South Miami. Budisco Record Sales, Florida's largest Oga Stop, in another exciting program this week, taking down, plasters and painters all over the place, it was hard to do any business in there for the past in three years. Bob Townsend, Town Distributing Co., says as soon as the sale of his company is completed, he will go back to his first five count.

Edward Hancock, shopman for Bush Distributing Company, in the hospital, severely ill... Dave Engle, business manager of the AOMA, still...
American Tobacco Hits FTC On Promotion Allowances

WASHINGTON — American Tobacco Company has charged the Federal Trade Commission with a "gross violation" of the Clayton (Robinson-Patman) Act, and the authority of the Federal Trade Commission to administer it, in approving exclusive dealing contracts with convenience stores and drug stores, and in allowing them to discriminate in promotional allowances.

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News in Brief

- Continued from page 53

GARDNER MANUFACTURING CO.
FORMS MARKETING AGENCY

Gardner Distributors, Long Island City, N. Y., is
formerly the independent agency for parent Gardner Manufac-
turing Company, Horicon, Wis. Murray Ingham, former head of Gar-
ders’s sales agency, is in charge of new agency. John G. Geran,
President of manufacturer company, said a national network of
franchised distributors is being formed.

H & S BREACH OF
CONTRACT SUIT FENDING

Still stalemated is H. J. Heinz Company’s suit against US.
Stamping Corporation of Chicago, a unit of the Standard
Steel & Wire Company. Initial action was taken by
H. J. Heinz’s subsidiary, Heinz-Coppersmith Company, which sues
for breach of contract.

PEPSI EFFECTS NEW PLAN
WITH OVERSEAS DIVISION

Effecting its policy of total decentralization, Pepsi-Cola
International will establish six divisional offices on five
continents. Each division is to have complete autonomy of
operation. Funds were made available by expansion of operations outside
the U.S. International network has 162 franchised
and company-owned bottling plants. Net sales for Pepsi-Cola
have increased from $410 million to almost $110 million in
the last eight years.

THREE COMPANIES REPORT
SIX-MONTH SALES TOTALS

Increase in sales of almost $3 million over the
previous six months period was reported by Hershey Chocolate
Corporation. Sales reached $71,352,576 in 1957 compared to $70,
374,337 last year. Increase attributed to greater sales volume and
cheaper raw materials. First six-month net income of
William Wrigley, Jr. Company showed $1,576,500. Men also net
sales were up. Net income of $5,654,549 in 1957 compared to
$5,759,396 for the same period last year. Six-month net
income for American Chicle up. In 1956 it was $2,694,855.

(Continued on page 97)

PLAY BALL!
Victor’s New Football Game GUM VENDOR

Exciting action, no dispensing gum.

$19.75

Made of 12 lbs of 210 Rd. Gum.

Time Payments Available.

OCTOBER Special!
Fresh Crop
3 lb. bulk
SPANISH PEANUTS
26 lb.

BERNARD K. BITTERMAN
4709 N. 23 St.
Kansas City 27, Mo.

VICTOR’S PLAY BALLS
BASKETBALL and the New
FOOTBALL

Holds 12 lbs.
50¢, 80¢, $1.00
$1.75 each

Ball Gum
3 lb.
140.00
140.170.
200.00
FRONT.

TOLLING MACHINE

New York’s Exclusive Victor Distributor
Member National Vending Machine Association

PIONEER VENDING SERVICE
210 Albemarle St., Franklin 8, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

CANCER

AMERICAN CANCER SOCIETY

PIONEER

VENDING SERVICE

GIVE TO DAMON RUNYON CANCER FUND

SEPTEMBER 30, 1957

The Billboard
PUZZLE ROOS Real Ball-Rolling PUZZLE-GAMES $15.00 per thousand expected at your distributor or ...

THE lef!

THE VICTOR'S NEW FOOTBALL NOW IN PRODUCTION Fast Action! Bigger Profits! $10.75

LOGAN DISTRIBUTING CO.
916 Milwaukee Ave
Chicago 22, Ill.

toe Guggenheim
32 UNION SQUARE
N.Y.C. 3, N.Y. • ALL 5-3392

when answering ad... SAY YOU SAW IT IN THE BILLBOARD

REGULAR CLASSIFIED ADS
Set in regular type, each classified ad appears as displayed. First line not in regular 3 pt.
minimum. RATE .25¢ a word-Miniumum $5.00. CASH WITH ORDER

DISPLAY CLASSIFIED ADS
Set in italic or boldface type, and displayed to best advantage. The illustrations and rates are the same as above.
RATE. $1.00 a line—14.00 for inch. CASH WITH ORDER

Positions Wanted

FAMILY MAN DESIRES WORK IN COIN- OPERATED EQUIPMENT
PORTER, 35, IN ferr. , Desires position in Coin-Operated Equipment, where steady work is assured. Box 34, The Indianapolis News, Indianapolis, Ind.

Used Coin-Operated Equipment

FOR SALE—YOUNG'S VENDO VENDOR;
Sun or shade, only 5c for 24 hours. This machine is the one to be used. Apply to Young's Vending Co., 1329 Broadway, Chicago, Ill.

BUSINESS OPPORTUNITY
JULY 26...

STOP THIEF—Specify—or replace with rugged ACE Locks. Unique 7 pin-tumbler mechanism provides over 80,000 key changes... plus private registration for key owners. Duplicate factory keys can only be obtained on your authorization. What's more, only ACE Locks have the patented ROUND keyway that resists strong forcing tools. These are some of the reasons why ACE Locks are the first choice of the people who require maximum security. Protect your take! Write today for catalog which describes the full line of sturdy, budget-priced single and double-bitted Chicago Locks,

ACE LOCK CO.
252 South Avenue—Chicago 14, Illinois

THE NORTHERN MOBILE TRUSS COMPANY

WANTED TO BUY

THE BILLBOARD PUBLISHING CO., 2160 Patterson St., Cincinnati 22

Ports, Supplies & Services

BOWAL DISPOSAL CIGARETTE MACHINES, WANTED. G. A. Keyser, Gainesville, Fla.
ROBERT D. CO., 1007 E. Genesse St., Syracuse, N.Y.

POSITIONS WANTED

SMITH DYESEX STEAM MACHINES, 1946, 1947..Send $1.00 for full information. Box 101, The Indianapolis News, Indianapolis, Ind.

WANTED TO BUY

ALL TYPES USED VENDING MACHINES. W. F. A. Co., 702 S. Pennsylvania Ave., Oklahoma City, Okla.

CASH-HIGH CASH PAID FOR C.C. MACHINES. Y. 0. Thomas Co., 1320 Blendon, Columbus, Ohio.

AUTO MACHINES, ANVANCE TO 1.5% or used, to panel vending condition. Apply to H. W. F., 518 North Main St., Mansfield, Ohio.

USE THIS HANDY FORM TODAY

Forms close Wednesday for the following week's issue. Please use pencil when filling in this form.

1. Check your ad in "This Week".
2. Check satisfactory grade of coin operated equipment.
3. Business Opportunities
□ Desired
□ Available
□ Other

4. Positions Wanted
□ Available
□ Desires
□ Other

5. Used Coin-Operated Equipment
□ Available
□ Desires
□ Other

6. WANTED TO BUY
□ Available
□ Desires
□ Other

When you display the July 26th issue of THE BILLBOARD, your ad will appear in the Classified Section.

Please insert my ad in "Market Place" and run it as indicated below:

See next page...

THE BILLBOARD Coin Machine Place
1325 S. Wabash Ave.
Chicago 10, Ill.

YOU REGISTERED KEY
plus exclusive ROUND keyway stops coin box bandits cold

CHICAGO ACE LOCKS

Stop thief! Specify—or replace with rugged ACE Locks. Unique 7 pin-tumbler mechanism provides over 80,000 key changes... plus private registration for key owners. Duplicate factory keys can only be obtained on your authorization. What's more, only ACE Locks have the patented ROUND keyway that resists strong forcing tools. These are some of the reasons why ACE Locks are the first choice of the people who require maximum security. Protect your take! Write today for catalog which describes the full line of sturdy, budget-priced single and double-bitted Chicago Locks,

CHICAGO LOCK CO.
252 South Avenue—Chicago 14, Illinois

LET US PROVE TO YOU...

If you operate as many as 250 fc ball gum and coin machines, we can SAVe YOU MONEY.

All we ask is the opportunity to mail our Price List and Free Samples to you.

Both the VICTOR SUPERMART VENDORA and VICTOR PLAY BALL are the "money-making" lend-vending machines we have seen in many years.

REASONS FOR OUR GROWTH

a. When you deal with Gruff you do business with the largest coin dis-

b. We've gotten into business, we've gotten

c. Only 52¢ is worth

d. Only 52¢ is worth

e. Only 52¢ is worth

f. Only 52¢ is worth

g. Only 52¢ is worth

h. Only 52¢ is worth

i. Only 52¢ is worth

j. Only 52¢ is worth

k. Only 52¢ is worth

l. Only 52¢ is worth

m. Only 52¢ is worth

n. Only 52¢ is worth

o. Only 52¢ is worth

p. Only 52¢ is worth

q. Only 52¢ is worth

r. Only 52¢ is worth

s. Only 52¢ is worth

AUGUST 17, 1957

FLICKER

Great Money-Making Running Man for FOOTBALL BALL.

Gallant... Impossible delivery—Order Novel 25¢, Deposit, Balance C.O.D.

VICTOR'S NEW FOOTBALL NOW IN PRODUCTION Fast Action! Bigger Profits! $10.75

Re: Sure to Cash In on the World's Series Fever With...

WILLIE Mays... A Great Money-Making Runner for FOOTBALL BALL.

IMMEDIATE DELIVERY—Order Novel 25¢, Deposit, Balance C.O.D.

GRAFF VENDING SUPPLY COMPANY
2817 W. Davis Street
Dallas, Texas

Phone: Whitehall 8-7177 (18)
Vending Machine HEADQUARTERS

- SANITARY PRODUCTS
- SANITARY NAPKINS
- COMBS
- BALL POINT PENS
- RAZOR BLADES
- COIN TOILET DOOR LOCKS

ALL Machines and Refills for Men's and Women's Bathrooms

Authorized Factory Distributors of ADVANCE MACHINES

A complete supply of merchandise for ALL TYPES of machines

WRITE FOR FREE CATALOG

NUTS—THAT'S US

Latest prices on nuts for vending machines or retail display

ASTER NUT PROD. CO., INC.
1004 Main St.
Evanston, Ill.

J. SCHOENBACH

For Victor Vending Corp.

Machines, Parts, Globes

Charms, Merchandise Supplies

1445 RECORD AV. BROOKLYN 3, N.Y.

PHONE: J.2-9293

SUPPLIES in Brief

**Continued from page 95**

the amount produced in the same period last year.

For production of milk during August totaled 10,794,000 gallons—1 per cent more than in August, 1956, and 3 per cent above the 1946-55 average for the month, according to Agriculture Department.

For the first eight months of the year, a record total of 96.6 billion pounds of milk was produced, compared with the previous high of 95.7 billion pounds for the same period last year.

Popcorn Supply Down

Harvest of popcorn in the 17 commercial popcorn producing States is expected to be 133,000 acres—23 per cent below last year and 14 per cent below the 10-year average acreage harvested—according to Agriculture Department.

Acreage is the lowest since 1947, when 86,500 acres were harvested.

Pecans, Almonds

Production of pecans is forecast by Agriculture Department at 119 million pounds, approximately one-third less than last year and 14 per cent below average.

The California almond crop is expected to total 44,000 tons, third-lowest as large as last year, but 10 per cent above average.

ADVANCE SANITARY VENDOR

The Finest for Vending Flat-Pack Products

Here is a durable, reliable sanitary vendor with the many exclusive features which have made the Advance name a synonym for the best in vending.

Aluminum construction, with all parts automatically released, requires no maintenance.

Over 67,000 ACTIVE BUYERS

The Billboard classified sections each week

VICTOR'S NEW FOOTBALL

NOW IN PRODUCTION

Fast Action! Bigger Profits!

$19.75

Pack & Sold

EACH

in Canton, O.B. Chicago

VICTOR VENDING CORP.

2701-13 West Grand Ave.
Chicago 39, Illinois

Mrs. of Famous Line of TOPPER Vendors

VICTOR'S NEW SUPERMART VENDORAMA

With the Sensational LOOK-SEE VIEWER

Write or Phone

Birmingham Vending Co.

545 SECOND AVENUE NO.
BIRMINGHAM 4, ALA.

PHONE: S.2-1224

the new OAK'S "PREMIERE"

Vends Ball Gum and Picture Card both for 10¢

Perfectly legal in every city in the U.S.A.

The "Premiere" feature of this oak's famous AGORN Automatic Vendor

oak's famous AGORN all purpose vendor

The all-time favorite of the vending business....Vends all 14 and 9¢ bulk machines.

This vendor is a picture to any machine with virtually no depreciation—today's Agorn looks the same as the original!
MISCELLANEOUS NEWS FROM AROUND THE COUNTRY...

Beef-Nut Life Savers, Inc., appointed James D. Parker advertising manager for its Gum and Candy Division. Formerly he worked for General Foods, Inc., White Plains, N.Y., as television manager. Seven-Up company recently announced the contract this week with Teamsters 414 in Fort Wayne, Ind. Four-year agreement makes Seven-Up only unionized soft-drink distributor in the region.

Cigarettes... Standard Cigarettes, C & G Television Corporation, named L. R. Bill advertising consultant. Previously Bill was vice-president of C & C Super, a pioneer company in the canned carbonated beverage field.

Coffee... Joyner Vendors, Sycamore, Ill., has named Don Drop chief engineer. Joyner, a new firm, makes self-play and instant coffee vendors. Krupp was previously with Beat Mill Corporation.

CHARM Dispute

haw show seemed to be not what the manufacturers could do for the operators, but rather how many machine operators could be mailed to a certain distributor. Oh, what name-calling! Two of the four manufacturers quarreled on the subject at great length. A third manufacturer told me a half-lie at one time when he quoted me a price on a machine and admitted me that my distributor paid that same price. One of the manufacturers present is unsold.

When I started selling operations a little over four years ago, had 250 machines, am now well on my way to tripling that number, in addition to replacing the original 900 with better equipment, entirely out of earnings with no outside financing. I owe no one. You can judge for yourself whether I am representative of a manufacturer or distributor, I can carry any weight. (Name Withheld)

Milk Consumption

Despite higher price at retail levels, consumption of fluid whole milk and most other dairy products has been rising for the last year’s level. Agriculture points out. Dieting is no more to blame than was first done with waste in consumption of fluid cream, but recent increased use of butter in its various mixtures is offsetting the decline.

STANDARD SPECIALTY

Now offering Victor’s SUPER MART VENDORAMA

“Bottled in Progress is the Only Drinking Paid”. Write for free sample bottle. Our specialty is bottled entire oranges packed in bottles, with a full line of PUNCH BASES.

Standard Specialty Co., 1038 46th St., Oakland, Calif.

OUR MAILMAN KNOWS... Now we’d like to TELL OUR CUSTOMERS

We’re completely settled in brand new quarters at 2060 N. Decatur Rd., N.E.

With over 5,000 sq. ft. of office, show room, storage and shipping space to use, we can be assured that a complete stock of the following is always on hand.

VICTOR, ACORN, NORTHERNWEST, WATLAND, SCALZI, SHIPMAN, STANDALONE, MACHINE, USES EQUIPMENT, FILLED OR EMPTY CAPSULES, FULL LINE OF CHARMS, BULL GUM, Standee, Parts and Merchandise.

Our New Phone No. is D’lake 7-2300

YOUR SATISFACTION IS ALWAYS GUARANTEED AT H. B. HUTCHINSON, JR.

H. B. HUTCHINSON, JR.
2060 N. Decatur Road, N.E.
Atlanta 7, Ga.

Phone D’lake 7-2360

STANDARD SPECIALTY CO.

1038 46th St., Oakland, Calif.
MINNEAPOLIS — Five-ball games, declared legal several months ago in a ground-breaking decision by the Minnesota Supreme Court, are moving back into the amusement parks and coin machines in the state with a big bang.

There are now more five-ball games today than at any time since it was admitted to the coin machine business by the Lieberman Music Company, Minneapolis, and it is the consensus of many in the amusement game business that 1957 will be a banner year for five-ball games and coin machines.

"Five-balls have bounced back with terrific force and are a factor of major importance in today's amusement park," said Irving Sandell, of Sandell Distributing Company, Minneapolis, and his office, too, is getting heavy call for five-ball games from operators and that coiners who have these units back in operation report better reaction to them as good.

Beguiling of five-ball games has received a big boost with the opening for all distributors in the state of the new "Coin Entertainment" automatic coin machine that makes both new and used, is moving exceptionally well. The large bowler has been a winner since the time it was announced by the manufacturers.

The operators tell us that they take a very average sized ball. Sandell said, "Business has been better out here the last few months and it can only be accounted for by the number of coiners who are coming in to buy new equipment." The operators also say that the machines are being added to an already big list of coin machines and that the machines are being well received.

Fischer New Sales Booklet

CHICAGO—Fischer Sales and Service has distributed a new sales promotion booklet to all operators to promote the sale of the Fischer Coin Entertainment Automatic Coin Operator. A second booklet of the European coin machine industry.

Knapp will visit jule box and games distributors, manufacturers, importers, operators and the operator association in England, France, Germany, the Netherlands, Northern Italy and Switzerland. Knapp's trip is also to see first-hand what progress is being made by the industry.

BB Staffer Begins 6-week Europe Visit

The Billboard, Communications to 198 W. Randolph St., Chicago 1, Ill.
New York

By CAMERON DEWAR

Ed Ravby, of Associated Amusements, is a proud distributor. His daughter, Ruth Mae, just married her club manager this first time. The girl's name is Shirley B. Lampe (N.Y.C.), and she married Dick Dandell, general manager. However, sobbing news for Ed is the fact that his New York glovemakers had to close Ed's spot was hit, but he was not the only one to the regulars of the regular regulars.

The bylaws provide for 17 districts—five officers and 12 more elected members. However, no one is required to be a member of the board of directors, or by a petition of 30 other members. Each firm is entitled to only one vote. A business at regular and special meetings may be conducted with a quorum of 10 per cent of the regular members.

The bylaws provide for 17 districts—five officers and 12 more elected members. However, no one is required to be a member of the board of directors, or by a petition of 30 other members. Each firm is entitled to only one vote. A business at regular and special meetings may be conducted with a quorum of 10 percent of the regular members. The safeguard was adopted to keep the organization from exercising control over the members. The power of the most is vested in the board of directors, who will bear the brunt of the work.

While the general membership meeting broke up in the early evening, for a wild informal meeting of the board were held inside well into the wee hours Wednesday (27). The high point of the evening was the hiring of a veteran coin machine executive as the new president. The executive business plan involved the board of directors. The new president is a well-known coin machine executive with many years of experience in the coin machine industry.

The lobby was also being used as a lobby for the police who will work at the Legislature in Albany. While the initial problems of the organization of New York State 1932, the group plans to watch carefully the legislation in the coin machine and vending machine field and also to assist local organizations with their problems.

The objects of the association, as stated in the bylaws are:
1. To foster the interests of those engaged in the coin machine industry.
2. To promote better public relations.
3. To eliminate existing abuses.

The meetings themselves were a marathon affair. The general business meeting lasted from 3 p.m. until 7 p.m., with the formal board meeting continuing at the Ontario War Memorial for another hour.

When the formal meeting broke up, the board moved to the Brass Rail for dinner and informal deliberations. After that, the convention went to the Hotel Glenmore to interview the prospective business managers and see up at the Downtown Show Place, where along with Jim Forland providing entertainment for the festivities, the last board member turned in the can was established on the horizon.

While much of the discussion at the general meeting and at the board meetings was spirited, President Green never let it get out of hand, and the organization appeared to be functioning smoothly.

COINMEN YOU KNOW

CONTINUED FROM PAGE 94

First New York State Meet

Railing from page 94

Chicago

B Y NICK RICK

Jack Miklisch, head of United Music Corporation was busy planning with Heinrich Hecker, his takes distributor in Pennsylvania, Germany. Hecker, along with his export manager, Leo Toffel spent many weeks in the states inspecting, among other things—used equipment in the Van Coven re-changed sea stories with John Ashwell, Washburn operator. (Page 103)

U. S. Visitor

CONTINUED FROM PAGE 98

rated at Denmark's biggest tourist attraction, and attracts visitors from all over the world to the park, and the money they spend in the area.

In the present time practically all foreign amusement and pay-out machines are being made in Germany—made, or, second hand American-made machines imported from Germany. The present demand is for American target and amusement machines and most of the Danish operators would prefer to secure new machines directly from the U.S.
What About Next Year? (continued)

Continued from page 83

Their joke boxes are asking us to convert them to dime play. Operators, with no freight and no labor, are banning the joke box industry by not changing to dime play. They could have selfish reasons, too.

Paul St. Lawrence, L&N: "For the past two years I've been replacing 70 r.p.m. record joke boxes with 45's; more selections mean more sales. Our customers enjoy them. The base is at our location, but dealers in the area have already installed them."

R. O. Walker, Helena, Mont.: "At least as good because last year we had only 30 or 40, and now we have 75, proprietors and locations both seem to feel that 200's do not necessarily increase gross.

J. Marshall, La Jolla, Calif.: "Lower price due to more competition and lower expense. The public has been looking for a cheaper way to amuse themselves."

G. Amundsen, Belen, N. M.: "We think people will spend more money on amusement in 1958 due to their catchall tax time payments."

R. W. Larson, Grangeville, Idaho: "My operations are in an area severely dependent on the lumber industry. It has lagged all year. Recent developments of this nature could not help, but too late to notice any increase this year. Most people plan during the winter and start their razzle-dazzles in March. We have the lumber and dogs of large sawmills."

W. Johnson, Household Appliance Shop, Ravenna, 0.: "Changeover to 10-cent play with more equitable method of coin acceptance, we are 100 per cent on dime play for 25 cents. Same promotions 60-40, some 50-50." Harold Mander, 1. & M. Amusement Company, Luck, Wis.: "The condition of farmers and ranchers in this part of the country, this is one of the best years they've ever had.

F. E. Rocchio, Rocchio's Rhythm Route, Laramie, Wyo.: "More better equipment." O'Brien Music Company, Inc.: "1957 was the best year we have ever had, without substantial increase in investment. Better promotions."

Some say 1958 doesn't look so good.

Here are their comments:

A Battlesboro, Va., operator: "State is too tough on razzle-dazzle operators. Local laws and about here are much stricter than before. There are too many people around here, so have been compelled to cut out quite a few locations."

Mark L. Shamel, Mark Amusement, Inc., Brockton, Mass.: "Local taxes have become almost prohibitive. Competition demands latest in equipment and programming. Seriously considering a change out and going into some less persecuted business."

J. H. Doyle, Western Amusement Association, Missoula, Mont.: "No, due to loss of in-line pinball games and condition of federal and local action. However, I believe that 1958 will be a better year than 1957. I believe that 200's will decrease money for amusement each year."

John Solomon, Sand Point, Idaho: "There is nothing left in this business except to make a 40-60% increase in business." Ryan E. Edwards, Douglas, Wyo.: "With law being changed to suit the whims of government officials, they are kind of the place where it is going down and the business of those who patronize these places is forced elsewhere. People then stay home or go to more expensive forms of entertainment."

James A. Frohman, J & J Music Company, Nagochoches, Tex.: "Records in singles are out of the picture there. The town has increased price of joke boxes and wall boxes 50 per cent. Our take is about the same. Labor is higher as well as all parts and traveling expense."

Mel S. Stient, New Beria, La.: "Too much legislation and unfair taxation on the operator and public officials using the industry as a whipping post to promote the public in favor of election time. I have been in the coin machine business for the most part of 25 years and it is getting harder every year. Our customers are hard to get public relations in the business."

C. L. Whitaker, B & W Amusement Company, Inc., Seattle: "Employment is fair but not full time. Many are only working four days a week. Building trades have slowed down considerably." James Charles, Charles' Novelty Company, Knoxville, Tenn.: "Too many tax increases on high cost too much. Taxes are three times too high. Games cost twice as much."

Leroy J. Lambert, Stockton, Calif.: "Money seems to be tighter in this area—also no rent for sign coast are out now."

LeRoy E. Cooke, Auburn, Calif.: "In operating 40 pieces of music in the last 10 years, our book investment is tripled to quadrupled, for the same gross returns and net is dropping each year because of elements. The game is operating in a slum area (other than city) and 120 selections are big enough. In fact, accounts that have seen a 200 in the city, are dropping them and a 100 and so do I."

Clifford G. Jones, James Music, Long Beach, Calif.: "Cost of operating, to high investment and labor, take some little return on our money and labor. Operators will only make money when equipment costs drop and a better location percentage is arrived at. As soon as we can change our coin box to 10-cent play we will have a better year."

* * *

My partner regression has been repaired. The public looks for the new games to be a trend for good locations to buy their own equipment—especially taverns, because their overhead will be reduced as they find it necessary to look for additional income."

A Port Huron, Mich., operator: "Less investment—higher expenses to operate." J. A. Butler, Toledo, Ohio: "Too many cutoff operators that give too large a commissio to locations. Manufacturers and distributors should help better this condition. A Toldeo, O., operator: "Necessary to replace large pinball type games with something else. Also amusement-type games show in this area."

Paul T. Jorgens, Jorgens Music Company, Barren, O.: "Overhead has risen over last year, and with income about the same, am bound to have lower net income." Chicago operator: "In hopes of getting equipment and expenses going up-collection stays same."

John F. Pierce, Great Lakes Music, Lansing, Mich.: "Gross income from two cents, three cents, four cents machines running time for games pure resale value of games. Grees for 1958 will be good if bowling games last, but if we have to change to 10-cent play with same new game it will put us in a bad spot. My business will hold steady as usual. I believe.

R. J. Bredeweg, Wisconsin Rapids, Wis.: "The game business is 10 per cent better than last year—down below $500. Dime play has increased his people income, some of which is offset by greater recent purchases. The state has been forced into effect in order to show a steady profit." B. L. Howell, Auto-Comb, Inc., Indianapolis: "With the decline in business the banks are putting the game field looks like a lost pioneer."

Dyson, O., operator: "Factories in this area are working less hours and better products are out."

(Continued on page 107)
member of Waikamoe Yacht Club, plans to come to Discovery Harbor, where he keeps his boat, the Truthy Too. Both are avid sailors, and have made numerous trips around the lakes.

Reid Whipple, Wurlitzer factory sales engineer, in town to see the piles service school set up by Chicago distributors last week. Whipple, along with Cover serviceman Leonard Pettenoe, held the first class of 20 servicemen at the Cover showroom. Subsequent classes will be held at the showrooms of Atlas, Automatic Phonograph, and World Wide.

Ralph Petrie, Rock-Ola chief of engineering is back in town after an extended visit to Europe, developing trade contacts. — Barney Barnes, vice president of Standard Metal Typers and business manager, returned from a southern trip to survey new developments in store for the firm's present model. No comment was made as yet as to the new Lieb-Illeg, Cleveland Coin Machine Ex- change, writes to say it received a phone call from Mr. and Mrs. Morris Gisser, who are in Europe on a six-week trip. The Gissers are spending the High Holidays in Tel Aviv, and reports to them will be taken to them, Bice, Nice, Paris, London and back to New York about October 20.

Sam Solomon, University Coin Machine Exchange, Columbus, back at work after a recent vacation with friend Jerry Brenner. The pair enjoyed a week's fishing trip at Lake Erie, United, Inc., had welcome 200 pounds of black bass. — Tom King and Company, Chicago, were back from a summer vacation, but Paul Crisman was enjoying the store single-handed, having among other things, dog trouble.

Bob Kuster, Confection Specialities, reports the best test for popularity of charms for his bull vendors, are his children. The longer they play with a new item, the better it usually sells. — A recent visitor to town was J. B. Van Wyck, of Nyack State Company, Inc., the pool table supplier. Paul Frank, Chicago operator out of the city on a vacation, due back about the middle of October. — Tony Corso, local bulk operator, reports use of charms is picking up rapidly.

Earl Kips, Apex Music, reports traffic in suburbs is picking up, but joke box and game activity is still slow. Incidentally, it was Norm DuPlessie, Apex serviceman who spearheaded the recent school for servicemen run jointly by Chicago and Rock-Ola distribu-
tors. — Pete Golotta, bulk operator, reports a slow summer, but full business to pick up considerably.

Billboard staffer Ken Knuff, left last week, for the second annual extended business-jamboree to Europe. Stopa on his agenda will include England, France, Belgium, the Netherlands, Belgium and Italy. Knuff will make distributor, operator and manufacturer contacts in the growing overseas market.

Tony McColgan, Rock-Ola, away on another sales trip, contact between the Coast and the east and Midwest, showed sales, back in town after a recent trip to Grand Rapids.

Milwaukee

By BENN OLLMAN

Service school for operators is run to run for two weeks here at the Fuster Distribu-
ting Company, according to Sam Ollman. On hand to answer queries of operators will be Hank Haskins, AIME Spokane man from the Grand Rapids, Mich. headquarters. Herman Foster and Allen Nilsen are also expected to come to the Milwaukee city plant from their St. Paul offices.

Bill Broge is the newly added Mercury Records sales staff and newly joined Don Thom. Broge lives in Wis-
pun and will cover the northern part of the state. — A Milwaukee visitor from Mer-
cury Records' Chicago office last week was Johnny Sipple, former billboard staffer.

About 20 local coinmen showed up for a meeting of the Milwaukee Phonograph Operators' Association last week. Mr. Minick, MLO Session was chained by Doug Osip and Joe Beck, who stated recorded phonographs were better than the progress of dime play and the high cost of the operator. — Frank Barnick, Banaco Music, in spending a few final days before the fall sea- son, was at toasting and fishing camp in Canada.

Fred Lueck has joined the staff of Automatic Coffee Service. Lueck is a former Chicago operator as the company's salesman, lining up new loca-
tions. Formerly was an accumu- lated salesman, Woody Johnson, general manager for United, Inc., had welcome guests last week when his parents visited him from the old homestead in Wis., Pa.

Parts business has taken a de-

oided in the pair past few weeks, according to Woody Johnson, United, Inc. The increase, he claims, is due to a new emphasis on building the parts and supply department for the Wurlitzer dis-

tributing firm. Special end of sum-

mer sale is attracting a lot of oper-

ators from all parts of the State, according to Johnson. Operators stopping in at United, Inc, for some supplies included: Harold Summerfield, Ed Pinta, Red Jacek, Joe Beck, Sam Hastings and Art Hart.

A few new dime play spots have recently been added to the Ray's Amusement Company routes, according to Mrs. Ray Law, of the West Alka-
ae.
What About Next Year? (continued)

- Continued from page 100

half of their employees." Robert L. Calley, Ann Arbor, Mich.: "Too much depreciation and too many records demanded." Arthur B. Campbell, Campbell Amusements, Ypsilanti, Mich.: "Ournard, price is too high even after other costs—competition this year seems keen. The one thing I have been troubled with in the past 10 years is that Amuse has a plan the past is losing to locations—I wish someone would come up with an answer to this problem.

"Our company is Raython Company, Fayetteville, N. C.: "Will have to buy more new joke boxes due to decrease of cutting of 78s at R.P.M. and record price increase. The above 10 per cent increase is largely due to ending effects in changing to 10-cent play. It has been an uphill fight but I think we have won in our territory." Paul Stith, Charleston Amusement Company, Charleston, S. C.: "The practical elimination of pinball machines has reduced potential income by about 20 per cent and has forced us to purchase music and other amusement machines.

George F. Stith, Charleston Amusement Company, Charleston, S. C.: "Due to federal tax on certain game giving awards of prices or cash, our collection are way off. If they bring out something that will take the place of in-line pinball we will all ride it. Every year we try to get pinball to a location on 10-cent play. If we can get 100 per cent 10-cent play here we can make it. If not, I will have to get another game." Johnson, operator: "Operating costs are up and we look for further rises on cost of records and parts. Also, prices of the music in advancing with no substantial increase salaries.

"M & W Amusement Company, War, W. Va.: "Not making any money and I have to pay too much money. As a matter of fact, we are going to get out of the business." Claude Giffen, Griffin Music Company, Edenton, N. C.: "We depend on pinball which has been in decline in the last few years. We will sell in 1955." Seymour Pollak, Tarrytown, N. Y.: "Business definitely very poor. Bars and restaurants buying blue machines.

Joseph Rich, Tannerville, N. Y.: "Since we are in a business considered a luxury business and with money getting tighter all the tie, and costs still on the increase, we are not making as much as we should. It's not good. In view of the unusual circumstances of this particular area (the land of pinballs) our collection may not be the true picture of the national situation but this is what to expect in the near future.

An Old-Time Operator, Newark, N. J.: "Equipment prices are becoming too high. We need National and state operators to organize and let us know where we stand with regard to legislation. The state and federal government should realize it."

Vic Maflia, Cannonburg, Pa.: "1958 will be worse due to high taxes, high prices on new equipment. The public has less of his income to spend this year on amusement. I think the factories would do well not to raise prices on new equipment. I think the variations on the same game all the time. They ruined the pool table business that way and will probably do the same with the bowling games. We think a ball-type bowler should become a standard location piece like a joke box.

West New York, N. J. operator: "Altho we anticipate a lot of business, the high cost of operating and equipment will nevertheless reduce the net income despite all our efforts to streamline our operations. We are doing the best we can wherever possible. It is imperative that the gross income be increased substantially and that cost of operation be reduced at the same time. The future seems rather dim by getting a higher percentage of the gross play.

The second by operator-co-operatives. Impeccably, we feel that if the operators as a whole stop being 'nickel snatchers' and develop, into businesses they should be in handling the multi-million dollar business of which they are in. Please let our equipment is presently 90 per cent at 10-cent play and in most cases we operate either at 30-40 or with free money and one record. Even with the weather, we feel the uncertainty or some new 'straight thinking' to help our industry to surround the problems with which we all will be faced in the future.

J. E. Wilson, Modern Vending Company, Newburgh, N. Y.: "People are staying home. The weather gets no overtime and few are working. When ball games are over we get some increase."


Russell C. Blake, Bowling Green, Ky. "Arma- nument contract cancellations, labor layoff at many plants mean in turn that pinball machine employees, as a rule are being cut more in spreading loose change." E. M. Siger, Sturgis, S. D.: "Profitability is adversely affected by the workman's compensation. Hope it gets worse, not. Just with Congress would recess for five years."

John C. Morton, Bismarck, N. D.: "No location of selling farm income in this predominant farm area. Supreme Court decision on pinballs will drastically affect operator business in this State." Ed. Ward, Pekin, Ill.: "Our business has gone down, has affected my summer business. Just can't make that up any way." M. Brown, St. Charles, Ia.: "What will happen in the future I don't know. The operation will lose 60 per cent of its income.

Harlan C. Wiggrow, Emporia, Kan.: "In this Territory I can see the rapid development that will make such change in general business conditions." Bob Bisek, Park Rapids, Minn.: "Collections not up but expenses definitely are." D. C. Weeks, operator: "The state and federal governments institutions are creating more restrictions for the operator and instituting more taxes and licenses, which we feel is ridiculous.

Ford Norberg, C & N Sales Company, Minneapolis, Minn.: "Conditions and prices still running up. Hard for operators to keep up with the creeping up. Any financing that we do is at the banks." M. L. Merritt, Frontier Music Company, Ely, Nev.: "You can check our business in this territory. In all honesty, I have never seen anything bad in the business."

Lloyd L. Kiester, Caps Amusement Company, Red Wing, Minn.: "Money too tight with the working people, too many time contracts to meet with the pay check.

Some see no change

Marco Music Company, Marshalltown, Iowa: "About the same. Not planning on adding much new equipment. Bought new low bowlers last year. Most are not paying their way. Unless there is a business increase, I cannot see it." H. C. Creswell & Son, Milwaukee, Wis.: "This will depend on the weather and farm products. We will not be able to take care of our rural district for about 60 per cent of our business.

B. E. Bowers, Automatic Music Company, Watertown, Va.: "Business is the same. We are in a small town with right credit controls we have a better business than usual." William Bernardi, Pontiac, Mich.: "We can see 1955 as much, if not better than 1957. We have two locations on some of this tax burden."

Ed Rukula, Music Vendor, Crown Point, Ind.: "Net income will be about the same. I have no more new locations to keep up on. I have never changed many of my phonographs from 3, 10 and 15-cent play to one for a dime and five for a quarter. I have been in business 20 years. An operator can purchase a good 200 for half the price of a new one and receive the same take.

H. J. Figlarson, Ind.: "Some locations are about the same as last year, some are a little lower on music. All games are hot losers this last year. E.H. Erb, Kingsway, Knaup, Wis.: "I have just received some of my phonographs from 3, 10 and 15-cent play to use for a dime and five for a quarter. I have no more new locations to keep up on. I have never changed many of my phonographs from 3, 10 and 15-cent play to one for a dime and five for a quarter. I have been in business 20 years. An operator can purchase a good 200 for half the price of a new one and receive the same take."

Del Bern Amusement Company, Frenso, Calif.: "In my opinion, to get the same income this year I'm going to have to charge more than the overall value of my investment about 18 to 20 per cent. This is due to the raze in price of equipment in the last 20 years. If you have a $10,000 inventory you will get a certain return over the period of a year. If you double it your income will be doubled about the same as last year. We have to pay the same for fuel and other business items cost, but by monthly inventory value after that first depreciation."
COINMEN YOU KNOW

NEW YORK

By AARON STERNFIELD

Sol Lipkin and Nick Melone, sales rep for the American Shuffleboard Company, left for Long Beach, Calif., to attend the International Recreation Congress there. Mr. and Mrs. Paul Steckel, Leslie Distri-

utors, spent the weekend at Mod-

icke, N. Y. Dave Lowy, 10th Ave-

nue jobber, has taken up golf... Ed Roston, at Rock-Ola, was in New York recently... Paul Calamari, of the Bally factories, conducted the service school at Ballyton Sales, Hartford, Conn., board-

rooms. On hand from Bally were Irvin Kupinger and Nat Gulden.

Murray Kaye, Atlantic-New York, says the Seeburg outlet will hold service school every Monday night, starting September 5th... Jack Harkavy, County Enterprises, is in the hospital recovering from an operation... Dick Mandell, M&M Vending, bought a new-

ner home in the Catskill Mountains... Nat Levine is out of the Hospital... Moe Mandell, Northardash Sales and Service, spent a week at Stratford, Conn., attending the Shakespeare Festival.

DENVER

By Bob LATIMER

Stard vending Company, Denver distributorship, is undergoing a com-

pleteness at every move.

TERRITORY DOWN

200 Late Model BINGOS

or sacrifice price.

Write: SUP\Box 123

The Billboard 1114 Broadway New York 1, N. Y.

ODCO, Inc.

100 E. Broadway Suite 401

Telephone 58-718

1.50 VENDOR STARTER'S MINIFANT

12 Transistor Minifants

2800 Ft. Yack, 1 Observa-

tion Room, Capacity 30. Ready for equip. Cost, $1,150.00

One-Time Discount

NO. 1 DROPPER SPEAKERS... $1.10

CHROME BOXES (100 ea.) ... 39.50

AM, 30, 45 rpm, 360.00

Lp 45... 12.00

De. 5th inning BASEBALL... 15.00

SHOT THE HOLE RULE... 35.00

Mrs. ELECTRIC CRANE... 139.00

Lace CARDBASE with music... 225.00

Davy CARDBASE... 200.00

Scott SHELTLAND BROKE... 275.00

CHIC SPU IT... 175.00

Chief SEE-SAW (Large)... 150.00

ROAD TEST DRYDENMOLE... 400.00

PHOTOMATIC... 200.00

VOICE-O-GRAPH... 200.00

LOD'S PRAYER VENDER... Write

Graham 1900... 672.00

Kenny Deluxe CHALLENGE

BOWLER... 195.00

GREAT WESTERN MINIFANT

12 Transistor Minifants

4000 Ft. Yack, 1 Observation

Room, Capacity 40. Ready for equip.

Cost, $1,550.00

One-Time Discount

COMPANY SERVICE FUND

New ORLEANS

Having his best week ever is

Kurtis Woodruff, who is

skilled in the operation of

POCKET MACHINES.

His equipment. includes:

100 Pocket Machines

Two Coin Machines,

Two Coin Exchanges.

He has a 100% Equipment.

Kurtis Woodruff, New Orleans.

GREATEST BOWLING GAME IN HISTORY!

Chicago Coin's 16' CLASSIC BOWLING LEAGUE

GIANT SIZE 2 1/2 LB. DUCK PIN BOWLS—LARGER THAN EVER!

GIANT SIZE REALISTIC PINS—LARGER THAN EVER!

GIANT SIZE COLLECTIONS—LARGER THAN EVER!

NOW!! Exhibit's POP-GUN CIRCUS

Most Daringly Different Target Show in 17 Years!

It's New! It's Great! It's a Money Maker!

HELP! HELP!

WE NEED HUNDREDS OF

Chicago Coin and United

SHUFFLE GAMES

SEND YOUR LIST TO

Us Today!

Craft or Trade

We Pay Top Prices!

POOL GAMES

Largest selection of FIRST-

CONDITIONED equipment.

Write for Prices and listings.

Kaye Super Deluxe SLATE POOL GAMES

Finest mahogany, complete line of

100's, $215

Brand New

NEW VALLEY

6-POCKET POOL GAMES

Stock at Wholesale

Write for Prices

New KAYE

ELDORADO

6-POCKET POOL

Selection Table for

Fleet Locations

200's—THE "TRADE-UP" OPPORTUNITY OF A LIFETIME!—200's

Here's the chance you've been looking for to trade in your 100A's, B's, BL's, C's, R's, 1700's, and 1800's with 200 selection phonographs bearing a NEW-

MACHINE GUARANTEE. The season's best buy!

NEW-MACHINE PERFORMANCE at LESS THAN NEW-MACHINE PRICES!

REBUILT SEEBURG V-200

with VL-200 SELECTION RECEIVER—type T892-16 Switching through

Transistor Type Diode without tubes—priced at only $875.00

AMI SPECIALS

H-200 (Like New) WRITE G-200 $94.00

WEBBURG

Wall-o-matic 100

WALLBOXES

$49.50

AMERICAN RADIO HISTORY

Write

www.americanradiohistory.com

THE BILBOARD

MARKET REPORT SECTION

103
COIN CALENDAR
Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

September 30—Central Stairs Phonograph Operators' Association, monthly meeting, Peoria, Ill.
October 1—West Virginia Music Operators Association, semi-annual meeting, Directors, State Office, Charleston.
October 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
October 1—Washington Music Merchants' Association, monthly meeting, Seattle.
October 1—Automatic Phonograph Operators' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.
October 2—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka.
October 2—Summit County Musio Operators' Association, monthly meeting, Akron.
October 3—California Music Merchants Association, Sacramento Division, monthly meeting, headquarters, Sacramento.
October 3—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland, Ohio.
October 7—United Musio Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
October 8—Automatic Phonograph Operators' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.
October 8—Western Massachusetts Musio Guild, monthly meeting, Ivy House, West Springfield.
October 8—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.
October 8—Retail Appointment Association of Canton, Ohio, monthly meeting, office of Elum Music Company, Massillon.
October 10—Massachusetts Music Operators' Association, monthly meeting, Beacheside Hotel, Brookline.

LOCATIONS
GOOD location. And

OPERATORS
defect for

KIDDIE Rides

Kiddie Train Ride
Sabra Jet Auto Ride

KID'S LOVE EM because they're thrilling to ride (back and forth motion). Let's pretend they're engineers, firemen, racers or captains. Brilliant colors catch their eyes. The Chug of a self-controlled bell keeps them happy. They'll beg for repeat rides.

PARENTS LOVE EM because they're safe for their children, provide on escape outlet for their boulevard energy. Then, too, these rides provide a bargain for Mom and Dad because two can ride for the price of one. A type seat and dial control make this feature possible.

LOCATIONS LOVE 'EM because they attract Moms, Dads and children. And these family units spend money. Yes, locations like them because of the attractive appearance, safety, take little floor space, yet bring in a substantial revenue.

OPERATORS LOVE 'EM because these rides make it easy to get and hold locations. And they are practically service-free. CONTINUED USAGE MEANS GOOD YEAR-AROUND PROFITS.

FACTS ABOUT THESE MONEY-MAKING RIDES
- Rides are made to our exact specifications by a world famous builder of outdoor riding equipment.
- Require only 25' x 40' floor space.
- All rides use identical boards and are easily removed and replaced with any of the other bodies.
- Only the best mechanism and component parts used.
- Motors and gear by Century.
- Slings replaced by National.
- Riding time is adjustable from 45 seconds to 3 minutes. At a dime play, choose your take.
- Due seat makes each ride doubly popular with the kiddies. Two steering wheels permit each to drive.

SIMPLE, EASY BODY CHANGES KEEP LOCATIONS HAPPY, AND THEIR YOUNG CUSTOMERS COMING BACK FOR REPEAT RIDES.

BUILT FROM THE BEST QUALITY MATERIALS BUT PRICED IN THE MEDIUM RANGE.

PHONE, WIRE OR WRITE FOR DETAILS.
We're the exclusive Michigan distributor for these quality Kiddie Rides.

KING-PIN EQUIPMENT COMPANY
826 Mills Street
Kalamazoo 21, Mich.
Detroit 38, Mich.
Phone: Fireside 5-1151
Phone: University 3-4770

BUY! METAL TYPERS
VENDING ALUMINUM IDENTIFICATION DISC
WHY?
1. TROUBLE-FREE OPERATION
2. ONLY 12½¢

STANDARD ARVARD METAL TYPERS, INC.
1310 N. WESTERN AVE.
CHICAGO 39, ILL.

Why You Save at GATEWAY!
1. Low Overhead
2. No Fancy Offices
3. Volume Buying

You Get the Lowest Prices and the Best Equipment—Every Time!

GATEWAY DISTRIBUTING CO.
3622 W. North Ave.  Dikens 3-1144  Chicago 47, Ill.

Do You Want to Operate New Gottlieb Games?
In conjunction with our sales of games, we are now offering new Gottlieb games on a rental schedule which every operator can afford. This will enable you to supply your trade with the best and latest games at all times, practically as investment on your part.

MORRIS NOVELTY CO.
3007 OLIVE
(Phone: Franklin 7-0737)
ST. LOUIS 2, MO.

WANTED!
PHONOGRAPH MECHANICS
For Our Distributor Organization.
Permanent Position—References Required.

COVEN MUSIC CORPORATION
3181 North Elston Avenue
Chicago, Ill.  Phone: IL 3-5377

when answering ads...
Say You Saw It In The Billboard
KANSAS DISTRIBUTOR-WURLITZER

Wurlitzer 1650 $895.00
Wurlitzer 1900 Phonographs $795.00
Wurlitzer 2000 Phonographs $895.00
Wurlitzer 1400 Phonographs $650.00
Wurlitzer 1000 Phonographs $495.00

UNITED DISTRIBUTORS, INC.
902 W. Second Wichita 12, Kansas 4-6-111
4-3504

BINGO SPECIALS
CLEAN GAMES-READY FOR LOCATION

KITE CLUB $250.00 GAYETY $95.00
BROADWAY 270.00 SURF CLUB 60.00
BIG TIME 110.00 DUDE BAND 60.00
GAMINE 125.00 HI-FI 60.00
VARIETY 125.00 PALM SPRINGS 60.00

SUPERIOR SALES CO.
7855 Stony Island Ave., Chicago 84, Illinois

NEW ENGLAND OPERATORS:
"Never before in our history could we offer so many great, new, profit-making machines. This is the year of the "NEW" W. S. Redd

NEW—BALLY ARC SUPER BOWLER (3½" Puck)
NEW—CHICAGO COIN CLASSIC BOWLER
NEW—EXHIBIT CIRCUS POP GUN

50 KIDDIE RIDES JUST LIKE NEW
WRITE—WIRE—CALL

WANTED: 1000 New and Used Coin MACHINES FOR EXPORT!

WURLITZER: 2000—1900—1800—1700—1500—1400
SEEBURG: B-300—F-200—B-2—L-1
BALLY BINGO MACHINES AND SHUFFLE ALLEYS
NOTTLE—BALLY—BALLY 5 BALLS
WILLIAMS 27 BASEBALL, KING OF SWAT, 4 BAGGER, etc.

EXCLUSIVE FACTORY DISTRIBUTORS
FOR UNITED, BALLY, KEENEE, FISCHER and AMI in Wisconsin

DISTRIBUTORS
for UNITED, KEENEE, and FISCHER for Minnesota, N. Dakota, and S. Dakota

GET IN IMMEDIATELY ON THESE OUTSTANDING MONEY MAKERS

NOW DELIVERING
AMI MODEL "H" 200, 120 & 100

COINMEN you know

CONTINUED FROM PAGE 103

shoes, according to Anderson, and they are actually installing low-priced amusement machines for the first time. Consequently, the veteran Denver distributor is building an attractive new showroom to serve as a backdrop for his handsome table operation.

F. B. Strohmohler has purchased a vendor route, formerly the property of Acme Vending Company of Denver. Strohmohler will concentrate on bulk vending. Converted bakery trucks which feature watercooler and one-half foot high have proven an efficient development for Star Coin Machine Company, in servicing its popcorn vending routes. With doors at both front and rear large enough to step in and out easily, much time is saved on the routes in exchanging change for another.

Jack Arnold, owner of American Amusement Company, with headquarters in Aurora, has been elected president of the Associated Phonograph Owners’ Association, following the resignation of Leo Wyman. Named to the post of secretary at the same time was Pete Geritz, owner of Mountain Distributors. The new team of Arnold and Geritz is expected to spark greater co-operation among the 30 members of the group, who meet monthly.

At the August meeting, Leo Williamson, business agent of Local 368, of the Janitor and Maintenance Men’s Union, was the featured speaker, discussing the effect of unionization on Colorado phonograph operators and answering questions of all types—factual and imaginative.

(Wanted to continue on page 106)

MECHANIC WANTED

Experienced in games and shuffle alleys. Excellent pay. Will consider steady inside work. Hours 8:00 to 12:00. Pleasant working conditions. WRITE TO BOX 910 THE BILLBOARD 148 West Randolph St., Chicago 1, Ill.

WE ENGINEERED, DESIGNED AND BUILT

NOW DELIVERING "TUSKO" the all new ELEPHANT RIDE

Features:
Brand—new line Alaskan elephant and bison. Realistic life-size, elephant and bison.
Children's ride. Realistic life-size, elephant and bison.

Approved by National Board of Underwriters.

Write for details or display at your showrooms.

THE BILLBOARD Publishing Company
Chicago, Ill.

WILLIAMSON 7-777

MIKE MUNYVE CORPORATION
237 West Washington Avenue
Chicago 6, Ill.

PHONE HILLTOP 4-5225

MIKE MUNYVE CORPORATION
237 West Washington Avenue

PHONE HILLTOP 4-5225
Get the Locations You Want•Keep the Locations You Get!

Operate POOL TABLES by FISCHER
MORE THAN EVER—FOREMOST IN QUALITY...FOREMOST IN EARNINGS...
and Now—FIRST in LOCATION APPEAL with "DECOR DESIGN"!

Here is the newest, most powerful convincer an operator ever had—the location's own choice of fields, "customized" to location deal. After those 3 truly gorgeous "Decor Design" Tables in the IMPERIAL Series, and the handsome Fischer SPECIAL, You'll get quick action, because "Decor Design" enhances the play spot...enough grades the plain area, while Fischer playing qualities conceal all locations into blue chip money makers! And you're on the profit side of the ledger right at the start with Fischer's low priced! 

- IMPERIALS equipped with 4 drums ash trays mounted on rails. Protection, plus more beauty!
- Score Books for 6 Pockets shipped unattached. Easily mounted on Table or wall.
- All 6 Pockets equipped with 4 top quality cues, set of three 1-5/10, two half, one half, grip, wooden, English, extra one shaft, rule card, clip kit.
- Available with Compositions or Slue Tops.
- Double Doors or Sided Doors.

A multi-colored Color-Fleck finish in green. Bright red pencil stripes point up the natural rails and side trim. Exceptional quality at a surprisingly low price!

SEE FISCHER "DECOR DESIGN" POOL TABLES AT YOUR DISTRIBUTOR NOW!

Amusement Distributors, Houston, Tex.
Amusement Sales Co., East St. Louis, Ill.
Atlantic New York Corp., Newark, N. J.
Automatic Machine Dist., Oklahoma City, Okla.
Badger Sales Co., Inc., Los Angeles, Cal.
Batan Enterprises, Union City, N. J.
Bowling Vending Co., Birmingham, Ala.
Cleveland Coin Stash, East, Inc., Cleveland, O.

THE SPECIAL
A multi-colored Color-Fleck finish in green. Bright red pencil stripes point up the natural rails and side trim. Exceptional quality at a surprisingly low price!

THE IMPERIAL
DARK MAHOGANY...the traditional favorite. Rich, glowing mahogany finish, highlighted with silver trim.

THE IMPERIAL
BLOOD HARDWOOD...modern as tomorrow, for harmony with many decors. Detailed in brilliant. Say-thing-red.

THE IMPERIAL
COLOR-FLECK...strikingly new finish, with the dash and flair many locations demand. White cabinet, finished with black: ebony rails and leg bands, accented with silver trim.

Address All inquiries to R. W. (Bill) Welkik, Sales Mgr.
FISCHER SALES & MFG. CO. 6 S. Clinton St., Chicago 6, Ill. Ph. Sping 4-5514 A cable Bilwekch, Chgo.
WANTED!!

BASEBALL GAMES
for
CASH OR TRADE
ON 14 FT. BOWLERS!

Memphis Ops
Continued from page 96

to consider giving scholarships each year which would produce good football players for Mem-
phian State.

Attract Business
He further stated there was a pub-
lic relations effort to help attract
more heavy industry to the city, as
well as more national interest that
totally surrounds such a pro-
gram.

He pointed out that crowds
which normally attend such
events would be of help to Mem-
phian business in general, and es-
pecially coin machine operators.

The operators took the mayor's
appeal under advisement. The
music association already has a
charity program in which they
are now working with the local
crippled children's hospital to for-
ish every underserved child in the
city either a wheel chair or crutches, whichever the case may be.

However, some operators at the
meeting indicated they would give
personally to the Memphis State
athletic program for the scholar-
ship fund.

Operators
Memphis operators who attended
the meeting were:

Clarence A. Camp, president of
Southern Amusement Company;
Parker Henderson, general
manager, and C. V. McDow, route
manager of Southern Amusement
Company; Drew Canale, Canale
Amusement Company; Jack Canipe
and Guy Canipe, Canipe Amuse-
ment Company.

Raymond Bailey, route manager of
Forsythe Amusement Company;
Eddie and Jesse Redick, Schry-
by Amusement Company; Johnny
Navarro and Joe Canipe, Popular
Times Retail Shop; Allen Dixon,
general manager of S&M John
Company.

Bob Coad, president of Music
Sales Company; E. T. Luckett,
Service Amusement Company;
Douglas Highfill, Rainbow Amuse-
ment Company; Jake Kahn, Tri-
State Amusement Company; Jack
Emory, Central Amusement
Company; Jimmy Burtledge, Ace
Music Company.

Mid-South operators: E. V.
Womack Amusement Company;
Jenner, Ark.; George Heard,
Heard Amusement Company;
Newport, Ark.; Bill Mael, Marcel
Amusement Company; Poplar Bluff
Mo.; Leslie Stafford, Stafford and
Williams Music Company, Bernie,
Ark.; C. E. Tolliver, Tolliver Mu-
icompany, Lepanto, Ark., and
Bob Brunner, John and Frank Inc.
Marked Tree, Ark.

What WORLD WIDE Advertises
WORLD WIDE Delivers!
ALL EQUIPMENT IN STOCK—
READY TO SHIP—READY TO OPERATE!

BINGO GAMES
KEY WEST $175 BEACH BEAUTY $310
400 DANDY $300 MIAMI BEACH $310
PARADE $355 CAVITY $315
FAIR $275 GLOVE TRUNK $315
BROADWAY $245 VARIETY $315

WANT TO BUY—All Types SHUFFLE
GAMES—WILL PAY TOP DOLLAR!

3-BALL GAMES
5-BALL GAMES

5-BALL GAMES

S-SALE GAMES

Genco's Newest All-Location Piece

HOROSCOPE
FORTUNE-TELLER

FREE COMPLETELY NEW VENDING PRINCIPLE NO ADJUSTMENTS NECESSARY!

WHAT WORLD WIDE Advertises
WORLD WIDE Delivers!
ALL EQUIPMENT IN STOCK—
READY TO SHIP—READY TO OPERATE!

BINGO GAMES
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5-BALL GAMES

5-BALL GAMES

S-SALE GAMES

Genco's Newest All-Location Piece

HOROSCOPE
FORTUNE-TELLER

FREE COMPLETELY NEW VENDING PRINCIPLE NO ADJUSTMENTS NECESSARY!
WE URGENTLY NEED

CHICAGO COIN BOWL-A-BALLS

BI NGOS

All Make SHUFFLE BOWLERS

RIDES

CAGNIAL FLAKE $125.00
CAPITOL BENT $135.00
CAPITAL BENT $10.00
CAPITAL BENT $60.00
DEERFIELD $300.00
DODG HAMMER 200.00
IMP $15.00
LORELEIS FLYER $25.00
E.G. SPACE SHIP 200.00

DRINK VENDORS

NATIONAL 100 $ 6.00
NATIONAL 109 $ 11.00
NATIONAL 101 $ 15.00
NATIONAL 102 $ 10.00
NATIONAL 104 $ 10.00
NATIONAL 103 $ 10.00

CANDY VENDORS

VENDALL 6 COL. $ 40.00
VENDALL 6 COL. $ 40.00
VENDALL 6 COL. $ 40.00

CIGARETTE MACHINES

WURLITZER DISTRIBUTOR

Cleveland Coin Machine Exchange Inc.

M. J. Gasser

920 Prospect Ave., Cleveland 13, Ohio

All Phones: Tower 1-6715

GOTTLIEB'S TWO PLAYER

SUPER CIRCUS

featuring

ROTO-TARGETS

No doubt about it! Retaining targets are a new concept in skill shooting and timing that present an irresistible challenge to all players. This means more play, more coins and more profit!

A brand new steel door and door frame discourages game abuse and pilferage. Provides lifetime service. Super Circus provides many other fine features such as 6 pop bumpers that lite alternately; roll-overs indicating 10, 30 and 50 point values; 2 flippers and 2 cyclonic kickers; and all the standard Gottlieb features.

See your distributor today!

D. Gottlieb & Co.

1140-50 North Damen Avenue, Chicago 31, Illinois

All Gottlieb Machines are equipped with national coin rejectors

ON THE BILLBOARD SEPTEMBER 30, 1957

 Anthracite Ops Meet: Sept. 30

SCRANTON, Pa.—The regular monthly meeting of the Anthracite Music Operators' Association will be held Monday (30) at Roto Novelty Company in Wilkes- Barre, Pa.

Group is composed of operators from Wilkes-Barre and surrounding communities. Officers are: President, Benjamin Sterling, Jr.; secretary, Marvin Smith, treasurer, Buddy Hoblak; grievance committee members, Andrew Boyko, Buddy Hoblak, Sheets Aquilla and Fred Shoop.

"THE BEST"

WANTED

SHUFFLE-ALLEYS

United—ChicoIn—Bally

Any Quantity

Cash or Trade

Empire Coin Machine Exchange

172-18 Wabash Ave., Chicago 22, Ill. From: Every Lady 4-3529

"THE BEST"

UNITED 14" BOWLING ALLEYS 5545

Chicoin 14" BOWLING LEAGUE 545

Genco STATE FAIR GUN 350

Genco WILD WEST GUN 225

Genco RIFLE GALLERY 150

Genco HIGH BASEBALL 225

Genco CHAMPION BASEBALL 175

Kennedy SPORTSMAN GUN 175

Kennedy CROSS COUNTRY 175

Exhibit TREASURE COVE GUN 175

United PIRATE GUN 325

United STAR SUPER SLUGGER 325

BINGOS

Closed and Cashed. Call or Wire for Prices.
The BIG HIT of '57!

I HIT the PINS!... YOU HIT BIG PROFITS!

actual reports prove - largest collections of any bowling game ever produced!

Chicago coin's Classic Bowling League

Giant Balls
4 1/4 in. Diameter
- 2 1/2 pounds

Giant Pins
Realistic Size
Larger than ever before!

New High Score
Of The Week Feature!
(Key Controlled)

Choice of 3 Size Cabinets
13 ft. - 16 ft. - 18 ft.
Shipped in 2 sections! Wider cabinet! Stripped playfield! Genuine gutters!

New Profit Making Feature!
2 Games for 25c
Also available as One Game for 5c
Easily convertible to regular 10c play!

Chicago Coin Machine Company
1725 W. Diversey Blvd. Chicago 14, Illinois

www.americanradiohistory.com
Big Balls! Big Pins! Big Earnings!

Giant Pins

Hefty 4-inch ball actually plows into new giant pins... creating keener bowling action that stimulates continuous repeat play. Fastest pins, fastest return, fastest ball-return... get ABC CHAMPION today!

Free TOURNAMENT PROMOTION KIT WITH EACH GAME

New GIANT PINS

OFFICIAL BOWLING RULES

4-INCH RUBBER BALLS

11 ft., 14 ft., and 18 ft. long

SECTIONAL CONSTRUCTION

NOW AT YOUR BALLY DISTRIBUTOR:

SUN VALLEY - ABC SUPER DE LUXE BOWLER - BALLY KIDDE RIDES

Ball hits pins

NOW AT YOUR DISTRIBUTOR...

ABC SUPER DE LUXE BOWLER...
UNITED’S BRILLIANT NEW
JUMBO
BOWLING ALLEY
SCORES AND PLAYS EXACTLY LIKE REGULATION BOWLING
1 TO 6 CAN PLAY

NEW REALISTIC ACTION
BIG 4½ COMPOSITION BALL
HITS THE PINS!
(New Extra-Durable Pins)

QUIET SAFE!
NEW Ball-Rack Design cuts speed and noise of ball return... prevents pinched or bruised fingers
HIGHLY INSULATED PLAY BOARD AND CUSHIONED BACK BOX ASSURE EXTREMELY QUIET PLAY

NEW STYLE SLIM
STREAMLINED CABINET... lighter in weight... easier handling "JUMBO"-STRONG

NEW DROP-CHUTE MECHANISM
WITH NATIONAL REJECTOR on Pull-Out Drawer for Easy Servicing

ALL MECHANISM LOCATED IN BACK-BOX with Hinged Insert for Easy Servicing

NEW LINK-DRIVE BALL-LIFT
Channel-Guided... Can’t Jump the Track... prevents jamming

SEE YOUR DISTRIBUTOR
NEW LOCKED-IN BALL GATE... Ball positively held back when game is completed

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 12, ILLINOIS

2 GAMES FOR 25¢ MEANS "JUMBO" EARNINGS
CREDIT UNIT ACCEPTS UP TO 20 QUARTERS AT ONE TIME FOR FUTURE PLAY
ALSO OBTAINABLE AS ONE GAME FOR 25¢ CONVERTS EASILY TO REGULAR 10¢ PLAY!

2 EXPANDABLE SIZES
18 FT. LONG... 16 FT. LONG... AVAILABLE WITH EXTRA SECTIONS FOR "JUMBO" EXPANSION
THE MOST EFFICIENT MECHANISM IN THE HISTORY OF COIN-OPERATED MUSIC

ONLY SEEBOURG HAS THE STRAIGHT-IN-LINE MECHANISM

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