

The Billboard

Fall Outlook
FOR
TV Commercials

BEGINNING PAGE 15

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ALL OVER
THE WORLD

OCTOBER 7, 1957 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Tavern Tourney May Boom Coin Bowling

Operator-Sponsored Tournaments Stir Interest in All-Out Industry Program

By BOB DIETMEIER

CHICAGO—Millions of U. S. fun seekers may find participating in a prize-winning bowling tournament in the future as easy and accessible as stepping into a neighborhood tavern.

Bowling tournaments in taverns could one day become as common (and far more numerous) as those held in centers devoted to that amusement.

The bowling alleys, of course, are coin-operated versions of their larger, permanently placed counterparts. They include bowling games played either with miniature bowling balls or even those played with metal pucks.

Successes being won by operators conducting city-wide tournaments with this equipment—particularly the realistic ball bowling alleys—is quickening interest in key trade quarters in staging a full-fledged industry-wide program devoted to organizing tournament play on a grand scale throughout the country.

Tournament competition on a national scale could have far-reaching consequences. It could bring to the amusement game business a stability heretofore unknown, and results of tournament play are known to be worthwhile.

But as in all thinking on such a large scale, there is a big "if" involved. If all segments of the industry—operators, distributors and manufacturers—co-operate closely

Coin Alleys: Real McCoy

CHICAGO. — Realism is the keystone of the amusement game industry's coin-operated bowling alleys, and since introducing first models late last year, manufacturers have been fussing over their machines relentlessly to get them just so.

As result, today's coin bowling alleys bear an astonishingly likeness to the real McCoy, except that they are smaller and have legs. The games have grown in size from standard 11 and 14-footers to 18-footers. Manufacturers even make available "extra sections" for any lengths desired. Most popular sizes: 11, 13, 14, 16 and 18 feet in length.

Balls have grown, too, from a diameter of three inches to three and one-half to four and now even to four and one-half inches. Balls actually hit the pins now, too, where formerly they rolled over trip switches on the alley. Of course, ball returns and gutters are standard. Still no automatic pin setters in sight, but they're working on it.

in pooling their talents and resources to do the enormous amount of planning and organization that would be required, such a program could come quickly. As in any business, this is a tall order, but by no means impossible.

Actually, even tho a national program may have to wait indefinitely, or perhaps may never materialize, current trade thinking is strong that at the very least tournament play will become a much larger factor in the business than ever before.

Both ball bowlers, with alleys ranging up to 18 feet long, and puck bowlers or shuffle games, are today standard fun fixtures in thousands of taverns across the country.

On the basis of operators' experiences with organizing tournaments with them, both offer good potential for thriving tournament competition on a city-wide, State-wide and, possibly, even on a nation-wide basis, in the opinion of seasoned observers in the coin-operated amusement game industry.

In fact, other types of coin-operated games that have become standard in taverns—notably, pool games—seem to offer just as good a potential in at least some parts of the country.

Actually, tournaments in the amusement game field are nothing new. They have been tried with varying degrees of success occasionally in isolated parts of the country on shuffle games (coin-operated) and shuffleboards (non-coin-operated). Up until recently, the most conspicuous successes have been registered with shuffleboards.

But never before has an important segment of the business taken an interest in heavily promoting

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POLL PROVES TV VIEWERS PIC CONSCIOUS

NEW YORK — The "lost audience" for New York movie houses is still watching movies. But, they're viewing them on TV.

According to a brand-new study of the video movie audience by Alfred Politz for indie outlet WOR-TV:

1. More than 88 per cent of the people over age 11 in the New York metropolitan area or about 10,089,000 persons watch at least one feature movie a month on TV. Of the movie-watching TV fans, almost 60 per cent watch "several" movies a week and nearly 20 per cent catch at least one a week.

2. New Yorkers like TV movies. According to Politz, some 39.4 per cent of movie viewers find TV feature films "more enjoyable" than other video fare, and 36.2 per cent find them "equally enjoyable" to other forms of TV.

3. Altho teen-agers today are the bulk of the steady attendance at movie houses — more than 37 per cent of them nationally go to movies once a week or more—they are far from absent in the TV viewing ranks.

Among viewers to WOR's own "Million Dollar Movie" series, for example, 73.8 per cent of teen-agers in New York watch the show at least once a month. This outranks, percentage-wise, adult viewing, since 65.3 per cent of women and 68.5 per cent of men are catching it on the same basis.

These and other key findings of the Politz depth study will form the main ammunition in an all-out assault WOR is launching here, starting October 15, on TV execs at lead-

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Expanding Tastes Assure Growth of U. S. Disk Features

Distributors See No Threat in New Technical Developments

By BEN GREVATT

NEW YORK — American musical tastes are expanding all the time, and the growth of recorded music—in whatever form it may eventually take—is assured. This is the general consensus of various indie distributors, according to reports reaching The Billboard this week.

Distributors whose opinions were tapped were of one mind on a particularly significant point. The so-called threat to the current high level of disk sales activity posed by the advent of stereo tape and the much-discussed forthcoming compatible stereo disk, is largely imaginary.

According to Bob Pare, of Portem Distributors, New York, the industry will "roll with whatever punches may be thrown" by any new developments in the stereo field. Pare alluded to the fact that "a few years ago people thought the battle of the speed, might hurt the industry. Actually, there was an unstable period for a time, but the changeover from 78 r.p.m. to the two slower speeds, which both proved to have their own markets, made possible a tremendous expansion of the over-all industry. Introduction of the 16 2/3 r.p.m. speed or stereo could have the same temporary effect, but in the long run can vastly increase the market."

Music Vs. Disk

Pare feels that it's a question of the future of the recorded music rather than the future of disks per se, and the outlook for the former

looks bright indeed. "America's economy is sound and it's expanding," said Pare. "We have a growing industry within that sound economy. I look for from five to ten years of growth at a 'new business' rate."

Seconded Opinions

Other distributors seconded the point of view that as the industry grows larger and larger, the average distributor will become more and more a financier or banker as well as a merchandiser. With more labels issuing increasing product, especially at the album level, more solid financing is going to be required. Dealers will need more credit and distribis will have to be in a position to extend it. Despite the fact that the market is going to continue to grow, there will be more hands reaching out for the take, more labels to divide the total loot and thus a premium will be put on merchandising skill.

Cecil Steen, of Records, Inc., Boston, says: "I have nothing but optimism for the future of the business." While painting the bright picture of the future, Steen at the same time also commented on the matter of solid financing and stability as a necessary adjunct to proper growth for a distributor.

"Distributors," said Steen, "are going to have to align themselves more and more with stable, established and, most of all, well-financed labels, in order to grow with the total business. It's a mistake for a distributor to become unbalanced in favor of the so-called fly-by-nighters who have

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NEWS OF THE WEEK

TV Syndication Bets on Upbeat Continuing in Winter Season . . . Syndicators forecast continued upbeat in their field, and are readying at least 20 new series for sale as first-runners in the winter season. Trend is away from Westerns and situation comedies. . . . Page 8

ASCAP Reports On Income, Juke Box Bill At Hollywood Meeting . . . More than \$1,000,000 has been paid out by ASCAP to its members thus far this year, according to a report at the semi-annual meeting of the association in Hollywood last week. Also stressed at the meet was a plea for the passage of the pending "juke box bill" while prexy Paul Cunningham denied rumors that ASCAP might make a "deal" with the networks. . . . Page 28

Rogers Headed for 165G Gross At New Mexico State Fair . . . Roy Rogers, a rodeo headliner, jammed and

packed the new 12,000-capacity coliseum at New Mexico State Fair, Albuquerque, and appeared assured of a \$165,000 gross for nine performances. Rogers' end would be about \$100,000, it was estimated, as the fair raced to all-time attendance highs. . . . Page 70

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Can't Kill The Phono

NEW YORK — "The phonograph industry is older than either radio or TV and neither, despite many predictions, were able to kill it," said one distributor here in discussing the future of the disk industry. "Now both radio and TV have reached what some believe to be at least partial saturation," he added.

The disk industry meanwhile continues to grow. Hi fi sets are selling at a more rapidly increasing clip than either radio or TV sets and what's more, according to the source: "Radio and TV have both become prime exploitation mediums for promoting record artists and products."

NBC'S DEBUTS POTENT

New Shows Jumble Rating Patterns for Net Supremacy

NEW YORK—Altho the new season's definitive rating patterns are far from set with many shows yet to be heard from, strong initial audience gains are being scored by NBC in its toe-to-toe rivalry with CBS and ABC.

As of last Friday, 19 new NBC-TV starters (of a total this season of 22 on NBC) had bowed on the air. Altogether, they represent a tremendous gamble on NBC's part, since they amount to 48 per cent of the entire evening schedule.

The numbers game pay-off for NBC is seen in the latest round of Trendex figures on these shows. Of the 19 entries, a total of 12 are leading the three-network Trendex rivalry in their time periods. The ratings are not accurate as to national viewing levels, but they show a significant competitive gain for the senior network, edged out by CBS last season.

NBC execs are now pointing out gleefully that, by contrast, NBC didn't lead in a single one of the dozen program periods in question a year ago. And, NBC's Trendex-measured share of audience for the new shows is up 29 per cent, while CBS' score is down 21 per cent and ABC's is off 8 per cent.

Tops CBS, ABC

The grand result is that NBC is now ahead of CBS in audience share in these key time periods filled by the new shows, where last fall NBC trailed CBS by 33 per cent. On the same yardstick, NBC is ahead of ABC by 35 per cent.

CBS-TV has scored its most significant gains with "The Big Record," Wednesday 8-9 p.m., which already looks to outrate last season's "Godfrey and Friends" stanza. Its major failure has been "Perry Mason," which could cut the ground from under its other Saturday stanzas. Perry Como's Trendex share was 53.1 against Mason's 29.0, and 59.1 against 18.2 for "Dick and the Duchess." ABC-TV's big noise is "Maver-

ick." This hour Western has topped Steve Allen the second week of its presentation, and Thursdays Pat Boone debuted promisingly with a 30.8 Trendex share. The "Walter Winchell File" was a let-down for ABC with its 20.5 share.

Here, in more detail, is how the across-the-board pattern of NBC gains is developing.

On Monday (30): CBS's "Robin Hood" series with "Price Is Right," which drew a 13.0 Trendex against "Robin's" 11.9 in the 7:30 p.m. slot. NBC's "Alcoa-Goodyear," with a new hour-long film format drew a 21.4 against Welk's first-half 17.1 on ABC and "Richard Diamond" with a 12.7 on CBS. The new "Suspicion" series later drew a 19.2 for NBC against the 15.2 for "Studio One" on CBS. ABC was outclassed in all these periods.

Tuesday Battle

On Tuesday (1): NBC lost the starting round with Nat King Cole against "Name That Tune" on CBS and "Sugarfoot" high-scorer for the period—on ABC. But the rivalry narrowed at 8 p.m. with NBC's new Eddie Fisher series outpointing ABC narrowly with a 17.9 and

Phil Silvers on CBS with a 16.4. "Wyatt Earp" grabbed the lead for ABC again while NBC was beating CBS, and then CBS took it closely with "To Tell the Truth," and later commandingly with Red Skelton.

On Wednesday (2): At 7:30 ABC's "Disneyland" slid to third place with 13.5, against "Wagon Train" on NBC which hit 13.9 and the leader CBS' "Lucy" with 14.8. "Wagon Train's" second half hour led all in the 8-8:30 slot. A ding-dong battle between CBS and NBC featured the rest of the evening with CBS' "Big Record" taking the lead in the 8:30-9 time, its second half hour, NBC leading at 9 with Kraft's first half hour, CBS in charge at 9:30 with "I've Got a Secret" and NBC winning big at 10 with "This Is Your Life."

Thursday Fight

On Thursday (3): Again NBC lost with "Tic Tac Dough" at 12.3 to CBS with 13.2 for "Sergeant Preston" at 7:30 but recouped at 8 p.m. with Groucho's 22.9 score against "Harbourmaster" with 17.9, a disappointment so far. Rosemary Clooney's new NBC series edged its CBS rival, "Playhouse 90," with an 18.8 to 15.9.

Gray's Blast Starts Net Repercussions

NEW YORK — With the dust barely settled after the blast at network TV practices last week by Bowman Gray, exec veepee of R. J. Reynolds, a number of repercussions are now reported shaping at network headquarters here.

Meeting the tobacco's adman's charge that higher costs were forcing a cut-back in frequency-of-impact for Reynolds, NBC is now said to be launching a heavy pitch to Reynolds on daytime TV. Your TV dollar, NBC has told Reynolds, can regain a lot of the lost frequency in the lower-priced realm of daytime for such vehicles as "Bride and Groom" and "Price Is Right."

The Reynolds blast is also rumored to be sharpening an ax CBS has been attempting to drop, for several weeks now, on "Mr. Adams and Eve," the Ida Lupino-Howard Duff telefilm series airing Fridays at 9 p.m. CBS is known to have voiced the opinion that the show is "too weak" to face the upcoming opposition of Frank Sinatra on ABC and the "M Squad" series on NBC. Reynolds recently renewed for a 1957-'58 season and

feels its latest Nielsen rating of 19.5 is satisfactory.

The statements by adman Gray are also reported to have stirred up a fresh round of pitches by leading film syndicators to the William Esty agency, ad counsel for Reynolds, in which the stress is on the flexibility of spot-placed film shows, as against the more rigid buying of network TV.

ONE-GUN SALUTE

Lawrence Color Tube Demonstration Ready

HOLLYWOOD—First demonstration of the one-gun Lawrence color tube will be held within the next 30 to 60 days, Barney Balaban, president of Paramount Pictures Corporation, said last week.

According to Balaban, it will take about a year to tool up and begin mass production of color sets. Estimate of execs at Du Mont, which several months ago was licensed to produce the tube commercially, is that the sets will cost between 30 and 33 per cent more than present black and white receivers.

Industry execs have been speculating for some time that a one-gun tube would revolutionize TV color. In addition to the price factor, most electronics engineers believe that the one-gun system will need only slightly more service than b.&w. sets, and will provide higher fidelity than the present RCA three-gun tube.

Chromatic TV, subsidiary of Paramount, handled basic development of the Lawrence tube. Several months ago the project was split into two sections: Du Mont was licensed for commercial develop-

Nielsen Top 10 TV Web Shows

(Two Weeks Ending September 7.)

AVERAGE AUDIENCE		
RANK	Program & Network	Rtg.
1.	Gunslinger (CBS)	34.5
2.	Miss America Pageant (CBS)	30.6
3.	I've Got a Secret (CBS)	27.7
4.	\$64,000 Question (CBS)	26.8
5.	Playhouse 90 (CBS)	25.8
6.	Climax! (CBS)	24.7
7.	Undercurrent (CBS)	24.3
8.	What's My Line? (CBS)	24.2
9.	Ed Sullivan Show (CBS)	23.9
10.	G. E. Theater (CBS)	23.6
TOTAL AUDIENCE		
1.	Miss America Pageant (CBS)	39.6
2.	Gunslinger (CBS)	37.2
3.	Playhouse 90 (CBS)	34.5
4.	Ed Sullivan Show (CBS)	31.7
5.	I've Got a Secret (CBS)	30.4
6.	Climax! (CBS)	29.5
7.	\$64,000 Question (CBS)	29.2
8.	Disneyland (ABC)	29.2
9.	Lawrence Welk Show (ABC)	27.9
10.	Cheyenne (ABC)	27.9

Eckstein Quits Post at ABC

NEW YORK — John Eckstein has resigned as director of promotion and advertising for ABC-TV. Replacing him will be Dean Linger, promotion-publicity director of KNXT-TV, Los Angeles, former assistant to Jim Aubrey, now the web's programming veepee.

Jerry Zigman, American Broadcasting-Paramount Theaters exec based in Los Angeles, has been appointed consultant to ABC on promotion and advertising. Other major personnel changes are expected by insiders between now and Christmas, as well as continued separation of TV and radio functions, the latter going to new departments of American Broadcasting Network.

SG Ups Gene Plotnik To Publicity Mgr. Post

NEW YORK — Gene Plotnik, former associate editor of the TV department of The Billboard, has been promoted to publicity manager of Screen Gems. He replaces Phil Cowan, who resigned to form his own public relations firm.

FOR KIDS

'Maverick' May Alter Allen Show

NEW YORK—Should "Maverick" continue on its winning Trendex ways on Sunday evenings, the format of the Steve Allen show may be shifted to pack more appeal to young viewers. Inside analysis has it that "Maverick" is capturing the young viewers, the reason that the show is now topping its 7:30-8 p.m. competition, and Allen the following half hour.

Analysts see CBS-TV's "Lassie" audience at 7 p.m. switching to "Maverick." Last season they went to "Circus Boy" on NBC, which fed these viewers to Steve Allen. This accounted, in some measure, for his strong showing.

But last Sunday (29) saw "Maverick" get a 16.4 at 7:30-8 to "Bachelor Father's" 13.6, and "Sally's" 13.8. Allen hit a 12.1 to "Maverick's" 17.9 and Ed Sullivan's 21.8 during the 8-8:30 competition.

Allen got the young viewers back at 8:30 when he got a 22.1, a 10 point jump to Sullivan's 27.8.

Big Names in Pacts for Big CBS Shows

NEW YORK — CBS-TV last week continued actively to sign up names for a number of its big shows. The web has all but pacted Robert Cummings to play the lead in "Junior Miss," the December du Pont spectacular, but has found that other commitments have precluded its use of Debbie Reynolds.

Both Aaron Copland and Mike Wallace have been signed for "Seven Lively Arts," the first to write the score for the show about Ernest Hemingway, and the second to share narration with S. J. Perelman and John Crosby on "The Changing Ways of Love."

Gulf for Full Buy of Daly

PITTSBURGH — Gulf Oil has reportedly bought full sponsorship of John Daly's newscast strip on ABC-TV, 7:15-7:30 p.m., beginning November 4.

Daly is currently preparing a science show hinged on the Geophysical Year for temporary slotting Sundays, 9:30-10 p.m. The sustainer would be moved into another period when Sid Caesar takes over the 9-9:30 time in January.

NTA Buys WATV For \$2.5 Mil Plus

NEW YORK—WATV, WAAT and WAAT-RM Friday (4) were sold to National Telefilm Associates, subject to Federal Communications Commission approval.

The price was \$2,500,000, plus \$1,000,000 out of profits if and when. Call letters of the stations are to be changed to WNTA-TV, WNTA and WNTA-FM. NTA recently purchased KMGM-TV, Minneapolis.

Jim Dean's New Mkts.

NEW YORK—RCA Recorded Program Services has sold "Town and Country Time" in three new markets — KBOI, Boise, Idaho; KTRK, Houston, and KDIX, Dickinson, N. D. Jimmy Dean stars in the film series.

WIDOW OF TV WESTERNS SEZ

CHICAGO—A new angle developed last week on the widespread feeling that TV is cluttered with too many westerns.

WBKB's Ruth Jamison, TV's only lovelorn counselor, got a letter from a neglected wife who complained she's a "TV western widow."

Miss Jamison advised: "Ride it out with him. He'll surely get saddle-weary as the years go on."

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SPIN SHOWS

Remington To Rotate Its Products

HOLLYWOOD — Remington Rand, which has three programs ("Gunsmoke," "What's My Line?" and "Leave It to Beaver") on the air this fall, is planning a unique rotation system for its product.

Official sponsor of "Gunsmoke" is the electric shaver division, and of "Leave It to Beaver" the typewriter division, with both sharing billings on "What's My Line?"

Contingent on "Leave It to Beaver" obtaining comparable ratings to the other two series, this division will only be technical, however, and all products will be rotated from program to program except on such special occasions as Christmas, when all three shows may be used to plug certain lines.

Feeling of the sponsor is that, since each program is of a different type, rotation of commercials will give products the widest exposure possible.

Murray May Replace Cole

NEW YORK — "The Arthur Murray Party" is the program being considered by NBC-TV for the Tuesday 7:30-8 p.m. time period. It would replace Nat King Cole, altho he is beginning to improve his ratings. His last Trendex Tuesday (1) was an 8.9.

Arthur Murray is, on the other hand, not quite satisfied with the time period. He wants a later half hour.

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Hollywood Stars Cry for Series

HOLLYWOOD — Completely reversing the situation existing two to three years ago, nearly all top Hollywood stars are now clamoring for a television series of their own, an executive of Famous Artists said last week.

The agency, which really did not make the plunge into TV itself until about a year ago, is now packaging series for several of its clients. The three most notable are a Rhonda Fleming comedy titled "Dream Woman," written by Whitfield Cook; a Jeanne Crain starrer, "Flight Hostess," which would be an adventure comedy, and a Barbara Stanwyck Western.

Situation whereby stars are now anxious to get into TV stems from the slump in the motion picture industry. This means that some of the bigger names are not even making a picture a year, and television has become more lucrative for them than theatrical pix.

At the same time, the exec commented, advertising agencies, which have been placing a premium on star talent, have come to realize that television builds its own stars, e.g., Clint Walker, Hugh O'Brian, James Arness, and that marquee value doesn't mean a thing when it comes to the success of a TV series. As a result, as far as stars (except for guest shots) are concerned, television has changed from a seller's market to a buyer's market.

CBS Cheered By 'Verdict'

NEW YORK — CBS-TV is happy over the strong rating start of "The Verdict Is Yours," its 3:30-4 p.m. strip replacement for the Bob Crosby show. The first Nielsen, September 2-6, gives the show a 34.5 share of audience.

The immediate gain shown by the reality strip has CBS hoping that it will be able to damage the last half hour of NBC-TV's "Matinee" materially as "Verdict" gets greater exposure.

CASING STUDIOS

Some Clients Hunting Replacements for Jan.

HOLLYWOOD — The scramble to replace programming which was left at the gate in the 1957 sweepstakes has already started. A number of sponsors are scouring the studios for January replacements, in one or two cases before the shows even went on the air.

At NBC, for instances, it seems a foregone conclusion that "Panic," perhaps the most aptly titled show in TV, will again fill in for a cancellation in mid-season as it did last year.

The program that, at the moment, is causing the web the most concern is "Sally," which is failing to hold its own against "Maverick," and is getting clobbered by both the Western and Jack Benny on alternate weeks. A network exec indicated last week that, by failing to provide an adequate lead-in for Steve Allen, it's placed the entire Sunday night sked in precarious balance, and a drastic operation may be forthcoming.

Similarly, it's "Sally's," alternate week opposition on CBS, "Bachelor Father," which is causing that network concern. The 7:50-8 p.m. Sunday slot was a sore spot at CBS all last season, with no show lasting more than 13 weeks, and apparently the pattern is well on the way to being repeated this year.

OPTION TIME, MUST BUY MUST GO, SAYS BARROW

Lauds Nets' Contribution, Decries Multiple-Owning, Other Practices

WASHINGTON — Network practices like option time and must buy, among others, would be sliced completely away by the sharp recommendations by the Barrow Network Study staff report Thursday (3), which would put nets under direct Federal Communications Commission regulation. Also recommended are the cut-back of web station ownership in the top 25 markets to three very-highs, and the prohibition of national spot representation for affiliates by the networks.

Demolishing the protective honeycomb of net practices would permit revenue honey to flow out to independent program producers

and stations, to national spot representatives and to local and regional advertisers, the report claims. Ultimate results would be better and more varied programming spread for the public and improved competition in the industry, the report concludes.

Data Excluded

The report was unable to include conclusions on its study of programming, due to delay "by litigation over the right of the commission to obtain financial data from some non-network program producers." The report recommends that a "supplementary report" on programming be issued later by the commission. How-

ever, the report did conclude that option time was hurtful to TV film syndicators, as well as thru limiting station owners' program choice. The "quality and quantity of syndicated programming have been reduced below what they otherwise would be" by option time, the report finds.

"Prohibited" is the word used on option time and must buy, in the report that winds up a two-year study by the Network Study staff under Dean Roscoe Barrow, which now offers its findings to the parent Network Study Committee in the FCC. Also "prohibited" would be such network services as national spot representative for affiliated stations. Alleged violations of the FCC's chain broadcast rules in this area are recommended for Department of Justice study.

Penalties to stations for violating old rules, or proposed new ones, would be by "forfeiture," adjusted to the extent of violation—rather than by the seldom-used "drastic" method of license revocation.

All of these recommendations are termed "minimum changes" necessary to end competitive restraint in the industry, to restore independence of program choice to individual stations and to free wider programming availability to the viewing public. Should these measures fail, the report recommends eventual establishment of a "national television service" available to any subscriber, with regulation of rates, rationing of station time and other supervisory regulations by the FCC.

The report would weaken net influence on affiliates by requiring that affiliation contracts and rate arrangements with the nets be made public (altho the nets' share of affiliate time sales was found "not unreasonably large." Existing rules prohibiting the nets from influencing non-net national spot business of its affiliates should be "tightened," and a new rule set up "prohibiting" network use of rates to influence program clearance. Also in the affiliate area, the nets would have to account for changes in affiliations.

In the interest of freeing sponsors from alleged net pressure, and also to promote better spread of program availability, the report wants

(Continued on page 14)

CBS Re-Evaluates Morning 7-9 Strip

NEW YORK — CBS-TV is re-evaluating its use of the 7-9 a.m. morning strip for networking, with the affiliates clamoring for its return. Casualties will be, if the two hours are cut back, the Jimmy Dean morning show, 7-7:45 a.m., and "Captain Kangaroo," 8-8:45 a.m.

CBS will consequently be throwing in the towel on a project which cost it a minimum of \$3,000,000. The network began challenging NBC-TV's "Today" back on March 15, 1954, with a program which featured Walter Cronkhitte, Charles Collingwood and the Bil Baird puppets. Since then it has used such talent as Jack Paar, Dick Van Dyck and Will Rogers in an effort to dent the Garroway popularity, but without success.

The early shows in the morning series were expensive and ran about \$30,000 weekly. Jimmy Dean, much cheaper at about \$12,500 per week, has actually

achieved a high water mark in popularity, tho he has had his troubles finding sponsors. The network still has ambitious plans for Dean, who now has his own Saturday show, 12-1 p.m. It hopes to broaden his appeal perhaps by lessening his concentration on country and western music. The future of "Captain Kangaroo" is far from decided, but it, too, has achieved a great measure of acceptance from viewers.

TV Study Unit Set by FCC

WASHINGTON — The Barrow Report sandpapering TV network practices marks the swan song of such independently conducted studies to be set up by the Federal Communications Commission. A brand new office of network study, established under the FCC broadcast bureau, will take over the chore of a "continuing" study of network practices.

The office of network study "will provide a more permanent organization, within the framework of the commission's regular structure, to assist the commission in dealing with problems relating to radio and TV networks," the FCC announced September 27.

The new office of network study was established on the same day the agency officially abolished the temporary network study staff which worked under the independent supervision of Cincinnati University law dean, Roscoe L. Barrow. (See separate story.)

Gen. Mills, 7-Up Into 'Bandstand'

NEW YORK — General Mills has bought a quarter-hour and Seven-Up an alternate quarter-hour of "American Bandstand," the ABC-TV 3-4:30 p.m. strip.

The web now has three-and-a-half quarter-hours sold of 10 available, with the last 60 minutes of the deejay show being sold locally.

ABC to Try Trailers, Sets 75 for 33 Shows

NEW YORK — ABC-TV is experimenting this fall with production of 75 trailers on 33 of its shows, sending them to stations for premiere and follow-up promotional campaigns. The 60-second and 20-second films feature animation and jingles, include daytime strips.

TV OKAY

Air France Tabs Spots Successful

NEW YORK — Air France aimed beacoup le TV. Using a series of 10-second ID spots, featuring an off-beat animation technique of free form designs, the French flag carrier scored a "successful response" in a test campaign in New York and Chicago. The spots plugged the new Lockheed Super Starliner service to Paris.

Latest Air France plans thru the Buchanan agency call for a resumption of spot TV around January, broadening the market base to the five cities in the U. S. from which comes most of the line's U. S. trade. The intention is to build a "continuity of impact" during the January-to-May period in which most European travel plans are hatched by Americans.

Decision to use abstract art in the spots produced by Transfilm, rather than plane pictures, was made because several other airlines have been plugging the same new aircraft as deliveries are made.

Television's most revealing

JULY 1957... A SEASON ENDS



NBC is the only television network that increased its national average audience rating, both nighttime and daytime, during the 1956-57 season.

SOURCE: NIELSEN TELEVISION INDEX AVERAGE AUDIENCE RATING—7 A.M.-6 P.M.

The average audience rating of each of the other two networks decreased.



MON-FRI AND 9-11 P.M., SUN-SAT., OCT-DEC., 1956 VS. APRIL-JUNE 1, 1957.

"continued story"

SEPTEMBER 1957... A SEASON BEGINS WITH

NBC audiences up 29%!

First reports of the 1957-58 season add a new chapter to NBC's trend-setting "continued story." By October 1st, nineteen of NBC's twenty-two new shows had premiered and had attracted audiences *29% greater than last year's*.* Competing shows on the second network dropped 21%. On the third network, they dropped 8%.

This audience response to NBC's new programs, representing more than half of its entire evening schedule, promises a continuation of the momentum established last season, when NBC was the only network to increase its average audience, daytime and nighttime.

TO BE CONTINUED... ON **NBC TELEVISION**

*Trendex—same time-periods.

Travel Firms Prep for Ride On Net TV

NEW YORK—Travel agencies are moving cautiously into web TV, observers say, prompted by two major factors: The success of comparable service-selling advertisers like Greyhound Bus and Pan American and the ever-increasing number of U. S. tourists expected to reach a new high of 100,000,000 in 1958.

Thomas Cook & Son, which has never bought TV time in any form before, is reported set to sponsor Hildegard in a series of nine hour-long specials next fall. Stanzas are being readied now in London, Paris, Rome, Madrid, Spain; Bangkok, Thailand; Tokyo, Japan; Istanbul, Turkey, and Rio De Janeiro, with Joseph Steiner producing the films. First of the shows will be live from New York in September, titled "The International Show."

The American Express Company has bought 25 markets for "Treasure Unlimited," a documentary-drama series being produced by World Video Productions on location in Mexico, Ireland, Portugal, Italy, Peru and the U. S. Sabena, Belgian airline, is financing a 90-minute color film of the World's Fair, which opens next April in Brussels, Belgium, for network airing as a June special.

Emphasis will be seasonal in all commercials, it appears, with European travel stressed in winter and spring weeks for summer business and inter-State U. S. services plugged in summer and fall for short-trip viewers. A re-evaluation of web TV, heretofore considered too costly, may bring a number of airlines in as part sponsors to push the lower fares and higher speeds announced for next summer.

N. Y. & PHILLY

Gleason TV Film Series Top Rater

NEW YORK—Now syndicated locally, "The Honeymooners," the Jackie Gleason vidfilm series, has come up with top ratings both here and in Philadelphia. In New York on Tuesday (1) over WRCA-TV, the last quarter hour of the show, 7:15-7:30 p.m., received a 52.1 Trendex share of audience, an unprecedented figure for a local film stanza. Its rating was a 21.1. WCBS-TV with the network-originated Doug Edwards show got an 8.0, while the best of the other opposition was furnished by WABD, whose "Judge Roy Bean" received a 4.7.

In Philadelphia, the comedy got a 16.4 Trendex for the same quarter hour on WRCV-TV, against John Daly's 15.7 on WFIL-TV and the 4.3 received by "What in the World" on WCAU-TV. The rating was taken on the same evening as in New York. CBS Film Sales distributes the series.

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

Offices in principal cities throughout the United States

MCA-TV Film Division

The Billboard Continuing

COST-PER-THOUSAND Analyses of Network TV Shows in Class A Time

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

By Program Type:

Variety and Music Shows
Quiz and Panel Shows

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

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

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

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

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

VARIETY AND MUSIC SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
3-Net Avg., \$3.44; ABC Avg., \$2.00; CBS Avg., \$4.36; NBC Avg., \$3.05.	3-Net Avg., \$4.22; ABC Avg., \$2.06; CBS Avg., \$5.62; NBC Avg., \$3.60.	3-Net Avg., \$5.91; ABC Avg., \$3.45; CBS Avg., \$7.76; NBC Avg., \$4.68.	3-Net Avg., \$3.00; ABC Avg., \$1.57; CBS Avg., \$3.94; NBC Avg., \$2.51.
1. L. WELK (Dodge, ABC) \$1.22	1. L. WELK (Dodge, ABC) \$1.28	1. LAWRENCE WELK (Dodge, ABC) .. \$.95	1. L. WELK (Dodge, ABC) 2.49
2. WELK'S TOP TUNES (Dodge, ABC) . 1.68	2. WELK'S TOP TUNES (Dodge, ABC) . 1.79	2. WELK'S TOP TUNES (Dodge, ABC) . 1.43	2. WELK'S TOP TUNES (Dodge, ABC) 3.40
3. ED SULLIVAN (Lin.-Mercury, CBS) . 2.49	3. ED SULLIVAN (Lin.-Mercury, CBS) . 2.51	3. ARTHUR MURRAY (Brist.-Myers, NBC) 2.09	3. STEVE ALLEN (S. C. Johnson, Greyhound, Pharma Craft, NBC) 4.30
4. ARTHUR MURRAY (Brist.-Myers, NBC) 2.58	4. COUNTRY MUSIC JUB. (Amer. Chicle, ABC) 3.10	4. ED SULLIVAN (Lin.-Mercury, CBS) 2.10	4. ED SULLIVAN (Lin.-Mercury, CBS) . 4.31
5. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Noxzema, Sperry, Sunbeam, NBC) 2.91	5. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Noxzema, Sperry, Sunbeam, NBC) 3.49	5. COUNTRY MUSIC JUB. (Amer. Chicle, ABC) 2.32	5. COUNTRY MUSIC JUB. Amer. Chicle, ABC) 4.45
6. COUNTRY MUSIC JUB. (Amer. Chicle, ABC) 3.08	6. ARTHUR MURRAY (Brist.-Myers, NBC) 3.53	6. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Noxzema, Sperry, Sunbeam, NBC) 2.43	6. ARTHUR MURRAY (Brist.-Myers, NBC) 4.65
7. STEVE ALLEN (S. C. Johnson, Greyhound, Phara Craft, NBC) 3.67	7. STEVE ALLEN (S. C. Johnson, Greyhound, Pharma Craft, NBC) 3.76	7. STEVE ALLEN (S. C. Johnson, Greyhound, Pharma Craft, NBC) 3.01	7. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Noxzema, Sperry, Sunbeam, NBC) 5.09
8. JIMMY DEAN (Hazel Bishop, CBS) 3.81	8. JIMMY DEAN (Hazel Bishop, CBS) 4.79	8. GODFREY'S SCOUTS (Lever, Toni, CBS) 3.57	8. JIMMY DEAN (Hazel Bishop, CBS) 5.12
9. GODFREY'S SCOUTS (Lever, Toni, CBS) 4.15	9. SPIKE JONES (L & M, CBS) 5.04	9. JIMMY DEAN (Hazel Bishop, CBS) 3.71	9. JIMMY DURANTE (P. Lorillard, CBS) 6.38
10. SPIKE JONES (L & M, CBS) 4.28	10. JIMMY DURANTE (P. Lorillard, CBS) 5.80	10. SPIKE JONES (L & M, CBS) 4.03	10. GODFREY'S SCOUTS (Lever, Toni, CBS) 7.30
11. JIMMY DURANTE (P. Lorillard, CBS) 5.03	11. GODFREY'S SCOUTS (Lever, Toni, CBS) 6.49	11. VIC DAMONE (Kellogg, Oldsmobile, CBS) 5.07	11. SPIKE JONES (L & M, CBS) 9.56
12. VIC DAMONE (Kellogg, Oldsmobile, CBS) 6.38	12. VIC DAMONE (Kellogg, Oldsmobile, CBS) 9.10	12. JIMMY DURANTE (P. Lorillard, CBS) 5.17	12. VIC DAMONE (Kellogg, Oldsmobile, CBS) 13.89

QUIZ AND PANEL SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
2-Net Avg., \$3.53; CBS Avg., \$3.68; NBC Avg., \$3.26.	2-Net Avg., \$4.50; CBS Avg., \$4.76; NBC Avg., \$4.20.	2-Net Avg., \$3.18; CBS Avg., \$3.31; NBC Avg., \$3.02.	2-Net Avg., \$7.55; CBS Avg., \$8.20; NBC Avg., \$6.80.
1. AMATEUR HOUR (Hazel Bishop, NBC) \$1.96	1. AMATEUR HOUR (Hazel Bishop, NBC) \$2.36	1. AMATEUR HOUR (Hazel Bishop, NBC) \$1.73	1. I'VE GOT A SECRET (R. J. Reynolds, CBS) \$3.34
2. I'VE GOT A SECRET (R. J. Reynolds, CBS) 2.18	2. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 2.57	2. I'VE GOT A SECRET (R. J. Reynolds, CBS) 1.90	2. AMATEUR HOUR (Hazel Bishop, NBC) 3.54
3. WHAT'S MY LINE? (H. Curtis, Sperry Rand, CBS) 2.25	3. I'VE GOT A SECRET (R. J. Reynolds, CBS) 2.69	3. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 2.00	3. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 5.27
4. \$64,000 QUESTION (Revlon, CBS) 2.44	4. TWENTY-ONE (Pharmaceuticals, NBC) 2.99	4. TWENTY-ONE (Pharmaceuticals, NBC) 2.13	4. TELL THE TRUTH (Pharmaceuticals, CBS) 5.56
5. TWENTY-ONE (Pharmaceuticals, NBC) 2.59	5. \$64,000 QUESTION (Revlon, CBS) 3.00	5. \$64,000 QUESTION (Revlon, CBS) 2.20	5. MASQUERADE PARTY (Assoc. Pdt., Max Factor, NBC) .. 6.03
6. BEST OF GROUCHO (De Soto, Toni, NBC) 2.99	6. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) 3.26	6. \$64,000 CHALLENGE, (Revlon, P. Lorillard, CBS) 2.53	6. TWENTY-ONE (Pharmaceuticals, NBC) 6.55
7. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) 3.00	7. BEST OF GROUCHO (De Soto, Toni, NBC) 3.35	7. BEST OF GROUCHO (De Soto, Toni, NBC) 2.62	7. BEST OF GROUCHO (De Soto, Toni, NBC) 6.70
8. TELL THE TRUTH (Pharmaceuticals, CBS) 3.14	8. TELL THE TRUTH (Pharmaceuticals, CBS) 4.26	8. TELL THE TRUTH (Pharmaceuticals, CBS) 2.72	8. \$64,000 QUESTION (Revlon, CBS) 7.21
9. MASQUERADE PARTY (Assoc. Pdt., Max Factor, NBC) 3.26	9. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 4.28	9. MASQUERADE PARTY (Assoc. Pdt., Max Factor, NBC) .. 2.95	9. HIGH-LOW (Ford, NBC) 7.45
10. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 3.50	10. MASQUERADE PARTY (Assoc. Pdt., Max Factor, NBC) 4.62	10. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC) 3.26	10. WHAT'S MY LINE (H. Curtis, Sperry-Rand, CBS) 7.45
11. HIGH-LOW (Ford, NBC) 4.21	11. HIGH-LOW (Ford, NBC) 4.68	11. HIGH-LOW (Ford, NBC) 3.81	11. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) 8.23
12. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) 4.44	12. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) 5.84	12. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) 3.85	12. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) 9.55
13. PANTOMIME QUIZ (Amoco, Time, CBS) 4.83	13. PANTOMIME QUIZ (Amoco, Time, CBS) 6.68	13. THIS IS YOUR LIFE (P & G, NBC) 4.67	13. PANTOMIME QUIZ (Amoco, Time, CBS) 11.03
14. THIS IS YOUR LIFE (P & G, NBC) 5.03	14. THIS IS YOUR LIFE (P & G, NBC) 7.15	14. PANTOMIME QUIZ (Amoco, Time, CBS) 4.69	14. THIS IS YOUR LIFE (P & G, NBC) 12.05
15. BEAT THE CLOCK (Hazel Bishop, CBS) 7.19	15. BEAT THE CLOCK (Hazel Bishop, CBS) 9.75	15. BEAT THE CLOCK (Hazel Bishop, CBS) 6.57	15. BEAT THE CLOCK (Hazel Bishop, CBS) 13.15

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COMING COST PER THOUSAND ANALYSES:

Next Week: Adventure—Suspense—Western Shows
News—Sports—Miscellaneous Shows.

The Billboard Continuing

COST-PER-THOUSAND Analyses of Network TV Shows in Class A Time

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

By Sponsor Group

Toiletry, Toilet Goods Household Cleanser & Polish

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

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

provided to The Billboard on a confidential basis are average show costs over a 52-week period. Since many factors other than cost efficiency are involved in determining the worth of any program to its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value of programs.

TOILETRY & TOILET GOODS SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

Table with 2 columns: Program Name, Cost per 1,000 Homes. Includes programs like HAZEL BISHOP, REVLON, SPERRY-RAND, etc.

COST PER 1,000 MEN PER COMMERCIAL MINUTE

Table with 2 columns: Program Name, Cost per 1,000 Men. Includes programs like MENNEN, GILLETTE, SPERRY-RAND, etc.

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

Table with 2 columns: Program Name, Cost per 1,000 Women. Includes programs like HAZEL BISHOP, H. CURTIS, SPERRY-RAND, etc.

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

Table with 2 columns: Program Name, Cost per 1,000 Children. Includes programs like SPERRY-RAND, P&G, ASSOC. PDTS., etc.

HOUSEHOLD CLEANSER & POLISH SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

Table with 2 columns: Program Name, Cost per 1,000 Homes. Includes programs like P&G, LEVER, GOLD SEAL, etc.

COST PER 1,000 MEN PER COMMERCIAL MINUTE

Table with 2 columns: Program Name, Cost per 1,000 Men. Includes programs like LEVER, P&G, GOLD SEAL, etc.

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

Table with 2 columns: Program Name, Cost per 1,000 Women. Includes programs like GOLD SEAL, LEVER, P&G, etc.

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

Table with 2 columns: Program Name, Cost per 1,000 Children. Includes programs like P&G, S. C. JOHNSON, COLGATE, etc.

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COMING COST PER THOUSAND ANALYSES:

Next Week: Food & Beverage Sponsors; Drug & Remedy Sponsors; Automotive & Accessory Sponsors.

Claims Schick Had False Ads

WASHINGTON — A charge that Schick, Inc., used false advertising on television and radio was included in a complaint leveled against the electric shaver manufacturer last week by the Federal Trade Commission.

According to the complaint, Schick misrepresented in television, radio and other ads that its "Lady Schick" would be given free with the purchase of a "Schick 25," a man's shaver.

The FTC alleges, however, that the "Lady Schick" was not free, because during the time the offer was made, Schick refused to accept trade-ins. This was, in effect, a price increase on the "Schick 25," according to the FTC.

Advertisement for CHARLIE CHAN SELLS! featuring a portrait of Charlie Chan and promotional text.

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

Advertisement for tpa (Television Programs of America, Inc.) with logo and contact information.

20 FIRST-RUNS DUE

Syndicators Bet \$25 Mil On Winter Product Upbeat

NEW YORK—Syndicators are betting on a continued upbeat in their industry, with at least 20 new series being prepared for winter sale in first-run syndication. This represents a production investment of \$25,000,000, with every major distributor listing a minimum of one new half-hour, 39-episode show.

Steering clear of situation comedy and Westerns, the syndicators will be accenting adventure in the December-March season. A round-up of latest plans has the list shaping up like this:

ABC Film Syndication: "Exclusive!" dramatic show based on stories by members of the Overseas Press Club. "Snowfire," adventure fantasy.

CBS Television Film Sales: "Ethan Allen," a possibility via Goodson - Todman co - production with CBS.

California National Productions: "Union Pacific," railroad adventure, or "Captain Courage," British-made costume drama, or both.

Gross-Kranse: "African Patrol," starring John Bentley, "Jungle Boy" or both.

Guild Films

Guild Films: "Light of the World," Biblical dramas. Also "Sabotage," British mystery, or "Far East," adventure series.

MCA-TV: "Mike Hammer," the Mickey Spillane series now being pre-sold without pilot, plus one show, as yet unchosen.

Canada Sales On 'Premiere' To 17 Marts

NEW YORK — National Telefilm Associates has sold a one-third sponsorship for 17 Canadian markets in its "Premiere Performance" package of feature films to the Whitehall Pharmacal division of American Home Products, marking NTA's first major regional sale to an advertiser for Canadian telecasting.

Films to be used in the campaign, starting shortly, are the same as those used in the U. S. airings of the show which is sold thru NTA's film network. The deal is being handled thru the Toronto office of Y&R. Markets include most of Canada's large cities, such as Montreal and Toronto, and covers an estimated three-fourths of Canada's TV homes.

Altho the Whitehall sale is the same pattern as the U. S. "Premiere Performance," it is not considered a "network" sale by NTA.

National Telefilm Associates: "Man Without a Gun," story of crusading frontier newspaper editor. Also, George Jessel's revue series.

Official Films: "The Invisible Man," mystery lensed in England. RKO-TV: "El Coyote Rides," a possibility; adventure with a female Zorro masked champion.

Screen Gems: "Ivanhoe," British costume drama, or "Danger Is My Business," adventure, or both.

Television Programs of America: "Tugboat Annie," comedy-adventure starring Minerva Urecal. Also, "New York Confidential," adventure based on Lee Mortimer's book. "Airline Hostess," a possibility.

Ziv Plans

"Ziv-TV: "Sea Hunt," now being pre-sold. "I Love Mystery" and

NTA's Buy of TPA Collapses

NEW YORK — National Telefilm Associates recently failed in its bid to buy most of the assets of Television Programs of America when agreement could not be reached on a vital point. The offer is one of many received by Milton Gordon, the president of TPA, for the company. The failure of the bid left Gordon more adamant than ever about not selling the operation.

The money being discussed was about \$2,000,000, but it was not for the entire catalog of TPA properties. One major show now on a network was to be retained by Gordon. NTA, however, would have taken over other existing contracts and TPA properties, among which are "Susie" and "Last of the Mohicans."

ABC Film Gets 8 Sales on '26 Men'

NEW YORK—ABC Film Syndication last week garnered eight sales for "26 Men," putting the adult Western in a current total of 114 markets in 41 States.

New buys were WBAL, Baltimore; KENI, Anchorage, and KFAR, Fairbanks, Alaska; WFBC, Greenville, S. C.; KFXJ, Montrose, Colo.; WCOV, Montgomery, Ala., and WCTV, Tallahassee, and WNBR, Jacksonville, Fla., for First Savings and Loan and Pepsi-Cola, respectively.

"Mackenzie's Raiders," pilots made a few months back are possibilities. Also, Air Force Academy series to be filmed in Colorado. Further, "Stockade," Western possibility.

Barring network sale or unforeseen production difficulties, many of these series will be in the hands of salesmen starting January 15, the rest in February. Even without projecting the 20-in-three-month ratio to a figure of 80 for a year, 1958 looms as healthier and bigger for syndication than 1957.

FARM FIELD RICH FOR TV PLOWING

Fred Niles' Research Reveals Fertile, Untapped Programming Market Areas

By BERNIE ASBELL

CHICAGO—Big sleeper in untapped programming markets is the farm family, according to Fred A. Niles, Chicago film producer, who launches a "network" of rural stations January 1 with a noon-time show called "Cross Country."

For two years Niles has been amassing facts and figures of out-of-town TV growth and organizing a team of film reporters for a national show. He has found that (1) big agency execs, particularly in New York and the Northeast, have an insufficient appreciation of the special needs of this market and (2) potential bankrollers in the field are openly eager to land on a format calculated to meet these needs.

Potential sponsors are makers of farm equipment, feeds, antibiotics for animals, fertilizers, petroleum products, trucks, tires farm specialties and supplies. In addition, standard consumer products like cigarettes are candidates for making special class appeals.

The problem for many of these sponsors, however, is that their pitch has to be regional even tho interest in agricultural problems transcends the region.

"Problems like technological developments and the soil bank are live-wire issues to people everywhere who are involved in the agricultural economy," Niles points out.

"So is information about running the farm home. But the sponsor's problem is different. A company putting out, say, feed for beef wants Texas, California, Oklahoma, Florida, Kansas and Arizona. Maybe sections of Wyoming. Even in these areas, he can't afford to pay for big waste circulation in city

HUNTER, SPARE HONORABLE LION

TOKYO, Japan—Japanese sponsors can be as touchy as their U. S. counterparts when it comes to telefilm shows which unintentionally knock the commercial.

Fremantle Overseas Radio & TV, which distributes a quarter-hour vidfilm show in foreign TV markets called "Jungle," recently signed up Lion's Toothpaste, a big Japanese firm, for a weekly deal for the series on one of Tokyo's commercial channels—with one stipulation.

The sponsor insisted that no "Jungle" films be shown in which a lion was killed, captured or otherwise pushed about.

Calif. Standard Verges on Buy Of 'Sea Hunt'

HOLLYWOOD—Ziv-TV is reported on the verge of a major regional deal with Standard Oil of California for its new "Sea Hunt" syndicated series to start in January. Standard's Chevron gasoline and RPM oil is sold in seven Western States plus Hawaii and Alaska. The agency is Batten, Barton, Durstine & Osborn, San Francisco.

The petroleum firm is said to be particularly hot for the Lloyd Bridges starrer, since it fills Standard's desire for a fast-action telefilm show without the usual syndication crime or Western melodrama angles. Client preference is reportedly for a 75 per cent adult audience. Strong feminine viewer interest in this type of show is considered a plus, since many Pacific-area homes are two-car families with the gals buying lots of gas by brand preference.

Currently, Standard is finishing a run with Guild's "Capt. David Grief" due to expire at the end of the year. At one time, Standard also sponsored "Waterfront," distributed by MCA. Both, in a broadly nautical sense, are similar to "Sea Hunt."

RKO in Rerun Package Pitch

NEW YORK—RKO's television sales off-shoot is reported making an all-out bid for station sales on a package of some 46 feature films, most of which have made the rounds several times on TV.

Last week, the firm sent wires to 150 TV outlets, the gist of which was that the features could be had at very reasonable prices. A total of 27 features in the package were at one time in the hands of Bank of America; the rest were gathered in various small package deals by RKO.

Altho RKO officials could not be reached for comment on Friday, it's said the move is in line with General Teleradio's rumored plans to close down its TV film sales operations and concentrate on low-budget feature production, after making a round of deals for existing TV properties.

tation and to portray economic cause-and-effect. Also it seeks human interest features and film segs showing Rural America at play.

Lloyd Burlingham, veteran farm broadcaster, is emcee and Alex Drier, NBC news commentator, handles the news seg narration.

Geographical Network

Niles' technique for station clearance is unique and perhaps potent. He offers a custom-made geographical network to national advertisers who buy as little as one spot per show per market. Each show has room for four spots. Station managers, Niles has found, are generally eager to install a professionally produced half-hour during the prime noon hour even on their portion of the income from one spot. Their thinking is that the show will easily sell additional spots to local advertisers, if not to other national ones, once the show is going. Portions of this additional income are, then rebated to Niles as distributor of the production.

International Minerals & Chemicals, Potash Division, has already signed for a string of Southern markets thru their agency, Aubrey, Finley, Marley & Hodgson, Chicago.

Other blue chip farm sponsors are now in negotiation, Niles said, with other announcements imminent.

ZIV SETS THE PACE WITH...

3 OUT OF TOP 4

SYNDICATED SHOWS
in NASHVILLE!

Time after time, in city after city,
ZIV SHOWS RATE GREAT

ZIV TELEVISION PROGRAMS INC.

#1	HIGHWAY PATROL	28.7
#2	DR. CHRISTIAN	27.9
#4	MR. DISTRICT ATTORNEY	23.9

Pulse, April, 57

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

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

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

The symbol † is for film series booked on a national spot basis. The symbol "u" indicates a UHF outlet. The symbol "&" points out programs originating in an overlap market, yet securing ratings of 3.0 or better in the market under study. For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York.

PHILADELPHIA
3 TV STATIONS—1,160,300 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—4,076,300 (4th in U. S.)
Buying Income—\$7,695,112,000 (4th)
Retail Sales—\$4,628,585,000 (5th)
Food Sales—\$1,032,686,000 (5th)
Drug Sales—\$130,616,000 (5th)
Automotive—\$795,007,000 (5th)
Above figures include following counties: Burlington, Camden and Gloucester Cos., N. J.; Bucks, Chester, Delaware, Montgomery, Philadelphia, Pa.

- TOP NETWORK SHOWS
1. Gunsmoke, WCAU, S.28.7
2. Alfred Hitchcock, WCAU, Su.27.0
3. Lawrence Welk, WFIL, S.25.9
4. G. E. Theater, WCAU, Su.25.5
5. Godfrey's Talent Scouts, WCAU, M.25.0
6. What's My Line? WCAU, Su.24.5
7. Studio One Summer Theater, WCAU, M.24.3
8. Ed Sullivan, WCAU, Su.24.0
9. I've Got a Secret, WCAU, W.24.0
10. Julius La Rosa, WRCV, S.24.0
11. Playhouse 90, WCAU, Th.24.0

- TOP MULTI-WEEKLY SHOWS
1. News, Weather (11 p.m.), WCAU, M-F.13.5
2. Mickey Mouse Club, WFIL, M-F.13.2
3. Popeye, WFIL, M-F.12.7
4. Starr Theater, WFIL, M-F.11.6
5. Sports, Misc. (11:15 p.m.), WCAU, M-F.11.3
6. World's Best Movie, WFIL, M-W, F.11.3
7. Search for Tomorrow, WCAU, M-F.10.6
8. Guiding Light, WCAU, M-F.10.5
9. American Bandstand, WFIL, M-F.10.3
10. Million \$ Movie, WCAU, M-F.10.2

- TOP FEATURE FILMS
Once-Weekly
1. Premiere Performance, WFIL, WFIL, Th-10:45-12:00 mid.10.7
2. Command Performance, WCAU, Su-1:00-3:00 p.m.10.5
3. Sunday Night Mystery Theater, WCAU, Su-11:30-12:00 mid.8.3
4. Movie 3, WRCV, S-11:00-12:00 mid.8.1
5. World's Best Movie, WFIL, S-7:00-8:00 p.m.5.3
Multi-Weekly
1. World's Best Movie, WFIL, M-W, F-Su-10:45-12:00 mid.11.2
2. Million \$ Movie, WCAU, 11:30-12:00 mid.10.2
3. Movietime U. S. A., WFIL, M-F-12:30-2:30 p.m.6.4
4. Million \$ Matinee, WCAU, M-F-5:30-6:30 p.m.5.8
5. Favorite Film Playhouse, WFIL, S, Su-12:00-5:00 p.m.5.6

- TOP SYNDICATED FILMS
1. San Francisco Beat (CBS), WCAU, S-10:3023.2
2. Esso Golden Playhouse (Official), WCAU, T-10:3014.7
3. Waterfront (MCA), WCAU, Su-6:3013.7
4. Highway Patrol (Ziv), WCAU, S-7:0013.0
5. Byline (M & A Alexander), WCAU, S-6:3012.9
6. Popeye (Assoc. Artists), WFIL, M-F-6:0012.7
7. Whirlybirds (CBS), WCAU, W-7:0012.5
8. Susie (TPA), WCAU, M-7:0012.2
9. Star Performance (Official), WCAU, F-7:0011.4
10. Annie Oakley (CBS), WCAU, S-5:3011.0
11. State Trooper (MCA), WRCV, M-10:3010.7
12. Martin Kane (Ziv), WRCV, W-10:3010.7
13. Unexpected (Ziv), WPFH, Th-11:3010.5
14. Your All Star Theater (Screen Gems), WRCV, T-10:3010.2
15. Looney Tunes (Guild, Assoc. Artists), WCAU, S-10:00 a.m.9.7
16. Public Defender (Interstate), WRCV, Su-10:309.2
17. Public Defender (Interstate), WRCV, W-7:009.0
18. Sheriff of Cochise (NTA), WCAU, Th-7:008.8
19. Crunch and Des (NBC), WCAU, S-5:008.7
20. Studio 57 (MCA), WFIL, Th-9:308.5

PROVIDENCE
2 TV STATIONS—195,600 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—706,900 (27th in U. S.)
Buying Income—\$1,204,268,000 (31st)
Retail Sales—\$809,372,000 (27th)
Food Sales—\$176,887,000 (28th)
Drug Sales—\$29,233,000 (27th)
Automotive—\$150,484,000 (28th)
Above market statistics are for Providence-Pawtucket and include following counties: Bristol, Kent, Providence

- TOP NETWORK SHOWS
1. Climax! WPRO, Th.31.1
2. Playhouse 90, WPRO, Th.28.8
3. Gunsmoke, WPRO, S.28.3
4. Name That Tune, WPRO, T.27.3
5. Julius La Rosa, WJAR, S.26.3
6. Alfred Hitchcock, WPRO, Su.26.0
7. Arthur Murray, WJAR, H.26.0
8. 20th Century-Fox Hour, WPRO, W.25.6
9. Twenty-One, WJAR, M.25.5
10. Nat King Cole, WJAR, T.25.3

- TOP MULTI-WEEKLY SHOWS
1. Esso Reporter, Weather (11 p.m.), WJAR, M-F.16.5
2. Salty Shack, WPRO, M-F.14.6
3. News, Weather (11 p.m.), WPRO, M-F.14.2
4. Range Rider, WJAR, M, Th.12.9
5. Million \$ Movie, WJAR, T-F.12.0
6. Guiding Light, WPRO, M-F.11.8
7. CBS News, WPRO, M-F.11.4
7. Search for Tomorrow, WPRO, M-F.11.4
9. Mickey Mouse Club, WPRO, M-F.11.0
10. News, Sports, Weather (6:30 p.m.), M-F.10.8

- TOP FEATURE FILMS
Once-Weekly
1. First Night, WJAR, Su-10:45-12:0019.0
2. Premiere Performance, WJAR, M-11:15-12:0015.7
3. Big Movie, WJAR, S-10:45-12:0012.5
4. Best of Million \$ Movie, WJAR, Su-12:30-2:0010.3
5. Saturday Movie Matinee, WPRO, S-2:00-4:308.7
Multi-Weekly
1. Million \$ Movie, WJAR, T-F-11:15-12:0012.0
2. Hollywood Movie Cavalcade, WPRO, M-S-11:15-12:009.2
3. Early Show, WJAR, M-F-5:00-6:008.6
4. Matinee, WJAR, M-F-1:00-2:306.6
5. Morning Movie, WJAR, M-F-9:00-10:00 a.m.4.4

- TOP SYNDICATED FILMS
1. Highway Patrol (Ziv), WJAR, T-10:3024.8
2. Sheriff of Cochise (NTA), WPRO, S-7:0018.3
3. Esso Golden Playhouse (Official), WPRO, S-10:3018.0
4. Dr. Hudson's Secret Journal (MCA), WPRO, T-7:0016.8
5. State Trooper (MCA), WJAR, M-10:3015.8
6. My Little Margie (Official), WJAR, W-6:3015.3
7. Kingdom of the Sea (Guild), WPRO, W-7:3015.3
8. Crunch & Des (NBC), WPRO, S-5:3014.8
9. Range Rider (CBS), WJAR, M, Th-6:3012.9
10. I Spy (Guild), WJAR, W-10:3011.3
11. Star and the Story (Official), WJAR, Su-5:0010.5
12. I Led Three Lives (Ziv), WPRO, Th-7:009.3
13. Popeye (Assoc. Artists), WPRO, S-8:00 a.m.9.1
14. Looney Tunes (Guild & Assoc. Artists), WJAR, S-9:00 a.m.8.4
15. Annie Oakley (CBS), WJAR, F-6:308.0
16. Amos 'n' Andy (CBS), WPRO, M-7:006.3
17. Amos 'n' Andy (CBS), WPRO, M-F-1:005.6
18. Rosemary Clooney (MCA), WPRO, F-7:005.3
19. Stu Erwin (Official), WPRO, M-F-2:004.9
20. Sherlock Holmes (NTA), WPRO, Su-11:154.8

SEATTLE-TACOMA
4 TV STATIONS—314,600 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—777,800 (24th in U. S.)
Buying Income—\$1,628,460,000 (19th)
Retail Sales—\$1,071,272,000 (22d)
Food Sales—\$219,877,000 (22d)
Drug Sales—\$32,967,000 (24th)
Automotive—165,873,000 (27th)
Above figures include following county: King

- TOP NETWORK SHOWS
1. Wyatt Earp, KING, T.27.3
2. Warner Bros., KING, T.23.4
3. Lawrence Welk, KING, S.23.1
4. Disneyland, KING, W.22.8
5. Ed Sullivan, KTNT, Su.21.9
5. Navy Log, KING, W.21.9
7. \$64,000 Challenge, KTNT, Su.20.7
8. What's My Line? KTNT, Su.20.4
9. Climax! KTNT, Th.19.8
10. Boxing, KING, W.19.6

- TOP MULTI-WEEKLY SHOWS
1. Early Edition (6:30 p.m.), KING, M-F.14.9
2. Cartoon Festival, KING, M-F.11.5
3. All Star Movie, KTNT, M-F.10.8
3. Mickey Mouse Club, KING, M, Th.10.8
5. Wunda Wunda, KING, M-F.10.2
6. World Today (10:30 p.m.), KING, M-F.10.0
7. King's Performance, KING, M-F.9.5
8. S. Boreason, Misc., KING, M-F.9.3
9. Curtain Time, KOMO, M, T.8.4
10. NBC News, KOMO, M-F.8.1

- TOP FEATURE FILMS
Once-Weekly
1. Channel 5 Playhouse, KING, Th-9:00-10:3017.0
2. Andy Hardy Theater, KING, S-9:30-11:0013.0
3. Midday Matinee, KING, S-3:00-4:3012.2
4. Premiere Performance, KTNT, S-10:30-12:0010.6
5. Bar 5 Theater, KING, S-1:00-3:0010.4
Multi-Weekly
1. All Star Movie, KTNT, M-F-9:30-11:3010.8
2. King's Performance, KING, M-Su-10:30-12:009.5
3. King's Kamera, KING, M-F-12:0-2:005.5
4. Telescope, KING, M-F-9:0-10:00 a.m.4.8
5. Queen's Movie, KING, M-F-10:00-11:30 a.m.4.7

- TOP SYNDICATED FILMS
1. I Search for Adventure (Bagnall), KING, W-7:0022.0
2. Sheriff of Cochise (NTA), KING, M-7:0020.2
3. Silent Service (NBC), KING, W-7:3019.9
4. Whirlybirds (CBS), KING, Th-8:3016.9
5. Highway Patrol (Ziv), KOMO, Th-7:0016.8
6. Death Valley Days (U. S. Borax), KOMO, Th-8:0016.5
7. Badge 714 (NBC), KING, Su-9:3016.3
8. Man Behind the Badge (MCA), KTNT, M-9:0015.3
9. Soldiers of Fortune (MCA), KING, Su-8:0015.1
10. Captain David Grief (Guild), KING, Su-8:3014.6
11. Studio 57 (MCA), KING, F-7:0013.6
12. Wild Bill Hickok (Kellogg), KING, Th-6:0013.1
13. Code Three (ABC), KING, Su-10:0013.1
14. Judge Roy Bean (Screencraft), KING, S-6:0012.6
15. Waterfront (MCA), KTNT, F-9:0012.3
16. Superman (Flamingo), KING, T-6:0011.6
17. Rosemary Clooney (MCA), KTNT, W-9:0011.2
18. Kit Carson (MCA), KING, S-5:3010.8
19. Last of the Mohicans (TPA), KING, M-6:0010.6
20. City Detective (MCA), KTNT, T-9:0010.2

SIOUX CITY, IA.
2 TV STATIONS—33,200 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—113,500 (173d in U. S.)
Buying Income—\$201,074,000 (161st)
Retail Sales—\$147,730,000 (161st)
Food Sales—\$26,112,000 (179th)
Drug Sales—\$4,639,000 (163d)
Automotive—\$33,023,000 (143d)
Above figures include following counties: Woodbury

- TOP NETWORK SHOWS
1. Climax! KVTU, Th.38.8
2. \$64,000 Question, KVTU, T.38.3
3. Gunsmoke, KVTU, S.37.3
4. Ed Sullivan, KVTU, Su.36.8
5. Playhouse 90, KVTU, Th.35.9
6. Wyatt Earp, KVTU, T.35.5
7. What's My Line? KVTU, Su.34.5
8. Destiny, KVTU, F.34.0
9. Godfrey's Talent Scouts, KVTU, M.33.3
10. West Point, KVTU, F.33.0

- TOP MULTI-WEEKLY SHOWS
1. News, Sports (6 p.m.), KVTU, M-F.23.8
2. Weather, Markets (6:15 p.m.), KVTU, M-F.22.6
3. Weather, Sports, Misc. (10:30 p.m.), KVTU, M-F.21.1
4. News, Misc. (10:45 p.m.), KVTU, M-F.18.2
5. CBS News, KVTU, M-F.17.7
6. Weather, News (10:00 p.m.), KTIV, M-F.16.9
7. Little Rascals, KVTU, M-F.15.7
8. News, Sports (10:15 p.m.), KTIV, M-F.14.6
9. Feature Theater, KVTU, M-F.14.1
10. Kids' Korner, KVTU, M-F.13.8

- TOP FEATURE FILMS
Once-Weekly
1. Academy Award Playhouse, KVTU, S-10:45-12:00 mid.19.5
2. Sunday Night Theater, KVTU, Su-10:45-12:00 mid.13.9
3. Premiere Performance, KVTU, M-10:30-12:00 mid.11.6
4. Sunday Matinee, KVTU, Su-2:00-3:3011.0
5. Playhouse 45, KVTU, S-4:30-5:307.5
Multi-Weekly
1. Feature Theater, KVTU, M-F-11:00-12:00 mid.14.1
2. Hour Glass Theater, KVTU, T-Su-10:15-12:00 mid.9.2
3. Movie, KVTU, M-F-3:30-5:00 .. 8.2

- TOP SYNDICATED FILMS
1. Soldiers of Fortune (MCA), KVTU, T-8:3039.3
2. Highway Patrol (Ziv), KVTU, Th-9:0034.5
3. Studio 57 (MCA), KVTU, M-9:0033.8
4. State Trooper (MCA), KVTU, T-9:3033.3
5. Captain David Grief (Guild), KVTU, W-8:3031.8
6. Mr. District Attorney (Ziv), T-10:0029.8
7. Whirlybirds (CBS), KVTU, Su-7:3027.3
8. Last of the Mohicans (TPA), KVTU, F-6:3023.8
9. Annie Oakley (CBS), KVTU, W-6:3023.3
10. Crunch & Des (NBC), KVTU, Su-8:3017.3
11. Superman (Flamingo), KVTU, S-5:3017.0
12. Little Rascals (Interstate), KVTU, M-F-5:3015.7
13. Reader's Digest (Telestar), KTIV, Th-7:0012.8
14. Police Call (NTA), KTIV, S-9:30 a.m.7.3

WASHINGTON, D. C.
4 TV STATIONS—512,500 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—1,802,100 (10th in U. S.)
Buying Income—\$3,979,860,000 (8th)
Retail Sales—\$2,246,024,000 (9th)
Food Sales—\$499,346,000 (11th)
Drug Sales—\$98,952,000 (8th)
Automotive—\$420,335,000 (10th)
Above figures include following counties: District of Columbia; Montgomery, Prince Georges, Md.; Arlington, Fairfax, Va.

- TOP NETWORK SHOWS
1. Gunsmoke, WTOP, S.26.5
2. Wyatt Earp, WMAL, T.24.9
3. Twenty-One, WRC, M.23.5
4. Ed Sullivan, WTOP, Su.22.5
5. What's My Line? WTOP, Su.21.5
6. Alfred Hitchcock, WTOP, Su.21.2
7. Julius La Rosa, WRC, S.20.7
8. G. E. Theater, WTOP, Su.20.2
8. \$64,000 Challenge, WTOP, Su.20.2
8. 20th Century-Fox Hour, WTOP, W.20.2

- TOP MULTI-WEEKLY SHOWS
1. 11:00 P.M. Report, WTOP, M-F.11.7
2. Milt Grant, WTG, M-F.11.0
3. Movietime U. S. A., WTG, M, Th.10.4
4. Late Show, WTOP, M-F.9.7
5. Guiding Light, WTOP, M-F.9.0
5. Mickey Mouse Club, WMAL, M-F.9.0
5. Queen for a Day, WRC, M-F.9.0
6. Search for Tomorrow, WTOP, M-F.8.9
9. Valiant Lady, WTOP, M-F.8.8
10. Love of Life, WTOP, M-F.8.6

- TOP FEATURE FILMS
Once-Weekly
1. East Side Kids, WTG, S-5:00-6:0016.6
2. Safeway Theater, DRC, S-10:30-12:0016.1
3. Saturday Matinee, WTOP, S-2:00-4:009.4
4. Sunday Movies, WTG, Su-1:00-3:309.1
5. John Wayne, WMAL, Th-8:00-9:008.1
Multi-Weekly
1. Movietime U. S. A., WTG, M, Th, Su-8:00-10:309.5
2. Late Show, WTOP, M-Su-11:15-12:009.3
3. Washington Movietime, WTG, M-F, Su-10:30-12:005.9
4. Premiere Performance, WMAL, W-Th-11:15-12:003.1
5. Club 60, WRC, M-F-1:30-2:30 .. 2.9

- TOP SYNDICATED FILMS
1. Highway Patrol (Ziv), WTOP, S-7:0017.2
2. Ramar of the Jungle (TPA), WTOP, W-7:0013.5
3. Lone Wolf (MCA), WRC, T-10:3011.7
4. Code Three (ABC), WTOP, Th-7:0010.7
5. I Led Three Lives (Ziv), WTOP, W-7:3010.3
6. Soldiers of Fortune (MCA), WTOP, M-7:0010.2
6. Federal Men (MCA), WTG, W-7:3010.2
8. Badge 714 (NBC), WTG, F-7:009.7
9. Pendulum (Thompson), WTG, S-3:009.5
9. Science Fiction Theater (Ziv), WMAL, Su-6:009.5
11. Three Musketeers (ABC), WMAL, Su-6:309.3
12. Stu Erwin (Official), WRC, T-7:009.2
12. Men of Annapolis (Ziv), WTOP, T-7:009.2
12. The Falcon (NBC), WTG, W-8:009.2
12. Annie Oakley (CBS), WTOP, F-7:009.2
16. Public Defender (Interstate), WMAL, F-9:008.9
16. Esso Golden Playhouse (Official), WRC, Su-10:308.9
18. Jungle Jim (Screen Gems), WMAL, W-6:008.8
19. Favorite Story (Ziv), WMAL, F-10:308.7
20. Man Behind the Badge (MCA), WMAL, T-6:008.5
20. Reader's Digest (Telestar), WTG, W-9:308.5
20. Star and the Story (Official), WRC, W-10:308.5

STATION SIGNALS

Robert Lemon, for the past six years station manager of WTTV, Bloomington, Ind., has moved to WRCV-TV, Philadelphia, as director of programs. . . . Jimmy Riddell, general manager, WXYZ-TV, Detroit, is in New York City attending meetings. . . . Boone

Boggs has moved into Mike Schaffer's spot as supervisor of television promotion for WDBJ, Roanoke, Va. Schaffer has moved to a Portsmouth, Va., TV station. . . . A 19-hour telethon broadcast by WNBC-TV, Hartford, Conn., to raise money for State mental health

association topped its goal of \$50,000. Pledges totaled \$54,216. The Oklahoma City Times and Daily Oklahoman has moved its director of advertising, Charles M. Neel, to WTVT, Tampa-St. Petersburg as sales development director of its television subsidiary. . . . Charles H. Phillips, formerly with Edward Petry, has been named national sales manager for WCKT, Miami, Fla. . . . Leslie A. Hollingsworth, for seven years

publicity and public relations director of WPIX, New York, has resigned effective October 15. . . . Merger of WGR Corporation, operators of WGR-AM-TV, into the Transcontinent Television Corporation was approved by the Federal Communications Commission. Samuel G. Henderson Jr., has been upped to manager of WGAN-TV, Portland, Me. . . . Bill Barron, director of public relations for

the Don Lee Broadcasting System's radio and TV operation, is resigning his Hollywood post. . . . The fall meeting of the Indiana Broadcasters' Association will be held at French Lick, Ind., on October 25 and 26. Registration starts at 10:00 a.m. on Friday with the first meeting scheduled at noon that day. Reservations should be made directly to the French Lick-Sheraton Hotel.

STATION SIGNALS
This One
2TX9-8TK-TQRK
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Option Time, Must Buy Must Go, Says Barrow

• Continued from page 3

new rules requiring the nets to place programs rejected by affiliates with another station in the same community, if the sponsors so wishes. If an advertiser orders a station in an "overshadowed" market, the net would have to offer the program to the station.

The report raises the question: Should affiliates in unordered markets be allowed access to network programs not ordered by the advertiser—on the basis of reasonable payment to both net and sponsor for the program? The Barrow investigators are not altogether sure this would be feasible, but would like the FCC to look into it. All of the suggestions on program clearance are designed to "improve access to network service of independent stations, stations in overshadowed smaller markets and the unordered affiliates in small markets."

The present multiple ownership limitation of five very-highs and two ultra-highs per owner would be retained, but networks and multiple owners could not own more than three very-highs in the first 25 markets in the country.

This cut-back of network influence in primary markets could be effected without too much dislocation to nets, the report says. ABC

would lose two stations, which accounted for about 35 per cent net income in 1956; NBC would lose two, forfeiting as little as 20 per cent by 1958 figures, and CBS would lose one, presumably the St. Louis outlet, not yet on the air, and so would lose no revenue compared with 1956. All would regain original investment thru sale of the properties, the report believes.

Along the same lines of cut-back of network and multiple-owner influence in primary markets, the report would rule out "multiple ownership" as a basis for network selection of affiliates. Also, diversification would be effected in station buys and transfers by having "legal presumptions" in application procedures favor local applicants, and those not owning any stations. "Cash only" could be offered by station owners trying to acquire additional properties. Also, the Barrow group would repeal the MacFarland Amendment, "which prevents competition between applicants in station transfers."

Methods of enforcement of all these recommendations range from "self-policing" by networks to direct network regulation by the FCC, after Congress empowers it. (The Bricker Bill to regulate networks was re-introduced in the past

session.) The present control of the FCC over "stations only" leaves the agency unable to deal directly with network violations, the report finds.

Altho the report recognizes the "great contribution" which the networks have made to television in the U. S., the over-all effect of network practices has been responsible for "significant restraints" on the competitive situations and contrary to the public interest.

CBS Climbs Aboard Graf Spee Rerun

NEW YORK—CBS' decision to schedule a "You Are There" rerun next Sunday dealing with the scuttling of the Graf Spee is spelling a small-scale bonanza of spot TV revenue for the network's outlets in 11 States.

The scheduling coincides with the first theatrical playdates of a Rank Film Distributor's feature entry, "The Pursuit of the Graf Spee." Alert Rank promotion staffers spotted the natural tie-in, and are scheduling a major TV spot campaign with more than a dozen major theatrical circuits on most CBS outlets in the film's opening cities.

The co-op ad campaign calls for everything from minute spots to 10-second ID's to be slotted fore-and-aft of the "You Are There" from the theaters, the rest from Rank.

Movies' 'Lost Audiences' Video's Gain

• Continued from page 1

ing ad agencies. In a series of special presentations at the Hotel Delmonico, WOR execs will stress the tremendous impact and advertising importance of TV feature films in the country's largest TV market.

The pitches, to be aimed at some 200 media buyers and account men, are considered in the trade to be particularly timely. Two of New York's ball clubs are in the process of exiting the city. One of them, the Dodgers, has occupied a large slice of WOR's evening TV time. Departure of the Flatbush squad will probably spell a major step-up in feature film use next spring by WOR.

From its own standpoint, WOR is finding plenty of sales ammunition in the Politz charting of movie viewing made last April in a special probability sample thruout 17 New York counties.

At least 7,757,000 viewers watch "Million Dollar Movie," the two-a-night series aired on a strip basis on WOR at 7:30 and 10 p.m. Slightly more than 45 per cent of viewers said that it was the movie

TPA Sells to Japan, Korea

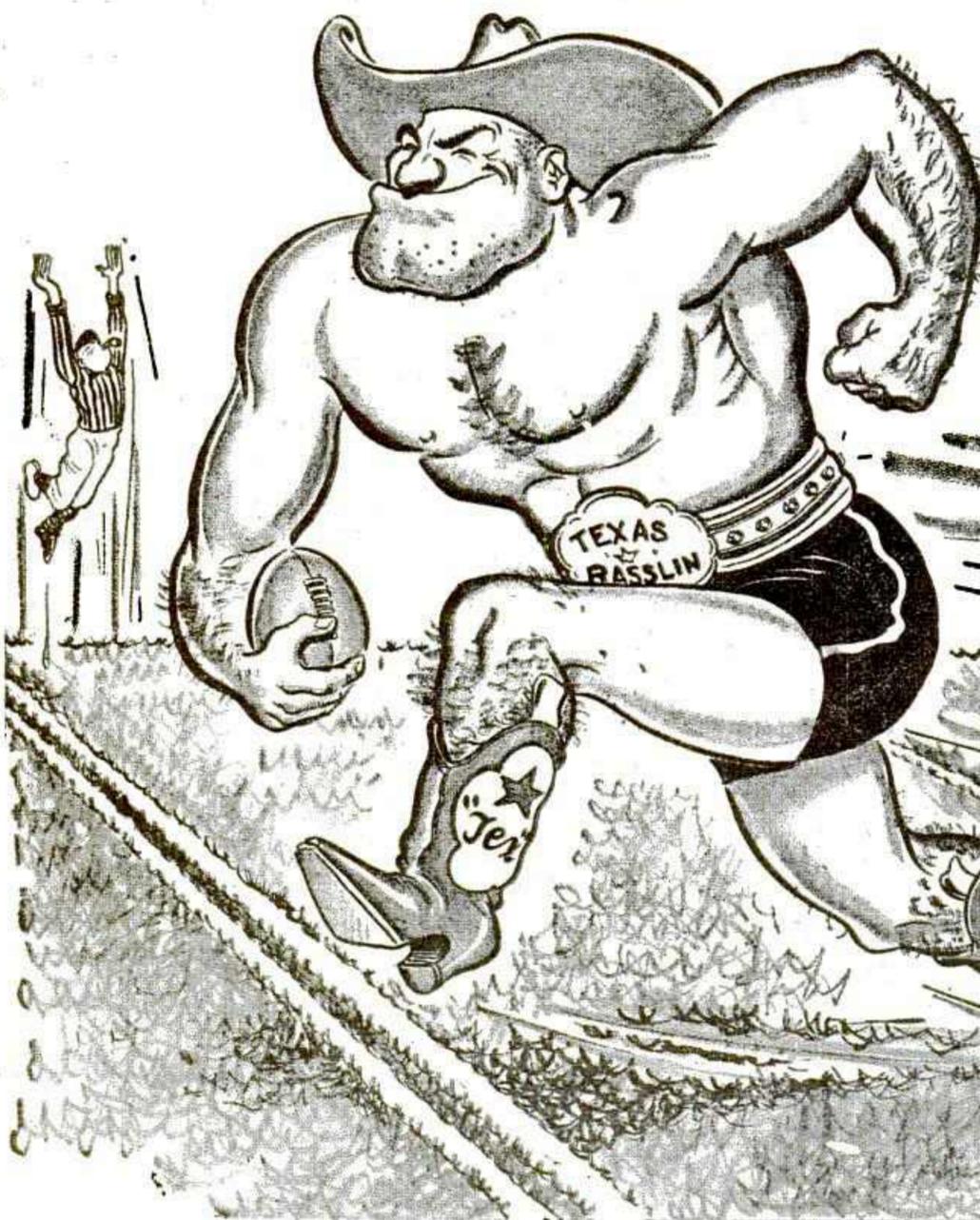
NEW YORK—Television Programs of America last week made the largest single Japanese sale and also wrapped up the first sale to Korea. The Radio Tokyo TV Network bought "Lassie," "Susie" and "Ramar of the Jungle" to air on its network, which includes stations in Tokyo, Osaka, Magoya and Hokkaido. It bought "Lone Ranger" for Tokyo airing exclusively.

HLKZ-TV, Seoul, Korea, bought three TPA programs, "Fury," "Ramar" and "Count of Monte Cristo."

show they would most like to have remain on the air if all others in New York went off, a figure more than twice as high as the next ranking show. A solid 82.5 per cent of them said that they would find it "convenient" to watch a particular film on "MDM", as against a peak of 49.8 per cent for next-highest WCBS-TV's "Late Show" on Friday nights (since most people sleep late in New York on Saturday mornings).

Of particular interest to advertisers, WOR feels, is the fact that the Politz study shows "Million Dollar Movie" is particularly strong in reaching the upper-income (over \$7,000) bracket, with 72 per cent of viewers in this segment dialing at least once a month as compared with scores in the 60's for viewers earning less.

"Texas Rasslin" will Score with Your Audience Every Time



ratings
You too will have the highest score for "TEXAS RASSLIN" is in the "TOP TEN" and we again admit

IT IS GREATER THAN EVER

For realistic prices and auditions—phone, wire or write.

MAURICE (MAURY) BECK

Riverside 8-2083

Riverside 8-3261

"TEXAS RASSLIN"

Cadiz and Industrial Blvd.

Dallas 7, Texas

"Way ahead of all others"



THE FALL OUTLOOK FOR TV COMMERCIALS

HIGHLIGHT:
*Packaged Food
Products
on Television*

N. Y. Filmmakers Striving For City Co-Operation

Film production of all types is beginning to gather momentum in New York. The number of films being shot for TV as well as for theatrical distribution is on the increase. At the moment there are three vidfilm series being filmed: "Decoy" and "Big Story" are new, while the Phil Silvers show continues in production. This is on top of several million dollars worth of TV film commercials as a key-stone.

Spearheading the drive for more work in New York is the Film Producers' Association of this city, which has elicited a notable degree of co-operation from the mayor's office. The aim of the FPA is to make it as painless as possible to produce films here. Also moving along the same lines is the National Television Film Council, which has enlisted the support of the unions for its "Keep 'Em in the East" campaign.

Under FPA prompting, the mayor assigned Leo A. Larkin, first assistant corporation counsel, to handle producers' complaints. Movie makers have generally beefed that municipal red tape has blocked production here. The new degree of co-operation manifested by the city was indicated when a police detail was assigned to Hi Brown's independent feature film, "Woman Without Shadow." Its objective was to expedite location shooting, and Brown's statement that twice as many sites were covered daily because of the detail shows what was achieved.

The detail cleared all police matters and obviated the necessity of the producers contacting individual precincts in whose area the film was being shot. Much more, however, remains to be done

Offer New Bread Open-End Com'ls

COLORADO SPRINGS, Colo.—A new development of the "open-end" television film commercial is being offered to regional and local bakers by Alexander Film Company here, using an award-winning animated series of spots budgeted originally at over \$60,000.

The light-touch commercials differ from the usual open-enders in that it is almost impossible to tell that they are anything but custom-made for a purchasing client, thanks to a "personalized" soundtrack sales pitch which makes frequent mention throughout the spots of product names and the integrated use of product shots of bread wrappers of purchasing clients.

The series of 20-second and 60-second spots are available to bakers in every State except Indiana, Illinois, Iowa, Oregon and California, areas in which deals have already been made. Costs for the 16-spot package range, according to Alexander execs, from about \$1,600 to \$4,200, depending on market size.

The commercials were originally developed for one client, but are released in other regional areas by arrangements developed by the Alexander firm. Using full celluloid animation, the spots feature humorous "breadtime stories,"

to improve shooting conditions in New York.

City Sales Tax

The FPA has presented Larkin with a bill of particulars and is awaiting his recommendations on or about October 15. He in turn has consulted with municipal department heads to see what they are prepared to do to cut away red tape. One of the major problems is the city sales tax program, which forces clients to other cities where no such costs must be met. Specifically, the practice of taxing a full film production if the prints are made in New York City has priced New York producers, who rely on print profits, out of the market.

Among the other headaches are the 10-copy request forms which must be submitted to the commerce department for processing, the exorbitant fees charged by the park department for shooting within its parks, the fire laws in film studios and buildings, which producers consider antiquated now that safety film has come into universal use, and the restrictions on using minors.

The FPA also wants the mayor to appoint a commissioner to deal aggressively with the problems of the entertainment industry, and specifically film in this city. When Larkin presents his recommendations the mayor has promised to act on them.

Meanwhile, there have been signs that the FPA and the NTFC may join forces so as to constitute a stronger unit and avoid duplication of effort. Several meetings between the two organizations have been held to explore the possibility of effecting a merger.

The FPA is beginning to take steps toward the formation of an Eastern industry-wide society that would give awards to functional film—that is, commercials, sales training and industrial films. This body would also support the East-

Majors Carving Hollywood Slice of Com'l Filming Pie

By BOB SPIELMAN

The major motion picture producers are carving a significant slice of the TV commercial business for themselves. Those that entered the field approximately a year ago, e.g. Warner Bros., M-G-M, 20th Century-Fox thru its association with All-Scope, cannot yet compare in dollar volume with Universal, which began commercials production six years ago (or with such producers as Sarra, Hal Roach, et al.), but they have already outstripped many lesser production companies.

Proportionately they are progressing far faster in the commercials business than they did when they first took the plunge into TV entertainment programming. The principal reason is, of course, that they have made far fewer mistakes (albeit M-G-M has closed down its commercial animation department, finding it more economical to farm out animation to independent producers).

When the majors first moved into the commercial field there was considerable skepticism among agencies as to the quality of product they could turn out and as to what its cost would be. This skepticism has now dissolved. The majors have proven themselves to be competitive in both quality and cost.

Facilities the Answer

The key to their success consists principally, perhaps, of the tremendous facilities they can offer to an advertiser. An M-G-M or a Warner Bros., with 30 sound stages, rows of standing sets, flats and scenery ad infinitum in storage, and back lots for location shooting, provides diversity that no other producer can match.

ern film industry thru promotional activities and would set up special courses to train young people.

The big question, how will the majors allocate their tremendous overhead, has apparently been solved by setting a standard overhead charge for all commercials. This includes the use of all facilities and departments, unless some type of special production is required.

What, in effect, has happened is that the overhead charge in many instances amounts to less than an agency would have to pay for the same services on an individual basis. For example, a commercial involving considerable production is assigned to M-G-M. The studio already has a standing set, permanently lighted, on which it can be shot. All that is necessary before the spot goes in front of the cameras are some minor adjustments. At most other studios the set would have to be constructed, lighted, then torn down again, costs which would exceed the M-G-M overhead charge.

This modus operandi has enabled M-G-M to underbid other producers in many cases. Some independents now charge that the majors are deliberately underbidding and taking losses and that this is the type of competition they cannot afford to meet.

Cost Variations

Underbidding, however, is an old practice in the commercials field which nearly all producers, both large and small, have used at some time to attract new accounts. Altho there are some agencies, e.g. Leo Burnett, which tend to give business to the lowest bidder, most, e.g. McCann-Erickson, Young & Rubicam, J. Walter Thompson, place commercials with producers because of past reputation and association, whether the bid happens to be the lowest or not.

When a product is switched from one producer to another, the reason is generally that the second

producer has worked out a newer and better technique, or that there is something lacking in the performance of the first producer. It may also be that the product is changing the style of its commercials so that it no longer fits into the groove of the studio at which it had been shot in the past.

The over-all cost, most agencies feel, does not vary significantly between majors and independent producers on most jobs. There are exceptions. On small jobs, such as a single 20-second commercial, the majors, which have stand-by crews and can probably maneuver the spot onto a stage already in operation, can produce at significant savings. (On one such job a bid by Universal was one-third that of an indie.) The other instance is when a commercial involves large production facilities.

There are other advantages the majors can offer an agency. Probably the most important are their opticals and special effects departments, which most independent producers cannot match.

There are other extras, such as the majors' ability to make their stars available, e.g. Warner Bros.' Natalie Wood, but these come mostly on a job-to-job basis, and an advertiser cannot count on them in reaching a decision.

No figures are available as to whether or not the majors have

(Continued on page 26)

Rowe Loves That Crazy 'Carousello'

American sponsors and their agencies have long argued the value of hard sell versus soft sell. The Italians have a gimmick that can best be described as "trick sell." The idea is to lure the TV viewer into an action-packed sketch, revealing no hint that the result of the action will have a commercial tie.

Such intriguing commercial approach has fascinated viewers so much that a whole program is devoted to "commercial" fare. The segments of the show are telecast from Rome and from Naples. It's called "Carousello" and has a theater format—curtain, lights and all.

A charming hostess does some chatter between the takes. With her fade-out, the viewer is immediately plunged into a violent action such as a couple in complete desperation trying to kill a mosquito during the wee' hours of the morning. Hitting at the pest with everything handy, they manage to wreck the apartment. The husband is driven to the brink of murdering his wife, when the charming hostess cuts in with, "Don't let this happen to you. Use such-and-such bug spray."

Then the action goes on, with more action shots, many of which are sports clips spliced before the commercial bits. A girl is drowning after a water-skiing accident; she comes up with a toothpaste smile.

Since the ending is never telegraphed, audience reaction has been very high. So intrigued are they over how a given sketch will end, that "Carousello" has become one of the top shows at 7 p.m., Rome time.

Canadians Put Up Dollar Barriers Against U. S.-Shot TV Commercials

TORONTO—Producers of TV commercials in Canada are beginning to worry about the competition from their counterparts in the United States. To that end a new ruling about commercials made in the U. S. has been obtained from the customs officials here.

Advertising agencies had been looking increasingly toward U. S. producers for their commercials. But in light of the new ruling, more work may now stay in Canada. If not, Canadian producers may seek new tariffs against importation of U. S.-produced commercials.

Under the ruling, the complete charge made to any importer for the first print of 16mm. TV commercial made in the U. S. for Canadian use is subject to appraisal.

The appraisal is based at not less than the complete charge made to the Canadian importer for the production of the negative, plus the value of any Canadian content in the production.

The "Canadian content" referred

to includes the value of all material prepared by or on behalf of the importer and furnished to the U. S. film producer.

Special Appraisals

Film made in the U. S. for a U. S. company and brought in for use by its Canadian division will be appraised at \$9 per linear foot. Prints brought in by ad agencies for reference purposes only are subject to appraisal at 15 cents per linear foot, and they will be reappraised if imported at a later date for TV use.

When the first print is imported, under either for-use or for-reference stipulations, the customs invoice must contain a complete description of the film. Any subsequent shipments of the same film, when properly identified, may then be cleared on the basis of the appraised value per linear foot, as detailed by the Customs Department.

But, said the Department, "It will be the responsibility of the importer to furnish the Collector

of Customs and Excise with the means of identifying the subsequent print importations with the entry under which the prime importation was made."

Formerly films were appraised not on the basis of the production cost of the films, but rather on strictly the length in feet of the film as if it were only a print.

Sales Tax

Another problem in importing films into Canada is the matter of sales tax.

On 16mm. TV film commercials, the sales tax is to apply on a value of \$9 per foot, the footage to be the original print on which the production value is concentrated as distinct from release prints or copies.

The sales tax is further to apply on the actual charge made by the producer for the quantity and footage of prints produced from the original.

The values referred to are applicable whether the films are black and white or color.

COMEDY COMMERCIALS

Avoid Confusion by Fusion of Gag And Sponsor's Ubiquitous Product

By COURTENAY MOON

Vice-President and Director of TV and Copy

Guild, Bascom & Bonfigli

Everyone knows at least one TV copywriter capable of doubling you up with the greatest gasser ever told. He heard it from a guy. He's a carrier, not a creator, and he'll make his money other ways equally as rewarding, but he won't write the stuff.

The ability to create a funny situation, turn of phrase, sight gag or what-have-you, has nothing in common with the critical faculty

or even the possession of the pearl no American wants to be without—a sense of humor.

The appreciative faculty and the creative faculty are two different things. And herein lies the heart of the matter. You don't turn ad men into humorists. You do it just the other way around. You can teach a writer the fundamentals of selling in film, but you can't teach him to be funny in film. That's a gift.

I know the use of humor in TV advertising for food products—or anything else for that matter—is a highly controversial subject.

Scoffed at by the more sedate members of the trade, it nonetheless remains an effective sales approach when conventional methods prove inadequate to stimulate consumer interest. That's because humor is high in recall value. What you enjoy, you remember, and you remember it in a favorable context.

"Humor" Out of "Sell"

A funny commercial, however, is NOT one in which the announcer first drops his pants and then goes into a straight sell. The humor itself is not superimposed, shroud-like, over the body of the sell. It comes out of the sell, out of the

product or some circumstance related to the product, so at all times there is a unity of thought. Fusion is perhaps a better word for it.

For instance, we have established Wheat Chex (Ralston Purina Company) as the Grown-Up Cereal from Checkerboard Square. So we construct a food commercial in which the humor stems from the fact that Wheat Chex are big and grown-up.

We open on Lee Goodman (announcer) dressed in conservative business suit, plus string tie, Western hat. He is sitting behind a fancy Victorian breakfast table with candelabra, silver bowl, etc. The table sits out in what appears to be an endless plain. There are a few cactus plants. Back of the table in a large cage sits an eagle.

LEE: Howdy, folks. Out here they call me Tex, and out here's where we like things big and grown-up. My pet canary, for instance (MOTIONS TO EAGLE).

And—(SOUND: GROWING ROAR OF HEAVY BOMBER, TO FULL VOLUME DURING TOOTH SHOT OF PLANE, THEN QUICKLY UNDER AND OUT)—there goes m'boy's model airplane. And for breakfast we go in a big way for the grown-up cereal—Wheat Chex. Y'see, when it comes to flavor, Wheat Chex have got a real, wide-open whole-wheat flavor—a flavor that's got more get-up-and-go than you find in cereals made mostly for the little buckaroos. That's what's really big about Wheat Chex—the flavor—packed right into these bite-size little biscuits of toasted wheat, and when you fix 'em up with milk and sugar they've got a sturdy whole-grain texture that keeps 'em crisp and crunchy the whole bowl 'nru. So whether you live in the State of Rhode Island, the State of Texas, or the state of hunger, you can start the day in a mighty big way with Wheat Chex, the grown-up cereal from Checkerboard Square.

Admittedly, this commercial isn't a gasser, but it's an excellent example of how humor points up the basic selling idea when it stems from a point of product superiority. In this case, the humor also blends with the sell. Don't ever split the two. That's probably the most easily broken rule in producing this kind of material. Another rule, even more inviolate, never run a gag that's either fey or fly.

Now, what about producers? Best of all are producers who themselves have written or performed and hence have a real feeling for pace and timing, the perception to spot a gag that won't play, as well as the ability to sharpen one that will. Our producers are ex-writers, ex-performers, who also possess a nice ear for sell.

Peach of a Turkey

This doesn't mean we can't produce a turkey. Ralston was committed to a tie-in campaign for Ry-Krisp: Ry-Krisp and the Cling Peach Association. Problem: How take the ubiquitous peach salad served with Ry-Krisp and give the audience something fresh and different. Idea: We parody the typical home economist.

We tracked down Jane Connell of "New Faces" and Blue Angel fame to play "Bertha," the Home Economist. Jane's a superb satirist and comedienne and the material as written was a bona fide burlesque of Mary Margaret McBride and your Cousin Fanny all rolled into one. The commercial was peppered with sell. Jane's performance was terrific. The commercials fractured us. Actually, they're among the funniest we ever produced. But we never figured one thing. The female audience took Miss Connell straight. They thought she was a real character and they resented her antics.

But one interesting and, I think, cogent reason emerged which helped explain the adverse reaction. We thought we had made the characterization quite broad and clear in its meaning. But we found that we had left room for enough women to identify themselves with "Bertha" as a housewife. She could have been taken as a kind of whacky housewife heavy with the corn-pone talk. And as long as there was some doubt about her identity, many women thought she was making fun of housewifery. Moral: Don't parody the housewife. And we don't.

Clients Like Humor

Is humor as an advertising commodity a tough thing to sell to clients? Oddly enough, the answer is "No." The more conservative the client, the more immediate is the approval. Maybe it's because opposites attract. But this isn't it. Nothing binds like sales. No, the big problem remains with the talent, and not the least is the announcer.

The typical TV announcer with his fatuous smile and stereotyped

(Continued on page 26)

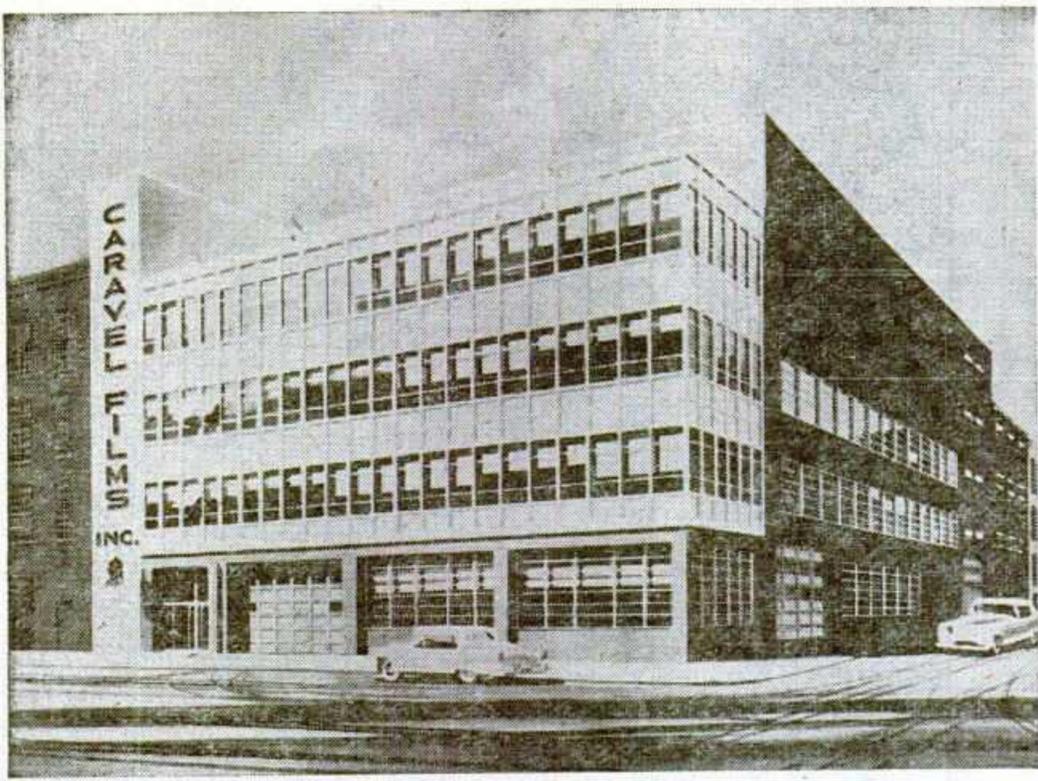
Caravel Proudly Presents

THE MAJOR FILM STUDIO THAT NEW YORK HAS NEEDED!

- 26,000 Sq. Ft. of Working Space
- MAIN STAGE: 75 Ft. x 100 Ft.
- INSERT STAGE: 27 Ft. x 54 Ft.
- Six Editing Rooms
- Seven Costume, Makeup and Dressing Rooms
- All Animation & Art Facilities
- Opticals & Special Effects
- Carpenter Shop & Prop Dept.
- 23 Ft. Elevator (holds large car or medium-sized truck)
- 31 Ft. Projection Room (35mm & 16mm)
- Film Vaults and Storage
- Air Conditioned

AND

THE FINEST PERMANENT CREATIVE TEAM PRODUCING MOTION PICTURES FOR INDUSTRY, GOVERNMENT AND TELEVISION TODAY.



its modern, new, one-stop film production center in the heart of midtown New York City

NEW LOOK FOR A FILM PIONEER

Caravel, a film pioneer and leading producer of motion pictures for Industry, Government and Television for over thirty-seven years, has consolidated its creative staff and production facilities in the first new major film plant built in New York in over a quarter of a century.

As of October 23, Caravel will make available to its motion picture clients the largest stage and the most complete one-stop film production building operated by an independent producer in the New York area.

Specially Designed and Constructed for the Most Efficient and Economical Production of Industrial Films and Television Commercials



WE INVITE YOUR VISIT

ONLY MINUTES AWAY from the nation's business and advertising headquarters.

CARAVEL FILMS, INC.

20 West End Ave. (60th St.) New York 23, N.Y. CI 7-6110

PRODUCING BUSINESS FILMS FOR AMERICA'S LEADING ADVERTISERS FOR 37 YEARS



See 'Personal' Nature of Filming As Producer Growth Limitation

By CHARLES SINCLAIR

NEW YORK—Commercial film producers here may differ on many issues, but they see eye-to-eye on one topic, a checkup by The Billboard shows—there's not likely to be the development of a "General Motors of Film Spots," even tho there's been some signs of a possible merger trend in the field.

Here's how some typical film makers voice it. "This is a business of finger-tip control," says Harold Wondsel, president of the Film Producers' Association and of Wondsel, Carlisle and Dunphy. "It's a personal business, like the producing companies in the legitimate theater," says Steve Elliot of the Elliot, Unger & Elliot firm. "For every merger, there are a couple of guys who decide to go into business for themselves," says Dave Pincus, veteran head of Caravel, who just opened a new studio plant in New York. "The field may shake out some more, and more firms may merge, but this business will never become a complete factory assembly line," says Mickey Schwarz, who recently merged his ATV facilities with those of MPO.

The key to the fact that the total population of the commercial film field stays somewhat constant (at around 30 firms in the East) even tho there have been arrivals and departures is the word "service."

"Producers are developing definite styles," says the head of one New York film firm. "An agency will find that a producer's style matches what they want, and then they will often stick with him thru many cycles of commercials. But there are many agencies, many more products, and an infinite number of different commercial needs. No one company can ever give the personalized service needed for such an across-the-board treatment. So, there will always be a number of different and independent producers who are supplying these special services."

Personal Touch

Producers are willing to admit that some of these personalized touches are far from being the backbone of the business. Agencies usually assign about 80 per cent of the New York commercial film business among only six or seven producers, for example. But, it is in the realm of that marginal 20 per cent that individual creativity and production style of the smaller independent—whether it be in the field of animation, humorous have-you—makes its biggest mark.

"Some of these specialists are a bit on the 'maverick' side, and are perfectly happy to run a small and compact business. They have no intentions of being a branch of one of the larger film companies, much less become a cog in the production process of some film giant," avers producer Steve Elliot.

Making commercials calls for a rare combination of skill, patience, diplomacy, speed and film know-how, agencies admit. For that reason, the anti-consolidation trend is constantly kept in motion by film makers who split off from large companies—particularly those getting larger steadily—to form their own shops.

"This is one of the rare businesses where a man can operate out of a telephone booth," says MPO executive Mickey Schwartz. "Every production facility is available for rent, from cameras to cast to lab work to projection. What's needed is talent, and if a man has it, he can always decide that he'd rather be in business for himself."

New Film Firms

Other producers point out another factor which works against consolidation into giant companies:

the close link between film producer and agency. "It's a little like the days in the agency business a few years back when account executives would walk out with an account and start their own agency," says Caravel's Dave Pincus. "Few firms are really big enough to hedge against this with stock options, 'service-in-depth,'

marginal benefits and so on. So the door is always open to the man who decides he can round up some close friends, warm up his contacts, and make it on his own."

Agencymen are familiar with this pattern. Transfilm exec Bob Klaeger, for instance, formed his own operation not long ago. Abe Liss left the same firm to form

Electra. Bob Lawrence, one of the largest Eastern producers, was once with Jerry Fairbanks. Harold Wondsel of WCD Productions was formerly head man at Sound Masters. Producer Marty Ransohoff was with Caravel. When Storyboard Productions cut back, several former employees started Quartette. And so it goes, despite such blending as the MPO-ATV merger and the absorption of the Five Star group on the West Coast not long ago by 20th Century-Fox.

What Am I Bid?

Another point on which film

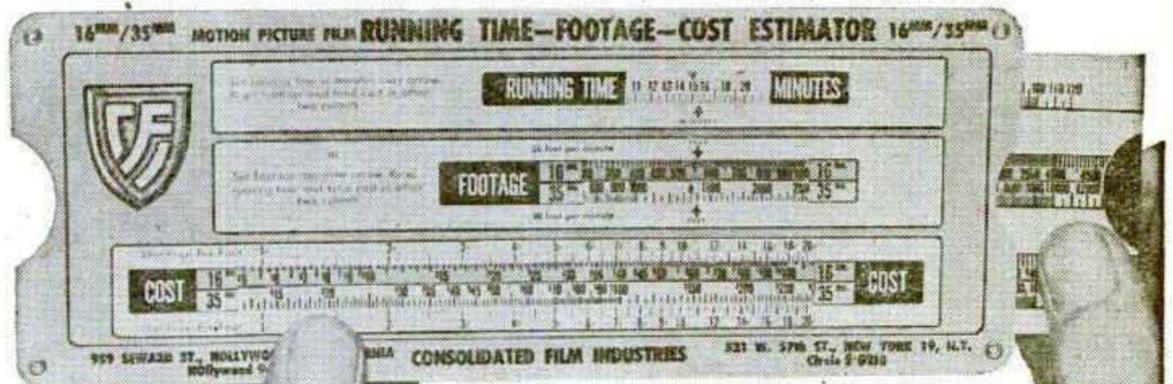
producers are making their opinions felt, more and more, is the matter of film bidding.

"You're usually buying a known talent," says one film company head. "Therefore why shop all over the industry for bids that may vary only a few dollars? Few program producers or sponsors would ever dream of presenting the format of a new show to several stars, and then ask for low bids on performing in the series, yet the same philosophy is carried out every day in the commercial field."

AUTOMATIC COST ESTIMATOR ...YOURS WITH THE COMPLIMENTS OF

CFI

If you produce, buy, sell, or use films, you'll appreciate this automatic film footage & cost estimator. It's a "slide rule" for the film industry... a fast, easy way to figure footage, frames, running time, and processing costs for 16 mm or 35 mm film. The "estimator" and instructions are yours without cost or obligation.



Producers, film buyers, editors, advertising agencies, TV stations, film production personnel: Kindly use this coupon or write on your business letterhead.

Consolidated Film Industries

Send me your FREE automatic film footage & cost estimator. No obligation, of course.

name _____
title _____
company _____
address _____
city _____ zone _____ state _____

CONSOLIDATED FILM INDUSTRIES

959 Seward St., Hollywood 38, California
Hollywood 9-1441

521 W. 57th St., New York 19, New York
Circle 6-0210



HOW DO YOU FILM "FOOD FOR THOUGHT"?



"Food for thought" is the "sell" in your storyboard that puts results in your commercial...
...an elusive element often lost between storyboard and film.

We pride ourselves in our ability to translate your message into film as you conceived it — through meticulous care for detail and genuine creativity guided by your specific sales message throughout every step of production.

Don't lose your "food for thought"...
don't lose the "sell" in your commercial...
put it where it belongs... in the minds of your viewers. Contact Guild.

NOW IN PRODUCTION
NOX LEMPERT, exec. producer

- WELCH'S TOMATO JUICE
- RONZONI
- TOOTSIE ROLLS
- CLAIROL
- SUCCESS WAX

contact:
NORM ALPERIN

GUILD FILMS



COMPANY INC.

COMMERCIAL & INDUSTRIAL FILM DIVISION

460 PARK AVENUE NEW YORK 22, NEW YORK
MURRAYHILL 8-5365

Second FPA Workshop Will Bolster Let-Us-in-Early Plea

By BOB BERNSTEIN

Film producers, waging a campaign to induce ad men to let them participate at an earlier stage in commercials, are experimenting with numerous devices and combinations and are developing techniques to lend creativity to their thesis. Out of this will come the commercials of 1958-'59, according to members of the Film Producers' Association of New York.

At the second TV Workshop in New York's Avon Theater on October 29, FPA's 30 film-producer members will demonstrate their creative prowess. This semi-annual event, attended by hundreds of ad agency execs, has as its theme this month "experimental techniques with film for TV."

Trend-spotters meanwhile pick the following as newly emphasized this fall and likely to be discussed at the FPA meet:

Location shooting, with scenic values bringing backgrounds into more prominence.

Unity of design, with scenery and costuming benefitting from fashion experts and designers, and program commercials tying in with locale and style of show content to a much greater extent.

More use of the Rotoscope, which combines live action and animation in a single sequence, since animation has been proven an attention-getter but products look better live.

Frequent use of musical combos, with instruments given specific characterization paralleling elements of the product.

Name composers, lyricists and musical directors to ensure higher quality jingles, segues and sophisticated music forms.

Shooting Board

Wondsel, Carlisle & Dunphy, Inc., will probably show its "shooting board," a super-elaborate storyboard with sketches framed "in true proportion," opticals, camera movement, sound cues, etc., adding production values at a pre-production stage. "It's a treatment instead of an outline," say Wondsel brass.

Transfilm has invested thousands to develop what it calls "double-image superimposition cinematography." Exec Veepee Walter Lowendahl describes it as "trick photography highly adaptable to production of commercials, using live actors in live settings

rather than rear screen projection, producing location shooting at home."

The FPA clinic will fall into five segments. Part One will feature experimental photo techniques, Steve Elliot co-ordinator. Producers have been given three subjects, a still life, a product in motion and a curvaceous TV actress, to interpret as their imagination dictates. FPA is mulling theatrical release of the results as an art short-subject.

Part Two features experimental animation techniques, Morey Fautz co-ordinator. Producers have been given a cartoon character named Carrie Nation and must show development of same via animation. Part Three features practical application, (Dave Pincus co-ordinator, and it is here that producers will exhibit new commercials.

New Color Process

Part Four will be a demonstration of results of the new inter-negative color printing facilities in New York. This is a fast method of printing "together" instead of three separate times. Bert Hecht is co-ordinating this and Part Five, devoted to recent developments in technical services, highlighting optical and recording means.

FPA is made up of producers who do 90 per cent of New York's commercials, New York in turn accounting for 75 per cent of the nation's commercials. Its current mission aimed at copy, production and creative personnel of the city's agencies is expected to have an overflow audience into a second presentation of the workshop program.

The actual results of the experimentation and what new directions will be indicated may not be resolved for months, FPA has a strong case in the very fact of its experimenting for ad agency solons to pause and focus. To underscore the industry position, the workshop will eliminate all specific credits. What Madison Avenue will see is "the progress and creativity of film producers as a whole."

The first workshop, last April, threw light on the implications of videotape for TV commercials, stop-motion puppetry, paper sculpture, adaptations of the theatrical approach, limbo photography, jewelry and a hundred scattered areas. This time producers have been

asked to narrow the focus to support the thesis that they should be brought in at the very beginning in the planning of a commercial and its content. The unusual device of a competitive challenge, in giving them all the same subject matter, should prove how many ways they can help clients get away from stereotypes, according to an FPA spokesman.

Other FPA Activities

The fall theme is being echoed in FPA's other activities, its speakers' bureau; government, education and industry screenings, and liaison with other trade associations. October 30 will see a debate before the Industrial Audio-Video Association, a group limited to film execs of 50 top U. S. manufacturers. The IAVA Convention will also attend the workshop presentation. FPA will present a paper on color film in TV and highlights of its workshop at the November 20 meeting of the Association of American Advertising Agencies.

The FPA let-us-in-early campaign has been meeting with generally good but cautious agency response. "We must naturally and inevitably turn to the producers for creative help, since they're on top of the latest techniques and often employ nimble minds that equal if not outrank our own," says a McCann-Erickson exec. "Why not invite them in at the ground floor? If their ideas are useful, we're better off. If not, no harm is caused," says a Lennen & Newell spokesman.

On the negative side, one adman thinks producers have private axes to grind and will push for their pet techniques or most profitable processes. And another thinks no producer with many accounts can be as close to an advertiser's needs and problems as the most junior member of the agency team servicing the account. "If we want to keep New York as the center of commercial production," answers a Benton & Bowles account exec, "it is to our advantage as well as the producers' that we practice the two-heads-are-better-than-one philosophy. It can only result in better commercials and profits for all."

Whatever their opinions to date, the ad men are expected to turn out en masse for the FPA presentation this month.



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the finest in foods

with the finest in film

We're proud to highlight among our fine food photography such good names as:

ARMOUR'S
Frozen Turkeys

BORDEN'S
Ice Cream & Dairy Products

CHEF BOY-AR-DEE
Beefaroni & Pizza Pie

DUNCAN HINES
Cake Mix

GENERAL FOOD'S
Jelly Chiffon Pie

NATIONAL BISCUIT
Uneda Instant Fizz

NESTLE'S
Instant Cocoa

PROCTER & GAMBLE
Big Top Peanut Butter

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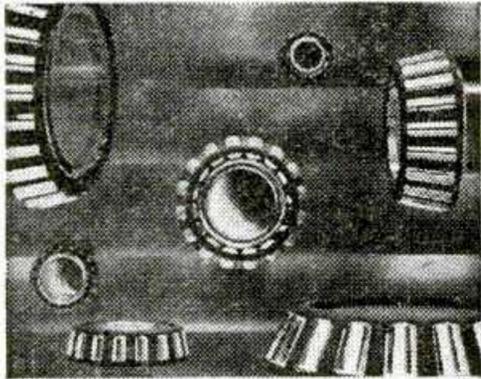
T.V. spot editor

A column sponsored by one of the leading film producers in television

SARRA

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



How to humanize roller bearings? Sarra makes them act! Via stop motion a Timken roller bearing rolls, then zooms into stirring shots of the product in-use . . . in planes, trains, farm equipment. A switch-back to stop motion at the end underscores the Timken slogan: "At Timken, we have a word for it—betterness." An exciting commercial that opens and closes the Timken show. Produced by SARRA in Eastman color and in black and white for The TIMKEN ROLLER BEARING CO. through BATTEN, BARTON, DURSTINE & OSBORN, INC.

SARRA, INC.

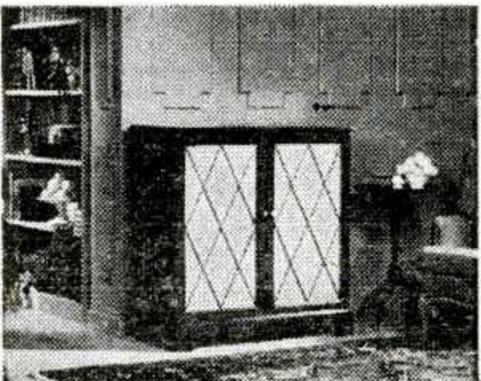
New York: 200 East 56th Street
Chicago: 16 E. Ontario Street



Here's how a spectacular 5-minute spectacular for Rheingold does a triple job. It introduces the 1958 Miss Rheingold contestants, urges the public to vote in the country's second largest election, subtly sells via the ballot boxes—and makes a musical comedy of the entire spot. Marge and Gower Champion—working with a special musical score—sing, dance and "emcee" the show. The highlight of a park scenic design is a stylized carousel—a device that makes possible three natural and interesting presentations of the 1958 contestants. Produced by SARRA for LIEBMANN BREWERIES, INC., through FOOTE, CONE & BELDING.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 E. Ontario Street



This 60-second spot, one of a series for Zenith Radio Corporation, forcefully demonstrates how beautiful a Zenith Hi-Fi set looks, and how realistic it sounds. Decorator planned interiors enhance Zenith models. So that anyone can see how the component parts of a Zenith Hi-Fi set operate, the various elements are popped in—in sync with voice over. Here technical information is delivered with seeming simplicity. Produced by SARRA for ZENITH RADIO CORPORATION through EARLE LUDGIN & COMPANY.

SARRA, INC.

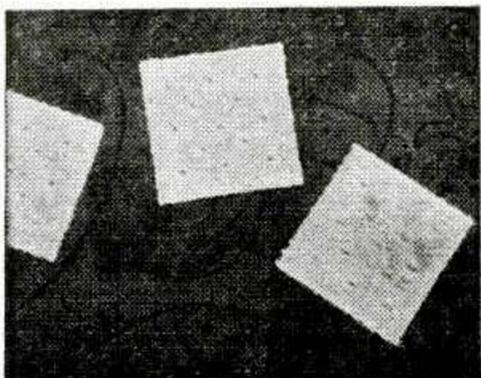
New York: 200 East 56th Street
Chicago: 16 E. Ontario Street



This commercial for Knox Gelatine brings statistics to life—with hands! Hands moving against a black background demonstrate how 7 out of 10 women with splitting, breaking fingernails can benefit from Knox Gelatine. They also create enough excitement to hold interest high for the convincing product demonstration and close-ups of package that follow. The entire story of Knox Gelatine-for-fingernails is packed—with apparent ease—into 20 seconds. Produced by SARRA for CHARLES B. KNOX GELATINE CO., INC., through CHARLES W. HOYT COMPANY, INC.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 E. Ontario Street



Even a cracker can be dramatic—the Sarra way! In fact, the cracker is the entire cast in this 60-second Nabisco commercial which combines outstanding stop-motion sequences with high-key live action food shots. The artistry of this spot stems from startling lighting and optical effects achieved right in the camera to emphasize the "Golden Glow" cracker. Produced by SARRA for The NATIONAL BISCUIT COMPANY (NABISCO) through McCANN-ERICKSON, INC.

SARRA, INC.

New York: 200 East 56th Street
Chicago: 16 E. Ontario Street

STOP

running all over the map for your commercials!



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LEVER BROS.

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The Billboard Product Profile Section

Spotlight on **FOOD** Commercials

Featuring:

- Do's and Don'ts of selling food by television
- Ad Agency Seminar on how to sell food products by TV
- Where leading food companies ran spot commercials
- Who shot food commercials at what studios in 1957
- Pictorial checklist of some current food commercials

A PICTORIAL CHECKLIST OF FOOD COMMERCIALS

This page starts a special sub-section devoted to TV commercials in one product category, in this instance FOOD.

Below are stills from a sampling of current TV commercials in the food category.

It is apparent from this selection that there are certain themes that recur throughout the food field, regardless of the specific brand. One is the lady in the kitchen.

She is not necessarily an attractive lady. In fact, she may be well along in years. Whether young or old, comely or not, you can be sure she is no glamor queen. Rather she is a neat, simple person such as any man may possibly or even probably find in his own kitchen.

This lady may or may not be wearing an apron but she seldom wears what you'd call

chic fashions. She may be accompanied by her children or neighbors when the camera comes upon her. But, most important, she is always using the sponsor's product, right there on the table in front of you, and she likes it. Indeed, she's smiling with satisfaction.

Another recurring element—a food commercial basic—is package close up. You can't

get away from it. However alluring the product may appear when in use, the viewer can only act on her desire for it when she sees it on the market shelf in its jar, can or box. The package picture has to be gotten over large and clear, and it is obvious from this check list that producers take infinite pains to make it as scintillating as possible, whether filming for spot TV or network.



BREAD—The band around the package of Thomas' Protogen Bread has tape-measure markings to signify the protection this product affords the lady's waist line. The commercial was produced by Filmways thru McManus, John & Adams Agency.



SOUP—The latest film commercials for Campbell's Soup use abstract settings of humorous touches. The copy stresses the appetite appeal and nourishment value. Elliot, Unger & Elliot produced this one from storyboards by BBD&O.



OIL—The Mazola Oil commercials are straightforward kitchen demonstrations. This season they will emphasize that this is an unsaturated fat, a fact that some researchers say make it better for health. Transfilm produced thru C. L. Miller.



FROZEN FOODS—Visit the set where a Snow Crop commercial is being shot and you're almost sure to run into the little white polar bear that is the brand's merry trade-mark. This is how the little fellow was caught on Caravel's kitchen film set.



ICE CREAM—The girl is showing what appetizing sundaes you can make at home with Hood's ice cream. The commercial was produced by Caravel thru Kenyon & Eckhardt. Sponsor is a leading New England concern and TV user.



MACARONI—This versatile macaroni product, Mueller's Sea-Shells, is here shown as used as the basis for a salad. Elliot, Unger & Elliot shot this commercial, and the agency is Calkins & Holden. Product is regional but big TV user.



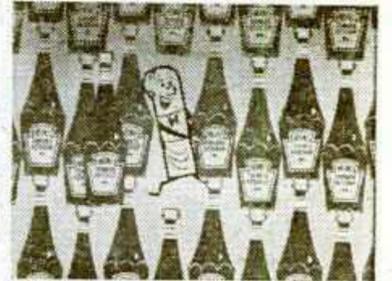
ROLLS—Pillsbury's Quik Cinnamon Rolls are demonstrated here by Billie Burke. In others in this series the endorsement is delivered by Edward Everett Horton. The series was shot in color by MGM-TV thru Campbell-Mithum, Minneapolis firm.



DRESSING—Hellmann's Mayonnaise dresses up the sandwiches that go into the daily lunchbox in this commercial for the Best Food product. Dancer-Fitzgerald-Sample is the agency, and the film was shot by Elliot, Unger & Elliott from their storyboards.



BABY FOODS—These commercials for Gerber's strained baby foods show the ingredients in their natural splendor. Robert Lawrence Productions shot them for the D'Arcy agency. Stress is on Gerber specializing in baby food.



KETCHUP—H. J. Heinz of Canada has this zippy cartoon commercial for one of Heinz's most famous products, tomato ketchup. Shamus Culhane Productions did the animation production. The Heinz agency in Toronto is McLaren, a leading firm.



BISCUITS—This lovely young homemaker reveals that her cupboard is crammed with all manner of Nabisco products, Grahams, Ritz, Uneeda, Oreos and Snow Flake Saltines. The scene was shot by Caravel thru McCann-Erickson, Inc., N. Y.



CEREAL—The "Breakfast of Champions" sits in the trophy bowl in this standard trade-mark shot for the Wheaties commercials. Robert Lawrence Productions (N. Y.) shot this set-up, and the agency for General Mills on this job was Knox Reeves.



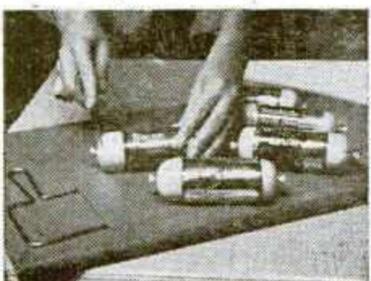
MOLASSES—Take it from the pretty young lady, Grandma's Molasses adds zest to a bowl of baked beans. That's the story in this kitchen commercial prepared by Charles W. Hoyt agency and produced by Caravel Films for spot TV usage.



FRUITS—The Association of Apple Growers is now preparing these 20-second station breaks to go on the air in the fall. Bill Sturm Studios is producing the cartoon commercials. The agency for the apples is Charles W. Hoyt, New York City.



CEREAL—The audio emphasis is on the high protein content of Kellogg Special K Cereal, which has twice the protein of the average cereal. Placed thru the Leo Burnett Agency, this commercial was shot by Warner Bros. in Hollywood.



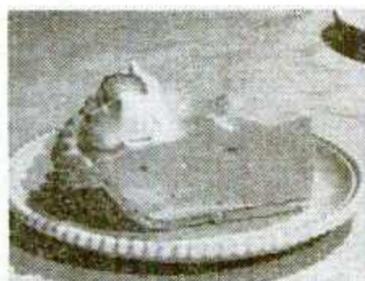
CHEESE—A classic in their field, the Kraft live table-top commercials are produced by the J. Walter Thompson agency; Harry Herrmann, producer, and Alan Anderson, director. They do 14 of these live a week on "Kraft Theater," daytime shows.



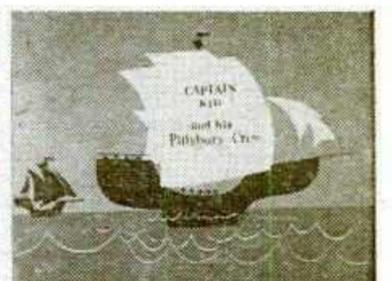
SHORTENING—They're tasting the French fried potatoes just made with Procter & Gamble's Crisco, which stresses "digestibility." The kitchen is the usual scene of Crisco commercials, as per this one produced by Filmways thru Compton.



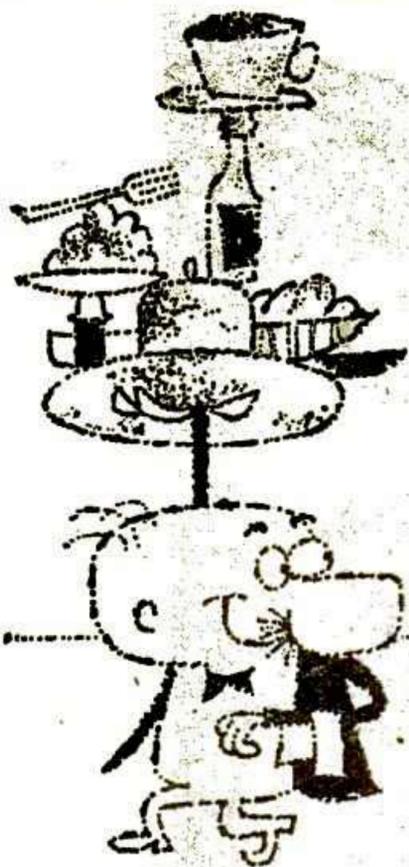
FROZEN FOODS—The Wise Agency of Cleveland is trying to give this product a premium food aura without snob appeal. The commercials, produced by Elliot, Unger & Elliott, stress the handsome package design for consumer eye appeal.



DESSERT—This Wondol, Carlisle & Dunphy closeup shows lots of luscious, hard-to-photograph "texture" in pie slice made with Jello Chiffon Pie Filling. Sponsor is General Foods Corporation thru Young & Rubicam, Inc. Filmed in N. Y.



GINGER BREAD—To the accompaniment of a jingle, this commercial's storyline features a group of kids playing pirate who all slide down to where mother is baking cookies. For Pillsbury Ginger Bread thru Leo Burnett, by Ray Patin, Hollywood.



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Our recipes for sales producing television commercials have delighted millions.

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THE KROGER CO.
NATIONAL BREWING CO.
QUAKER OATS CO.
JOHN MORRELL & CO.
CAMPBELL SOUP CO.
THE H. J. HEINZ CO.
OSCAR MAYER & CO.
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Thank you for your confidence in our organization.

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Klaeger
FILM PRODUCTIONS, INC.

• TELEVISION AND INDUSTRIAL FILMS

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JUDSON 2-5730

A SYMPOSIUM

AD AGENCY COMMERCIAL MEN DISCUSS FOOD

On this page a number of top ad agency executives responsible for the creation of TV commercials discuss the basic problems encountered in selling comestibles via the sight-sound-motion medium.

What are the main points that have to be gotten over and what specific difficulties are involved in presenting them on video, live or film? What are the techniques of imparting flavor and succulence via an odorless medium? How to implant identification? How to cover the essentials and still get freshness. And what new approaches are foreseen this season in the teleselling of food?

For the most authoritative opinions on these problems, read on:

KENYON & ECKHARDT

The 'Sell' Part Should Be Straight & Simple

The "lead-ins" to actual product selling in food commercials can be as imaginative, varied and tricky as the agency and producer can contrive, but once the "sell" portion has been reached, the pitch should be straight and simple with a strong emphasis on demonstrating the product in use.

This, in essence, is the production philosophy voiced by one of the top TV execs of Kenyon & Eckhardt, an agency whose food clients range from Liquid Spry of Lever Bros. to Milk Bone Dog Biscuits of Nabisco.

"The most effective way to sell a food product is usually to show just what the merchandise can perform," says the K&E executive. With a bow to a neighboring agency, J. Walter Thompson, the veteran TV man cited that agency's live commercials for Kraft as "virtually classic examples of the demonstration commercial for food products."

One trend noted by the K&E exec in the food field is that there's likely to be a much more limited

use of the masculine "scene spokesman" in film commercials, that is, the announcer who's standing somewhat uncomfortably holding the client's product and delivering the spiel. Instead, the concentration is likely to be "much more on close-up demonstration, glamor shots of the product, and voice-over sell."

Clever Tracks

At the same time, sound tracks are becoming more important in food commercials, the K&E official believes, with a strong emphasis on clever new musical themes that involve small combos rather than large orchestras. "Instead of just providing a bland background, we're starting to develop arrangements and instrumentations that accent the sales points of TV-sold products," says the K&E executive.

There's likely to be more of the "soft sell" around in food commercials this fall, altho most of the commercials in the food field will probably be slicked-up versions of what is actually fairly straight sell, predicts the advertising agencyman.

One other interesting possibility foreseen by the K&E executive: "There may be some changes this fall in the 'housewife prototype' used in food commercials. So far, we've avoided any identification with national groups and have leaned over backward to make her 'typical.' To freshen up the approach, there may be a swing from this. Not an extreme shift, mind you, but somewhat more variety in commercial casting."

BENTON & BOWLES

Softer Presentation of Hard Sell by Efficiency

"Basically, we're saying pretty much the same things in food commercials we said six or seven years ago, but today we're saying them much better. The casting, delivery of lines, structure, photography, and general technique of film commercials has steadily improved as producers understand us better, and we understand their problems," says Ray Lind, vice-president in charge of commercial production of Benton & Bowles.

Lind, who estimates he has turned out or ridden herd on several thousand TV commercials, cites the theme of many of his agency's fall food commercials in terms that seem a paradox. Our trend is toward a softer presentation of hard sell," he says. However, Lind explains his point of view thusly:

"I think TV audiences today appreciate a more adult approach in commercials. Therefore, we try to maintain a 'method of selling' on many national food products in which we keep the selling as efficient as possible—thru an ever-increasing number of basic techniques—and at the same time make them as pleasant and digestible as possible. We believe strongly, for example, in demonstration commercials for food, but try to include only the most important copy points. We try to get the 'campaign flavor' of the over-all advertising into the film commercials, but we also try to inject intangibles like good will toward the product, into the TV commercials."

He takes no sides in the current controversies over whether TV film commercial production will reside mainly in Hollywood or

New York. "We shoot commercials, or parts of commercials, in both East and West," he says. "I think there's room for both. We have certain facilities requirements for certain commercials. It's a case of who comes up with the best."

Lind also sees no general trend in food commercials toward "absolute integration" with the show in which they appear. "We do commercials sometimes which are 'semi-integrated,' using program cast members, as in our Borden film commercials for use in 'Fury.' At the same time, since most commercials do duty in spot campaigns as well as programs, total integration with programs would limit their values."

BATTEN, BARTON, DURSTINE & OSBORN

Pleasant Folks on Nice Set Make Ideal Com'l

"We're known as an 'Easy Sell' agency," says top BBDO commercial producer, "and our present fall commercial plans call for a continuation of this philosophy, particularly in the food field."

"Ideally, a good TV commercial shows pleasant people in pleasant surroundings, with an easy and convincing sell being done in conjunction with beautiful product shots. This is what we try for.

"The main problems come in a hunt to be more creative. In other words, how can we tell a basic product story a bit differently?" says the BBDO exec.

Part of this is likely to come at BBDO in the form of special attention to what might, at first glance, seem like relatively minor portions of TV commercials. "We're constantly exploring new uses for prepared food products, such as a campaign plugging Campbell's Soups as the 'one for the road' on New Year's Eve," the BBDO producer avers. "In the field of music, we look now for off beat instrumentations, such as a harpsichord being featured in the sound track. Settings can be straight, but they can be effective under certain conditions where they are stylized, such as a kitchen cupboard hanging in space against a plain background."

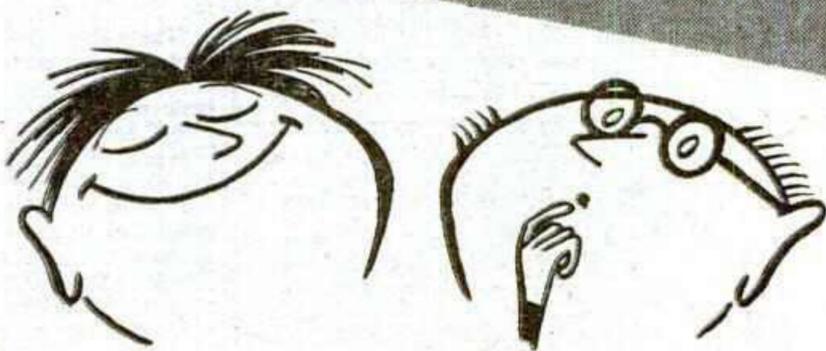
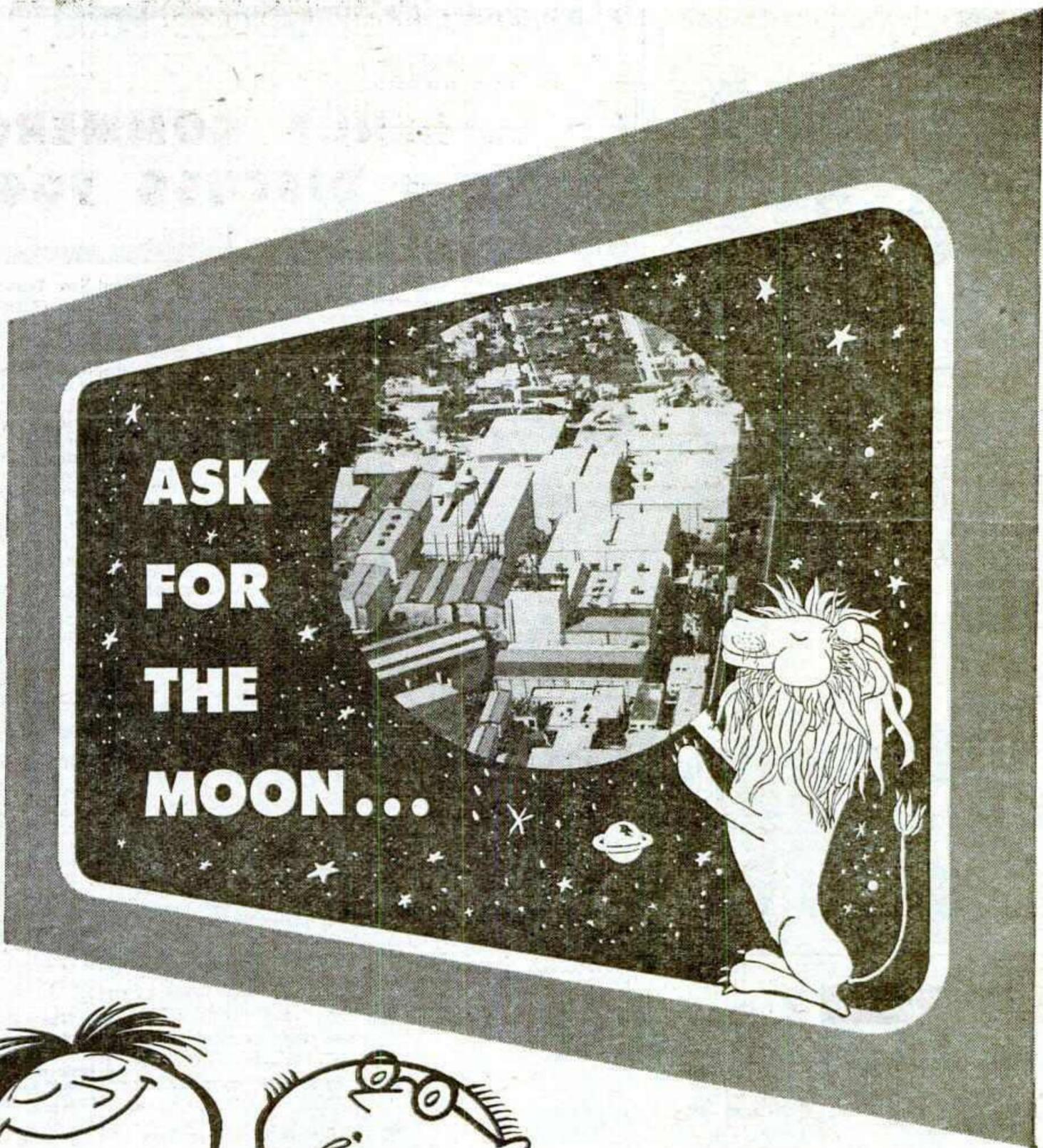
Not Arty

Such commercials are not, the adman points out, in the "arty" vein. "We've tested a number of such film commercials on audience panels, and have found that they have high remembrance values. It's a matter of avoiding the usual commercial paths and striving for originality."

Incidentally, one of BBDO's prize food commercials was held off the air recently, thru no fault of its own. The agency whipped up a new set of "Chiquita Banana" spots that were novel and high in memory score. But the banana crop, it seemed, suffered this year from the result of hurricanes and bad weather, leaving a limited crop. Rather than create consumer resentment, the client is holding off on the use of these spots until the supply of Chiquita's versatile fruit catches up with normal demand.

"We can hardly wait," says the BBDO official.

(Continued on page 24)



THINK OF ANYTHING . . . Your wildest dreams for commercials are practical and attainable at **MGM-TV!**

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PROPS? Pick them from a warehouse of 160,000!

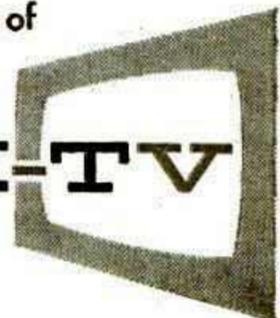
COSTUMES? Over half a million!

MAKE-UP, SOUND-EFFECTS, MUSIC—anything you might imagine or require is here . . . under one roof, within the fabulous walls of the M-G-M studio.

And every dollar in your commercial production budget goes twice as far because it commands the creative and technical know-how of hundreds of experts. So think big!

SPEND LESS AND GET MORE!
YOUR DOLLARS GO FARTHER AT . . .

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 JUDson 2-2000

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 RAndolph 6-1011

Virgil "Buzz" Ellsworth
 MGM Studios, Culver City, Calif.
 TExas 0-3311

Agency Men Discuss Food Approach

Continued from page 22

McCANN-ERICKSON

Takes Doctoring to Get Color and Taste Across

The primary task of the agency producer is to re-create the odor, color, and taste experience of food without being able to convey any of these thru the TV tube, says Neil Reagan, vice-president of McCann-Erickson.

Food commercials are probably the most difficult of any to produce because the camera and people do not see eye to eye: a roast which looks juicy and attractive to the human eye can turn out to be an unattractive blob on film, he points out.

As a result, many foods have to be doctored before being shot. Meats are often painted with oil to make them glisten. The color of ketchup has to be lightened, otherwise it will look like a bottle of India ink.

The arrangement of the food and the camera angle are equally important. The background, and surrounding foods used to create an appetizing atmosphere have to be tailored specifically to the product. Proper lighting is given the closest attention. Neatness is of utmost importance. A slight smudge or spot of grease that would never be noticed under ordinary circumstances can look horrible in a commercial.

Color Correction

Nearly all packages must be color-corrected before going in front of the cameras, else they look considerably different from what the public is used to in stores. A photostating process, changing the colors to black and white, is used for most.

McCann puts the emphasis on how-to-do-it and demonstration type commercials. Economy (variety without added cost) and ease of preparation are also stressed. Animation is used less than in other types of spots, where it makes up about 20 per cent of the total.

The package is placed in as many shots as possible to create strong identification of labels with product. It is stressed that only the specific advertiser, e.g. Swift, Nestle's, has the experience and reputation to give the housewife quality similar to that she is seeing on the screen.

YOUNG & RUBICAM

Despite Trend to Film, Live Is Better for Food

There is a tendency away from the stand-up commercial for food products, according to a top Young & Rubicam executive in its commercial department. He also believes that film generally is coming into greater use for commercials this fall, primarily because more and more programs are being produced on film.

This executive, however, considers live commercials better for food products.

He also regrets a current tendency to produce what he terms neuter commercials, that is, plugs that can be used on a variety of any specific shows.

Among the problems involved in the production of food commercials, a major one, according to the Y&R exec, is the presentation of liquids, which generally don't look good on film. Another is

making each product have a unique and differentiated appeal. The product, he points out, must have a clear claim on the consumer's appetite.

On the positive side, he said that food commercials are easier to produce because they are shot in confined areas, and do not have to make shrill claims, as do commercials for some other products. Nevertheless, it is not easy to catch food at its appetizing best at the precise moment when it can stimulate the appetite.

LEO BURNETT

Make 'Em Entertaining And Attractive, Too

The food commercial should be attractive and as entertaining as possible, according to Gordon Minter, of the Leo Burnett agency. The primary target of many packaged foods, e.g. Kellogg's, is toward the kids, because it is felt they influence buying to a great extent.

The practice is not to doctor products to make them appear the same to the television camera as to the human eye, but to experiment and strive for the greatest lighting values. The agency does not "cheat" in preparing foods for commercials, he declared.

Identification of package with product is of particular importance, and a great deal of emphasis is placed on this in the agency's spots. The only color correction used is for Kellogg's, in which the red is toned down. Generally, red presents the most problems because of the film's high sensitivity to it, Minter pointed out.

The most difficult task in preparing food commercials is to create appetite appeal without two paramount characteristics associated with food: odor and color. The basic substitute is to show a person eating and enjoying the product.

Animation

Animation is used in those commercials in which it aids identification of the package, e.g. Rice Crispies. Generally the type of product determines whether live action or animation is to be used, Minter said, and by specific products this varies little from year to year. There are no definite trends here.

Unlike many other agencies, Burnett's basic philosophy is to let the particular product being shot "stand on its own" and not surround it with pleasing backgrounds or generally associated foods.

Emphasis on demonstration in commercials is secondary at Burnett, altho in some commercials there is stress on economy and ease of preparation. This is largely controlled by the type of product being pitched.

Most important of all, Minter declared, is to create a friendly atmosphere around the commercial so that viewers will be receptive to the message.

animated films

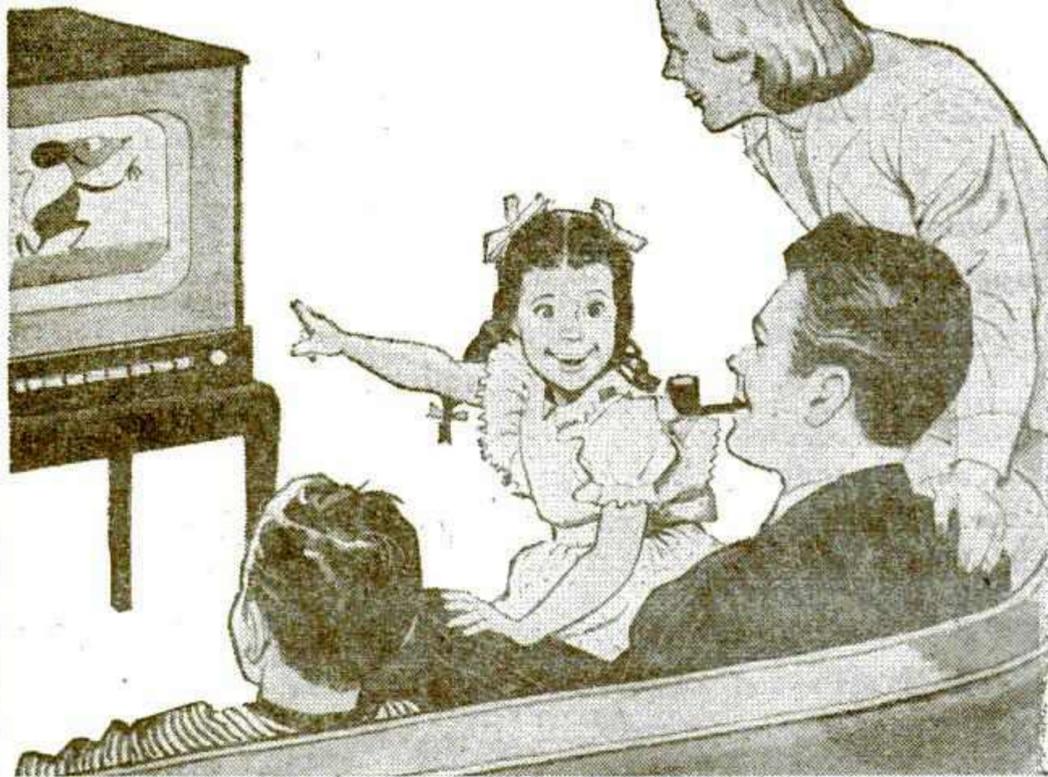
for industrials for commercials

and just for fun

U P A

studios inc
 burbank, calif.
 440 lakeside drive
 thornwall 2-7171
 new york, n. y.
 60 east 56th street,
 plaza 8-1405

How much per second is your commercial worth?



MPO TELEVISION FILMS, INC. 15 East 53rd Street, New York 22, MU 8-7830

The big expenditures for TV time and programs are for one purpose only — to deliver an audience for the commercial.

The commercial, therefore, must have top production quality in order to make the time and program investment pay off.

MPO has made the largest investment in the East in permanent film-making talent and production facilities specifically for the purpose of delivering the best possible filmed commercials.

Call MU 8-7830 and ask MPO's Bill Huston to set up a screening of MPO's work, color and B&W.

You will see on the screen why thirty leading agencies are doing repeat business with MPO.



a day to be proud of . . .

When you receive your commission . . . and pin on the bars . . . of an officer in the Naval Reserve . . . if you are a college graduate, between 18 and 27, you may qualify for the Navy's Officer Candidate School. Visit your local Office of Naval Officer Personnel for complete details on how you can serve your country as a commissioned Navy officer.



NAVY

BAR Lists Top Food TV Spot Campaigns

How do the major national food companies use spot television campaigns to sell their products?

A comprehensive guide to spot campaigns placed during the second quarter of 1957 follows, the most extensive such list to appear in any TV business publication. The list shows the campaigns for 17 different types of food products, listing under each of these classifications the advertisers whose campaigns ran in at least five of 19 top markets. Under the name of each advertiser is the list of markets used, and the number of spots and programs in each.

The information in this list is derived from the Television Spot Index for the second quarter of 1957 prepared by Broadcast Advertisers Report, Inc. It is based on BAR's market-by-market studies, made by monitoring all programs and commercials in each of the 17 markets during a one-week period in the second quarter of 1957. The markets studied were: Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas-Ft. Worth, Detroit, Lancaster, Los Angeles, Miami, Milwaukee, Minneapolis, New York, Philadelphia, Pittsburgh, Rochester, St. Louis, San Francisco and Washington, D. C.

For permission to publish this material we are greatly indebted to BAR, the only source for complete and accurate information derived from monitoring off the air, by tape, the complete schedules of all radio and TV stations in principal markets. BAR produces many studies of TV and radio advertising and programming, including network, local market and spot film reports, as well as comparative studies of the campaigns of advertisers in key industries. These studies all derive from playbacks of tapes of complete broadcast schedules.

For additional information, or for complete campaigns of all food sponsors, please contact BAR at 236 East 47 Street, New York 17, N. Y.

BAKED GOODS

CONTINENTAL BAKERY PRODUCTS

- Boston-(2 pgms. 25 spots)
- Chicago-(4 pgms. 36 spots)
- Cleveland-(1 pgm. 22 spots)
- Dallas-Fort Worth-(3 pgms. 36 spots)
- Detroit-(34 spots)

- Los Angeles-(3 pgms. 35 spots)
- Milwaukee-(3 pgms. 21 spots)
- Minneapolis-(3 pgms. 17 spots)
- New York-(3 pgms. 34 spots)
- Philadelphia-(1 pgm. 9 spots)
- Pittsburgh-(11 spots)
- Rochester-(1 pgm. 15 spots)
- St. Louis-(5 pgms. 25 spots)
- San Francisco-(3 pgms. 28 spots)
- Washington-(1 pgm. 40 spots)

KEEBLER BAKERY PRODUCTS

- Baltimore-(1 pgm.)
- Lancaster-(4 spots)
- Miami-(1 spot)
- Philadelphia-(4 spots)
- Pittsburgh-(1 spot)
- Rochester-(6 spots)

NABISCO BAKERY PRODUCTS

- Atlanta-(1 pgm. 20 spots)
- Baltimore-(1 pgm. 10 spots)
- Boston-(1 pgm. 6 spots)
- Chicago-(2 pgms. 13 spots)
- Cleveland-(1 pgm. 8 spots)
- Dallas-Fort Worth-(1 pgm. 18 spots)
- Detroit-(1 pgm. 14 spots)
- Lancaster-(1 pgm. 6 spots)
- Los Angeles-(2 pgms. 15 spots)
- Miami-(1 pgm. 10 spots)
- Milwaukee-(1 pgm. 12 spots)
- Minneapolis-(1 pgm. 17 spots)
- New York-(1 pgm. 9 spots)
- Philadelphia-(2 pgms. 14 spots)
- Pittsburgh-(1 pgm. 20 spots)
- Rochester-(7 pgms. 6 spots)
- St. Louis-(2 pgms. 11 spots)
- San Francisco-(2 pgms. 7 spots)
- Washington-(1 pgm. 11 spots)

SUNSHINE BAKERY PRODUCTS

- Atlanta-(1 pgm.)
- Baltimore-(4 spots)
- Cleveland-(14 spots)
- Dallas-Ft. Worth-(10 spots)
- Detroit-(12 spots)
- Los Angeles-(12 spots)
- Minneapolis-(10 spots)
- New York-(16 spots)
- Philadelphia-(10 spots)
- Pittsburgh-(3 spots)
- Rochester-(3 spots)
- St. Louis-(6 spots)

WESTON BAKERY PRODUCTS

- Baltimore-(1 spot)
- Dallas-Ft. Worth-(10 spots)
- Los Angeles-(10 spots)
- Minneapolis-(1 spot)
- San Francisco-(4 spots)

CEREALS, FLOURS & MIXES

AUNT JEMIMA FOOD PRODUCTS

- Atlanta-(15 spots)
- Boston-(3 spots)
- Cleveland-(2 spots)
- Detroit-(2 spots)
- Milwaukee-(2 spots)
- Minneapolis-(8 spots)
- New York-(15 spots)
- Washington-(2 spots)

CREAM OF RICE CEREAL

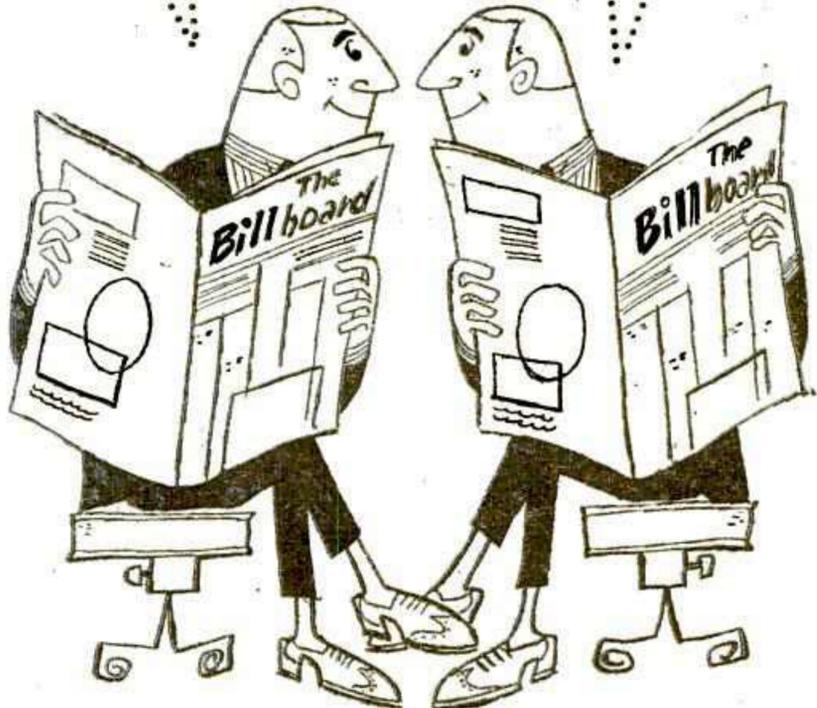
- Chicago-(1 spot)
- Cleveland-(1 spot)
- Detroit-(1 spot)
- New York-(3 spots)
- Rochester-(1 spot)
- San Francisco-(1 spot)
- Washington-(1 spot)

CREAM OF WHEAT CEREAL

- Boston-(2 spots)
- Chicago-(2 spots)
- Cleveland-(2 spots)

(Continued on page 26)

According to Billboard...*



KLING

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

as seen in Advertising Age

Here's a Really Good Film*

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

The current version is a 16mm Technicolor movie, with commentary by Wesley I. Nunn, Standard's advertising manager, which runs 18½ minutes and is available for specific showings to interested groups without charge.

We have been more than usually critical of films which have attempted to explain advertising to the general public, or to position it in the economy, so when we say that we found this particular film technically excellent and educationally effective, we are voicing no idle endorsement.

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

KLING FILM PRODUCTIONS

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

*... and it's from Kling!

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



* Billboard Scoreboard • FILM PRODUCER CREDITS

film graphics inc.

INDUSTRIAL FILMS

television graphics inc.

TELEVISION COMMERCIALS

245 W. 55 ST., N.Y.C. / JUDSON 6-1922

Top Food Spot Campaigns

• Continued from page 25

- DETROIT**-(2 spots)
- Los Angeles-(2 spots)
- Milwaukee-(2 spots)
- Minneapolis-(3 spots)
- Philadelphia-(2 spots)
- Pittsburgh-(2 spots)
- San Francisco-(1 spot)
- HELLOGG CEREALS**
- Atlanta-(2 pgms.)
- Baltimore-(2 pgms.)
- Boston-(2 pgms.)
- Chicago-(2 pgms. 7 spots)
- Cleveland-(2 pgms.)
- Dallas-Ft. Worth-(2 pgms.)
- Detroit-(3 pgms. 7 spots)
- Lancaster-(2 pgms.)
- Los Angeles-(3 pgms. 22 spots)
- Miami-(2 pgms.)
- Milwaukee-(2 pgms. 7 spots)
- Minneapolis-(2 pgms.)
- New York-(3 pgms. 30 spots)
- Philadelphia-(2 pgms.)
- Pittsburgh-(3 pgms. 6 spots)
- Rochester-(1 pgm.)
- St. Louis-(2 pgms. 9 spots)
- San Francisco-(2 pgms. 3 spots)
- Washington-(2 pgms.)
- POST CEREALS**
- Chicago-(3 pgms. 17 spots)
- Dallas-Ft. Worth-(13 spots)
- Detroit-(5 spots)
- Milwaukee-(18 spots)
- Minneapolis-(3 pgms. 5 spots) (3 pgms. 10 spots)
- Pittsburgh-(3 spots)
- St. Louis-(7 spots)
- QUAKER CEREALS**
- Atlanta-(2 spots)
- Baltimore-(1 spot)
- Cleveland-(1 spot)
- Dallas-Ft. Worth-(1 spot)
- Detroit-(1 spot)
- Lancaster-(1 spot)
- Los Angeles-(1 spot)
- Miami-(2 spots)
- Milwaukee-(2 spots)
- Minneapolis-(40 spots)
- New York-(2 spots)
- Pittsburgh-(1 spot)
- Rochester-(1 spot)
- St. Louis-(1 pgm.)
- DAIRY PRODUCTS & ASSOCIATIONS**
- NORDEN FOOD PRODUCTS**
- Dallas-Ft. Worth-(2 spots)
- Detroit-(2 spots)
- Miami-(2 spots)
- Milwaukee-(15 spots)
- New York-(2 pgms.)
- St. Louis-(7 spots)
- MILK PRODUCERS ASSOCIATION**
- Baltimore-(5 spots)
- Chicago-(7 spots)
- Cleveland-(25 spots)
- New York-(1 spot) (2 spots)
- Pittsburgh-(4 spots)
- Washington-(6 spots)
- DESSERTS & FROSTING MIXES**
- EWEL FROSTING MIX**
- Atlanta-(7 spots)
- Baltimore-(1 spot)
- Boston-(4 spots)
- Cleveland-(2 spots)
- Miami-(2 spots)
- Pittsburgh-(3 spots)
- FOOD BRANDS (MULTI-PRODUCTS)**
- ARMOUR FOOD PRODUCTS**
- Chicago-(2 pgms. 5 spots)
- Dallas-Ft. Worth-(6 spots)
- Lancaster-(4 spots)
- Pittsburgh-(1 spot)
- Rochester-(13 spots)

- BEECH-NUT FOOD PRODUCTS**
- Atlanta-(10 spots)
- Baltimore-(12 spots)
- Boston-(10 spots)
- Chicago-(18 spots)
- Cleveland-(10 spots)
- Detroit-(13 spots) (13 spots)
- Los Angeles-(45 spots)
- Miami-(12 spots)
- Milwaukee-(12 spots)
- New York-(18 spots)
- Philadelphia-(12 spots)
- Pittsburgh-(10 spots)
- Rochester-(10 spots)
- San Francisco-(17 spots)
- Washington-(12 spots)
- DROMEDARY FOOD PRODUCTS**
- Atlanta-(1 spot)
- Cleveland-(2 spots)
- Detroit-(6 spots)
- Milwaukee-(5 spots)
- Minneapolis-(6 spots)
- New York-(12 spots)
- HEINZ FOOD PRODUCTS**
- Atlanta-(1 pgm.)
- Baltimore-(1 pgm. 1 spot)
- Boston-(1 pgm.)
- Chicago-(1 pgm.)
- Cleveland-(1 pgm. 1 spot)
- Dallas-Ft. Worth-(1 pgm.)
- Detroit-(1 pgm.)
- Los Angeles-(1 pgm.)
- Miami-(1 pgm.)
- Milwaukee-(1 pgm.)
- Minneapolis-(1 pgm.)
- New York-(1 pgm.)
- Philadelphia-(1 pgm. 2 spots)
- Pittsburgh-(1 pgm.)
- St. Louis-(1 pgm.)
- San Francisco-(1 pgm.)
- Washington-(1 pgm.)
- KRAFT FOOD PRODUCTS**
- Boston-(2 spots)
- Chicago-(22 spots)
- Cleveland-(1 spot)
- Detroit-(37 spots)
- Miami-(1 spot)
- New York-(12 spots) (12 spots)
- Pittsburgh-(1 spot)
- San Francisco-(11 spots)
- TERRYS FOOD PRODUCTS**
- Chicago-(14 spots)
- Detroit-(2 spots)
- Milwaukee-(2 spots)
- Minneapolis-(3 spots)
- St. Louis-(2 spots)
- FROZEN FOODS**
- BIRDS EYE FROZEN FOODS**
- Baltimore-(1 spot)
- Cleveland-(1 spot)
- Detroit-(1 spot)
- New York-(1 spot)
- Philadelphia-(1 spot)
- Rochester-(10 spots)
- St. Louis-(1 spot)
- MINUTE MAID FROZEN FRUIT JUICES**
- Atlanta-(5 spots)
- Baltimore-(3 spots)
- Boston-(4 spots)
- Chicago-(6 spots)
- Cleveland-(2 spots)
- Dallas-Ft. Worth (7 spots)
- Detroit-(4 spots)
- Los Angeles-(9 spots)
- Miami-(3 spots)
- Milwaukee-(8 spots)
- New York-(19 spots)
- Philadelphia-(3 spots)
- Pittsburgh-(2 spots)

- Rochester-(17 spots)
- San Francisco-(9 spots)
- Washington-(11 spots)
- MORTON FROZEN FOODS**
- Atlanta-(3 spots)
- Baltimore-(3 spots)
- Boston-(9 spots)
- Chicago-(4 spots)
- Cleveland-(3 spots)
- Dallas-Ft. Worth-(4 spots)
- Detroit-(5 spots)
- Los Angeles-(1 spot)
- Miami-(3 spots)
- Milwaukee-(2 spots)
- Minneapolis-(12 spots)
- New York-(4 spots)
- Philadelphia-(6 spots)
- Pittsburgh-(3 spots)
- Rochester-(1 spot)
- St. Louis-(4 spots)
- Washington-(5 spots)
- SNOW CROP FROZEN FOODS**
- Baltimore-(7 spots)
- Boston-(3 spots)
- Chicago-(9 spots)
- Cleveland-(9 spots)
- Dallas-Ft. Worth-(4 spots)
- Detroit-(6 spots)
- Milwaukee-(7 spots)
- New York-(12 spots)
- Philadelphia-(3 spots)
- Pittsburgh-(2 spots)
- St. Louis-(8 spots)
- Washington-(22 spots)
- FRUITS & VEGETABLES**
- FLORIDA CITRUS FRUITS**
- Atlanta-(7 spots)
- Baltimore-(2 spots)
- Boston-(5 spots)
- Chicago-(1 pgm. 13 spots)
- Cleveland-(4 spots)
- Dallas-Ft. Worth-(2 spots)
- Detroit-(4 spots)
- Lancaster-(4 spots)
- Los Angeles-(12 spots)
- Milwaukee-(3 spots)
- Minneapolis-(5 spots)
- New York-(11 spots)
- Philadelphia-(12 spots)
- Pittsburgh-(2 spots)
- Rochester-(3 spots)
- St. Louis-(2 spots)
- San Francisco-(2 spots)
- Washington-(3 spots)
- MOTTIS APPLE PRODUCTS**
- Baltimore-(1 spot)
- Boston-(11 spots)
- Chicago-(16 spots)
- Cleveland-(10 spots)
- Detroit-(7 spots)
- New York-(13 spots)
- Pittsburgh-(5 spots)
- UNITED FRUIT GROWERS**
- Baltimore-(6 spots)
- Boston-(28 spots)
- Chicago-(24 spots)
- Detroit-(19 spots)
- Los Angeles-(1 pgm. 16 spots)
- New York-(1 pgm. 27 spots)
- Philadelphia-(16 spots)
- ITALIAN STYLE FOODS**
- CHEF BOY-AR-DEE FOOD PRODUCTS**
- Boston-(1 pgm.)
- Los Angeles-(1 spot)
- New York-(2 pgms. 4 spots)
- Pittsburgh-(5 spots)
- Rochester-(5 spots)
- San Francisco-(1 spot)
- JAMS, PRESERVES & PEANUT BUTTER**
- BIG TOP PEANUT BUTTER**
- Chicago-(17 spots)
- Cleveland-(9 spots)
- Detroit-(5 spots)
- Minneapolis-(10 spots)

SANS GIMMICKS

Plenty of Ideas But Few Survive

What happens when a group of uninhibited creative minds converge on a single idea for the production of a filmed TV commercial? Usually what might be expected—hectic sessions between sponsor, advertising agency and producer, and hosts of ideas, few of which survive. The frenetic process is exemplified in this series of events leading up to the production of a beer commercial by Robert Lawrence Productions in New York.

The basic idea was the depiction of a comedian doing a narrative spiel in a humorous vein, with a hand reaching into camera range and pouring him a glass of beer at the end.

The first idea to punch up the punch line had the hand that pours the beer turn out to belong to the pert, attractive girl representing the beer's trade-mark character. But then someone suggested that "we're selling beer, not pert, attractive girls," and that idea was dropped.

Punch No. 2 was much snappier: A lion's hand pours the beer and ends the commercial by smiling and saying (via Rotoscope) something nice about the beer and life in general, then, quick blackout. Here the chain of events became more hectic. A memo from Production Supervisor to Casting Director ("Please find out about a LION IMMEDIATELY NOW! DO IT—JUST DO IT! NO QUES-

TIONS! NOW! NOW! NOW!") was followed quickly by a telephone call from the agency account executive to the casting director, which went something like this: Account Executive: How's the lion situation?

Casting Director: Oh, just about the same as usual.

A. E.: And how is that?

C. D.: Good, good.

A. E.: I mean, can you get one?

C. D.: Sure.

A. E.: What kind of lion would you get?

C. D.: Well, for practical purposes, it would be a mangy old lion—no teeth.

A. E.: Will he be perfectly harmless?

C. D.: Well, not perfectly, but almost. About all he can do is gum you to death.

A live lion, it was finally decided, would only gild the billy. Why not, then, use a simulated lion a la Bert Lahr's "Wizard of Oz" character? A fake lion is not only much safer, but he can actually drink some of the beer himself.

Punch No. 4 eliminated lions as gimmicky, substituted a girl over six feet tall who would contrast comically with the short comedian. Instructions to casting director: "Throw the lions to the girl. Cast for girls six-foot-four or over."

The final version had a pert, attractive girl representing the beer's trade-mark character.

- New York-(8 spots)
- Pittsburgh-(6 spots)
- St. Louis-(8 spots)
- MARGARINE**
- GOOD LUCK MARGARINE**
- Baltimore-(1 spot)
- Boston-(10 spots)
- Chicago-(21 spots)
- Cleveland-(15 spots)
- Detroit-(16 spots)
- New York-(12 spots)
- Philadelphia-(22 spots)
- Rochester-(11 spots)
- St. Louis-(5 spots)
- Washington-(3 spots)
- MRS. FILBERT'S MARGARINE**
- Baltimore-(3 spots)
- Philadelphia-(12 spots)
- Pittsburgh-(2 spots)
- Rochester-(5 spots)
- Washington-(1 spot)

- MEAT, POULTRY & SEAFOOD**
- GORTON SEAFOOD PRODUCTS**
- Atlanta-(1 spot)
- Boston-(1 spot)
- Dallas-Ft. Worth-(1 spot)
- Los Angeles-(2 spots)
- Milwaukee-(1 spot)
- San Francisco-(9 spots)
- RATH MEAT PRODUCTS**
- Boston-(6 spots)
- Dallas-Ft. Worth-(13 spots)
- Los Angeles-(12 spots)
- New York-(5 spots)
- San Francisco-(4 spots)
- WILSON MEAT PRODUCTS**
- Atlanta-(1 pgm.)
- Dallas-Ft. Worth-(25 spots)
- Los Angeles-(28 spots)
- Miami-(1 pgm. 5 spots)
- Minneapolis-(1 pgm.)
- Philadelphia-(22 spots)
- Pittsburgh-(3 pgms. 4 spots)

Avoid Confusion by Fusion

• Continued from page 16

delivery is about as effective in delivering humorous material as a Pullman blanket is in keeping out the cold.

We scout for fresh announcer talent the same way the studios beat the bushes for starlets. We found Lee Goodman in a New York night club. We put him on camera, as we did 12 other aspirants. Lee's sense of timing, his versatility as singer, dancer, comic and his ingratiating way of handling straight material were wondrous to behold.

Now let me say a word about words. Friends and job-seekers often say to us, "You know, somehow your straight copy sounds different." Well, we plot it that way. We believe a selling phrase gains in adhesive quality by taking the ordinary phrasing and giving it a slight twist.

For instance: Mother's Cookies come in a lavender border. Nonetheless, we call 'em "The cookies in the Passionate Purple package." We also add a hasty reminder—"Remember, there's only one Mother." Sales come rolling in.

Do you see how it works? There's no trick. It's nothing more than the beauty of the unexpected, and with this we have been able to produce something for our clients that's not without value—

consumer anticipation of the commercial message.

Make the commercials more interesting than the shows. What do we use for source material? Everything in the comedy of American Manners is fair game—provided the subject relates to the basic selling theme for the product.

Majors Carving

• Continued from page 15

drawn additional business to the West Coast, but it is estimated that Coast commercial traffic has increased at least 75 per cent of the total business of Warner Bros., M-G-M and TCF-TV since their entry into the field.

Some producers, especially those turning out animated spots, have felt the pinch, but this is basically due to a reappraisal of animation and the failure of the technique to grow as fast as expected. Even so, altho such companies as Ray Patin and UPA Pictures have been hit by periodic slumps, overall they continue to show gains.

Other firms have had troubles with similar depressed periods, and it may be that some will not be able to survive the tougher competition. Generally, however, they appear in good health.

NOW in the East it's... MOVIELAB

for

COLOR



MOVIELAB BUILDING, 619 W. 34th ST., NEW YORK 19, N. Y.
JUDSON 6-0360

- 16mm-35mm EASTMAN COLOR
Negative-Positive Processing
- Staffed by experienced COLOR technicians.
- Also KODACHROME and ANSCO COLOR Printing

World-Pacific New Tag for Pacific Jazz

HOLLYWOOD — Pacific Jazz Records, five-year-old indie that has made its mark in the disk business primarily as a result of its jazz line, will henceforth be known as World-Pacific Records.

Decision to change the name of the label was made to facilitate the firm's entry as a full-line diskery, with additional production planned in the popular album field. According to label topper Dick Bock, the identification with jazz only was deemed inadvisable on a long-range basis.

The Pacific Jazz tag is to be retained via a jazz series under that banner. Name will be used on album covers in that field only. First package to be presented under the World-Pacific label is the Chet Baker-Bud Shank album, "Theme Music From the James Dean Story." All material currently in the Pacific Jazz catalog is expected to be transferred to the World Pacific label before the end of the year.

No other changes are planned for the company, with Bock to continue handling the musical reins. Bock revealed the signing of a new group, the Mastersounds, with two packages by them already in the works. Other upcoming albums include vocal sets by Gary Crosby, David Allen, Pat Healy and additional jazz works by Russ Freeman and Chet Baker, the Bob Brookmeyer Quintet, Leo Konitz, the Chet Baker Sextet with Art Pepper, and the Gerry Mulligan Quartet.

M-G-M Pacts Six Artists To Roster

NEW YORK—M-G-M Records has come up with six new artists pacts, highlighted by Lilo, French chanteuse and original cast star of "Can-Can," and movie actor and dancer Russ Tamblyn. Lilo's initial album will be released to coincide with her upcoming first engagement at the Statler Hotel, Dallas, starting October 17.

Others signed by the label include thrush Helen Carr, formerly vocalist with the Stan Kenton and Charlie Barnett bands; Jolie Hunter, a vocalist whose first release, "Ca C'est L'Amour," from the pic "Les Girls," will be out next week; the Charioteers; Ted Phillips and his "ork," and pianist-singer Bert Keyes, whose first album has just been completed.

SPA-CLGA Merger In the Making

NEW YORK—New amity between the Songwriters Protective Association and the Composers & Lyricists Guild of America will result in the formation of a brand new songwriters' guild, the latter to be all encompassing in its scope and represent composers and lyricists in their relations with music publishers as well as act as a collective bargaining agent with employers.

Negotiations currently being carried on between the two groups have reached a high point in cooperation, with the hope that the new organization may make its official debut by the first of the year or shortly thereafter. The some

SHOT IN ARM FOR PUBBERY

NEW YORK—E. H. Morris Music chalked up a medical "first" in the record business last week when Buddy Morris' personal physician administered Asiatic Flu shots to the firm's entire staff here Thursday (3).

Some 29 people were inoculated—including all writers under contract to Morris—thereby assuring the firm of a "healthy" outlook this fall.

Am-Par Sparks Personnel Promotions

NEW YORK—A flock of personnel changes took place last week at ABC-Paramount Records, highlighted by the appointment of Romeo Fabrizio, formerly manager of single record production to general director of production for the label.

At the same time Gene Moretti, formerly in charge of inventory control for the fiscal office was promoted to a production staff post, with direct responsibility for export operations and all armed forces purchases. Jerry Rader was transferred from the position of local deejay contact man to Moretti's ex-post in the fiscal office. Another recent addition to the label is Rick Ward, new administrative aid to Am-Par's national promotion-publicity chief, Natt Hale.

In his new job, Fabrizio will oversee all phases of production for ABC-Paramount Records—both singles and albums. A veteran of 30 years' service with Paramount Pictures and Paramount Theaters, where he served as manager of mailing co-ordination, Fabrizio joined Am-Par last May.

Col. Shifts From 'Buy' Appeal Focus

NEW YORK—Columbia Records is shifting its merchandising focus from a consumer "Buy" appeal — as in the "Buy-of-the-Month," to a policy of strong promotion and advertising designed to secure maximum album sales at the full retail price. The "Buy" program has been characterized by

hurdles remain, Burton Lane, SPA prexy, said: "We are very, very close to general agreement."

In order to form such an organization, to be composed of present members of both SPA and CLGA, ratification would have to come from both memberships. The hope is to present this amalgamation program to the SPA and CLGA body by December 1.

At the present time, both SPA and CLGA have been exchanging information relating to organizational structure. A name for the new group has been under discussion by committees from both groups, tho none has as yet been arrived at.

Court Decision Sunday Punch to Disk Piracy

Dealers and Distributors Must Share Liability

NEW YORK — A major blow against disk piracy—and a giant step toward the protection of the copyright owner—was achieved last week when the U. S. Circuit Court of Appeals held, in the case of Shapiro-Bernstein vs. Sam Goody, that record distributors and dealers were liable for payment of the statutory royalty of 2 cents for each unlicensed record sold by them, in addition to court costs and attorneys fees, entirely separate and apart from the liability of the manufacturer. At the same time, record dealers who had heard of the decision quickly expressed themselves as very apprehensive

(Continued on page 38)

Col. Tops Own Best Mid-Fall Release

Pre-Holiday 'Operation Sleightfoot' Cues Dealers' Sales Power

NEW YORK — Columbia Records this month ships the strongest mid-fall release in the label's history, designed to stock dealers with powerful product in preparation for the Christmas buying season. To supplement the product push, the diskery is setting up a supplementary drive called "Operation Sleightfoot." Product totals 33 albums, including an exceptionally strong classical release and top

a temporary price reduction, and the programs included not only "Buy-of-the-Month" but also "Buy-of-Broadway," "Jazz-Buy-Columbia," etc.

The B-O-M will continue thru December. It started in May of 1956 and featured outstanding new releases in pop and classical, selling for \$2.98 during the first month of release. Thereafter the price rose to \$3.98. The other "Buys" were catalog revitalizers, altho some of them carried new material also. In "Buy-of-Your-Dreams," during January and February of 1957, a consumer could purchase for \$1.98 any of 76 mood albums provided he bought another at \$3.98. In March and April, via "Buy-of-Broadway," a consumer could purchase any of 21 single disk albums at \$2.98 with the purchase of another at the \$4.98 price. In May and June, the "Jazz Buy" permitted purchase of an album for \$1.98 with another of 44 releases for \$3.98.

The "Buy" programs were regarded by Columbia as valuable traffic stimuli and as adding vigor to various segments of the catalog; but diskery execs felt that the merchandising technique had already served its purpose and were not necessary in the current state of the disk market.

Huge Advance On Elvis LP

NEW YORK — RCA Victor's de luxe Elvis Presley Christmas album, which will retail at \$4.98, has already chalked up distributor orders far in excess of the label's planned production of 200,000 copies, according to RCA Victor album department chief W. W. Bullock. The exec terms it "the greatest advance album order in the history of the company."

However, Bullock said there are still no plans at present to increase production of the LP tagged, "Elvis' Christmas Album." The special set spotlights nine 12" x 12" four-color photos of Presley, along with a full page of Presley candid. EP versions of the LP will also be made available.

Mull Confab To Reduce Dealer Risk

NEW YORK — A. M. Lowenthal, counsel for Sam Goody, indicated that in his opinion the risk to the dealer — under the present decision—would be "frightful," and he doubted that dealers could possibly check such matters as disputed copyrights and other matters entering into the determination of whether a disk was authorized or not. A big retailer, he noted, might sell thousands of copies of a big album, and pose a major problem.

"This can put a crimp into the record business," Lowenthal said. He added that the ultimate result could be that publishers would

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Dallas Dealers Pick Own Tunes

DALLAS—The Dallas Record Dealers' Association has released the first issue of its joint Top Tunes listing. The pooled project, designed to eliminate radio stations' own Top 40 listings from the area, was first announced in an earlier issue of The Billboard.

According to Bob Coghill, prexy of the group: "Nearly all of the radio stations in Dallas have now suspended their own lists and are using the information from Top Tunes." Coghill added that of the 11 Dallas distributors, nine are now supporting the publication thru advertising.

The association is also inaugurating several new projects including a fall clinic covering all phases of retailing music merchandise and the expansion of the group into the neighboring cities of Fort Worth, San Antonio and Houston.

Weston Resigns Col. Coast Post

NEW YORK—Columbia Records has announced the resignation of Paul Weston as West Coast Album and Musical Director. Frank De Vol has been appointed to succeed Weston in the position of West Coast Musical Director. Weston will continue with the label in the capacity of an artist.

Goddard Lieberman, Columbia president, stated, "His (Weston's) contribution to our West Coast operation has been most valuable." As a recording artist, he has produced such successes as "The Music of Jerome Kern," and the "Crescent City Suite," has developed other important album repertoire and initiated the signing of Liberace and Norman Luboff, two artists who achieved outstanding record album sales, according to Lieberman.

De Vol is currently conductor of the Rosemary Clooney TV show and has composed music for a number of film scores, including "The Big Knife." He has arranged for Nat Cole, Margaret Whiting, Kay Starr, Dinah Shore, Jaye P. Morgan and others. According to Mitch Miller, director of Columbia pop a.&r.: "Frank De Vol is one of the most sought after conductor-composer-arrangers in the popular music field today. We welcome him to the Columbia executive and creative staff."

Col. Releases 'Story' Album

NEW YORK—Columbia Records' original cast package of the new Broadway smash, "West Side Story," has been released this week. The set was cut by diskery president Goddard Lieberman, three days after the show's opening here.

Show has a score by Leonard Bernstein, lyrics by Steve Sondheim, direction and choreography by Jerome Robbins and a book by Arthur Laurents. The production has received universally high critical acclaim and is now selling well into 1958.

Camden in TV Hook-Up

NEW YORK — RCA Camden Records has made a tie-up with NBC-TV's "Bride and Groom," whereby Camden will record each day's wedding festivities and present the souvenir recording of the nuptials to the couple married on the show.

Each bride and groom will also receive a library of Camden albums. In return, the daily TV show will spotlight one album per week from the Camden catalog. The promotion will run thru December 20.

ASCAP Pays Members \$10 Mil-Plus to Date for 1957

Meeting Stresses Plea for Juke Bill; No Deals With Broadcasters

By JOEL FRIEDMAN

HOLLYWOOD — Disbursements to writer and publisher members of the American Society of Composers, Authors and Publishers totaled \$9,780,835 thus far this year, with the Society also paying out in excess of \$600,000 from foreign royalties during the first eight months of 1957.

Figures were revealed at the semi-annual meeting of ASCAP, where approximately 150 Coast members heard President Paul Cunningham make an impassioned plea for co-operation to get the "juke box bill" passed. Here for the conclave along with Cunningham were Deems Taylor, Otto Harbach, counsel Herman Finkelstein, Dick Murray and comptroller George Hoffman. L. Wolfie Gilbert chaired the meeting, with Ned Washington, recently elected a writer member of the board, also on the dais.

"Most important to all of us," said Cunningham, "is the pending juke box bill. We are beginning to see a ray of hope on the legislative horizon."

Cunningham told the assembly that Senator O'Mahoney will probably hold subcommittee hearings on the bill "early in November." "Passage of this bill will not only mean added revenue," he declared, "but it will mean the end of an infamous statute." The ASCAP prexy then launched a vociferous outburst at the audience, imploring

members to "write your congressmen and your senators; look 'em in the eye and tell them how you feel about getting rid of this horrible law." Cunningham tallied the numerous functions that ASCAP has participated in, declaring that "wherever legislators are, we manage somehow to get the ASCAP story across." In an obvious reference to past internal strife, the Society's president opined "when we fail to solve our problems within our organization, then we must expect to endure hardships. We've learned to live under the consent decree, and we lean over backward to avoid friction."

Huddling With Nets

Cunningham acknowledged that negotiations with the television net-

works had begun, tho there was nothing concrete to report at this time. TV negotiating committee is composed of Oscar Hammerstein, Stanley Adams, Herman Starr, May Dreyfuss and Cunningham. "Our music will be on the air after our contract expires," Cunningham stated, "and I can assure you that there is no danger of repetition of the 1941 black-out."

Cunningham later told The Billboard that he was aware of rumors regarding a deal that ASCAP might make with the broadcasters, an arrangement under which the networks would divest themselves of their interest in BMI in return for quick agreement on a new pact. "There's nothing to it," said Cun-

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NO TAPE THREAT

Distributors See Disk Futures Solid

• Continued from page 1

one smash hit from the blue but fail to follow thru with another. One too many of these and a distributor can go under."

Bread and Butter

"I used to carry more than 40 labels," said Steen. "Now I've cut down to about 20. It's all right to take a chance occasionally, but the bread and butter comes from the established firms. And that's where the profits in the future will lie. We now handle Atlantic, Imperial, Chess and Checker, Pacific Jazz and Roulette, and we think they are all stable and full of growth potential," Steen added.

Jerry Blaine, president of Cosnat Distributors, large indie operating in New York, Newark, Cleveland and Detroit, indicates that "record industry volume will continue to increase in the next five to ten years no matter what technical progress is made, whether it be stereo tape, disks or even visual recorded entertainment."

Blaine foresees an industry volume of nearly "two billion dollars annually by 1965." Under-scoring the necessity of working with stable elements in the business, Blaine said he does not believe in distributors financing manufacturers. "I was approached once with such a proposition, but I dropped the line forthwith," said Blaine, "such a practice only

points to the instability of a manufacturer."

"Distributors are in better shape than ever," according to Blaine, "alho they must continue to adopt modern merchandising approaches to stay with the potential."

Cheapest Entertainment

Johnny Halonka, of New York's Alpha Distributors, feels that: "No matter what happens in the way

(Continued on page 32)

TV Jock Finally Comes Into Own

NEW YORK — The TV disk jockey show is finally coming into its own on all three audience levels—network, regional and local. Heretofore strictly a second-choice medium for record plugs, video deejay shows have recently been hailed by many record dealers as a prime sales stimulant for new releases, both singles and albums.

ABC-TV's network deejay show "American Bandstand" was the No. 1 program in its time period (3-4:30 p.m. across the board) according to the September Trendex Report. The show chalked up a 5.7 rating, with a 35.6 share of audience—62 per cent higher than CBS and 35 per cent greater than NBC. "Bandstand" share-of-audience figure was more than double that chalked up by the web in the same time period in August, prior to the airing of "Bandstand."

The show, which emanates from Philadelphia and features a crowd of teen-agers dancing to current pop disks, played by deejay-host Dick Clark, was termed "the greatest stimulant to the record business, we as dealers have ever known," by Raymond Hunsicker, (Tower Grove Music Store, St. Louis) representing the Dealers of Greater St. Louis. Hunsicker added: "Many dealers have installed TV sets in their record departments and extend teen-agers an invitation to see the show in the stores."

ASCAP SKEDS FIRST CHI MEET

HOLLYWOOD—In an effort to let all members of ASCAP know more about the organization, the Society will conduct its first membership meeting in its history in Chicago October 21.

Paul Cunningham, president of ASCAP, noted that there are more than 300 members of ASCAP in that area and urged all members to attend the conclave. Meet is to be held at the Conrad Hilton Hotel.

Cunningham also pointed out that Otto Harbach will be paid tribute on October 23 in Salt Lake City, with the annual ASCAP show to be aired on the Ed Sullivan show, CBS-TV, on October 27.

Liberty Sets Own DeeJay LP Service

HOLLYWOOD—Liberty Records inaugurates its own disk jockey subscription service this week to encompass the entire output of the firm's album repertoire. New service is to be called Liberty Disc Services.

Plan provides for two types of album service for radio stations throught the country, the first giving stations all newly released Liberty pop and classical sets and all popular single releases. A minimum of 60 LP's per year is guaranteed at a cost to the station of \$5 per month.

Additional part of the plan will give the stations all of the label's standard LP catalog numbers, available on request at \$1 per LP.

Order forms fully describing the new service have been sent to all radio stations.

Label topper Si Waronker returned to his Coast office last week after a two-week hiatus in New York where he discussed future plans with distributors and talent.

Duotone Preps New Needle Sales Service

NEW YORK — The "phonograph needle that remembers" is the theme of a new replacement needle merchandising program conceived by Duotone, Keyport, N. J., needle and accessory manufacturer.

In describing the new program, Steve Nester, the firm's topper, said that disk dealers may find their whole method of selling and servicing needles changed as a result of the Duotone gimmick. The program revolves around a card, packaged with each needle, which the customer returns to Duotone's home office. The Duotone staff figures when the customer should receive a reminder card, advising him to bring his needle to his dealer and have it checked for wear condition.

The system simplifies the dealer's job of selecting the right needle for the customer because the reminder card bears the proper needle number. The dealer doesn't have to consult charts, catalogs or any other aid. He simply selects the proper needle from stock.

Duotone has prepared a complete merchandising kit for dealers which contains streamers, brochures and displays to make any dealer a headquarters for the "needle that remembers." In addition, the Duotone service will be advertised this fall in various consumer media.

Chi Symphony Tours Again

CHICAGO — Chicago Symphony Orchestra and Fritz Reiner, its musical director, will tour the United States and Canada from October 6-20, 1958, the ork's first major tour in five years.

Since Reiner took up the Chicago baton, RCA Victor has employed the ork for some of its choicest classical recording sessions. The label is expected to work up merchandising drives in cities covered by the tour.

Tannen Assist On Gemini's 'Sunbeam' Deal

NEW YORK — Nat Tannen, local publisher, has taken over the operation of Gemini Music Company, firm owned by Miss Hank Fort, the songwriter, on a 50-50 deal.

Current plum in the operation is Miss Fort's "Little Miss Sunbeam" tune, which has been taken as the promotion theme by the

(Continued on page 64)

Jubilee Cues Distributors on Fall Program

HOLLYWOOD — Jubilee Records unveiled its fall program for the company's 12 Western distributors here last week, with some 30-odd distributor execs in attendance.

Meet was held at the Beverly Hills Hotel, with Jubilee Prexy Jerry Blaine, artist and repertoire topper Morty Palitz, and Western promotion chief Larry Goldberg attending. Firm also hosted its distributors and personnel on the occasion of its 10th anniversary.

According to Blaine, reaction from the label's Coast distributors to the firm's 18 packages in its new program has been most satisfactory. Based on reception to the program, Blaine declared the company will undoubtedly increase its LP output in the coming year.

Montilla Preps Low-Price LP's For Racks

NEW YORK — In a move to cash in on the current record rack boom in Central and South America, Montilla Records is readying a new line of low-priced 12-inch Spanish albums, which will be released under the Toreador label. According to Montilla's Harry Sultan this is believed to be the first time a \$2.98 Spanish LP line has been made available in the field.

Sultan, who visited Montilla distributors in Central and South America, Mexico and Cuba last month, said record racks in drug stores and super markets are big business now in the Latin countries.

Since Toreador is primarily aimed at the racks, Sultan may

(Continued on page 64)

Imperial Signs Miss DeCarlo

HOLLYWOOD — Film star Yvonne DeCarlo has signed an exclusive recording contract with Imperial Records. An established musical performer who has sung in 20 of her 32 motion pictures, Miss DeCarlo studied opera for eight years and made her debut at the Hollywood Bowl in Strauss' "Die Fledermaus."

Label Prexy Lew Chudd plans an immediate release following her initial session in two weeks. Singer will wax both singles and albums, with some pic material also planned. She is currently starring with Clark Gable in Warner Bros. "Band of Angels."

NIPPON DISQUE FIRM EXPANDS VIA MERGER

KOBE, JAPAN — Nippon Disque Company, an affiliate of the French Duchetet Thomson, Discophile Francais and L'Oiseau-Lyre labels, has joined hands with the New Mercury Record Company, a former outlet for American Mercury, in the formation of a new firm to be known under the same name, Nippon Disque Company.

The Nippon firm up till now has released custom-pressed French disks on a small scale, while the New Mercury outfit has operated a pressing plant with 40 old-style presses. Nippon Disque has a dollar allocation for importing foreign masters, while New Mercury has none. This is given

as the reason for the link-up at this time.

All international disks will be released under the Thomson label. Local material, on the other hand, will carry the New Mercury tag.

On other fronts, the Japanese Westminster firm has just concluded agreements with the French Vega and English Nixa labels and has started release of both here.

It is reported too, that the annual Japanese Record Festival, under the sponsorship of the Phonograph and Record Dealers' Union will take place for 10 days starting November 1. Record concert caravans appear in various parts of the country and the whole promotion is backed by extensive advertising in daily papers.

MGM Records SMASH Follow-up To "TAMMY"

DEBBIE REYNOLDS



WALL FLOWER

ALL GROWN UP

This new Debbie Reynolds record was recorded in Hollywood on Sept. 6th and rushed to you in time to cash in on the nation's top selling artist.

K12560
on 45+78rpm

Billboard Adds to Pop Chart Scope

New Service Covers Weekly Listing of EP Best-Sellers; Album Box Score

By JUNE BUNDY

NEW YORK—Two important new additions to The Billboard's music popularity charts make their initial appearance this week—a weekly listing of best selling EP's and a box score on the number of weeks albums have made the best selling pop LP chart. Both chart innovations point up some significant trends in the package field.

Not too surprisingly, the teenage market apparently dominates the EP business, with seven out of the top 10 best-selling EP's featuring artists with powerful teen-age appeal—four sets by Elvis Presley, two by Pat Boone, and one by Little Richard. It's also interesting to note that six out of the top 10 were released strictly as EP packages, rather than as half of an LP set.

The sales durability of original-cast and sound track LP's is indicated this week by the new box-score, which shows that Columbia's original cast album of "South Pacific"—a consistent seller since the show opened in 1949—has made The Billboard's charts 203 times. This figure does not include the years 1954 and 1955 when The Billboard did not carry regular weekly album charts.

Runner-up to "South Pacific," is Capitol's sound track package of "Oklahoma!"—on the charts 108 times; "My Fair Lady," 79 weeks; Harry Belafonte's "Calypto" with 70 weeks and "Belafonte" with 67.

Other long-time chart-makers in the LP field are "The King and I" sound track, 65, and "The Eddy Duchin Story" sound track 61. Thus five out of the top seven most consistent LP chart-makers over the past few years were Broadway or Hollywood packages.

The new EP chart, which has been in the planning stage for the past several months, is based on actual sales to customers listed in The Billboard's National Retail Record Sales Study, supervised by the New York University School of Retailing.

Artist royalty seems to be a strong factor in the EP field. Elvis Presley has four packages on the chart—both EP segs of his "Loving You" LP; and two EP-only sets—"Peace in the Valley," and "Just for You." Pat Boone is represented by "Four By Pat," and "Just a Closer Walk With Thee" (both EP releases only); while Nat King Cole

has one EP-only package, "Around the World," and "Love Is the Thing" from his LP package of the same title.

The strength of EP's on the racks in supermarkets, etc., is underscored by the number of family-appeal EP sets on the charts this week. Jackie Gleason's EP-only package, "To a Sleeping Beauty," features a father's soliloquies about his son and daughter, while sacred themes are represented by Tennessee Ernie Ford's "Hymns," Boone's "Just a Closer Walk With Thee," and Presley's "Peace in the Valley."

The fact that an EP version of an LP is on the best-selling EP chart, apparently doesn't affect its sales pull in the LP field. With the exception of the "Here's Little Richard" album, all of the EP best-sellers (from LP's) also appear on the best-selling LP chart this week, and the Little Richard LP only recently dropped off the LP listing.

ASCAP Eyes Pay-TV Gold Potential

HOLLYWOOD—The American Society of Composers, Authors & Publishers is assuredly cognizant of pay-television and the ramifications the use of the Society's music on the new medium might have. This was the opinion of ASCAP Prexy Paul Cunningham and General Counsel Herman Finkelstein here last week for the semi-annual Coast meeting.

Cunningham and Finkelstein agreed that the pay-TV area was much too premature at the present time to warrant any concrete steps by ASCAP. They are watching developments in the field, tho, with Finkelstein declaring that there is no question but that use of ASCAP music on pay-TV would constitute "performance for profit."

A number of pay-TV firms, among them Telemeter and Skiatron, have recently publicly declared there was some possibility that they would offer their subscribers continuous 24-hour music in addition to TV programs to be piped right into the home. In the purchase of Muzak recently, owner Jack Wrather similarly pointed to the potential of home music service in conjunction with pay-TV.

Mode Inks New Talent

HOLLYWOOD—Coast indie Mode Records added two more names to its growing talent roster last week, inking trombonist Bill Harris and singer Bob Manning to contracts.

Harris, a veteran jazz star and currently on tour with the Woody Herman band, has completed an LP in company with other ex-Herman band members featuring a collection of tunes long associated with the maestro. Personnel included vibist Terry Gibbs, pianist Lou Levy, bassist Red Mitchell and drummer Stan Levey.

Manning is to be recorded in New York shortly, with a.&r. chief Red Clyde and musical director Marty Paich due to fly in for the session.

Clyde also disclosed the signing of the Juveniles, a new group who recently made their initial appearance on the "Wide, Wide World" teleshow.

NAT'L SLOT FOR SCHLESINGER

CHICAGO—Tommy Schlesinger, Mercury's ebullient deejay contact man in Detroit, has been promoted to national status by Art Talmadge, Merc veep. He'll rove in a general deejay public relations mission, working with merc's staff of 15 field contact men, reporting to Talmadge and Kenny Myers, label's promotion chief.

Schlesinger is a virtuoso in the wild promotion. In one instance, when the Crew Cuts released "Barking Dog," he approached every deejay in the Motor City, crawling on all fours, the biscuit between his teeth. Driving around town in his convertible with the top down, when Tommy hears his plug record on the radio, he turns up the volume full blast for all to hear, pulls the car to the curb and abandons it. He figures this considerably expands the audience for his plug.

M-G-M Plugs Rose Deal, Sound Track

NEW YORK—M-G-M Records was busy in the album field on two fronts this week, with a special "One Dozen Roses" promotion on a series of 12 David Rose LP's and announcement of the sound track album from the picture "Les Girls," the label's 51st track package.

The Rose promotion involves a special retail price deal in which the consumer gets one album for \$1.98 when he purchases one at the standard \$3.98 tag. The offer also covers EP's, on the basis of a one-pocket EP for 99 cents with one at \$1.29; a two-pocket set at \$1.49 with one at \$2.49, and a three-pocket job at \$1.98 with one at \$3.98.

The dozen Rose packages include his newest, "Autumn Leaves" and the catalog items "The Song Is You," "David Rose in Hi-Fi-ddles," "Music From Motion Pictures," "Lover's Serenade," "Sentimental Journey," "Holiday for Strings," "Nostalgia," "Love Walked In," "Fiddlin' for Fun," "Let's Fall in Love," and "Beautiful Music to Love By." Dealer poster displays, dealer-distrib co-op newspaper and radio ads and a direct mail campaign to dealers, department stores and chain stores will back up the program.

The "Les Girls," track features a score by Cole Porter including new tunes "Ca C'est L'Amour," "Ladies in Waiting," "You're Just Too Cool" and "Why Am I So Gone (About That Gal)" in addition to a number of older Porter tunes from other shows. Cast features Gene Kelly, Mitzi Gaynor, Kay Kendall and Taina Elg. Music was adapted and conducted by Adolph Deutsch.

Roulette Puts Singer Tops

NEW YORK—Donald Singer has been appointed foreign operations manager of Roulette Records, in line with the label's plans to expand its sales coverage abroad, via the acquisition of more overseas distributors.

Singer, who reports to Roulette's sales chief, Joe Kolsky, was formerly with Decca and more recently served as production head for ABC-Paramount Records.

Roulette is currently distributed by E. M. I. in England, Australia, Africa and on the continent; Japan Sales in Japan, and Compo in Canada. Its export agent is CBS-International.

THEATER TUNE BLUEPRINT

Feyer Cues BMI Cleffers On B'dway Show Writing

NEW YORK—The Musical Show Department of Broadcast Music, Inc., held its second meeting Thursday (3) at the Ballroom of the Park Lane Hotel here. Guest speaker was Broadway producer Robert Fryer, producer of such hits as "A Tree Grows in Brooklyn," "Wonderful Town," "By the Beautiful Sea," and "Auntie Mame."

Allen Becker, who is in charge of the Musical Show Department of BMI, said the symposiums, of which this was the second, were designed to accomplish two functions: 1. To explore and discuss varied phases of theater activity for young writers, and 2. To make the trade aware of the fresh, young talent available for theater work.

In addressing the group of more than 40 writers, Fryer said that he continually makes a point of listening to the work of new writers and that their affiliation, ASCAP or BMI, made no difference whatever. Fryer advised writers to come to auditions well prepared and to preferably have samples of rhythm tunes, marches, ballads and comedy songs, typical entries in any show score, to demonstrate.

He suggested studying the musical construction of such classic shows as "South Pacific," and to try to adapt the same techniques of writing to any novel or script, just for experience alone. Fryer added that a complete presentation on tape is an effective means of showing off a writer's work. An extended question and answer period followed.

Dot Signs Mills Bros.

HOLLYWOOD—Dot Records came up with another major name to add to its growing roster last week, inking the Mills Brothers to a term recording contract. The veteran singing group has been a mainstay of the Decca roster for the last 20 years and marks the third such old-timer defection from Decca ranks. Guy Lombardo and Bing Crosby previously inked their exclusive pact with Decca.

Mills Brothers are not due to join Dot until the expiration of their present agreement in December. Other names that Dot signed of recent note include Margaret Whiting, Helen Traubel and Marlene Dietrich.

Dot Prexy Randy Wood was back at his post last week, having recovered from recent surgery.

The first meeting of this group took place last June, at which time the speaker was conductor Lehman Engel. At the next meeting, Becker said, an attempt will be made to get a book author or a legit director as the speaker.

Current session was held coincidentally with the announcement of the first BMI Broadway show score. The show is the upcoming "The Body Beautiful," in the Sunbeam Music BMI firm. (See separate story this issue.)

BMI Pubs 1st Legit Score

NEW YORK—"The Body Beautiful," forthcoming Broadway musical to be produced by Dick Kollmar and Al Seldin, will contain the first legit show score to be published by a Broadcast Music, Inc., firm. Tommy Valando, who will publish the score, has placed it in his BMI firm, Sunbeam Music.

Casting of Mindy Carson in the lead fem spot was confirmed by the thrush's husband and manager, Eddie Joy. Reached on the Coast, Joy said that Miss Carson will play the lead and that contracts are being drawn up for immediate signing. The singer's casting comes on the heels of her recent success in portraying Navy nurse Nellie Forbush in revivals of "South Pacific."

The "Body Beautiful" has music and lyrics by Jerry Bach and Sheldon Harnick with a book by Joe Stein and Will Goodman, who wrote the book for "Mr. Wonderful" and "Plain and Fancy." Bach was one of the cleffers of the score for "Mr. Wonderful," also published by Valando. The show will go into rehearsal in November with a four-week break-in set for the Erlanger Theater, Philadelphia, starting December 26. Following the out-of-town tryout, the show will open at the Broadway Theater, here.

The only other projected BMI score was put into words over a year ago by the Brill Building's George Wiener. The show, "Diz Muz Be Der Plaze," never reached the rehearsal stage.

The announcement came coincidentally with a forum held at the Park Lane Hotel, Thursday (3) by BMI for BMI writers. At the meeting, Broadway producer Robert Fryer discussed with the writers various ways and means of breaking into the legit show writing field. (See separate story this issue.)

Ink Spots Say No Pay No Play

SAN ANTONIO, TEX.—Failure of the Ink Spots to appear here at Club Sevenoaks as scheduled last Thursday evening was attributed by Russ Gary, orchestra leader, to the group's misunderstanding of their contract.

The group refused to perform because they had not been paid for an appearance at Houston the night before, according to Deek Watson, leader and a member of the original Ink Spots.

Gary said the group is operating under a seven-engagement contract with International Artists of El Paso, beginning September 25, that the Ink Spots agent, Paul Kalet of New York, has been paid \$1,250 advance on the \$2,500 due to the Ink Spots for the week, and that the singers are due to collect the remainder next week.

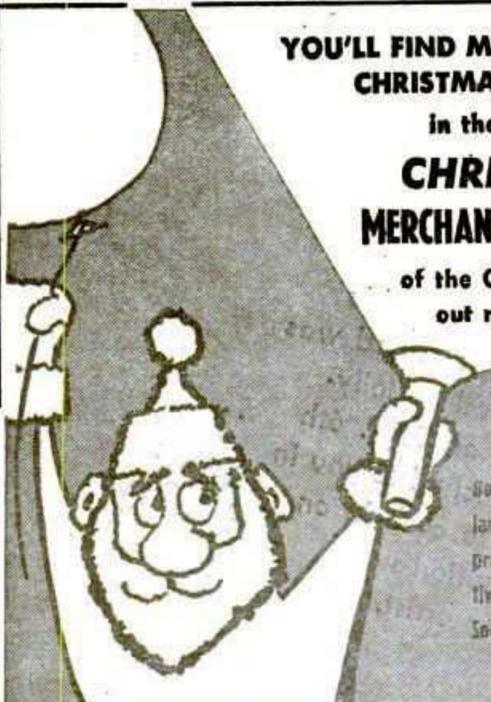
The show is booked for engagements in San Marcos, Victoria and San Antonio from now thru Sunday, according to Gary, "and the band will fulfill its part of those engagements."

YOU'LL FIND MANY OF YOUR CHRISTMAS GIFT NEEDS

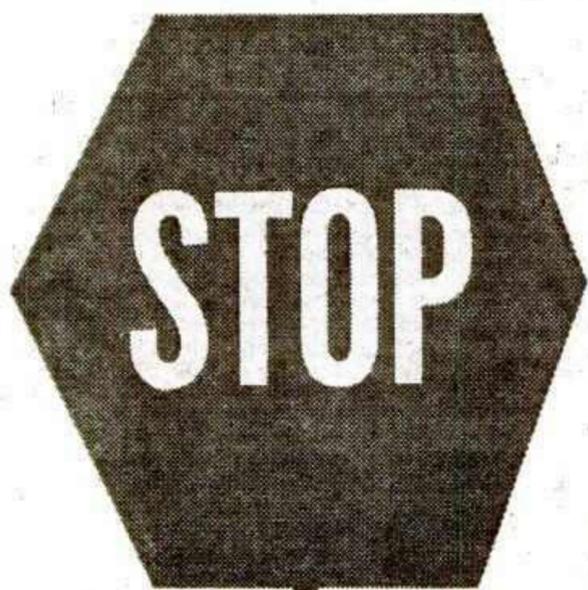
in the Big

CHRISTMAS MERCHANDISE SECTION

of the Oct. 14 issue
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Be sure to look over the large array of gift and promotion products, attractively priced, in this Section.



**YOU
SEND
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WERE**

CORAL 9-61898

(From musical pro-
duction "Carefree
Heart." Orch. dir. by
Dick Jacobs)



Teresa Brewer



MUSIC AS WRITTEN

Esoteric & Counterpoint Snare Muranyi

Joe Muranyi, formerly with Bethlehem and RCA, has joined Esoteric and Counterpoint Records in an executive capacity. His functions will include both a.&r. and production. Rudy de Saxe continues as a.&r. chief of the label's new pop line, Cascade.

Maurie Rose's Flip Side Contest a Cincy Click . . .

The four-week Flip-Side Contest, engineered by Maurie Rose, head of Columbia Records Distributors, Cincinnati, in a tie-in with The Cincinnati Times-Star, came to a close October 1, with some 2,000 local teen-agers participating. The four consecutive Fridays the Times-Star carried a list of 25 Columbia records in its tabloid Youthorama section, with the contestants asked to supply the name of the flip side. Contestants were urged to listen to their favorite disk jockeys for clues. In the event of a tie, the winners will be asked to estimate how many of Johnny Mathis' "It's Not for Me to Say" were sold by midnight, October 1.

Prizes were a portable record player, three albums and 25 awards of three singles each. To kick off the contest, The Times-Star carried an announcement on its first page plus a two-column photo in the Youthorama section showing Rose receiving the contest kick-off signal from Mayor Charles P. Taft.

New York

Larry Coleman, BMI-affiliated author-composer, is working on a free-lance basis and not under contract to Roosevelt Music, as was inadvertently stated in these columns.

The Benny Goodman band, under the baton of Urbie Green, has hit the road for a one-nighter tour, including Pottstown, Pa., Cleveland, Granville, O. (Denison University), Burlington, Ont., Oberlin, O., Gallitzin, Pa., and Syracuse, N. Y. Willard Alexander office is booking the tour. . . . Dean Jones appears on the Dinah Shore show, October 20. . . . Dizzy Gillespie has signed with the management office. . . . Atlantic Records' "Satin Doll," Carol Stevens, will be profiled in Esquire. The New York Sunday Mirror and The Philadelphia Inquirer.

Arrow Records staff, consisting of Herman Pollock, prexy; Herb Zane, a.&r. man and Herb Larsen, musical director, has hit the road en masse to promote new disk by Zane and Jimmy Jones.

. . . Jimmy Kronides, formerly of RKO Unique, is now operating the Nocturne label and Jimmy Kronides Music. . . . Les Paul and Mary Ford performed their new Capitol dishing of "Fire" on the "Big Record" CBS-TV show Wednesday (2). On the disk, Paul appears for the first time in a singing role. . . . Raymond Scott and Lawrence Elow have clefled the title song for the picture "Never Love a Stranger."

Decca thrush Judy Scott will appear in the Central Park, New York, "I Am An American Day" ceremonies Friday (11). . . . Claude Brennan, Decca's national sales manager, is on a 13-city cross-country tour of branches. . . . Coral's Tina Robin commenced a two-week stand at the Shamrock, Houston, Thursday (3).

Hollywood

Sammy Cahn and Harry Warren have been signed by Paramount to pen original songs for the forthcoming musical starring Jerry Lewis tentatively titled "Rock-a-Bye My Baby" . . . Gale agency has opened new offices in Hollywood. . . . Maynard Sloate, formerly partnered in the operation of the Crescendo, opened his new nitery, the Avant Garde, last week, with the Chico Hamilton Quintet first act in. . . . Nelson Riddle will arrange and conduct the score for the W. C. Handy biopic, "St. Louis Blues."

. . . Bobby Troup has completed a new Liberty album, "Here's to My Lady." Pianist-singer reports to M-G-M to begin his role in "Bay the Moon." . . . Cork O'Keefe in town last week anent new material for the Casa Loma band at Capitol. . . . David Rose will write special arrangements for a new Jeannette MacDonald-Nelson Eddy package for RCA Victor. . . . Coral Records will release their Lancers recording of "Don't Go Near the Water," from the M-G-M picture of the same name, November 1. . . . Carol Richards set for appearances on the Jack Parr "Tonight" show from New York on October 7-9-11. . . . Composer Jack Marshall has been set for two arranging dates at Capitol Records. . . . Henri Rene, formerly West Coast repertoire chief at RCA Victor, will conduct singer Pat Suzuki's first session on Vik Records. Singer was recently discovered in San Francisco and inked to a term paper by the RCA subsidiary label. . . . Conference of Personal Managers has about ironed out a uniform agreement between talent and managers, with attorney Max Fink expected to okay final papers shortly.

ASCAP Members Get \$10 Mil

• Continued from page 28

ningham, "we're not making any deals, and nothing of the sort has been said to the broadcasters."

Referring to the ASCAP station surveys, Cunningham stated "perhaps our survey (local) is now big enough. It now appears that we have reached the saturation point in this respect."

Coast Chairman L. Wolfie Gilbert pointed to Hollywood as a veritable paradise for the songwriter now, generated by the growth of the area as the center of the television film business, mo-

tion pictures and the increase in disk activity. Gilbert opined that "Nashville has as much right to write songs as New York or Hollywood does," tho he implored new writers not to "join the pack and write the vogue," an obvious reference to what he previously termed the "rock and roll monstrosity."

Membership Gain

Since February, 1957, 157 writers and 77 publishers have been admitted to the Society, with membership now totalizing 3,877 writers and 1,039 publishers. Distribution made in April totaled \$4,799,241, and \$4,981,594 in July. Operational overhead was put at 17.6 per cent, with salaries totaling \$1,720,750 and other operating costs \$1,480,987. Society has a total of 26,594 licenses.

Deems Taylor reported the signing of a new contract with symphony orchestras, from five-tenths of 1 per cent to six-tenths for the first two years, and then seven-tenths for the next two years. Taylor acknowledged that ASCAP was "still in the courts with Muzak." Referring to members who air their complaints outside of ASCAP, Taylor declared: "These activities come from members whose contribution to the ASCAP repertory is slight. Resort to threats and external procedures cannot be tolerated," he said.

Members also learned of the recent passing of Mary Brooks, a veteran ASCAP employee who was with the Society for 38 years.

Cap's Lee Gillette Takes to the Road

HOLLYWOOD—Capitol Records' producer, Lee Gillette, took to the road last week covering disk jockeys and distributors in more than a half dozen cities.

Gillette will visit in New York, Washington, Cleveland, Chicago, Minneapolis, Seattle and San Francisco during his trek of the hinterlands and will scout talent on the way.

With the bulk of the Capitol a.&r. staff out on vacations and road trips, only repertoire staffer on hand for the weekly Thursday publishers' meeting last week, was Tom Morgan.

Distributors See Solid Future

• Continued from page 28

of new developments, the business is going to thrive for a long time to come. It's still the only form of home entertainment that gives and gives and gives, and with the number of times a record is re-played in the home, it's easily one of the cheapest forms too."

"More good artists are being found and developed and more companies are putting out good records than ever," Halonka continued, "and what were once specialized fields with regional markets, like hillbilly and rhythm and blues, are getting broader acceptance all the time. That means a bigger market for all types of record merchandise. And with LP's it's the same story. Now there's a great 'pride of possession' factor working to build the level of LP sales. More and more people just want to have a big original cast album around the house for people to see. The cover's just as handsome as a cover on a good book or a magazine."

In prognosticating the future pace of the industry, others pointed to the favorable population picture. Right now, they say, a

greater share of the total population than ever is occupied by teen-agers, the war babies of World War II. School registration figures everywhere point this up dramatically. These kids are buying the singles of today in tremendous quantities. They are being schooled to buying records and they will be the ever-growing album market of tomorrow.

In connection with stereo, it's argued that developments now pending are based on the theory of compatibility. The stereo disk will be playable monaurally on any current phonograph. Thus there is no reason to believe that stereo disks will in any way become an obsolescing factor. The demand for recorded music is there and distributors look only for continuing increases during at least the next decade and even beyond.

Even in case of the calamity of another war, the business, or at least the demand, could be expected to hold up, according to another trade source. Production and availability of materials would be the only problem in that case, he said.

TV Jock Comes Into Own

• Continued from page 28

ducer Alan Sands and executive producer Vic Lindeman Jr., includes detailed outlines for games, merchandising features and contests, with Victor & Richards, providing the prizes in most cases.

In line with this, Sands is currently readying a new feature, tagged "Memento Auction," which involves the auctioning of personal items of small value or gag items (lock of hair, etc.) donated by record artists. Money goes to local charities and the artists garner plugs for their disks.

"Top 10 Dance Party" is currently aired by the following stations and jocks: John Stuart, WCDA, Albany, N. Y.; Ray Mercier, WSSH-TV, Portland, Me.; Pete Griffin, WDEF-TV, Chattanooga; Marge Borg, WDXI-TV, Jackson, Tenn.; Wink Martin-dale, WHBQ-TV, Memphis; Al Meltzer, WHEN-TV, Detroit; Ty Boyd, WTVD, Durham, N. C.; Les Lampson, KOTV, Tulsa, Okla.; KPRC, Houston; WDAM-TV, Hat-

tiesburg, Miss.; WFIE-TV, Evansville, Ind. Scheduled to start the show October 12 are WFAA-TV, Dallas, and WXEX-TV, Richmond, Va.

Most impressive new TV deejays on the local level are former top-rated radio disk jockeys Buddy Deane and Jack Wells, who moved over to Westinghouse station WJZ-TV, Baltimore, last month. (See The Billboard, September 16.) Wells' opening show chalked up the No. 1 ARB rating in his time period—a 41.7 per cent rating hike for the station against a month ago; while Deane's first program pulled down a 11.0 against the 7.1 chalked up by each of the other outlets.

According to a Westinghouse analysis of the ARB ratings, Deane is now reaching 50 per cent more people than he did on radio, thus pointing up the increased value (to artists, labels, and publishers) of a disk plug on his new TV show.

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

"SEARCH FOR PARADISE"

Hugo Winterhalter and Orchestra
R.C.A. Victor
Robert Merrill R.C.A. Victor
Jack Pleis and Chorus
Decca Records
David Rose with Dean Jones
M.G.M. Records
Les Baxter and Chorus
Capitol Records

"THE HAPPY LAND OF HUNZA"

Robert Merrill R.C.A. Victor
Walter Schuman Singers
R.C.A. Victor
Tito Puente and Orchestra
R.C.A. Victor

"KASHMIR"

Hugo Winterhalter and Orchestra
R.C.A. Victor
Robert Merrill R.C.A. Victor

"SHALIMAR"

Robert Merrill R.C.A. Victor
Walter Schuman Singers
R.C.A. Victor

SOUND TRACK ALBUM

by R.C.A. Victor
MANY MORE TO COME

M. WITMARK & SONS

Announcing the

Independent Artists Corporation

PLaza 7-0560

1619 BROADWAY
NEW YORK CITY

WANT SONGS

Jimmy Work has set up his own BMI Music Publishing Company on the West Coast. All songs are welcome for consideration: Ballads, Blues, Waltzes, Rock and Roll in the Country and Pop field. Send demos and tapes of your songs to

WORK MUSIC Publishing Company

8503 South Painter Avenue

Whittier, California

from the 20th Century-Fox Production
"AN AFFAIR TO REMEMBER"

An Affair
to
Remember
(OUR LOVE AFFAIR)

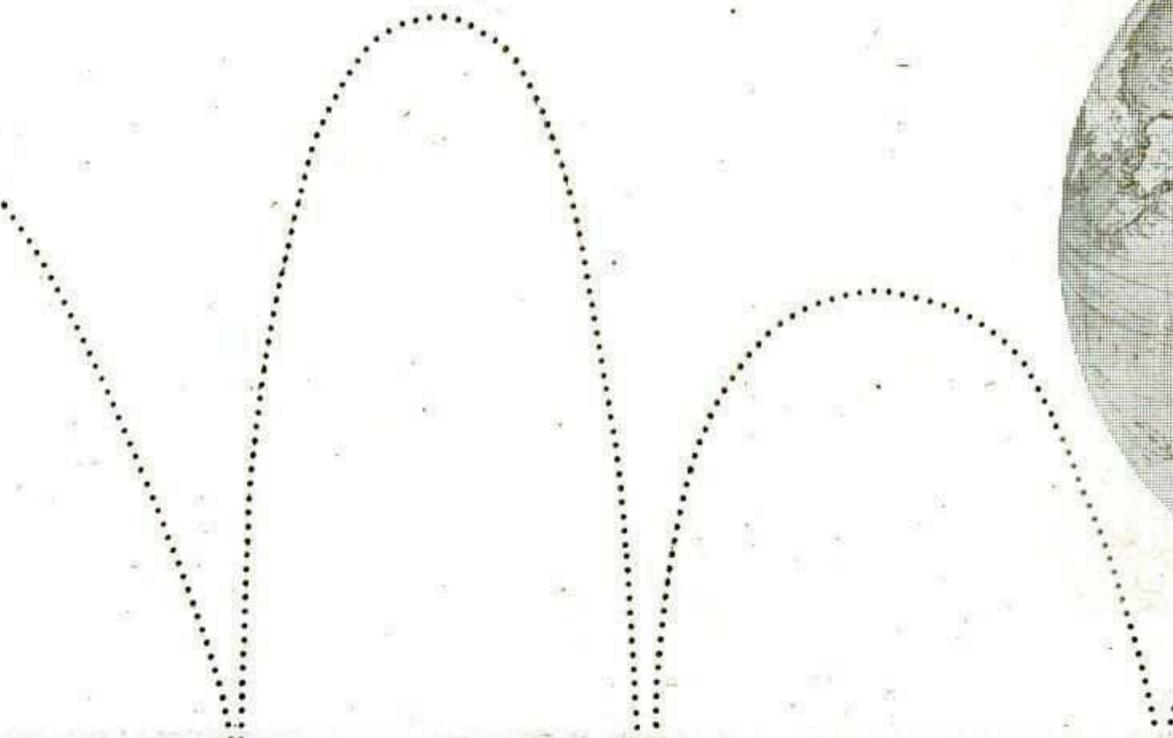
LEO FEIST, INC.

Leroy Anderson
His next big one—
**FORGOTTEN
DREAMS**
Recorded by
• Leroy Anderson on
Decca Records #30403
• Cyril Stapleton on
London Records #1754
• Frederick Fennell on
Mercury Records #71170
MILLS MUSIC, INC.

"GOLD MINE IN
THE SKY" Pat Boone (EP)
Nat Cole (EP)
Bing Crosby
"LOVE LETTERS
IN THE SAND" Pat Boone
Roger Williams (LP)
Les Brown (LP)
"MY CABIN OF
DREAMS" Hilltoppers
"CECELIA" Music of David Seville
Mary Small (Coral)
Carole Bennett (Verve)
"CARELESS"
"CATHEDRAL IN
THE PINES" Pat Boone (EP)
"I'M FOLLOWING
YOU" Blenders
(RCA Victor)
BOURNE—ABC MUSIC
136 W. 52 Street, N. Y.

"I'M
SENDING YOU
THIS RECORD"

BOB DENTON
DOT
AMERICAN MUSIC, INC.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.



DINA

SINGS

THE KISS THAT ROCKED THE WORLD

B/W

I'LL NEVER SAY "NEVER AGAIN" AGAIN

47/20-7056



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



RCA VICTOR
RADIO CORPORATION OF AMERICA



THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

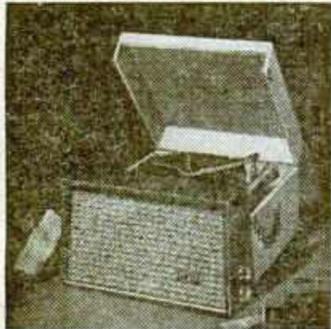


Zepp's Record Store, Baltimore, has found jazz album sales on the increase because they highlight them on a separate pegboard display as shown. The display shows 12 album covers. The accent this week is on the Prestige jazz line.

NEW PRODUCTS

ZENITH "MUSIC MAKER" IS 4-SPEED PORTABLE

Zenith's "Music Maker" has a number of important features for the record buyer. The unit plays all four speeds, including the



16 $\frac{2}{3}$ r.p.m. "talking book" speed. Fully automatic, it handles up to 14 disks at a time, has automatic intermix and shut-off. Other features include dual cartridge, two speakers, separate volume and tone controls. Outside finish is of brown and beige Durastron.

BEL-CLEER SHOWS NEW TAPE REEL . . .

The St. Cecilia Company, manufacturers of Bel-Cleer Recording tape, is now shipping its product on a tape reel of new design. The reel is molded with extra-heavy flanges to give fly-wheel action and reduce wow. Molded of warp-proof plastic, it eliminates wobble and eccentricity. Large window openings permit tape observation, and frosted

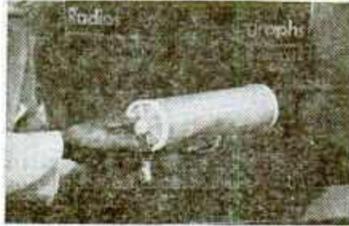


areas are provided on the flange for written identification. Reel is threaded into a molded-in anchor. Only a simple movement of the finger is needed to secure

the tape. The reel is finished in battleship gray and is available in the seven-inch size only for the present.

NEW, IMPORTED BI-STEREO SPEAKER . . .

Videola-Erie, American importer of the Fonovox and Tonfunk hi-fi and radio combo lines from West Germany, is now offering to the trade a bi-stereo external speaker. According to the firm, the new speaker design offers



fuller tones and better sound quality. It may be used with any record player, TV, radio or sound system. Highs emanate from one end, lows from the other. The speaker is 15 inches long and four inches in diameter. Coverings are of a plasticized, natural bamboo cloth or mahogany gold. It lists for \$24.95.

WALCO ENTERS GIFT FIELD WITH CARE KIT . . .

Walco Products is entering the gift field with a hi-fi kit to be available in time for Christmas.



The kit contains a dozen poly DisCovers, a DisClean record
(Continued on page 38)

BEST EQUIPPED

British Showroom Sets New Disk Retailing Plan

- Two-and-a-half-year modernization program ends with eye-opening store layout
- Self-service is no bar to use of well-informed sales personnel

By RALPH FREAS

Few record retailers can boast either the sales facilities or sales know-how of the His Master's Voice Showroom in Oxford Street, London. The management of this unique shop has examined disk retailing methods literally on a global scale in order to create the perfect place to shop.

The Showroom is not just a retail outlet. It is also a training place to which record clerks from all over England and the Continent come to learn how to sell a record. A far cry, most American retailers will admit, from the hit-or-miss methods of developing sales talent as practiced in the U. S.

Modernization Complete

In 1955, the Showroom began a program of modernization brought about by the advent of the LP disk and the need to gear to a different kind of merchandising. The program has just been completed. While some of the Showroom's ideas are not new to U. S. dealers (stores in the U. S. were studied and some of their ideas borrowed), the attitudes of its management are worth considering.

Easy Reference

The Showroom spokesman points out that the LP's with their attractive covers can no longer be filed behind the counter and that the retailer must now follow a method of "frontal presentation" to create sales appeal. Also, the old method of thumbing thru catalogs is too tedious and too complicated. The Showroom has therefore created a new easy-reference department divided into three sections according to recorded repertory.

Index cards are used in each section. These cards list a particular disk and, in addition, give information about other available works by the composer.

"The catalog is brought to life," says the English dealer. "Instead of confronting the collector with pages of small print, the actual records form their own catalog, with index references to assist comparisons."

Well-Trained Clerks

The Showroom's management

takes pains to point out that the new method is not merely an extension of self-service principles.

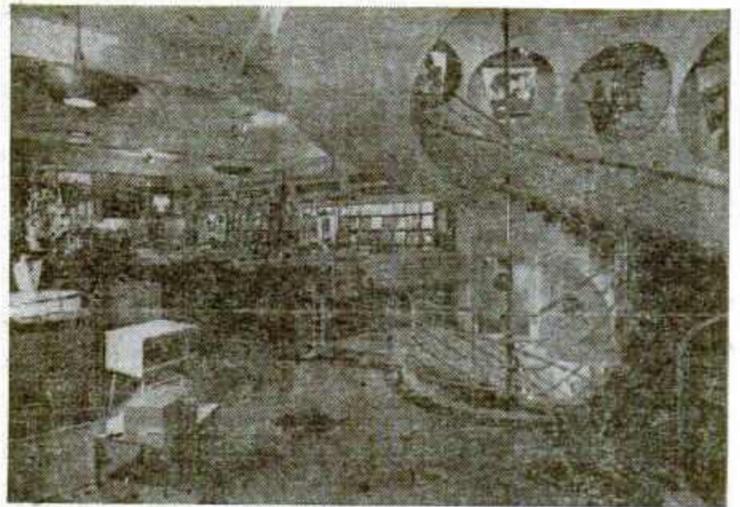
"A staff of keen and musical assistants is in attendance," says the dealer. "Each has his own preferences in music, his own record collections and his own specialized knowledge in a certain aspect, or aspects, of music. They are able to talk to the most exacting connoisseur in his or her own language, giving advice where needed and supplementing it with information that could not

possibly be obtained from a record catalog or reference card. In short, excellent service is given the casual customer who wants a record of the 'Nutcracker,' or to a hardened record collector who requires a historically accurate recording of Haydn's 'Symphony No. 103 in E Flat,' with clarinets and with the opening drum roll starting at F."

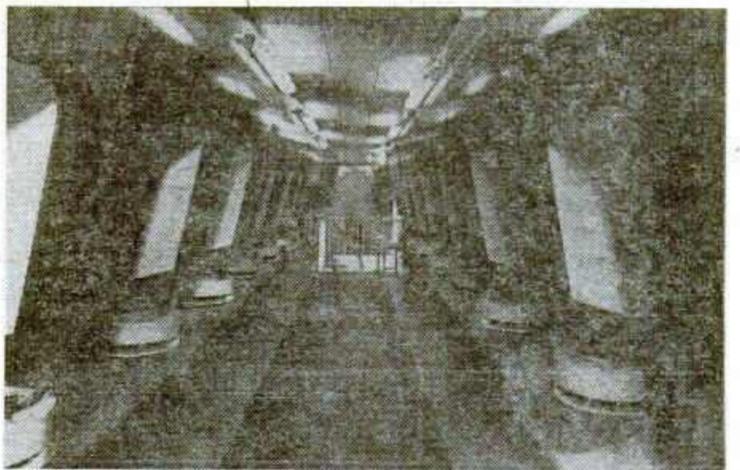
Hold Down Dust

No modernization is complete, the Showroom believes, without considerable change in appearance. This was achieved, in their case, with full use of color. Where carpet was previously used, this was replaced by tile, avoiding the attraction that carpets have for dust, "so undesirable in the stor-

(Continued on page 38)



This grand staircase is not only pleasing to the eye but informative to the visitor to the His Master's Voice showroom. Large plaques direct the customer to separate departments, such as the tape recorder salesrooms.



These are probably the last word in listening posts. Nothing has been spared to make them as attractive and functional as possible. The listening posts are acoustically treated to hold down the noise level.



The classical record easy-reference department is divided into three sections to serve customers for three different categories of music. Opera, Choral, Lieder and Song is on the left. Orchestral and Symphonies is in the center. Chamber Music, Concertos and Instrumental is on the right.

SAL MINEO
SALES MAGIC



the third Smash in a row!

**THE WORDS
 THAT I
 WHISPER**

**PARTY
 TIME**

(As introduced by Sal Mineo on
 The Kraft TV Theatre, Oct. 2, 1957)

Epic 9246

HITS ARE OUR BUSINESS

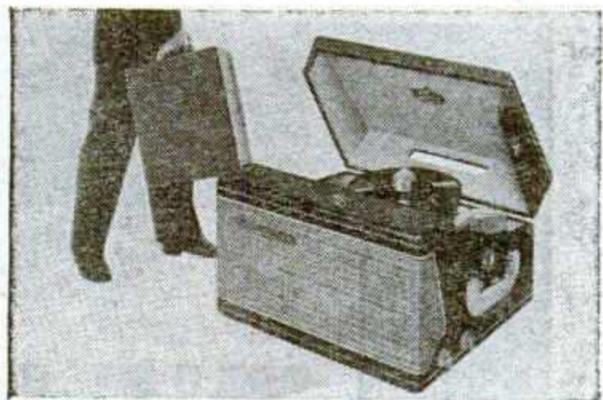


COMO HELPS YOU

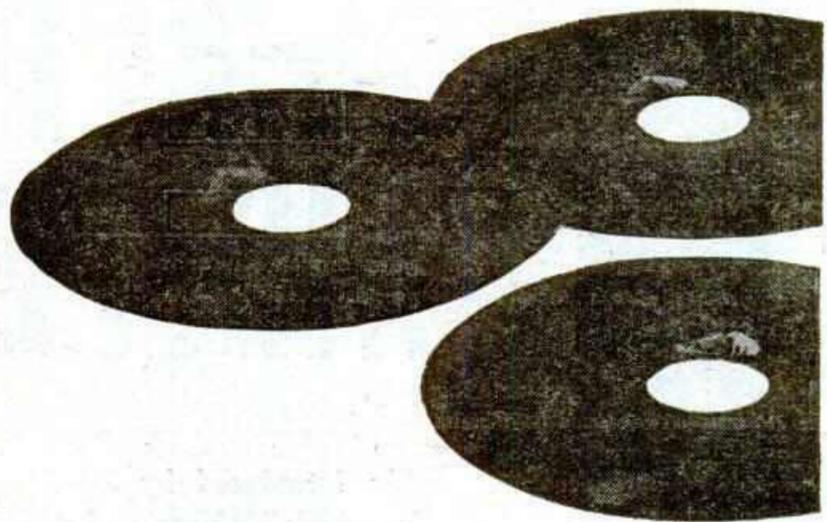
Now you can offer 40



 **Deluxe Automatic "Victrola" 45.** Large speaker — "Golden Throat" tone. Extra-powerful. In 2-tone gray or 2-tone green. Model 7EY2, \$36.95.



 **Portable High Fidelity "45."** Lowest priced true Hi-Fi. Multi-speakers. Styled in brown simulated leather. Mark XII—Model 8HF45P, \$69.95.



Stock RCA Victor now—have a

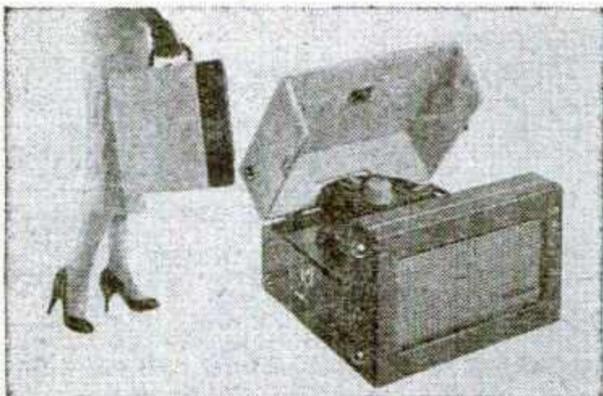
CHRISTMAS GIFT-BUYING can flatten the average customer's budget in practically no time. So, to get more people to do business with you — give them more for their money. That's what this Perry Como promotion does. It offers your prospects real Christmas value. Here's the story: every time you sell a new RCA Victor 45 "Victrola," your customer is entitled to a special Perry Como album of ten "45" EP records, a \$14.90 value, for just \$5. There are songs like "Hot Diggity," "Temptation,"

CASH IN AT CHRISTMAS

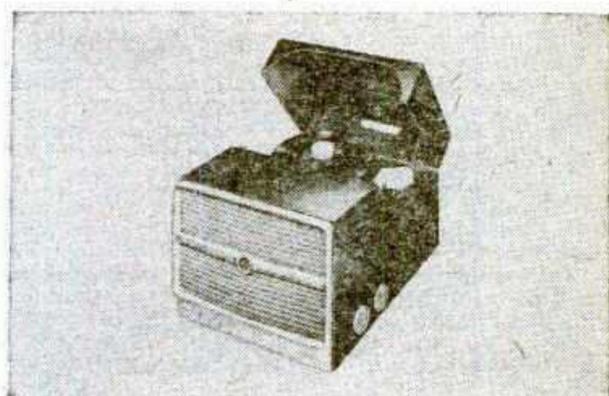
Perry Como hits for \$5.00 with every Fabulous 45 "Victrola" you sell



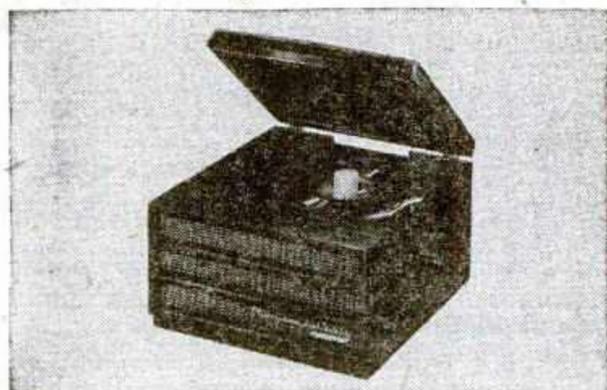
Low-Priced Portable automatic 45 "Victrola." Plays on AC. Rust-and-pebble white, or spruce green-and-pebble white. Model 8EY31, \$39.95.



Deluxe Portable automatic "45." Luggage-styled in brown-and-tan, 2-tone blue or 2-tone green simulated leather. Model 6EY3, \$42.95.



Deluxe Table Model automatic 45 "Victrola." Extra-powerful. Styled in black-and-gray or maroon-and-buff. Model 8EY4, \$49.95.



Multi-Speaker High Fidelity "Victrola" 45. Mahogany, maple or light rift oak finishes. Mark VIII—Model 7HF45, \$79.95 in mahogany.



Lowest priced 45 "Victrola" with "Golden Throat" tone. Charcoal-and-coral, black-and-gray or white-and-flame red. (7EY1) \$32.95.

Sell-Sational Christmas

and "Wanted." As a bonus, the album also includes a booklet about Perry and his songs.

"VICTROLAS" ARE CONSISTENT SALES LEADERS. The Fabulous "45" offers sensational selling points. Your customers get more music for less money — world's most trouble-free automatic record-playing system—Hi-Fi or "Golden Throat" tone—almost 2 hours of music with one full loading of "45" EP records. Make it a "big-sell" Christmas—call your RCA Victor distributor now!



Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher far West and South. ©RCA trademark for record players.

RCA VICTOR BACKS YOU WITH THE INDUSTRY'S MOST POWERFUL ADVERTISING! LOOK:

There are TV and radio commercials on "Monitor" (Sat. and Sun.); The "George Gobel Show" (every other Tues.); The "Eddie Fisher Show" (every other Tues.); The "Perry Como Show" (Sat.); "Tic Tac Dough" (Thurs.); and "The Price Is Right" (Mon.)

Ads are seen in Reader's Digest, Life, Seventeen, Holiday, Sports Illustrated, The New Yorker and Scholastic magazines.

Dealers and Distributors Must Share

• Continued from page 27

lest they be required to police merchandise purchased from the many hundreds of labels in the business. Dealers argued they were not in a position to do this, and that the court's decision could seriously hamper their business.

That an all-industry conference might be called in order to work out an arrangement whereby dealers and distributors might operate under the decision without excessive inconvenience was also a distinct possibility (see separate story).

District Court Reversed

The decision of the U. S. Court of Appeals reversed the judgment of the District Court, which about eight months ago had held dealers and distributors not liable. The case involved the sale of bootlegged disks manufactured by Joseph Krug from performances of the late Glenn Miller. The disks, which Krug had not been licensed to manufacture, were labeled "Major Glenn Miller and his A.E.F. Orchestra" . . . "An A.F.N. Presentation." Krug had tape recorded off-the-air broadcasts, and subsequently sold the disks to dealers, including Sam Goody and Portem Distributing Company, Inc., who in turn sold them to consumers at a lower price than Miller disks produced by RCA Victor, who claimed exclusive rights to manufacture and sell Miller disks.

Julian Abeles, handling the case for the publishers—which included in addition to Shapiro-Bernstein, Ira Gerhswin Publishing Corporation, Edward B. Marks Music Corporation, Miller Music Corporation, Lewis Music Publishing and Mutual Music Society—has long felt that the Copyright Act of 1909 does not afford copyright owners sufficient protection. He has cases pending—such as one filed against Shelley Products, a pressing plant

—which would seek to place liability for infringement upon anybody having anything to do with the manufacture and sale of an offending disk. Heretofore, only the manufacturer has been considered liable — and in many instances, as Abeles points out, the copyright owner has been unable to get any satisfaction from the manufacturer because—if he is a disk pirate—he is likely to be difficult to track down.

Abeles feels the current decision will protect not only publishers, but also legitimate manufacturers and pressing plants who have also been victimized by disk pirates.

In the District Court, Judge Kaufman had held that strict adherence to the Copyright Act was necessary, and he had dismissed the plaintiffs' claims that dealers and distributors be held liable. Judge Hincks, of the Appellate Court, held to the contrary:

"A natural reading of these sections leads us to the conclusion that a seller of unauthorized records of copyrighted music, altho having no connection with the manufacturer, is an infringer and liable for damages which the Act provides." The Appellate Court also stated that the "Appellees (defendants) claim that such construction would hinge their liability as non-manufacturing sellers on the acts or omissions of the manufacturer, over whom they have no control. Even if this be true, it is more burdensome than the liability of any non-manufacturing seller who, without knowing it, infringes a copyright . . . Also, the appellees urge . . . it would be unjust to burden them with the impractical responsibility of ascertaining at their peril whether records they sell have been authorized by the Copyright Act or by the owners of all copy-

righted music thereon. . . . But this burden, we think, is not unduly onerous. . . . When dealing with non-manufacturers the burden on a purchaser for resale to exercise caution is no greater than that required of the buyer of any merchandise which might infringe."

The defendants held that a manufacturer might at any time, even after judgment, file the compulsory license notice and thereby free the records from their infringing status. The Appellate court held: "To declare that a royalty payment frees the record from further contribution is a far cry from saying that the payment exonerates any and all prior infringers from liability accrued."

Defendants further contended that inasmuch as plaintiffs had made a separate settlement with the manufacturer, this discharged any claim the plaintiffs might have had against the defendants. The Appellate Court held: "To assess the impact of this settlement . . . it is necessary to first determine whether the liability of the defendant-infringers . . . is to any extent joint. We think not. We hold that the liability of each infringer, whether he be manufacturer, distributor or retailer, is several." Abeles interprets this to mean that regardless of the infringing manufacturer complying with the compulsory licensing provision and making the required royalty payment, the publisher shall at all times continue to have a separate right of recovery against each distributor and dealer.

The Appellate Court, holding that court costs would be the burden of the defendants, remanded the case to the District Court to enter judgment of 2 cents for each composition on each of the A.F.N. imprimatur. Each distributor and dealer, according to this, must pay 24 cents for each record sold in addition to court costs and fees.

Columbia Tops Own Best

• Continued from page 27

the first time a major performance of this work has been recorded on a 12-inch disk. This is considered an engineering feat, each side being 28 minutes. The "Messiah" is also noteworthy on several counts. It's the first version on the market for \$7.48, and is a complete concert version. The noted cast includes a counter tenor as was intended by Handel.

The Beethoven Ninth, the October Masterworks Buy-of-the-Month, includes a 12-page brochure depicting the New York Philharmonic as a "Living Tradition of Greatness." This gives the orchestra's history, with photos of its conductors as they appeared when they debuted.

Distrib Tie-In

Distributors will tie in with the diskery's promotion of the New York Philharmonic by staging demonstrations of the orchestra's complete catalog — totaling 55 albums. These demonstrations will be handled locally, in conjunction with various charitable organizations. A complete line of selling aids will buttress the campaign.

Other Masterworks highlights are Beethoven's "Concerto No. 2" and Bach's "Concerto No. 1," by the Columbia Symphony, conducted by Leonard Bernstein, with Glenn Gould at the piano; the original

cast version of "Simply Heavenly"; "Teveya and His Daughters," based on the stories of Shalom Aleichem; various packages by the Philadelphia orchestra, conducted by Eugene Ormandy, including the "Swan Lake Ballet," Sibelius' "Symphony No. 2"; Mozart's "Haffner Symphony" and Berlioz' "Waverly Overture," by alumni of the National Orchestral Association; a Mozart package by Rudolf Serkin and the Marlboro Festival Orchestra conducted by Alexander Schneider; an organ package by Albert Schweitzer, and two packages on folk and primitive music, compiled by Alan Lomax.

Pop B-of-M

Pop Buy-of-the-Month is Sammy Kaye's album of waltzes, Pop highlights include "The Four Lads sing Frank Loesser"; fourth volume of "Top 12," including smash sides by Johnny Mathis, Tony Bennett, Vic Damone and various other artists; "Jo Stafford Sings Songs of Scotland," with words by Robert Burns; Polly Bergen's "The Party's Over"; two packages of unreleased material by the late organist, Ken Griffin. There is also a country package by George Morgan.

Jazz packages include albums by the Jazz Messengers and Miles Davis.

Children's packages include "A First Christmas Record for Children," Mickey Rooney's "Pinocchio" and "The Little Star of Bethlehem," narrated by Kenny Bowers.

To supplement the October product program Bill Gallagher, field sales manager, has shipped distrib sales managers and district managers "Operation Sleighfoot" order pads. These pads list all Columbia merchandise officially designated as "Christmas" or "seasonal"; all new Christmas packaged goods; Hall of Fame Christmas singles; all Christmas EP disks, including counterparts to Christmas LPs, and the complete Columbia Christmas catalog. "Operation Sleighfoot" gives the distrib the opportunity to offer a 10 per cent discount on all merchandise listed in the "Operation Sleighfoot" order pads, with the exception of Playtime records. The discount will be extended on merchandise purchased and shipped thru November 30.

The product will be backed by a heavy promotional campaign in all media.

New Products

• Continued from page 34

brush, an anti-static DisCloth, and a book, "A Guide to the Care of Microgroove Records," plus a certificate of diamonds needle. Tone arm silhouettes, printed on the certificate, are the recipient's guide to the correct needle. All are packaged in a black velour case with silver-edge trim. The case can double as a 10-inch record album. The kit has a set price of \$16.95, regardless of the needle type.

LESLIE SHOWS TWO-DECKER DISK CADDY . . .

The double-decker disk caddy is the latest in a line of record accessories from Leslie Creations. The caddy rolls smoothly on 2-inch casters and holds 250 long-playing albums. The cradle design holds the albums firmly in place. Unit is 37 inches high, 15 inches wide and 22 inches deep. It lists at \$19.95.

REEVES HAS SPECIAL TAPE PROMOTION . . .

Reeves - Soundcraft, manufacturer of magnetic recording tape, has created a special recording to boost holiday sales of blank tape. The recording, given free to any purchaser of a 7-inch reel of regular magnetic tape, is a 15-minute high-fidelity recording, "The Sounds of Christmas." The tape, bought from the Soundcraft dealer, will be shipped to the factory where the recording will be placed on the reel.

"Sounds of Christmas" contains six familiar yuletide melodies, featuring the Streetsinger Carolers, with orchestra and chorus under the direction of Dewey Bergman. The offer will be backed with a large ad program. Dealer ads, promotional mailers, streamers, counter easels, etc., have been created for the program.

British Showroom

• Continued from page 34

age of LP records with their inherent dust attraction."

Better than any verbal description, the illustrations below show several views of the newly modernized Showroom. Most dealers will agree that the Showroom has spared nothing in its attempt to be the best equipped disk shop in the world.

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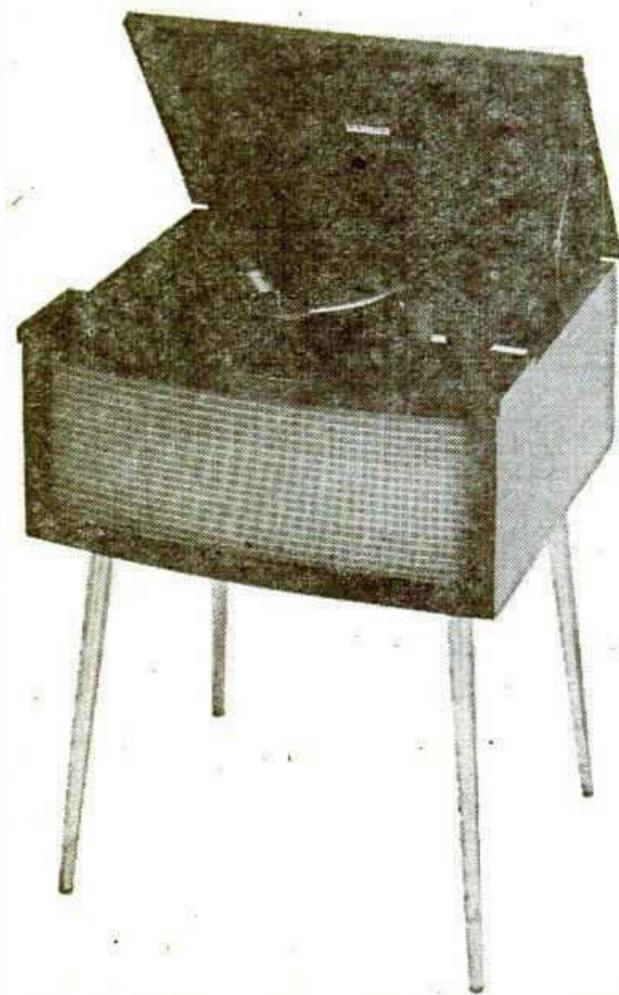
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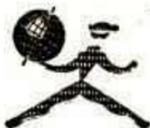


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THE
WORD
ON
PLAYS

as listed:

MINDY CARSON will introduce her latest (a wild and wooly take-off on the 1925 favorite) on GUY MITCHELL's new network Television show on October 21 . . . Dick (*The Pajama Game*) Adler wrote both words and music for DORIS DAY's new release, "The Man Who Invented Love." . . . Both sides of JOHNNIE RAY's new single have got the sound and the beat that set the teen-age set in motion. . . . JULIETTE GRECO's new one, "Si," (positively one of the most unique records this year—just listen!), will enjoy all-out promotional tie-ins with "Si," Schiaparelli's new perfume, in all stores carrying the Schiaparelli line, in radio stations, and in record stores; JULIETTE is getting lots of bonus exposure for you these days in her film, "The Sun Also Rises"!

late flashes:

JERRY VALE sings his fast-breaking "Pretend You Don't See Her" (4-41010) on the "Steve Allen Show" on October 27 . . . JOHNNY MATHIS gave an extra push to his smash "Chances Are" (4-40993) on "The Big Record" Television show, October 2.



MINDY
CARSON

SWEET GEORGIE BROWN
(Sweet Georgia Brown)
b/w
WATER WHEEL
with SHERMAN EDWARDS
and His ORCHESTRA
4-41021



DORIS
DAY

RICKETY-RACKETY
RENDEZVOUS
b/w
THE MAN WHO
INVENTED LOVE
with FRANK DE VOL
and His ORCHESTRA
4-41915



JOHNNIE
RAY

PINK SWEATER ANGEL
b/w
TEXAS TAMBOURINE
with RAY CONNIFF
and His ORCHESTRA
4-41002



THE
COLLINS
KIDS

HEARTBEAT
b/w
PARTY
LARRY and LORRIE COLLINS
4-41012.c



JULIETTE
GRECO

SI
b/w
THE CAROUSEL
(Guinguettes)
4-41011

THE SURE-FIRE
THE

HITS ARE ON
THE HOTTEST COMPANY IN

COLUMBIA RECORDS

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THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING SEPTEMBER 28

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

This Week	Last Week	Weeks on Chart
1. Around the World in 80 Days	2	28
Sound Track, Decca DL 9046		
2. My Fair Lady	3	79
Original Cast, Columbia OL5090		
3. Belafonte Sings of the Carribean	6	4
Harry Belafonte, RCA Victor LPM 1505		
4. Loving You	1	13
Elvis Presley, RCA Victor LPM 1515		
5. Eddy Duchin Story	9	61
Sound Track, Decca DL 8289		
6. Oklahoma!	7	108
Sound Track, Capitol SAO 595		
7. Dance to the Music of Lester Lanin	—	3
Epic LN 3340		
8. The King and I	11	65
Sound Track, Capitol W 740		
9. The Pajama Game	10	3
Sound Track, Columbia OL 5210		
10. Film Encores	13	20
Mantovani, London LL 1700		
11. A Swingin' Affair	4	20
Frank Sinatra, Capitol W 803		
12. Where Are You?	8	3
Frank Sinatra, Capitol W 855		
13. Love Is the Thing	12	28
Nat King Cole, Capitol W 824		
14. Wonderful, Wonderful	25	5
Johnny Mathis, Columbia CL 1028		
15. Songs of the Fabulous Fifties	14	27
Roger Williams, Kapp KXL 5000		
16. Black Satin	—	1
George Shearing, Capitol T 858		
17. The Roaring Twenties	—	3
Charleston City All-Stars, Grand Award GRD 33-340		
18. Marvelous Miller Moods	22	4
Glenn Miller Army Air Force Band, RCA Victor LPM 1837		
19. Hymns	17	41
Tennessee Ernie Ford, Capitol T 756		
20. Almost Paradise	—	1
Roger Williams, Kapp KL 1063		
21. Student Prince & Others Great Musical Comedy Hit Songs	—	2
Mario Lanza, RCA Victor LPM 1837		
22. Jackie Gleason Presents Velvet Brass	—	3
Capitol W 859		
23. South Pacific	—	203*
Original Cast, Columbia OL 4180		
24. Pat Boone	—	6
Dot DLP 3012		
25. We Get Letters	21	6
Perry Como, RCA Victor LPM 1463		

*Does not include the years 1954 and 1955 when The Billboard did not carry regular weekly album charts.

Review Spotlight on . . .

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

Popular Albums

PAT'S GREAT HITS (1-12)—Pat Boone. Dot DLP 3071

A compilation of 12 of Pat Boone's most recent hits, including "Love Letters," "Gold Mine in the Sky," "Friendly Persuasion," etc., all of which are certain to win wide reception in one package. Cover art shows Pat up real close, making for good exposure at the dealer level. Excellent disk jockey programming in the set as well.

THE PARTY'S OVER (1-12)—Polly Bergen. Columbia CL 1031

"Bergen Sings Morgan," the thrush's last LP, was a surprise best-seller, and this package—not suprisingly—should chalk up equally strong sales records. Cal serves up 12 time-tested torchers in warmly expressive vocals. Selections include "My Melancholy Baby," "It Never Entered My Mind," "I'm Thru With Love," etc. Excellent cover photo gives LP sock display value.

POPULAR AMERICAN WALTZES (1-12)—Sammy Kaye Ork. Columbia CL 1018

Here's a solid entry for jocks with nostalgic-minded listeners and loyal Kaye fans. Sweet, schmaltzy instrumental treatments in waltz tempo of memorable standards—"Let Me Call You Sweetheart," "Diane," "Always," etc. Dreamy mood music and excellent terp wax. This is listed as Columbia's "Buy of the Month."

Classical Special Merit Albums

SCHUMANN SONG RECITAL (1-12)—Dietrich Fischer-Dieskau, Baritone; G. Weissenborn, Piano. Decca DL 9935

Another superb collection of lieder by the German baritone. The market for his interpretations has to grow, and while the market for art songs at best is limited, this incomparable artist rapidly is becoming the most salable entity in the field. Included are the 12 songs of Op. 35 and seven miscellaneous items. For all connoisseurs of vocal art.

SOLER: NINE SONATAS; FANDANGO (1-12)—Frederick Marvin, Piano. Decca DL 9937

Extremely sensitive playing of interesting 18th-

century Spanish compositions stemming from Scarlatti in style. Pianist has special interest in contents, having spent two years uncovering large collection of composer's manuscripts. "Fandango" is especially brilliant in writing and performance. Unusual material can be suggested for extra sales.

Classical

BEETHOVEN: SYMPHONY NO. 9 (1-12)—Various Artists; The Westminster Choir (Williamson); New York Philharmonic (Walter).

This is an excellent interpretation of the "Choral" Symphony and it should move well, despite several other available recordings. The set is not only the Columbia Masterworks October "Buy of the Month," but it's part of a special promotion by the label under the title "October Is New York Philharmonic Month." Both factors should have a healthy effect on counter action.

(Continued on page 42)

— Album Cover of the Week —



IF THIS AIN'T THE BLUES, Vanguard VRS 8513. Cover shot of the artist is a gas. Hard-luck expression on Rushing's face really interprets the album title. Display merit is obvious.

For Reviews and Ratings of New Albums See Page 42

Most Played by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 28

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

1. **WONDERFUL, WONDERFUL**
Johnny Mathis Columbia CL-1028
2. **DANCE TO THE MUSIC OF LESTER LANIN** Epic LN 3340
3. **A SWINGIN' AFFAIR**
Frank Sinatra Capitol W 803
4. **WHERE ARE YOU?**
Frank Sinatra Capitol W 855
5. **PAJAMA GAME**
Sound Track Columbia OL 5210
6. **LOVING YOU**
Elvis Presley RCA Victor LPM 1515
7. **JACKIE GLEASON PRESENTS VELVET BRASS** Capitol W859
7. **BELAFONTE SINGS OF THE CARRIBEAN**
Harry Belafonte . . . RCA Victor LPM 1505
9. **AROUND THE WORLD IN 80 DAYS**
Sound Track Decca DL 9046
10. **SARAH VAUGHAN SINGS GEORGE GERSHWIN** Mercury MGP-2-101
10. **FABULOUS JIMMY DORSEY**
Jimmy Dorsey Fraternity F 1008



Best Selling Pop EP's

FOR SURVEY WEEK ENDING SEPTEMBER 28

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

1. **LOVING YOU**
Elvis Presley RCA Victor EPA 1-1515
2. **FOUR BY PAT**
Pat Boone Dot DEP 1057
3. **JUST FOR YOU**
Elvis Presley RCA Victor EPA 4041
4. **AROUND THE WORLD**
Nat King Cole Capitol EAP 1-813
5. **HYMNS**
Tennessee Ernie Ford . . . Capitol EAP 1-756
6. **JUST A CLOSER WALK WITH THEE**
Pat Boone Dot DEP 1056
7. **TO A SLEEPING BEAUTY**
Jackie Gleason Capitol EAP 1-871
7. **LOVE IS THE THING**
Nat King Cole Capitol EAP 1-824
9. **HERE'S LITTLE RICHARD** Specialty EP 402
9. **PEACE IN THE VALLEY**
Elvis Presley RCA Victor EPA 4054
10. **LOVING YOU**
Elvis Presley RCA Victor EPA 2-1515

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Table with columns: NO., INV., ORD., and record titles. It lists various musical recordings including operas, concertos, and popular songs.



ORDER THESE RECORDS FROM YOUR LONDON DISTRIBUTOR

Reviews and Ratings of New Popular Albums

CHRISTMAS DREAMING83

Frank Sinatra (1-12")
Columbia CL 1032
An easily paced garland of 10 Christmas favorites ("White Christmas," "Silent Night," "Adeste Fidelis," etc.). Sinatra has rarely sounded better than he does on this group of reissued holiday standards. Sure fire action on this one during December.

THE SUN ALSO RISES81

Sound Track (1-12")
Kapp KDL 7001
The effective sound track score includes several descriptive themes, covering the many changes of pace and locale in the film. The background motifs range from light, jilting passages to dramatic, brassy strains depicting the bullfight scenes. Also included are themes by guitarist Vincent Gomez; music by a 'twenties jazz band and varied brass bands. Prime appeal will be to the moviegoer.

SAMMY JUMPS WITH JOYA80

Sammy Davis Jr. & Joya Sherrill (1-12")
Design DLP 22
Contrary to what the title might im-

ply, there are no duets here. Both performers however are in excellent form on solo stints. Davis offers such as "Gypsy in My Soul" and "Chloe," while Miss Sherrill, Duke Ellington alumna, sings tunes like "Easy Street" and "End of a Love Affair." A good rack item at \$1.49, especially with Davis' name well displayed on the cover. This could get jockey play as well.

D'ARTEGA CONDUCTS "POP" CONCERT IN CARNEGIE HALL79

(1-12")
Design DLP 21
This could be an excellent seller on the bargain racks. For those who crave a touch of culture with a low price tag, this selection headed by "Rhapsody in Blue," and including an "abridged," Grieg's Concerto and several other offerings can fill the bill. Piano soloist is Rose Linda. Sound is moderately good. The words "Carnegie Hall" and "Rhapsody in Blue," on the cover should attract impulse buyers.

THE GOLDEN ERA OF THE SUGAR BLUES CLYDE MCCOY79

(1-12")
Design DLP 28
Some oldsters and some collectors are likely to get a kick out of these sides, which present a trumpet stylist of great favor years ago. The sides include "his big," "Sugar Blues," "Stompin' at the Savoy" and other standards. Price of the package—\$1.49—may well be a big factor in certain localities. Art and packaging are on a par with more expensive merchandise. Obviously for super-markets, and should be tried by many dealers.

THE DORSEY BROTHERS78

(1-12")
Design DLP 20
Strictly for collectors, the material here was cut in 1935, on the last recording date of the original Dorsey Brothers' band. Arrangements have the old-fashioned sound but quality is amazingly good considering the vintage. Selections include "By Heck," "Solitude," etc. Name power and bargain \$1.49 price will attract some sales outside the collector orbit as well.

WALTZES TO REMEMBER77

Frank Chacksfield Ork (1-12")
London LL 1603
This set is not unlike a previous waltz entry by Mantovani. It's full of the shimmering strings effects and the recording job is clean and bright. Selection consists entirely of the evergreens like "Alice Blue Gown," "Symphony," "The Desert Song," etc. A lovely dark haired lady on the cover can attract the initial interest and dealers who follow thru can sell it. Good mood jockey material here, too.

MELODIES IN GOLD76

Billy Vaughn Ork (1-12")
Dot DLP 3064
A beautiful, lush listening package, superbly arranged and conducted by Vaughn. All the tracks are slow-tempo standards, with strings and woodwinds dominating. Sound is excellent—package is well worth stocking.

MUSIC FOR TOGETHERNESS75

Julian Gould Trio (1-12")
Design DLP 27
The \$1.49 price tag is the attractive feature here. Customers will probably be lured by the lower cost. The set is a pleasantly listenable grouping of schmaltzy romantic tunes. Gould's playing is in a sort of Cavallari vein. Selections include "Blue Moon," "As Time Goes By" and "Once in a While."

WHILE MY LADY SLEEPS74

Phineas Newborn Jr., with Dennis Farnon Ork (1-12")
RCA Victor LPM 1474
Designed as a mood set, its success in creating the appropriate feeling, musically, is laudable. Pianist Newborn, possessed of overflowing technique, wends in and out of lush string background, playing with taste and control. A good bet for late evening DJ's; good selection of tunes, i.e., "Don't You Know I Care," "If I Should Lose You," etc., adds appeal.

SIGNAL ALBUM of the MONTH

THE BILLBOARD'S WEEKLY Jazz Special Merit Album
A NIGHT AT THE FIVE SPOT (1-12")—Various Artists. Signal S 1204
A memorial concert, recorded "live" at the Five Spot in New York City. Blowing by Phil Woods, D. Jordan, C. Payne, F. Sorolow is heartily 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.

YOUR MUSICAL HOLIDAY IN THE GOLDEN WEST72

Charles Bud Dant and Ork (1-12")
Decca DL 8480
Package is one of Decca's "Your Holiday in . . ." series. There's a lot of Western repertoire already recorded, so this package will meet strong competition. However, dealers would do well to demonstrate it, for it has excellent sound and performance. The arrangements of the great standards—"Tumbling Tumbleweeds," "On the Trail," "Mexicali Rose," etc., are top-notch.

RHYTHMS FOR THE COCKTAIL HOUR70

Harry Farmer's Rhythm Ensemble (1-12")
London LL 1692
Light, easy-listening stylings are in the ricky-tick vein. Set will probably move best with the mature dance buyer. The selections create a nostalgic air. Numbers include "Sunny Side Up," "An Apple for the Teacher" and "If I Had a Talking Picture of You." The organ reproduction is excellent.

BILL FRAWLEY SINGS THE OLD ONES69

Bill Frawley (1-12")
Dot DLP 3061
The story is in the title here. A collection of nostalgic oldies, e.g., "Moonlight Bay," "Silvery Moon" and "For Me and My Gal," rendered as they were at the Palace in the hey-day of vaudeville. Jack Halloran Sings and the Perry Botkin ork accompany pleasantly. Limited market.

CONTRASTS IN HI-FI68

Bob Sharples and Ork (1-12")
London LL 1708
A fine dance set that could click with the dance buyer. The selections are smoothly presented with vocals effectively rendered by the Sandmen. Tempos are waltzes, fox-trots and some up-tempo arrangements. Set will have heavy competition, but could move, if exposed. Numbers include "Sweethearts," "A Perfect Day" and "Sylvia."

BETWEEN THE DEVIL AND THE DEEP BLUE SEA68

Lita Roza With Bill Munn's All Stars (1-12")
London LL 1702
The British thrush offers a dozen easy-going, creamy vocals on standard tunes, the likes of "Wrap Your Troubles in Dreams," "Little White Lies," "Moonglow," etc. Ork backing is light and pleasant thruout and the disk has the benefit of a fine sound. Good performances will be handicapped slightly by much current vocal competition and a cover that could have been better.

STANLEY APPLEWAITE PLAYS TEA AND TRUMPETS67

(1-12")
Design DLP 40
Routine pop item by English ork with trumpet featured thruout. Program includes items possibly more familiar to English audiences than ours. The sound inclines toward an unpleasant "boominess" in spots but bargain-hunters won't mind. At the \$1.49 price, it should have more than a few takers.

VIOLA PARIS67

Bessie B. B. (1-12")
Calyar Giovannini (1-12")
Bally BAL 12016
Attractive assortment of lush arrangements captures the bitter-sweet feeling of several "French" ballads and waltzes. The set, however, is not distinguishable from many others of the same sort. The package will probably move best with those seeking a new source of the ever-popular melodies. Selections include "C'est Ci Bon," "Pigalle" and "Comme Ci, Comme Ca."

ON A CARIBBEAN CRUISE67

Jimmie Thurston Ork. (1-12")
Decca DL 8601
This is a potpourri of society-tinged dance music and calypso material by a group well known in Bahama circles. Tho there is a great deal of calypso on the market to fill a lessened demand, this can still achieve some action due to its inclusion in the label's current "Around the World," multi-album promotion. As part of this group, it will receive extra display and promotion which can bring at least limited action.

GET A LOAD O' COLE66

Ike Cole (1-12")
Bally BAL 12020
Nat King Cole's younger brother in a group of standard tunes all gleaned from the Bregman, Vocca & Conn catalog. The songs, including several fine undeservedly neglected items, are the attraction, altho jocks may have some fodder in the fact of another Cole. Actually, Ike lacks the caressing quality and charm of his brother's pipes. No world-shaker here.

BEER GARDEN MUSIK76

Will Glahe Ork (1-12")
London LL 1710
Warmhearted, authentic-sounding instrumental treatment of traditional beer garden themes—"Beer Barrel Polka," "Tavern in the Town," "The Stein Song," etc., are served up by Glahe in robust style. Colorful, slice-of-life artwork on cover has display appeal. Sales possibilities in foreign neighborhoods.

MONMARTRE MOODS74

Maurice Larcange With the Paris-Musette Ork (1-12")
Decca DL 8564
This LP is part of the new "Around the World in 34 Decca Albums" promotion, and as such is slated for a strong send-off on the dealer level. Scenic beauty of cover photo gives package special display value, while its contents—romantic Parisian styled instrumentals—are highlighted by Larcange's artful accordion solo work.

CHERRY BLOSSOM TIME IN JAPAN71

Werner Muller Ork (1-12")
Decca DL 8603
German maestro Muller serves up richly orchestrated western-styled instrumental treatments of 12 charming Japanese folk melodies. Jocks with a yen for off-beat mood music programming should find this package an ideal source of exotic material, which is nevertheless acceptable to pop dialers. Moderate sales possibilities.

Country & Western

THE PHILLIP MORRIS COUNTRY MUSIC SHOW86

(1-12")
Columbia CL 1048
A star-packed country package including Carl Smith, Little Jimmy Dickens, George Morgan, Goldie Hill, Red Sovine and Mimi Roman (the last three by courtesy of Decca), emceed by Bill Connlie. Album has some fine performances and should sell well in country market, particularly in view of the promotion attendant upon the traveling Phillip Morris show. Disk contains dialog, some comedy and patter, in addition to the vocals, which cover the gamut of the country field.

FOGGY MOUNTAIN JAMBOREE77

Lester Flatt and Earl Scruggs (1-12")
Columbia CL 1019
Outstanding picking and singing in the true tradition—with the real hill sound. No compromise with the pop field. Flatt and Scruggs do 12 songs, instrumentals and vocals, ranging from

folk-flavored material to country ballads and blues. "Flint Hill Special," "Jimmie Lynn, the Newsboy" and "Randy Brown Rag" are typical. A standard package for c.w. areas.

Religious

ORGAN ARTISTRY OF AL ILICK78

(1-12")
Word W 3023 LP
Thruout the Bible Belt, and in the type of shops serviced by this religious diskery, Illick's playing of familiar folksy hymns may be recognized as "artistry." Hammond stylings are as simple as they can be, and maintain a soft evening mood for background music where people like to meditate. Undoubtedly there is a big market for this kind of spiritual mood music.

HYMNS IN HARMONY77

The Serenaders (1-12")
Word W 3030 LP
The quartet sings a collection of fairly familiar hymns in straight four-square harmony right out of the old school. Piano and organ alternate in accompaniment to "Come Thou Almighty King," "Rock of Ages" and the like. Nice melodious performances that should enjoy moderate sales in the right stores.

I HAVE A SONG76

Jack Holcomb (1-12")
Word W 3024 LP
The album begins with a spoken dedication and a tenor voicing of "In My Heart There Rings a Melody," presented at a much slower tempo than usually heard. The set is a sincere and emotional presentation of several well-known hymns. The religious buyer can be attracted. Other selections are "It Is Well With My Soul," "How Great Thou Art," etc.

PEACE BE STILL76

Lowell Holcomb (1-12")
Vibraharp and Chimes (1-12")
Word W 3028 LP
Like the Illick set reviewed here concurrently, this is spiritual "mood music" consisting of folksy hymns played with utter simplicity. Great stuff for church chapels, funeral homes and such.

HYMNS MY MOTHER TAUGHT ME68

Eddie Hubbard (1-12")
Bally BAL 12017
Chicago radio-TV personality of many years standing may sell okay in sector where he is known. Elsewhere disk must stand on own merits, which are slight. Hubbard's voice is no great shakes. The hymns are the most familiar, available in better versions. Strictly a regional item.

Semi-Classical

D'ARTEGA PLAYS MUSIC WITH A HEARTBEAT73

(1-12")
Design DLP 25
Altho the cover and title of this low-priced LP (\$1.49) are obviously aimed at rack buyers, its content is classical, which may hamper it sales-wise. D'Artega offers lushly orchestrated, symphonic arrangements of selections from two suites by Rokokah West Harkness. Excellent mood music for jocks with semi-classical programs, utilizing unhackneyed material.

THE MUSIC OF SPAIN: CHAPI: EL REY QUE RABIO68

Various Artists (1-12")
London XLL 1657
Soloists who have won high esteem in previously released zarzuelas gather honors again. Pilar Lorenzar and Manuel Ausensi are among singers who contribute to generally high standard shared by orchestra and by

(Continued on page 44)

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Review Spotlight on Albums . . .

Continued from page 40

Religious Special Merit Album

GREAT STORIES FROM THE BIBLE (1-12")—Wendell Loveless. Word W 3029 LP
Transcribed Bible passages are effectively presented and could appeal to children. Reverend Loveless lightly tells his stories with occasional explanations and direct comments to the listener. Herman Voss provides the organ background and interlude music. Stories include "The Slave Boy Who Became a Prince" (Moses), "The Man Who Was Swallowed by a Fish" (Jonah), etc.

EP Album

ROGER WILLIAMS (1-EP)—Kapp KE-736
Williams has been riding high with a hit LP lately and his star should rise just as high with his new "Songs of the Fabulous Forties" 12-inch. This EP, therefore, with Williams' own hit, "Almost Paradise," grouped with "Love Letters in the Sand," "Around the World" and "Moonlight Love," should be a fast seller in racks or on dealers shelves. Disk can also get plenty of support from jockeys. Sharp packaging.

Sound

HIGHLAND PAGENTRY (1-12")—The Pipes and Drums and Regimental Band of the Black Watch (Royal Highland Regiment). RCA Victor LPM 1525
A skirling Scotch-and-Sonic, with rousing Highland favorites like "Barren Rocks of Aden" and "Scotland the Brave" piped and played by the 100-man Black Watch unit now on a 12-week U. S. tour. Full, tweeter-flipping sound for audio fans in handsome, male-appeal package. Performances are brisk, authoritative. First of an album pair on Black Watch due from Victor, offering tie-in display chances in tour cities.

Novelty Album

BERNIE GREEN PLAYS MORE THAN YOU CAN STAND (1-12")—San Francisco M33015
A sprightly and different novelty item featuring Green's off-beat compositions and arrangements, as once featured on the Henry Morgan shows. A good example of the refreshingly insane arranging is a solo passage of Liszt's 2d Hungarian Rhapsody on tympani. The entire disk is full of fun and the sound thruout is superior fi. Diskery also makes this release available on stereo tape.

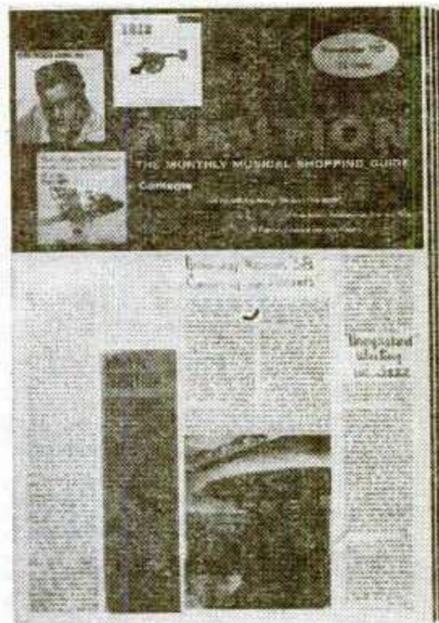
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Reviews and Ratings of New Popular Albums

Continued from page 42

conductor, Argenta. Smallish general market must be shared with good Montilla diskings already available.

Folk

CALYPSO MAN 77
Edmundo Ros (1-12")
London LL 1711

Calypso wax is already something of a has-been in the pop music field, but this package should enjoy healthy sales in its specialized field. Ros—a solid name in the Latin American field—sings an Americanized brand of West Indies calypso with competence. Selections include current "Melodic D'Amour," "Henry VIII," etc.

ODETTA AT THE GATE OF HORN 78
(1-12")
Tradition TLP 1025

Folk-music fans must cample this disk. Thrush's contralto is rich, interesting in its shading and, in this program of work, fun and serious songs, it effectively evokes many moods. Several widely known favorites ("Greensleeves," "Deep River") are programmed with some less well-known material. If you don't think a woman could be effective in a prison song, sample "Midnight Special." Album cover is striking and will attract.

BROTHER JOHN SELLERS IN LONDON 78
(1-12")
London LL 1705

An impressive package of blues and spirituals, Sellers' performances cover a wide range of styles; and he is certainly distinctive. These were made with a group of British jazz musi-

sians. The blues are done in the Kansas City style and include "In the Evening," "Backwater Blues" and quite a few of his own compositions in addition to traditional material. Tho classified as a folk artist, dealers should also try to sell this to such jazz buyers who are partial to Joe Turner, Jimmy Witherspoon, Rushing, etc.

Latin American

HAITIAN RHYTHMS 76
Guy du Rosier Ork. (1-12")
Decca DL 8602

A fine diskings of authentic Haitian cha cha chas and merengues. Guy du Rosier fronts the native band and handles vocal chores with attractive exuberance. The entire performance is enhanced by top-notch sound. A natural for the calypso and Latin dance crowd.

DANCE RHYTHMS OF PUERTO RICO 75
Rogelio Y Su Orquesta. (1-12")
Decca DL 8613

Puerto Rican instrumentals—in itself somewhat unusual in that most Puerto Rican albums have vocals. The performances are exciting examples of authentic musical forms of the area, including the Plena, Guajira, Seis, Danza, Merengue, etc. Instrumentalists are excellent, with sharp, staccato styles, featuring Johnny Conquet at the piano.

STEEL BAND JUMP UP 68
Steel Band of the West Indies, Kingston, Jamaica. (1-12")
Decca DL 8617

Lively, authentic West Indian pot-

pourri, featuring the now-familiar steel drums, tuned as percussion instruments. Friends of calypso and Latin rhythms generally might be attracted. Steel drum performances are pretty special and sales could be confined to hi-fi enthusiasts.

Specialty

SOUNDBLAST 85
Ferrante & Teicher, Pianists (1-12")
Westminster WP 6041

Clever duo-pianist team focuses its arsenal of exciting sounds on Latin-American selections including: "Tico-Tico," "Mexican Hat Dance" and "La Cucaracha." Pianos are modified to give forth sounds resembling harps, percussion, etc., that will delight hi-fi fans. Success of earlier efforts promises lively sales again.

THE HAPPY WANDERER AND OTHER SONGS 80
Obernkirchen Children's Choir. (1-12")
Angel 65038

Reissue on a 12-inch LP of the majority of songs from two previously released 10-inch albums. This appealing choir is already widely known to American audiences thru concert appearances and two other LP's. The expected high performance level is maintained. For the uninitiated, the title song is as good as any for getting acquainted but the disk is delightful thruout. Present repertory includes German folk songs, a Mozart and a Schubert song.

Rhythm & Blues

BIG MAYBELLE SINGS 81
(1-12")
Savoy MG 14005

In contrast to Big Maybelle's rhythm and blues singles, this album is jazz-oriented, with the backings by a talented group under the baton of Ernie Wilkins. Maybelle's material comprises mostly great standards, as "All of Me," "Stay as Sweet as You Are," etc.—with only an occasional truly r.&b. side. The amply-proportioned chick, with her unique style and assurance, is indeed very effective. Long instrumental stretches, some in the Kansas City mode, are very fetching.

Miscellaneous

THE STORY OF MOONDOG 63
(1-12")
Prestige LP-7099

Moondog, an eccentric to most, a poet who versifies in sound to others, who plays by night in the Broadway area on an assemblage of drums, is presented on this recording verbally (in dialog with Bebe Barron) rhythmically (on his drums, often in company of drummer Sam Ulano) and melodically (on organ and piano). Tho set is likely to attract the curious and exotically inclined, it is just a little too obscure for the average record buyer.

Spoken Word

WORD JAZZ 75
Ken Nordine with the Fred Katz Group (1-12")
Dot DLP 3075

Tho billed as part of the label's "Jazz Horizons" series, package is more properly a spoken word set. Jazz underscoring by the Fred Katz group takes a back seat to announcer Ken Nordine's meanderings, about hunger, rain, and a weird track tagged "Roger." However off-beat they may be, Nordine's recitations are interesting and performed with much thought and showmanship.

WORDS AND MUSIC OF LOVE 73
Tony Marvin; Music by Lee Erwin (1-12")
Zodiac 1375

Tony Marvin, heretofore chiefly noted as Arthur Godfrey's deep-voiced announcer, reads a group of love poems (mostly by contemporary American poets) with a surprising amount of reticence and tenderness. Marvin has his own TV following, and if Godfrey gives package any plugging it could be commercial in its limited field. Pleasant organ solo work by Lee Erwin.

CERVANTES: DON QUIXOTE 68
Narrated by Walter Starkie. (1-12")
Mentor 12-A1

Literary pundit Starkie reads passages from his own translation of the Spanish classic with great zest. Along the way, he imparts some of his own love and respect for the work. While the disk might serve for some as an easy introduction to the book, the book itself is so accessible and at such a low price (50 cents for the Mentor paper-bound edition), it's a little hard to see a broad market for the disk. It should find buyers in college markets, however.

THE LIVING TALMUD 62
Narrated by Judah Goldin (1-12")
Mentor 12-A2

Mentor Books enters the disk field, adapting existing book matter. In this case, result is a rather colorless, academic discourse which may enjoy some sale in a limited market reached by dealers in religious books. Goldin narrates what could be construed as an introduction to the Talmud, or a first lecture to students of religion, including translated passages and some reading in original Hebrew.

Reviews and Ratings of New Jazz Albums

THE GOLDEN ERA OF DIXIELAND JAZZ 88
(1-12")
Design DLP 38

This is a real bargain for the Dixie buyer. Excellent performances on standards from Dixie repertory, i.e., "Struttin' With Some Barbecue," "Muskrat Ramble," etc., by an all-star group—G. Wetling, Pee Wee Erwin, Vic Dickenson, Buster Bailey, etc., all for \$1.49. Good sound, on the whole. A must for the racks.

MODERN JAZZ HALL OF FAME, VOL. 1 87
(1-12")
Design DLP 29

An excellent cross-section of modern jazz, mainstream to avant-garde. Set includes excerpts from Massey Hall concerts in Toronto, Canada, featuring Parker-Gillespie group, Bud Powell Trio and recordings by Kai Winding with Four Trombones, Thad Jones with Strings, Mingus and Lee Konitz, Max Roach group, etc. These recordings, originally released on Debut are all the more salable now at bargain price of \$1.49.

JIMMY SMITH AT THE ORGAN PLAYS PRETTY JUST FOR YOU 79
(1-12")
Blue Note 1563

Organist Smith, interpreting a program of standards, tastefully utilizes full orchestral resources of his instrument, and thus invests selections with rare regality and color. Accessible to the understanding of a wide audience, set could have a substantial sale in and out of jazz area.

THE STYLINGS OF SILVER 78
Horace Silver Quintet (1-12")
Blue Note 1562

Hard modern swinging is the prescription here. The straightforward yet emotionally penetrating Silver compositions, plus top drawer performances. Art Farmer, H. Mobley, Silver, etc., make this an album of real substance. Strong rhythmic impact, general cohesiveness of whole venture should make strong impression on jazz buyer. Try "The Back Beat" as demo band.

EARTHY 76
Various Artists (1-12")
Prestige 7102

An unusually rewarding jam session package that lives up to its title. Functional, pithy lines written by H. McKusick, M. Waldron and K. Burrell prove most appropriate for blow-

ing, and A. Farmer, McKusick, Burrell, Waldron, and a particularly "wailing" Al Cohn, blow with vigor, feeling, and oftimes, with heat. Try M. Waldron's "What's Not" or McKusick's "I Wouldn't" as demo bands.

THE DIZZY GILLESPIE STORY 76
Dizzy Gillespie with Johnny Richards Ork (1-12")
Savoy MG 12110

A remastered collection of Gillespie recordings of an earlier period. Eight tracks, originally released on the now defunct Discovery Records, spot fine Gillespie blowing with Johnny Richards' big ork. Other four tracks, cut with small band about 10 years ago, are of historic value, and feature such significant figures as M. Jackson, R. Brown, J. Moody and Hank Jones. Name value of artists present here, and revitalized interest in Gillespie should sell it.

YARDBIRD SUITE 74
Herbie Mann (1-12")
Savoy MG 12108

A modern session notable for light, airy ensembles, and generally flowing rhythmic quality. Solos by flutist Mann, J. Puma and E. Costa are good, but altoist Phil Woods is most refreshing and interesting soloist on the record. Tho several Mann sets have hit the market lately, this is worthwhile stocking.

SCHOOL DAYS 73
Dizzy Gillespie, Milt Jackson, Joe Carroll (1-12")
Regent MG 6043

A happy, humor-filled collection of bluesy material graced by vocals by scat singer Joe Carroll, Dizzy Gillespie and Milt Jackson, who doubles on piano here. General character of music and the added commercial dimension of vocals could help set sell to r.&b. market; jazz buyer will enjoy virelle Gillespie blowing, and generous amount of humor and good feeling thruout.

THE BROTHERS CANDOLI 73
Pete and Conte Candoli (1-12")
Dot DLP 3062

Bufs of the "blowing" school will dig this session. Pete and Conte Candoli frame some excellent trumpet work on a series of standards and originals penned by Pete, with Jimmy Rowles, piano; Howard Roberts, guitar; Alvin Stoller, drums, and Joe Mondragon, bass accompanying. Tho sounds are fluid and imaginative tho rather hard. "It Never Entered My

(Continued on page 65)

Reviews and Ratings of New Classical Albums

MOZART: "JUPITER" SYMPHONY; DIVERTIMENTO IN D, K. 131 (1-12")—Royal Phil. Ork. (Beecham). Angel 35459 79

Beecham turns his attention to the "Jupiter" Symphony again with affectionate reading. Well-modulated sonorities of orchestra are nicely recorded here as well as in exquisitely led "Divertimento." Latter has not been recorded too often and provides additional attraction, for disk.

FOUR FAVORITES (1-12")—Berlin Ork. and RIAS Symphony Ork. (Friscay, Lehmann, Rosbaud and Ludwig). Decca DL 9936 78

The set contains four of the most popular classical selections: "Finlandia," "Les Preludes," "Afternoon of a Faun," and "Bolero." In spite of the many recordings available for each selection, this choice grouping makes the set a strong competitor. Set can have huge appeal.

STRAVINSKY: FIREBIRD; BIZET: CHILDREN'S GAMES; RAVEL: MOTHER GOOSE (1-12")—Philharmonia Ork. (Giulini). Angel 35462 78

Faithful recording preserves fine texture of orchestral playing under Giulini's imaginative guidance. Three scores connected with ballets comprise unusually colorful grouping of exceptional charm. Ranks with top versions of these selections.

PROKOFIEFF: PETER AND THE WOLF; SAINT-SAENS: CARNIVAL OF THE ANIMALS (1-12")—Garry Moore, Narrator; Philharmonie Symph. Ork. of London. (Radzinski); Vienna

State Opera Ork. (Scherchen). Westminster XWN 18525 78

Novel feature of album directed toward younger set is use of natural animal sounds recorded at the Bronx Zoo. Garry Moore is pleasant narrator in Prokofieff work and in John Burt's verses for the "Carnival of the Animals." Orchestral portions are well executed.

BRAHMS: SYMPHONY NO. 2 (1-12")—Philharmonia Ork. (Karajan). Angel 35218 76

Two creditable additions to an already lengthy list of interpreters of this work. Von Karajan's version is more dramatic, with expressive phrasing well projected by good recording. Bohm's style is more deliberate, emphasizing a classical approach. Buyers will be swayed by loyalties to respective conductors.

THE MUSIC OF SPAIN: GRANADOS: GOYESCAS (1-12")—Soloists, the Madrid Singers, and the National Orchestra of Spain, conducted by Ataulfo Argenta. London XLL 1698 75

First complete recording of work long familiar to classical buyers thru excerpts or piano version. Ana Maria Iriarte and Consuelo Rubio are outstanding among excellent performers led by authoritative conductor Argenta. Notable addition to Spanish catalog.

RIMSKY-KORSAKOV: SCPEHERAZADE (1-12")—Bamberg Symphony (Perles). Vox PL 10-220 73

Some juicy sounds emerge from this most recent release of one of the most frequently recorded of compositions. Conductor's role and orchestra's contribution qualify disk for middling position in the long list of entries. Attractive cover art.

PROKOFIEV: 'CELLO CONCERTO; MILHAUD: 'CELLO CONCERTO NO. 1 (1-12")—J. Starker, Philharmonia Ork. (Susskind). Angel 35418 71

Two important contemporary works new to long-play are performed with unusual finesse. Starker's playing is at once suave and intense, receives benefit of good accompaniment and recording. Milhaud's music has sunny, charming quality; characteristic Prokofiev concerto is more serious.

(Continued on page 65)



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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending September 28

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Tammy		1 12	6. That'll Be the Day		4 8
By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbie Reynolds, Coral 61851. RECORDS AVAILABLE: Ames Brothers, Vic 6930; George Barnes, Dec 30398; Joseph Gershenson Ork, Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Bill Snyder, Dec 30433.			By Jerry Allison-Buddy Holly-Norman Petty—Published by Nor-Va-Jak Music Co. (BMI) BEST SELLING RECORD: Crickets, Brunswick 55009. RECORDS AVAILABLE: Jeff Allen, Verve 10064; Buddy Holly, Dec 30434; Ravens, Argo 5276.		
2. Honeycomb		2 8	7. Wake Up Little Susie		28 2
By Bob Merrill—Published by Hawthorne Music (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4015. RECORD AVAILABLE: Georgie Shaw, Dec 30418.			By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1337.		
3. Diana		3 11	8. Around the World		9 7
By Paul Anka—Published by Pamco Music, Inc. (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 9831.			By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORDS: Victor Young and Bing Crosby, Dec 30262; Mantovani, London 1746. RECORDS AVAILABLE: George Barnes, Dec 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Lawrence Welk, Coral 61741.		
4. Fascination		5 8	9. Whole Lotta Shakin' Goin' On		7 9
By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP) BEST SELLING RECORD: Jane Morgan, Kapp 191. RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamalton, London 1758; Dick Jacobs, Coral 61864; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 6980; Ethel Smith, Dec 30421; Troubadors, Kapp 191.			By D. Williams-S. David—Published by Marilyn (BMI) BEST SELLING RECORD: Jerry Lee Lewis, Sun 267.		
5. Chances Are		6 4	10. Rainbow		7 10
By Stillman & R. Allen—Published by Corwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40993.			By Ron Hulme—Published by Robbins (ASCAP) BEST SELLING RECORD: Russ Hamilton, Kapp 184. RECORDS AVAILABLE: Bobby Breen, Chic 1013; Bill Darnell, Jubilee 5290.		

Second Ten

11. In the Middle of an Island		10 9	16. Remember You're Mine		13 7
By Varnick & Acquaviva—Published by Mayfair (ASCAP) BEST SELLING RECORD: Tony Bennett, Col 40965. RECORDS AVAILABLE: Tennessee Ernie Ford, Cap 3762; Anita Kerr Quartet, Dec 30417; Stan Wilson, Verve 10068.			By Mann-Lowe—Published by Lowe-Tray Music Corp. (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15602. RECORD AVAILABLE: Ray Vernon, Cameo 109.		
11. My Heart Reminds Me (And That Reminds Me) adapted from "Autumn Concerto"		11 5	17. Just Between You and Me		15 4
By Al Stillman-C. Bargoni—Published by Symphony House (ASCAP) BEST SELLING RECORD: Della Reese, Jubilee 5292. RECORDS AVAILABLE: Ambrose Ork, M-G-M 12542; Carmen Cavallaro, Decca 30076; Lenny Eversong, Coral 61874; Richard Hayman, Mercury 71178; Ted Heath, London 1690; Melachrino Strings, Vic 7027; Nick Noble, Mercury 70959; Kay Starr, Vic 6981; Billy Vaughn, Dot 15466.			By L. Cathy-J. Keller—Published by Winneton (BMI) BEST SELLING RECORD: Chordettes, Cadence 1330. RECORD AVAILABLE: Jimmy Davis, Dec 29157.		
13. Mr. Lee		12 8	17. Affair to Remember		19 5
By Bobbettes—Published by Progressive (BMI) BEST SELLING RECORD: Bobbettes, Atlantic 1144.			By Warren, Adamson, McCarey—Published by Leo-Feist (ASCAP) BEST SELLING RECORD: Vic Damone, Col 40945. RECORDS AVAILABLE: Luis Arcaez, Vic 6952; Carmen Cavallaro, Dec 30362; Angela Drake, M-G-M 12499; Pete King, Liberty 55075; Machito, Tico 407; Vi Vienne, V.I.P. 1007.		
14. Happy, Happy Birthday, Baby		19 3	19. Lotta Lovin'		17 3
By Sylvia-Lopez—Published by Donna Music (BMI) BEST SELLING RECORD: Tune Weavers, Checker 872. RECORDS AVAILABLE: Dottie Ferguson, Mer 71182; Kay Cee Jones, Dec 30432.			By Bernice Bedwell—Published by Song Prod. (BMI) BEST SELLING RECORD: Gene Vincent, Cap 3763.		
14. Hula Love		16 5	20. Keep A' Knockin'		- 1
By Knox—Published by Kahl (BMI) BEST SELLING RECORD: Buddy Knox, Roulette 4018.			By R. Penniman—Published by Venice (BMI) BEST SELLING RECORD: Little Richard, Specialty 661.		
			20. White Silver Sands		14 12
			By C. Mathews—Published by Fellows-Peer (BMI) BEST SELLING RECORD: Don Rondo, Jubilee 5288. OTHER RECORDS AVAILABLE: Owen Bradley, Dec 30363; Dave Gardner, OJR 1002; Lennon Sisters, Brunswick 55013.		

Third Ten

22. It's Not for Me to Say		17 20	27. There's a Gold Mine in the Sky		- 3
By A. Stillman & R. Allen—Published by Korwin Music (ASCAP) RECORDS AVAILABLE: Johnny Mathis, Col 40851; Jane Morgan, Kapp 185; Cyril Stapleton, London 1754.			By C. Kenny-M. Kenny—Published by Bourne (ASCAP) RECORD AVAILABLE: Pat Boone, Dot 15602.		
22. Black Slacks		28 3	29. Bye Bye Love		25 19
By Bennett-Denton—Published by Pamco Music (BMI) RECORD AVAILABLE: Joe Bennett & the Sparkletones, ABC-Paramount 9837.			By B. Bryant—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: Everly Brothers, Cadence 1315; Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; T. Tommy, Dot 15576.		
24. Stardust		25 12	30. Send for Me		23 12
By Hoagy Carmichael-Parish—Published by Mills (ASCAP) RECORD AVAILABLE: Billy Ward, Liberty 55071.			By Allie Jones—Published by Winneton (BMI) RECORD AVAILABLE: Nat King Cole, Cap 3737.		
25. You're My One and Only Love		21 4	30. Be Bop Baby		- 1
By Marshall-Kassel—Published by Vivid Publishing (ASCAP) RECORD AVAILABLE: Ricky Nelson, Verve 10070.			By P. Lenghurst—Published by Travis Music (BMI) RECORDS AVAILABLE: Autry Inman, Dec 29936; Ricky Nelson, Imperial 5463.		
26. Melodie D'Amour		- 1	30. Moonlight Swim		- 1
By Leo Johns-Henri Salvador—Published by Rayven Music (BMI) RECORDS AVAILABLE: Ames Brothers, Vic 7046; Edmundo Ros, London 1751; Marty Gold, Vic 0303.			By Sylvia-Dee-Ben-Weisman—Published by Hill & Range (BMI) RECORDS AVAILABLE: Joel Grey, Cap 3777; Sammy Kaye, Col 40988; Nick Noble, Mercury 71169; Tony Perkins, Vic 7020; Clare Nelson, Epic 9231.		
27. Teddy Bear		22 15			
By Kal Mann-Bernie Lowe—Published by Gladys Music (ASCAP) RECORD AVAILABLE: Elvis Presley, Vic 47-7000.					

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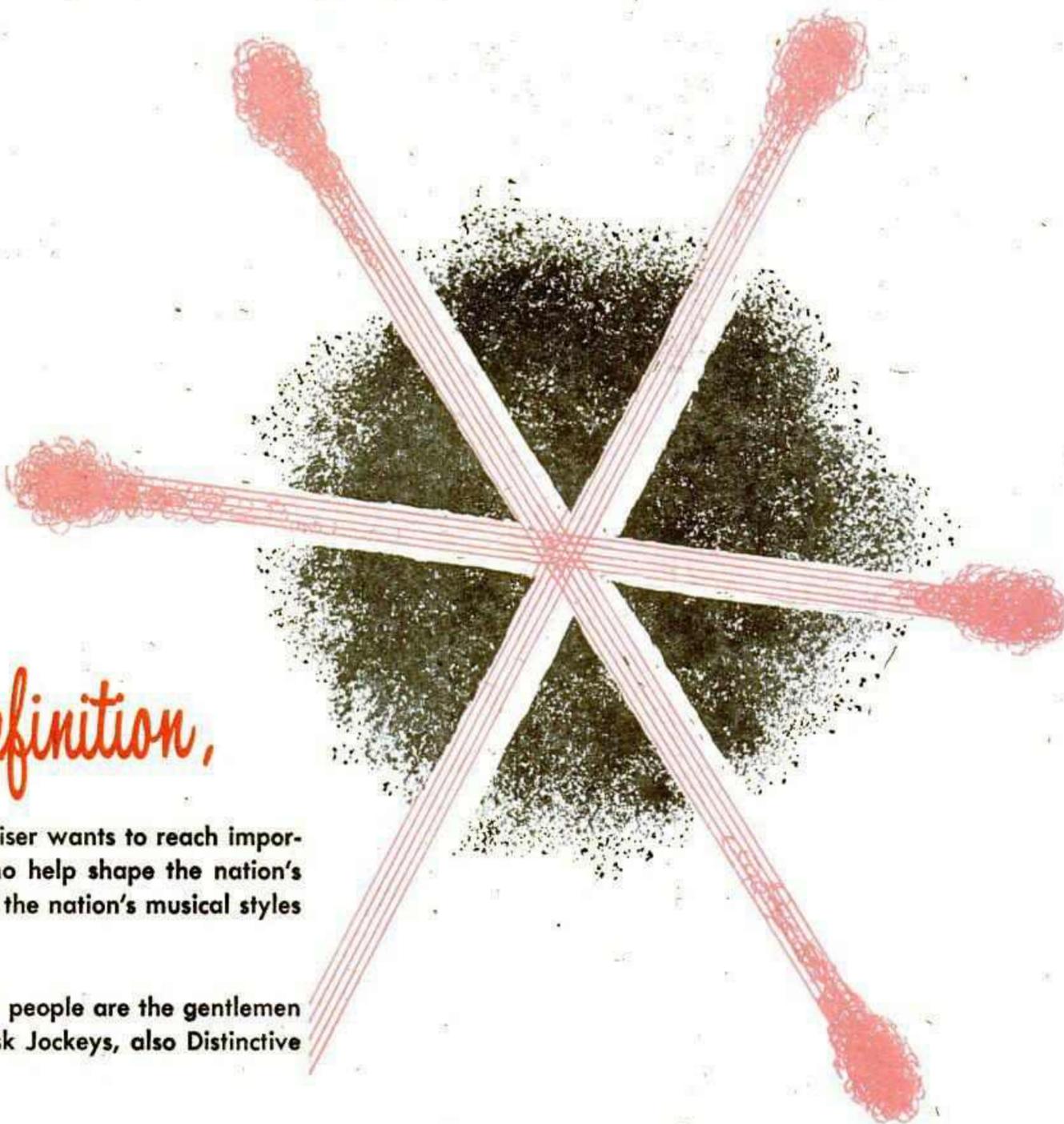
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more disk jockey subscribers than the next two music trade publications combined. Of all the issues published by The Billboard during the year, perhaps their favorite is the year-end Disk Jockey one written especially for, to and about them. Here are some of the particulars about which many in the industry consider the year's most important single music issue.



WHERE: The Billboard's Annual Disk Jockey Issue and Year-end wrapup of the Music-Record business.

THE PLACE: To sell your new releases, your artists, your company and the people behind it and, a tip to the wise, some programming ideas that will have these Disk Jockeys talking about your products and playing your records.

THE TIME: The November 11th Issue of The Billboard. Advertising Deadline, November 6th.

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• Bob O'Brien Norm Wieland Ron Carpenter Hal Rand	• Cliff Strom	• Bob McCluskey	• Frank Joerling

NEW SOCK RELEASE

**Ralph
Marterie**

AND HIS ORCHESTRA

HESITATION

With The Special Marterie Gimmick
coupled with a beautiful blues

DRIFTWOOD

BOTH INSTRUMENTALS
MERCURY 71204



**IT'S
BIG!**

SILHOUETTES

BY THE
DIAMONDS

COUPLED WITH
DADDY COOL
MERCURY 71197

JUST OUT!
THE
**DE JOHN
SISTERS**

Absence Makes My Heart Go Wander

COUPLED WITH
That's My Weakness Now
MERCURY 71203



Best Sellers in Stores

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

FOR
SURVEY WEEK
ENDING
SEPTEMBER 28, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. HONEYCOMB (ASCAP)— Jimmie Rodgers	1	8	11. RAINBOW (ASCAP)—Russ Hamilton... We Will Make Love (ASCAP)—Kapp 184	8	10	22. YOU'RE MY ONE AND ONLY LOVE (ASCAP)—Ricky Nelson	15	4
2. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers	25	2	12. FASCINATION (ASCAP)— Jane Morgan	17	5	HONEY ROCK (ASCAP)—Verve 10070		
3. TAMMY (ASCAP)—Debbie Reynolds... French Heels (ASCAP)—Coral 61851	2	11	13. TEDDY BEAR (ASCAP)—Elvis Presley... LOVING YOU (BMI)—Vic 7000	8	16	23. IT'S NOT FOR ME TO SAY (ASCAP)— Johnny Mathis	22	20
4. DIANA (BMI)—Paul Anka	4	11	14. HULA LOVE (BMI)—Buddy Knox... Devil Woman (BMI)—Roulette 4018	16	5	24. SEND FOR ME (BMI)— Nat King Cole	20	15
4. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis	5	11	15. LOTTA LOVIN' (BMI)—Gene Vincent... WEAR MY RING (BMI)—Cap 3763	13	3	25. SEARCHIN' (BMI)—Coasters	24	21
6. THAT'LL BE THE DAY (BMI)— Crickets	3	8	16. KEEP A' KNOCKIN' (BMI)— Little Richard	-	1	26. BYE BYE LOVE (BMI)— Everly Brothers	18	20
7. CHANCES ARE (ASCAP)— Johnny Mathis	6	3	17. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett	11	9	27. LOVE LETTERS IN THE SAND Pat Boone	21	22
8. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers	8	3	18. JUST BETWEEN YOU AND ME (BMI)—Chordettes	15	4	28. SHORT FAT FANNIE (BMI)— Larry Williams	23	14
9. MR. LEE (BMI)—Bobbettes	7	9	19. BE-BOP BABY (BMI)—Ricky Nelson... HAVE I TOLD YOU LATELY THAT I LOVE YOU (BMI)—Imperial 5463	-	1	28. DEEP PURPLE (ASCAP)— Billy Ward & His Dominoes	-	1
10. REMEMBER YOU'RE MINE (ASCAP)— Pat Boone	12	9	20. BLACK SLACKS (BMI)— Joe Bennett & Sparkletones	26	3	30. WHITE SILVER SANDS (BMI)— Don Rondo	28	11
THERE'S A GOLD MINE IN THE SKY (ASCAP)—Dot 15602			21. STARDUST (ASCAP)—Billy Ward	19	12	30. PEANUTS (BMI)— Little Joe & the Thrillers	-	1

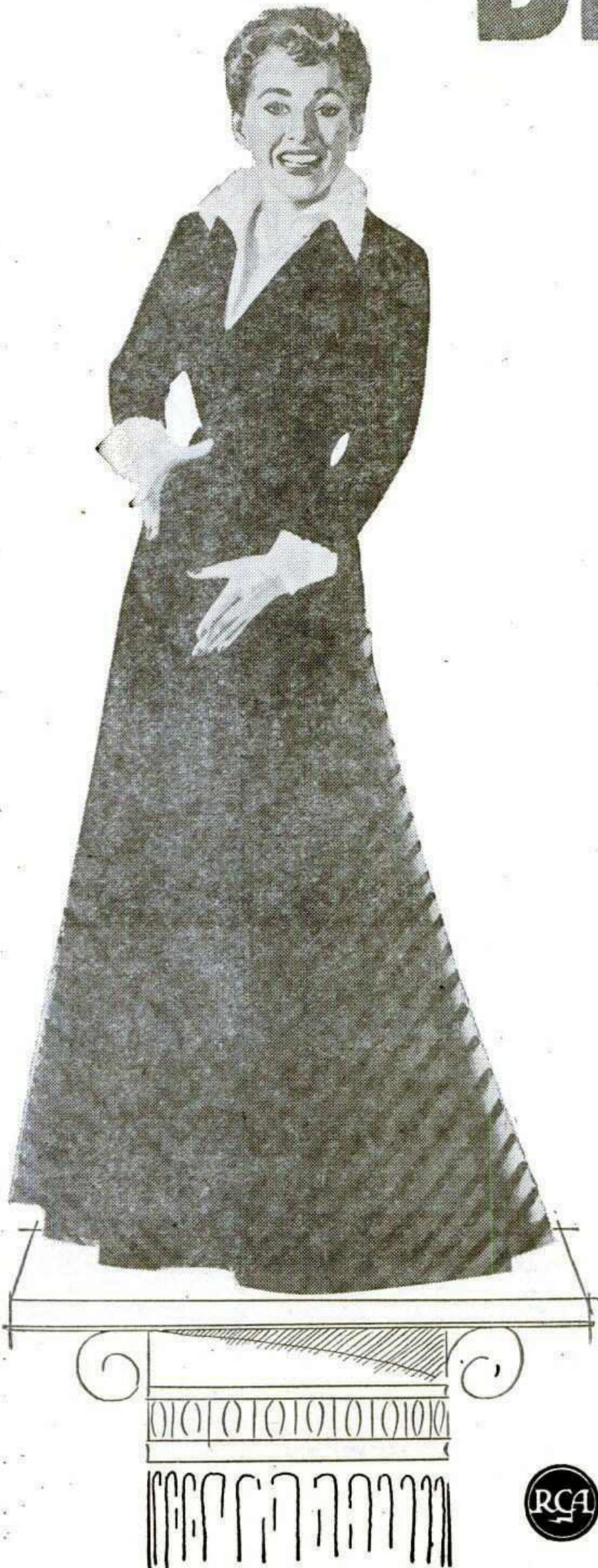
Most Played by Jockeys

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

FOR
SURVEY WEEK
ENDING
SEPTEMBER 28, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. HONEYCOMB (ASCAP)— Jimmie Rodgers	1	7	9. HULA LOVE (BMI)—Buddy Knox	14	4	18. AN AFFAIR TO REMEMBER (ASCAP)—Vic Damone	-	1
2. TAMMY (ASCAP)— Debbie Reynolds	3	12	10. MY HEART REMINDS ME (ASCAP)— Kay Starr	11	4	In the Eyes of the World (ASCAP)—Col 40945		
3. DIANA (BMI)—Paul Anka	2	9	10. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis	12	9	19. LOTTA LOVIN' (BMI)—Gene Vincent... Wear My Ring (BMI)—Cap 3763	18	2
4. THAT'LL BE THE DAY (BMI)— Crickets	4	7	12. JUST BETWEEN YOU AND ME (BMI)—Chordettes	8	4	20. FASCINATION (ASCAP)—Dick Jacobs	17	3
5. CHANCES ARE (ASCAP)— Johnny Mathis	5	4	13. MR. LEE (BMI)—Bobbettes	10	3	20. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett	20	8
6. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers	22	2	14. FASCINATION (ASCAP)— Jane Morgan	13	5	1 Am (ASCAP)—Col 40965		
7. TAMMY (ASCAP)—Ames Brothers	7	12	15. MELODIE D'AMOUR (BMI)— Ames Brothers	-	1	22. AND THAT REMINDS ME (ASCAP)— Della Reese	19	2
8. RAINBOW (ASCAP)—Russ Hamilton	6	10	16. REMEMBER YOU'RE MINE (ASCAP)— Pat Boone	9	7	1 Cried for You (ASCAP)—Jubilee 5292		
We Will Make Love—Kapp 184			17. FASCINATION (ASCAP)—Dinah Shore	15	3	23. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers	-	1
			Till (ASCAP)—Vic 6980			Ol' Man River (ASCAP)—Checker 872		
						24. MOONLIGHT SWIM (BMI)— Tony Perkins	-	1
						First Romance (BMI)—Vic 7020		
						25. BLACK SLACKS (BMI)— Joe Bennett & Sparkletones	21	2
						Boppin' Rock Boogie (BMI)— ABC-Paramount 9837		

It's BIG **BIG BIG BIG!**



*"Her Nibs"
Miss
Georgia
Gibbs*

singing

**"I NEVER
HAD THE
BLUES"**

c/w

**"FUN LOVIN' BABY"
47/20-7047**



RCA VICTOR
RADIO CORPORATION OF AMERICA



MGM Records

JONI JAMES
DAY DREAMING

and **CRYING IN THE SHADOWS** K12531 • **MGM 12531**



CONNIE FRANCIS and **MARVIN RAINWATER**
THE MAJESTY OF LOVE

and **YOU, MY DARLIN', YOU**
K12555 • **MGM 12555**

Picked by
BILLBOARD
CASH BOX
VARIETY

SHEB WOOLEY
ORIGINAL POP HIT!

RECIPE FOR LOVE

K12541

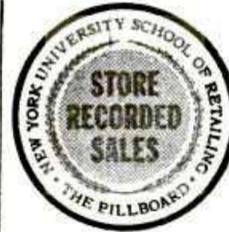
DEAN JONES With **DAVID ROSE**
& His Orch.
SEARCH FOR PARADISE
(From Cinerama Prod. "Search for Paradise")
and
THE TIN STAR
(From the Paramount film)
K12547 • **MGM 12547**

ROBIN HOOD
SALTY, SALTY IS THE SEA
and
LIKE CRAZY
K12556

MARK DINNING
SCHOOL FOOL **TOP RATING**
and
WHEN YOU'RE TIRED OF BREAKING OTHER HEARTS
K12553

SKINNAY ENNIS
& His Orch.
GOT A DATE WITH AN ANGEL
and
LAMPLIGHT
K12558

GARY WALKER
THEN I THINK OF YOU
and
MAKIN' UP WITH YOU
K12543



Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 28

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

And That Reminds Me, Della Reese, Jub.
Chances Are, Johnny Mathis, Col.
Fascination, Jane Morgan, Kapp
Honeycomb, Jimmie Rodgers, Rit.
Keep A' Knockin', Little Richard, Spe.
Peanuts, Little Joe and the Thrillers, Okeh
Rainbow, Russ Hamilton, Kapp
Rebel, Carol Jarvis, Dot
Tammy, Debbie Reynolds, Cor.
There's a Gold Mine in the Sky
Pat Boone, Dot
Wake Up Little Susie, Everly Brothers, Cdc.

CHICAGO

Angry, Frank Pizani, Bly.
Black Slacks
Joe Bennett & Sparkletones, ABC-Para.
Chances Are, Johnny Mathis, Col.
Diana, Paul Anka, ABC-Para.
Happy, Happy Birthday, Baby
Tune Weavers, Che.
Honeycomb, Jimmie Rodgers, Rit.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

DETROIT

Chances Are, Johnny Mathis, Col.
Fascination, Jane Morgan, Kapp
Honeycomb, Jimmie Rodgers, Rit.
Lasting Love, Sal Mineo, Epic
Lotta Lovin', Gene Vincent, Cap.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

EAST TEXAS

Bernardine Love Letters in the Sand
Pat Boone, Dot
Diana, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rit.
Jay Dee's Boogie Woogie
Jimmy Dorsey, Fy.
Mr. Lee, Bobbettes, Atl.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Wake Up Little Susie, Everly Brothers, Cdc.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
You're My One and Only Love
Ricky Nelson, Vrv.

FLORIDA

Deep Purple
Billy Ward and His Dominoes, Cor.
Diana, Paul Anka, ABC-Para.
Jenny Jenny, Little Richard, Spe.
Mr. Lee, Bobbettes, Atl.
Rainbow, Russ Hamilton, Kapp
Tammy, Ames Brothers, Vic.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
There's a Gold Mine in the Sky/Remember
You're Mine, Pat Boone, Dot
Wake Up Little Susie, Everly Brothers, Cdc.
Whispering Bells, Del Vikings, Dot
White Silver Sands, Don Rondo, Jub.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

LOS ANGELES

Diana, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rit.
I'm Gonna Sit Right Down and Write
Myself a Letter, Billy Williams, Cor.
In the Middle of an Island
Tennessee Ernie Ford, Cap.
Love Letters in the Sand/Bernardine
Pat Boone, Dot
Mr. Lee, Bobbettes, Atl.
My Heart Reminds Me, Kay Starr, Vic.
Tammy, Debbie Reynolds, Cor.
Teddy Bear, Elvis Presley, Vic.

NEW YORK AND NEWARK

Chances Are, Johnny Mathis, Col.
Diana, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rit.
Hula Love, Buddy Knox, Rit.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Wake Up Little Susie, Everly Brothers, Cdc.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

NORTHERN NEW YORK STATE

Chances Are, Johnny Mathis, Col.
Diana, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rit.
Hula Love, Buddy Knox, Rit.
In the Middle of an Island
Tony Bennett, Col.
It's Not for Me to Say, Johnny Mathis, Cal.

Just Between You and Me/Soft Sands
Chordettes, Cdc.
My One Sin, Four Coins, Epic
There's a Gold Mine in the Sky/Remember
You're Mine, Pat Boone, Dot

NORTHERN OHIO

Be Bop Baby/Have I Told You Lately
That I Love You, Ricky Nelson, Vrv.
Chances Are, Johnny Mathis, Col.
Diana, Paul Anka, ABC-Para.
Fascination, Jane Morgan, Kapp
Happy, Happy Birthday, Baby
Tune Weavers, Che.
Honeycomb, Jimmie Rodgers, Rit.
Lotta Lovin', Gene Vincent, Cap.
My One Sin, Four Coins, Epic
Wake Up Little Susie, Everly Brothers, Cdc.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

NORTHWEST

Black Slacks
Joe Bennett & Sparkletones, ABC-Para.
Diana, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rit.
Hula Love, Buddy Knox, Rit.
Mr. Lee, Bobbettes, Atl.
Rainbow, Russ Hamilton, Kapp
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.

PHILADELPHIA

Black Slacks
Joe Bennett & Sparkletones, ABC-Para.
Chances Are, Johnny Mathis, Col.
Honeycomb, Jimmie Rodgers, Rit.
In the Middle of an Island, I Am
Tony Bennett, Col.
It's Not for Me to Say, Johnny Mathis, Col.
Jay Dee's Boogie Woogie, June Night
Jimmy Dorsey, Fy.
Lotta Lovin', Gene Vincent, Cap.
Rainbow, Russ Hamilton, Kapp
Remember You're Mine/There's a Gold
Mine in the Sky, Pat Boone, Dot
Tammy, Debbie Reynolds, Cor.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
You're My One and Only Love
Ricky Nelson, Vrv.

SAN FRANCISCO AND OAKLAND

Around the World, Mantovani, Lon.
Bernardine, Pat Boone, Dot
Desiree, Charts, Evit.
Farther Up the Road
Bobby (Blue) Bland, Duke
Honest I Do, Jimmy Reed, VJ
Mr. Lee, Bobbettes, Atl.
Send for Me, Nat King Cole, Cap.
Sick and Tired, Chris Kenner, Imp.
Swingin' Sweethearts, Ron Goodwin, Cap.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

ST. LOUIS AND KANSAS CITY

Chances Are, Johnny Mathis, Col.
Diana, Paul Anka, ABC-Para.
Farther Up the Road
Bobby (Blue) Bland, Duke
Happy, Happy Birthday, Baby
Tune Weavers, Che.
Honest I Do, Jimmy Reed, VJ
Honeycomb, Jimmie Rodgers, Rit.
Mr. Lee, Bobbettes, Atl.
Plaything, Ted Newman, Rev.
That'll Be the Day, Crickets, Brk.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

SOUTHERN OHIO

Fraulein, Bobby Helms, Dec.
Honeycomb, Jimmie Rodgers, Rit.
Hula Love, Buddy Knox, Rit.
Searchin', Coasters, Atco.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Wake Up Little Susie, Everly Brothers, Cdc.
White Silver Sands, Don Rondo, Jub.
Teddy Bear/Loving You, Elvis Presley, Vic.

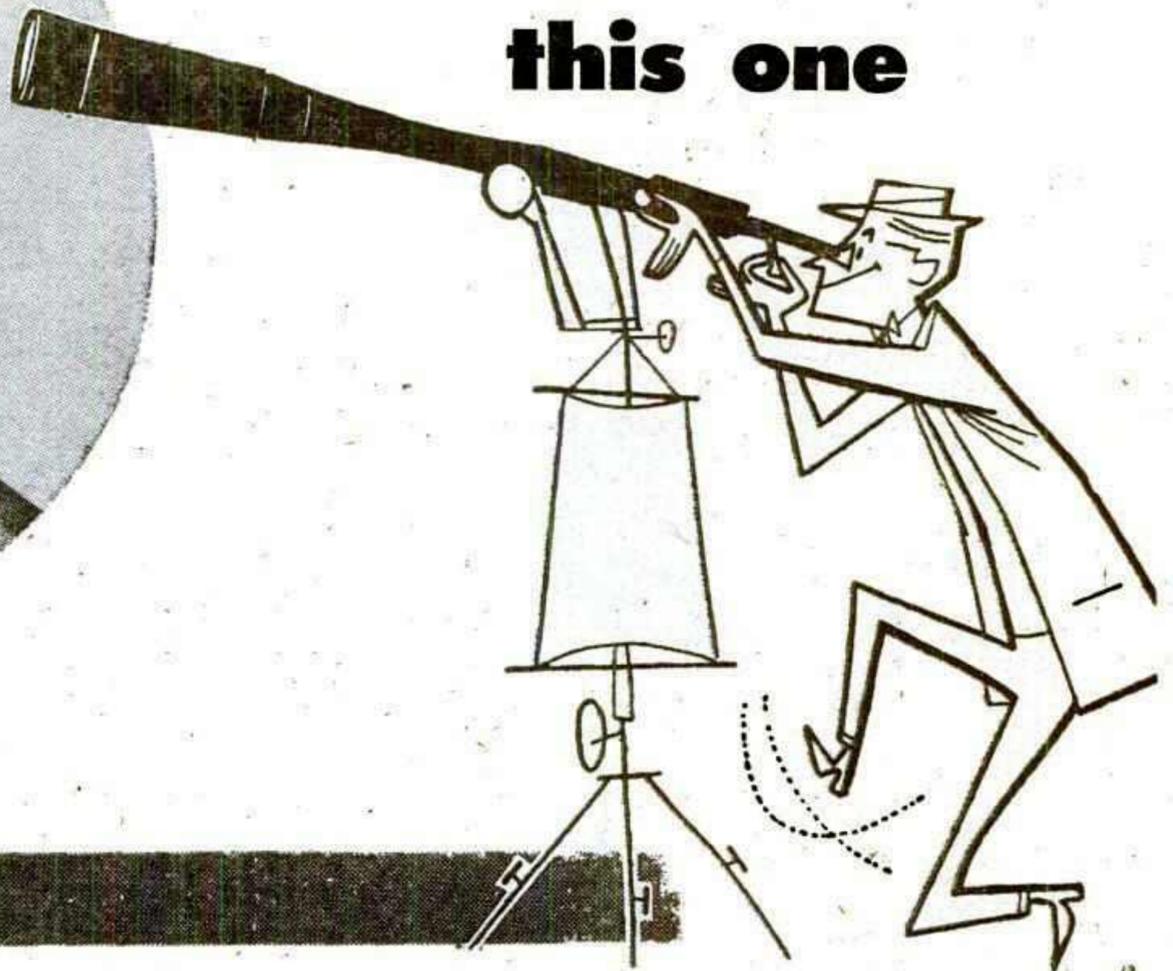
WASHINGTON AND BALTIMORE

Chances Are, Johnny Mathis, Col.
Diana, Paul Anka, ABC-Para.
Fascination, Jane Morgan, Kapp
Keep A' Knockin', Little Richard, Spe.
Mr. Lee, Bobbettes, Atl.
Send for Me, Nat King Cole, Cap.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.
Wake Up Little Susie, Everly Brothers, Cdc.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

SHAYE COGAN



keep your
eye on
this one



**BILLY
BE SURE**

**DOODLE
DOODLE
DOO**

Roulette 4027

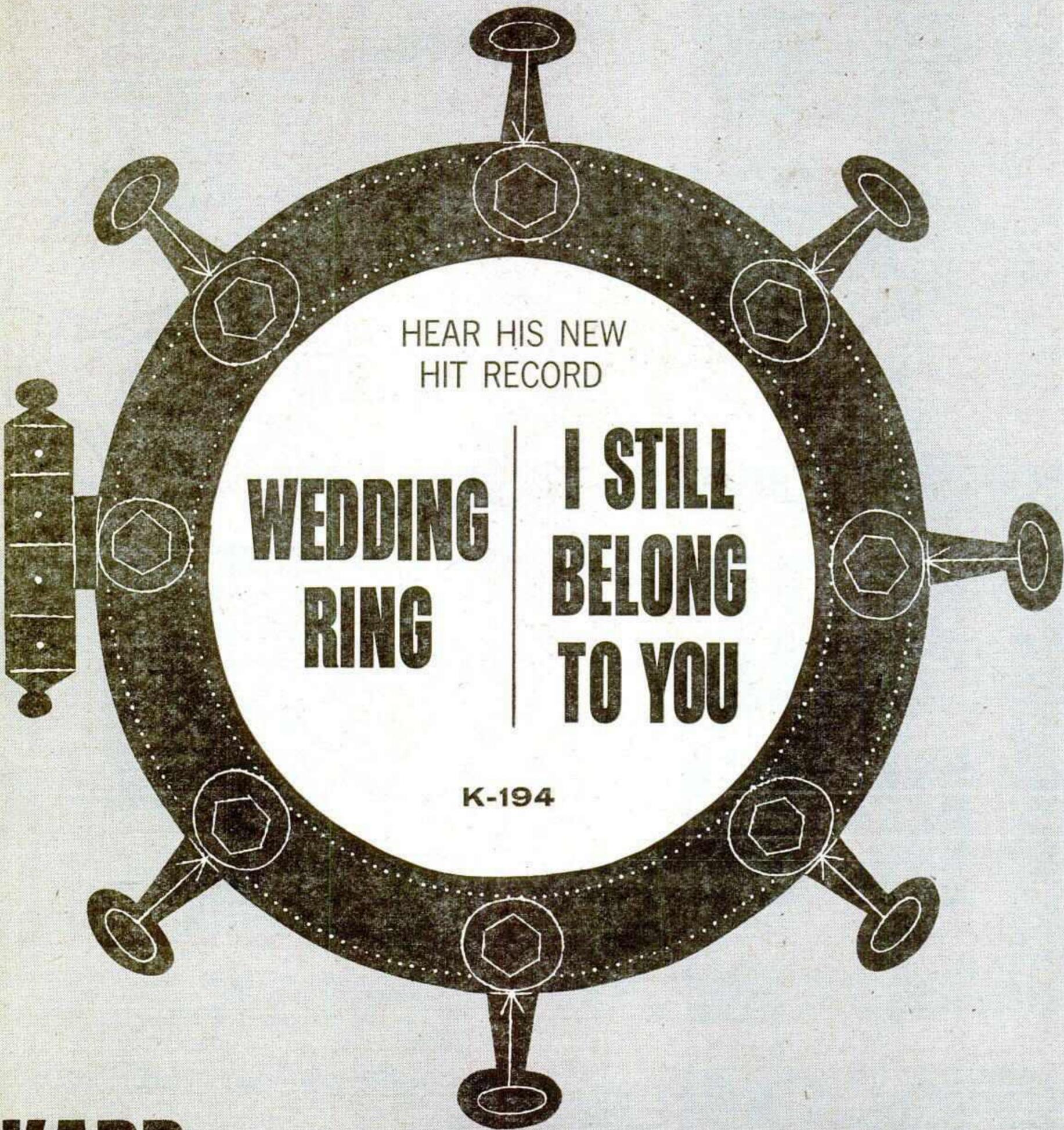


Welcome to Roulette records

JOE WILLIAMS

WELCOME RUSS HAMILTON

SEE & HEAR RUSS SING "RAINBOW" ON THE "BIG RECORD" CBS TV — 8:00 P. M. OCT. 9, 1957



HEAR HIS NEW
HIT RECORD

**WEDDING
RING**

**I STILL
BELONG
TO YOU**

K-194

KAPP

RECORDS INC., 119 WEST 57 STREET, NEW YORK 19, N.Y.



Top 100 Sides

FOR SURVEY WEEK ENDING SEPTEMBER 28

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

Position	Song, Artist, Label	Position Last Week
1.	HONEYCOMB, Jimmie Rodgers, Roulette	3
2.	TAMMY, Debbie Reynolds, Coral	1
3.	THAT'LL BE THE DAY, Crickets, Brunswick	2
4.	DIANA, Paul Anka, ABC-Paramount	5
5.	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	4
6.	MR. LEE, Bobbettes, Atlantic	6
7.	CHANCES ARE, Johnny Mathis, Columbia	10
8.	RAINBOW, Russ Hamilton, Kapp	7
9.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	43
10.	HAPPY, HAPPY BIRTHDAY, BABY, Tune Weavers, Checker	13
11.	IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia	9
12.	TEDDY BEAR, Elvis Presley, Victor	8
13.	FASCINATION, Jane Morgan, Kapp	16
14.	HULA LOVE, Buddy Knox, Roulette	20
15.	LOTTA LOVIN', Gene Vincent, Capitol	21
16.	YOU'RE MY ONE AND ONLY LOVE, Ricky Nelson, Verve	18
17.	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	11
18.	STARDUST, Billy Ward, Liberty	14
19.	BYE BYE LOVE, Everly Brothers, Cadence	15
20.	BLACK SLACKS, Joe Bennett & the Sparkletones, ABC-Paramount	28
21.	SHORT FAT FANNIE, Larry Williams, Specialty	19
22.	JUST BETWEEN YOU AND ME, Chordettes, Cadence	29
23.	REMEMBER YOU'RE MINE, Pat Boone, Dot	27
24.	SEARCHIN', Coasters, Atco	12
25.	WHITE SILVER SANDS, Don Rondo, Jubilee	21
26.	SEND FOR ME, Nat King Cole, Capitol	17
27.	LOVE LETTERS IN THE SAND, Pat Boone, Dot	23
28.	KEEP A' KNOCKIN', Little Richard, Specialty	65
29.	THERE'S A GOLD MINE IN THE SKY, Pat Boone, Dot	31
30.	LOVE ME TO PIECES, Jill Corey, Columbia	25
31.	GOODY GOODY, Frankie Lymon and Teenagers, Gee	30
32.	AROUND THE WORLD, Mantovani, London	33
33.	WHISPERING BELLS, Del Vikings, Dot	24
34.	I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER Billy Williams, Coral	26
35.	AND THAT REMINDS ME, Della Reese, Jubilee	32
36.	AN AFFAIR TO REMEMBER, Vic Damone, Columbia	40
37.	LASTING LOVE, Sal Mineo, Epic	35
38.	LOVING YOU, Elvis Presley, Victor	38
39.	AROUND THE WORLD, Victor Young, Decca	34
40.	DEEP PURPLE, Billy Ward and His Dominoes, Liberty	62
41.	FRAULEIN, Bobby Helms, Decca	47
41.	PEANUTS, Little Joe and the Thrillers, Okeh	69
43.	TO THE AISLE, Five Satins, Ember	38
44.	FARTHER UP THE ROAD, Bobby (Blue) Bland, Duke	45
45.	ZIP ZIP, Diamonds, Mercury	47
46.	BON VOYAGE, Janice Harper, Prep	59
47.	LIPS OF WINE, Andy Williams, Cadence	56
47.	WITH YOU ON MY MIND, Nat King Cole, Capitol	64
49.	MY ONE SIN, Four Coins, Epic	78
50.	SO RARE, Jimmy Dorsey, Fraternity	36
51.	LONG LONELY NIGHTS, Clyde McPhatter, Atlantic	49
51.	JUNE NIGHT, Jimmy Dorsey, Fraternity	41
51.	BE BOP, Ricky Nelson, Imperial	—
54.	FASCINATION, Dick Jacobs, Coral	52
54.	MOONLIGHT SWIM, Nick Noble, Mercury	37
54.	REBEL, Carol Jarvis, Dot	54
57.	TAMMY, Ames Brothers, Victor	46
58.	PLAYTHING, Ted Newman, Rev	77
59.	IN THE MIDDLE OF AN ISLAND, Tennessee Ernie Ford, Capitol	59
60.	LONG LONELY NIGHTS, Lee Andrews, Chess	55
61.	MY HEART REMINDS ME, Kay Starr, Victor	69
62.	ALONE, Sheperd Sisters, Lance	89
62.	WHEN I SEE YOU, Fats Domino, Imperial	58
64.	OLD CAPE COD, Patti Page, Mercury	42
65.	ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU Huey Smith, Ace	63
65.	BERNARDINE, Pat Boone, Dot	67
67.	FLYING SAUCER, Buchanan & Goodman, Luniverse	50
67.	JENNY JENNY, Little Richard, Specialty	50
69.	DUMPLINS, Doc Bagby, Okeh	93
69.	SWINGIN' SWEETHEARTS, Ron Goodwin, Capitol	52
71.	COOL SHAKE, Del Vikings, Mercury	59
72.	WONDERFUL WONDERFUL, Johnny Mathis, Columbia	44
73.	HUMPTY DUMPTY HEART, Lavern Baker, Atlantic	82
74.	MELODIE D'AMOUR, Ames Brothers, Victor	—
74.	ALL SHOOK UP, Elvis Presley, Victor	82
76.	FASCINATION, David Carroll, Mercury	67
77.	THINK, Five Royals, King	—
78.	SHANGRI LA, Four Coins, Epic	56
78.	SOFT SANDS, Chordettes, Cadence	77
80.	GONNA FIND ME A BLUEBIRD, Marvin Rainwater, M-G-M	72
80.	SUSIE Q, Dale Hawkins, Checker	65
80.	ISLAND IN THE SUN, Harry Belafonte, Victor	72
83.	MY PERSONAL POSSESSION, Nat King Cole, Capitol	79
83.	FALLEN STAR, Ferlin Husky, Capitol	72
85.	JAY DEE'S BOOGIE WOOGIE, Jimmy Dorsey, Fraternity	79
86.	DUMPLINS, Ernie Freeman, Imperial	97
86.	HONEST I DO, Jimmy Reed, Vee Jay	99
88.	DESIREE, Charts, Everlast	—
89.	BACK TO SCHOOL, Jimmie Rodgers, Roulette	—
89.	YOUNG BLOOD, Coasters, Atco	89
89.	HAVE I TOLD YOU LATELY THAT I LOVE YOU Ricky Nelson, Imperial	—
92.	C. C. RIDER, Chuck Willis, Atlantic	89
92.	TONIGHT, TONIGHT, Mello-Kings, Herald	—
92.	AROUND THE WORLD, Bing Crosby, Decca	79
95.	DRIVE-IN SHOW, Eddie Cochran, Liberty	86
96.	DARLING IT'S WONDERFUL, Lovers, Lamp	—
96.	ROCKIN' SHOES, Ames Brothers, Victor	75
98.	FASCINATION, Dinah Shore, Victor	—
99.	LET THE FOUR WINDS BLOW, Roy Brown, Imperial	99
99.	OVER THE MOUNTAIN, Johnnie & Joe, Chess	99

For just 50c a week these sales helps can mean MORE PROFIT DOLLARS

FOR YOU!



Billboard's SALES BOOSTER KITS

are helping dealers everywhere sell more singles, albums, phonos and accessories!

For as little as 50c a week you, too, can put these colorful window, wall and counter posters to work in your store . . . to help you push profits up, up, up!

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

- "HONOR ROLL OF HITS" POSTER - 17"x22", flashy two colors. Lists the Top 10 Tunes of the week plus the up-and-coming hits.
- "BIG PLAY" POP ALBUM POSTER - 17"x22" in two colors. Lists the top selling albums. Great for self-selection displays.
- "BIG PLAY" CLASSICAL ALBUM POSTER (alternating with "BIG PLAY" JAZZ ALBUM POSTER). Giant, 17"x22", two colors. Use 'em on counters and over self-service racks.
- "TODAY'S TOP TUNES" . . . give-away folders listing the tops in pops, classical, jazz, R&B, C&W. Great for listening booths, direct mail selling, statement enclosures.
- NEW TITLES . . . NEW ARTISTS . . . NEW EQUIPMENT POSTERS—a big supply every kit, to dress up your windows, walls and counters. Real customer convincers at the point-of-sale!

MAIL THIS COUPON NOW

Merchandising Division, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio

SPECIAL INTRODUCTORY OFFER

Please send me the next 6 SALES BOOSTER KITS. I enclose \$6 in full payment.

Please send me SALES BOOSTER KIT for one year and bill me for \$24.

Name _____
Store Name _____
Address _____
City _____ Zone _____ State _____

New SALES BOOSTER KIT subscribers can come in now for the special introductory offer that gives you six KITS for only \$6.00 average cost actually only 50c a week.

AMERICA'S

PAT BO

**Sings the title song from his
20th Century Fox Production Picture...**

**"APRIL
LOVE"**

To be released November 20



Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 2-3141
THE NATION'S BEST SELLING RECORDS

#1 SINGER...

ONE

"When the Swallows
Come Back
to
Capistrano"

#15660

See the "PAT BOONE SHOW"
every Thurs. 9:00 P.M. EST, ABC-TV



FOR SURVEY WEEK ENDING SEPTEMBER 28, 1957

Billboard Weekly Juke Box Programming Guide

POPULAR

- ★ **YOU'RE MY ONE AND ONLY LOVE**
★ RICKY NELSON ★
★ HONEY ROCK
Verve 10070
- ★ **BYE BYE LOVE**
★ EVERLY BROTHERS ★
★ I WONDER IF I CARE AS MUCH
Cadence 1315
- ★ **WAKE UP LITTLE SUSIE**
★ EVERLY BROTHERS ★
★ MAYBE TOMORROW
Cadence 1337
- ★ **RAINBOW**
★ RUSS HAMILTON ★
★ WE WILL MAKE LOVE
Kopp 184
- ★ **THAT'LL BE THE DAY**
★ THE CRICKETS ★
★ I'M LOOKIN' FOR SOMEONE TO LOVE
Brunswick 55009
- ★ **KEEP A' KNOCKIN'**
★ LITTLE RICHARD ★
★ CAN'T BELIEVE YOU WANNA LEAVE
Specialty 691
- ★ **SHORT FAT FANNIE**
★ LARRY WILLIAMS ★
★ HIGH SCHOOL DANCE
Specialty 608
- ★ **FASCINATION**
★ JANE MORGAN ★
★ FASCINATION (Instrumental)
Kopp 191
- ★ **IN THE MIDDLE OF AN ISLAND**
★ TONY BENNETT ★
★ I AM
Columbia 40965
- ★ **SEND FOR ME**
★ NAT KING COLE ★
★ MY PERSONAL POSSESSION
Capitol 3737
- ★ **STARDUST**
★ BILLY WARD ★
★ LUCINDA
Liberty 55071
- ★ **WHOLE LOTTA SHAKIN' GOIN' ON**
★ JERRY LEE LEWIS ★
★ IT'LL BE MINE
Sam 267
- ★ **JUST BETWEEN YOU AND ME**
★ CHORDETTES ★
★ SOFT SANDS
Cadence 1330
- ★ **TAMMY**
★ DEBBIE REYNOLDS ★
★ BRUSH HEELS
Coral 61851
- ★ **IT'S NOT FOR ME TO SAY**
★ JOHNNY MATHIS ★
★ WARM AND TENDER
Columbia 40851
- ★ **HULA LOVE**
★ BUDDY KNOX ★
★ DEVIL WOMAN
Roulette 4018
- ★ **WHITE SILVER SANDS**
★ DON RONDO ★
★ STARS FELL ON ALABAMA
Jubilee 5288
- ★ **LOVE LETTERS IN THE SAND**
★ PAT BOONE ★
★ BERNARDINE
Dot 15570
- ★ **DIANA**
★ PAUL ANKA ★
★ DON'T GAMBLE WITH LOVE
ABC-Paramount 9831
- ★ **BE BOP BABY**
★ RICKY NELSON ★
★ Have I Told You Lately That I Love You
Imperial 5463
- ★ **CHANCES ARE**
★ JOHNNY MATHIS ★
★ THE TWELFTH OF NEVER
Columbia 4993

COUNTRY & WESTERN

- Records eliminated if duplicated in Pop List.
- ★ **GEISHA GIRL**
★ HANK LOCKLIN ★
★ LIVIN' ALONE
RCA Victor 6984
 - ★ **FRANLEIN**
★ BOBBY HELMAS ★
★ HEARTSICK FEELING
Decca 30194
 - ★ **FOUR WALLS**
★ JIM REEVES ★
★ I KNOW AND YOU KNOW
RCA Victor 6874
 - ★ **HOME OF THE BLUES**
★ JOHNNY CASH ★
★ GIVE MY LOVE TO ROSE
Sun 279
 - ★ **MY SHOES KEEP WALKING BACK TO YOU**
★ RAY PRICE ★
★ DON'T DO ME THIS WAY
Columbia 40951
 - ★ **TANGLED MIND**
★ HANK SNOW ★
★ MY ARMS ARE A HOUSE
RCA Victor 6955

RHYTHM & BLUES

- Records eliminated if duplicated in Pop List.
- ★ **FARTHER UP THE ROAD**
★ BOBBY (BLUE) BLAND ★
★ SOMETIME TOMORROW
Duke 170
 - ★ **LONG LONELY NIGHTS HEARTACHES**
★ CLYDE MCPHATTER ★
Atlantic 1149
 - ★ **TO THE AISLE**
★ FIVE SATINS ★
★ WISH I HAD MY BABY
Ember 1019
 - ★ **THINK**
★ FIVE ROYALES ★
★ I'D BETTER MAKE A MOVE
King 5053
 - ★ **LONG LONELY NIGHTS**
★ LEE ANDREWS ★
★ THE CLOCK
Chess 1665

OPERATORS BEST BUYS

- ★ **BILL DOGGETT**.....Soft Hot Ginger King 5080
- ★ **TED NEWMAN**.....Plaything Unlucky Me Rev 3505
- ★ **PLATTERS**.....The Mystery of You Only Because Mercury 71984
- ★ **THURSTON HARRIS**.....Little Bitzy Pretty One I Hope You Won't Hold It Against Me Aladdin 3398
- ★ **PAITH PAGE**.....I'll Remember Today My How Time Goes By Mercury U 1489
- ★ **SHEPHERD SISTERS**.....Along Congratulations to Someone Lance 125

Records are the same as those listed in POP, R&B or C&W review sections.

OPERATORS BEST NEW RELEASES

- In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.
- ★ **TONY BENNETT**.....Ca C'est L'Amour I Never Felt More Like Falling in Love Columbia 41032
 - ★ **PAT BOONE**.....When the Swallows Come Back Back to Capistrano/April Love Dot 15660
 - ★ **WAYNE HANDY**.....Could It Be Say Yeah Renewa 102
 - ★ **SAL MINEO**.....The Words That I Whisper Party Time Epic 9246
 - ★ **MARTY ROBBINS**.....Once-a-Week Date The Story of My Life Columbia 41013
 - ★ **CHUCK BERRY**.....Book & Roll Music Blue Feeling Chess 1671
 - ★ **RED FOLEY**.....Just a Closer Walk With Thee Decca 30470
 - ★ **DALE HAWKINS**.....Mrs. Mcintyre's Daughter Baby, Baby Checker 896
 - ★ **JOHNNIE RAY**.....Pink Sweater Angel Texas Tambourine Columbia 44002
 - ★ **MURRY SMITH**.....Just a Lonely Clown Free, Single and Disengaged Ace 598
 - ★ **LARRY WILLIAMS**.....Baby Morena You Big Me, Baby Specialty 615

RECORDS ELIMINATED FROM LAST WEEK'S PANEL

- ★ **Around the World**
Blag Crosby, Victor Young, Decca 30262
- ★ **Goody Goody/Creation of Love**
Teenagers, Gee 1059
- ★ **Leading Love/You Shouldn't Do That**
Sal Misso, Epic 9227

**Chet
Atkins**
**HANDS YOU
ANOTHER
HIT!**



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CHARM"**

c/w

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**SWANEE
RIVER
ROCK**

Ray Charles **1154**



**ROCK
AND
CRY**

Clyde McPhatter **1158**

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Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. TAMMY (Northern)	1	12
2. AROUND THE WORLD (Young)	2	16
3. FASCINATION (Southern)	3	8
4. AN AFFAIR TO REMEMBER (Feist)	4	6
5. IN THE MIDDLE OF AN ISLAND (Morris)	6	9
6. HONEYCOMB (Hawthorne)	5	3
7. CHANCES ARE (Korwin)	15	2
8. DIANA (Pamco)	7	5
9. RAINBOW (Toff-Melchior)	9	7
10. MY HEART REMINDS ME (Symphony House)	8	5
11. REMEMBER YOU'RE MINE (Lowe-Tray)	14	3
12. WHITE SILVER SANDS (Fellows-Peer)	11	12
13. LOVE LETTERS IN THE SAND (Bourne)	10	20
14. I'M GONNA SIT RIGHT DOWN (AND WRITE MYSELF A LETTER) (De Sylva-Brown-Henderson)	12	12
15. IT'S NOT FOR ME TO SAY (Korwin)	-	14

Best Selling Sheet Music in Britain

(For week ending September 28)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Tammy—Macmelodies (Northern)	Puttin' on the Style—Essex (Melody Trails)
Love Letters in the Sand—Francis Day (Bourne)	Bye Bye Love—Acuff-Rose (Acuff-Rose)
Diana—Mellin (Pamco)	A Handful of Songs—Peter Maurice (Peter Maurice)
Forgotten Dreams—Mills (Mills)	When I Fall in Love—New World (Young)
With All My Heart—Bron (Debmarr)	Mr. Wonderful—Chappell (Laurel)
Inland in the Sun—Feldman (Clara)	Wonderful Wonderful—Leeds (E. B. Marks)
Around the World—Sterling (Young)	Scarlet Ribbons—Mills (Mills)
We Will Make Love—Melcher-Toff (Artists)	Wandering Eyes—Bron (Shapiro-Bernstein)
Last Train to San Fernando—Essex (Ludlow)	All Shook Up—Belinda (Presley-Shallmar)
In the Middle of an Island—Morris (Oxford)	I'd Give You the World—Macmelodies (Shapiro-Bernstein)

Best Selling Pop Records in Britain

(For week ending September 28)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. DIANA—Paul Anka (Columbia)	1
2. LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia)	3
3. LOVE LETTERS IN THE SAND—Pat Boone (London)	2
4. WATER WATER/HANDFUL OF SONGS—Tommy Steele (Decca)	6
5. WITH ALL MY HEART—Petula Clark (Pye-Nixa)	5
6. ISLAND IN THE SUN—Harry Belafonte (RCA)	4
7. WANDERING EYES—Charlie Gracie (London)	7
8. TAMMY—Debbie Reynolds (Vogue-Coral)	10
9. THAT'LL BE THE DAY—Crickets (Vogue-Coral)	14
10. ALL SHOOK UP—Elvis Presley (HMV)	8
11. PARALYSED—Elvis Presley (HMV)	9
12. STARDUST—Billy Ward (London)	12
13. JENNY JENNY—Little Richard (London)	11
14. TEDDY BEAR—Elvis Presley (RCA)	16
15. IN THE MIDDLE OF AN ISLAND—King Brothers (Parlophone)	-
16. LET'S HAVE A PARTY—Elvis Presley (RCA)	-
17. REMEMBER YOU'RE MINE—Pat Boone (London)	17
17. BYE BYE LOVE—Everly Brothers (London)	13
17. ANY OLD IRON—Peter Sellers (Parlophone)	18
20. WANDERING EYES—Frankie Vaughan (Philips)	-
20. WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis (London)	-

Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
An Affair to Remember (R)—Feist—ASCAP	And That Reminds Me (R)—Symphony House—ASCAP
And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP	Around the World (R) (F)—Young—ASCAP
Around the World (R) (F)—Young—ASCAP	Be Bop Baby (R)—Travis—BMI
Bon Voyage (R)—Ardore—ASCAP	Bye Bye Love (R)—Acuff-Rose—BMI
Bowery Grenadiers (R)—Hollis—BMI	Chances Are (R)—Korwin—ASCAP
Chances Are (R)—Korwin—ASCAP	Diana (R)—Pamco—BMI
Chicago (R) (F)—Fisher—ASCAP	Fascination (R) (F)—Southern—ASCAP
Fascination (R) (F)—Southern—ASCAP	Get Me to Church on Time (R)—Chappell—ASCAP
Forgotten Dreams (R)—Mills—ASCAP	Goody Goody (R)—De Sylva, Brown & Henderson—ASCAP
Got a Date With an Angel (R)—Chappell—ASCAP	Have I Told You Lately That I Love You (R)—Duchess—BMI
Honeycomb (R)—Hawthorne—ASCAP	Honeycomb (R)—Hawthorne—ASCAP
I'm Gonna Sit Right Down and Write Myself a Letter (R) De Sylva, Brown & Henderson—ASCAP	I'm Gonna Sit Right Down and Write Myself a Letter (R)—De Sylva, Brown & Henderson—ASCAP
In the Middle of an Island (R)—Mayfair—ASCAP	In the Middle of an Island (R)—Mayfair—ASCAP
I Remember Marcellino (R)—Leeds—ASCAP	I've Grown Accustomed to Your Face (R)—Chappell—ASCAP
It's Not for Me to Say (R)—Korwin—ASCAP	Love Letters in the Sand (R)—Bourne—ASCAP
June Night (R)—Feist—ASCAP	Love Me to Pieces (R)—Acuff-Rose—BMI
Just Between You and Me (R)—Winnerton—ASCAP	Melodie D'Amour (R)—Rayven—BMI
Lips of Wine (R)—Martin—BMI	My Heart's Desire (R)—Larrabee—BMI
Love Me to Pieces (R)—Acuff-Rose—BMI	Pretend You Don't See Her (R)—Rosemeadow—ASCAP
Melodie D'Amour—Rayven—BMI	Sayonara (R)—Berlin—ASCAP
Moonlight Swim (R)—Daniels—ASCAP	Tammy (R) (F)—Northern—ASCAP
Search for Paradise (R)—Witmark—ASCAP	Technique (R)—Palm Springs—ASCAP
Send for Me (R)—Winnerton—BMI	Teddy Bear (R)—Gladys—ASCAP
Swingin' Sweethearts (R)—Morris—ASCAP	That'll Be the Day (R)—Nor-Va-Jak—BMI
Tammy (R) (F)—Northern—ASCAP	There's a Gold Mine in the Sky (R)—Peer—ASCAP
That'll Be the Day (R)—Nor-Va-Jak—BMI	There's a New Moon Over My Shoulder (R)—Peer—BMI
There's a Gold Mine in the Sky (R)—Bourne—ASCAP	There's Only You (R)—Broadcast—BMI
There's Only You (R)—Broadcast—BMI	Up Above My Head (R)—Beechmond—BMI
Till (R)—Chappell—ASCAP	Wake Up Little Susie (R)—Acuff-Rose—BMI
Touch of Love (R)—Paramount—ASCAP	Wouldn't It Be Lovely (R)—Chappell—ASCAP
White Silver Sands (R)—Fellows-Peer—BMI	

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The Tune Weavers

Chess 1669
"THE BEATING OF MY HEART"
The Moonglows

Chess 1670
"YEA YEA BABY"
Bobby Charles

Checker 876
"BABY BABY"
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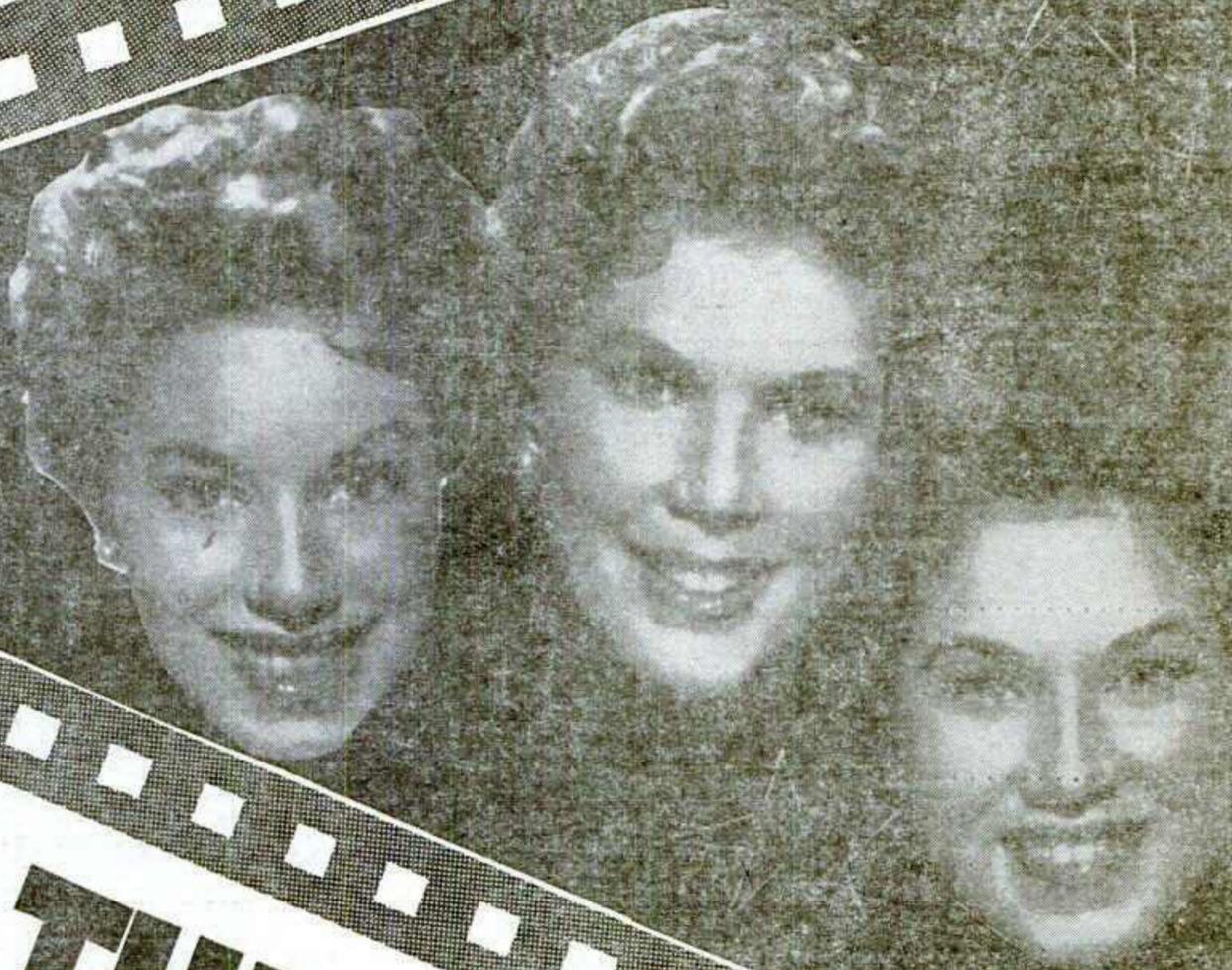
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THE BILLBOARD'S WEEKLY

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.

- LITTLE BITTY PRETTY ONE** (Recordo, BMI)—Thurston Harris—Aladdin 3398—Sales are rising fast in all markets. In release only a short time, it's already one of the hottest sides going. Plenty of r.&b. action, too. Flip is "I Hope You Won't Hold It Against Me" (Dorsey Brothers, BMI). A previous Billboard Spotlight pick.
- PLAYTHING** (Renda-Pontra, BMI)—Ted Newman—Rev 3505—Debut disk by the artist has begun to click in a big way. Demands are high in all marts. Platter appears headed for lots of coin. Flip is "Unlucky Me" (Desert Palms-Pontra, BMI). A previous Billboard Spotlight pick.
- ALONE** (5th Ave., BMI)—Shepard Sisters—Lance 125—All the top markets report heavy sales. Side is a strong loot contender. Flip is "Congratulations to Someone" (United, ASCAP).
- ILL REMEMBER TODAY** (Hollis, BMI)—Patti Page—Mercury 71189—The artist's latest could repeat the success of "Old Cape Cod." It's doing well in all marts. Flip is "My How the Time Goes By" (E. H. Morris, ASCAP). A previous Billboard Spotlight pick.
- THE MYSTERY OF YOU** (Argo, BMI)
- ONLY BECAUSE** (Argo, BMI)—The Platters—Mercury 71184—The group seems headed for another two-sided hit. Top side at this point is "Mystery," but requests are also strong on "Only Because." It's registering big in all markets. A previous Billboard Spotlight pick.



Recent Pop Releases Coming up Strong

FOR SURVEY WEEK ENDING SEPTEMBER 28

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

- An Affair to Remember** *Vic Damone*
(ASCAP) Columbia 40945
- Alone** *Shepard Sisters*
(BMI) Lance 125
- Back to School Again** *Timmie Rodgers*
(BMI) Cameo 116
- Dumplin's** *Doc Bagby*
(BMI) Okeh 7089
- Lips of Wine** *Andy Williams*
(BMI) Cadence 1336
- Melodie D'Amour** *Ames Brothers*
(BMI) RCA Victor 7046
- My One Sin** *Ames Brothers*
(BMI) Epic 9229
- My Special Angel** *Bobby Helms*
(BMI) Decca 30423
- Plaything** *Ted Newman*
(BMI) Rev 3505
- With You on My Mind** *Nat King Cole*
(ASCAP) Capitol 3782

Review Spotlight on . . .

POP RECORDS

- PAT BOONE** Dot 15660 **WHEN THE SWALLOWS COME BACK TO CAPISTRANO**
(Witmark, ASCAP)
"Swallows" is in the same groove as "There's a Gold Mine in the Sky," and Boone presents the Leo Rene evergreen with the same sock mastery. Flip, "April Love," is the title ballad from the artist's latest flick, and the warble has the money sound. Both appear strong bets to score.
- SAL MINEO** Epic 9246 **THE WORDS THAT I WHISPER**
(Wemar, BMI)
"Words" is a pretty waltz that is expressively rendered by the artist, who hasn't missed yet. Flip, "Party Time," is teen-slanted rockabilly sort that can also click. Strong entries can be winners.
- LARRY WILLIAMS** Specialty 615 **BONY MORONIE**
(Venice, BMI)
"Bony Moronie" is the rockin' answer to "Short Fat Fannie," and the artist's vigorous treatment could make it a repeater. "You Bug Me, Baby" is an up-tempo adaptation of "Irish Washer Woman" that is also in rocker vein. Two strong sides, both with heavy r.&b. appeal as well.
- TONY BENNETT** Columbia 41032 **CA C'EST L' AMOUR**
(Buxton Hill, ASCAP)
Bennett's reading of "L'Amour," one of the tunes from the Cole Porter score of "Les Girls," is a sock effort that should easily find flavor. Swingin' orking by Neal Hefti helps make side a strong contender. Flip, "I Never Felt More Like Falling in Love" (Skorwin, ASCAP), is a ballad with lush backing that can also attract play.
- JOHNNIE RAY** Columbia 41002 **PINK SWEATER ANGEL**
(Planetary, ASCAP)
Ballad with rhythm backing is the artist's strongest pitch recently, the teen-slanted tune is given a listenable approach that could collect a lot of coin. "Texas Tambourine," the flip, is a peppy blues that also goes well (Carlisle, ASCAP).
- WAYNE HANDY** Renown 102 **COULD IT BE SAY YEAH**
The new artist registers strongly on an unusual ballad with dirge-like melody. Emotional vocal plus good backing could push the side all the way. "Say Yeah" is a briskly paced rhythm tune that can gather both pop and c. & w. buys.
- MARTY ROBBINS** Columbia 41013 **ONCE-A-WEEK DATE**
(Acuff-Rose, BMI)
THE STORY OF MY LIFE (Famous, ASCAP)
SEE REVIEW IN C&W SPOTLIGHT SECTION

The following record, scheduled for review in the September 30 issue of The Billboard, was unintentionally omitted.

- CLYDE McPHATTER** Atlantic 1158 **ROCK AND CRY**
(Progressive, BMI)
YOU'LL BE THERE (Tiger-Brookville BMI)
Top-notch selling by McPhatter on two attractive tunes from the film "Mr. Rock and Roll." Top side is an interesting rhythm number, with clever Hawaiian guitar backing "You'll Be There" is a ballad that is also effectively sung. Side is in the "Without Love" groove.

POP NOVELTY

- STAN FREBURG** Capitol 3815 **WONDERFUL, WONDERFUL** (Parts 1 & 2)
(Famous, ASCAP)
Despite the title, which might identify disk with Johnny Mathis, this hilarious Freburg take-off is based on Lawrence Welk and the idiosyncracies of his TV emcee style. The clever bit traces a whole Welk show till the point where the bubble sound machine gets out of hand and the whole ballroom floats out into the Pacific Ocean. Mimicry will pull many a chuckle!

POP TALENT

- JACK JONES** Capitol 3808 **GOOD LUCK, GOOD BUDDY**
(Hill & Range, BMI)
BABY, COME HOME (Sherman, BMI)
Son of veteran movie star Alan Jones makes a strong disk debut on two very agreeable sides. "Good Luck" is a ballad with lazy rock and roll backing. "Baby" is a strong cover of the tune based on "Blue Danube." Pleasant vocalizing is reminiscent of Pat Boone. Impressive talent could have a hit with first cutting.

Reviews and Ratings

- DEBBIE REYNOLDS**
Wall Flower 85
MCM 12560—Now that the pic star has broken thru with a smash, attention will focus on her first follow-up. This one is a sad, wistful waltzer that could cash in thereby. (Ramrod, ASCAP)
- All Crown Up** 77
Mrs. Fisher has a sexy, come-hither quality in this hip hunk of material. Good contrast to cornball flip. Two good shots here. (Carrie, ASCAP)
- TERESA BREWER**
You Send Me 83
CORAL 61898—Miss Brewer has an ap-

- pealing confession of a heartthrob here at a nice relaxed pace. Classy choral effects in the backing add to the effect. Good spin action likely but competition is strong from Sam Cooke on the Keen label. (Higuera, BMI)
- Would I Were** 81
Here's a cute tune from the upcoming musical, "Carefree Heart." Side has charm with an attractive whistling intro, but flip rates an edge. (Frank, ASCAP)
- DICK GLASSER**
Crazy Love 82
ARGO 5279—Happy chirping on a rock-

(Continued on page 65)

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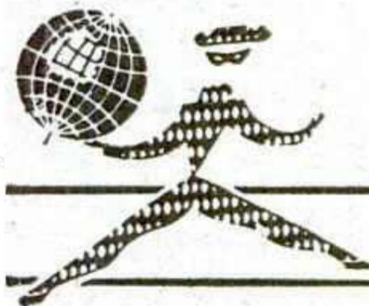
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VOX JOX

By JUNE BUNDY

"MIGHTY" JOE YOUNG: Joe Young, KDYL, Salt Lake City, made Manhattan the hard way last week. He arrived, via an Italian motor scooter, following a cross-country jaunt, during which he averaged from 50 to 55 miles an hour. Trip was a promotional stunt for the station, which operates in a highly competitive market - 11 radio stations and three TV outlets. Young spins 'em between the hours of 5 p.m. and 12:30 a.m. - playing everything from the "Top 30" to progressive jazz. Toughest part of his trek, according to Young, was obtaining permission to ride his scooter on the parkways.

SLIDE SHOW GIMMIX: Tom Edwards, WERE, Cleveland, is making his long-time successful slide show promotion available to other jocks across the country. Edwards, who projects 35 mm. color slide transparencies of record artists on a screen at his record hops - accompanying the photos with a narration about the disk stars on display - offers spinners their choice of slide-photos of 306 different record artists - from Perry Como to Liberace - at 65 cents per slide, along with a title slide for their show with name and call letters. He has also arranged to provide each subscribing deejay with "a slide projector at dealer's cost." Larry Kane, of KNUZ, Houston, and Lou Barile, WBIX, Utica, N. Y., are the only other two deejays currently conducting the Edwards slide shows. Edwards notes that the stunt "would only be of interest to deejays who hold their dances at different spots in their listening area."

CHANGE OF THEME: Jerry Marshall, WMGM, New York, launched a new program schedule September 30. He now spins 'em three hours daily from 10 a.m. to 1 p.m. Monday thru Saturday - an increase of six hours each week. . . . Scott Avery has left WLFH, Little Falls, N. Y., to join WALY, Herkimer, N. Y. . . . Dick Drury, formerly with WBRB, Mount Clemens, Mich., joined KYW, Cleveland, effective October 1. . . . Jack Carney has moved to WILD, Boston, from WAKE, Atlanta. . . . Larry Kane, KNUZ, Houston, has switched to KXYZ, Houston. . . . Bob Stevens, KILT, Houston, who is heard daily from 9 a.m. to noon, will also take over duties as program director of the station. . . . Bill Anthony, KNUZ, Houston, has a new assignment. He's now broad-

casting from 1:30 to 4 p.m. daily. And Dick Lamb has taken over the KNUZ Spinorama, 7 to 9 p.m.

MONITOR MUSICAL SURVEY

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

- Bismarck, N. D. "Chances Are," Johnny Mathis, Columbia.
- New Orleans "Diana," Paul Anka, ABC-Par.
- Miami "Wall Flower," Debbie Reynolds, M-G-M.
- Milwaukee "Honeycomb," Jimmy Rodgers, Roulette.
- Paducah, Ky. "The Twelfth of Never," Johnny Mathis, Columbia.
- Winston-Salem, N. C. "Tammy," Debbie Reynolds, Coral.
- Augusta, Me. "Baby Sittin'," Bob Riley, Dot.
- Boston "Fascination," Jane Morgan, Kapp.
- Eugene, Ore. "I'm Following You," The Blenders, RCA Victor.
- New York "My Heart Reminds Me," Kay Starr, RCA Victor.

Montilla Preps

Continued from page 28

split the line's distribution between Montilla distributors and other outlets. Sultan will make a try for U. S. rack sales, too, but will concentrate on cities with large Spanish markets - Los Angeles, New York, San Francisco and key Texas areas.

While in Mexico, Sultan acquired the entire Iberia catalog, which includes hundreds of Spanish disks and is the basis of his new Toreador catalog. The Toreador albums will be manufactured here, and the Iberia material entirely re-packaged with modern four color covers.

The first 25 LP's in the new Toreador series will include albums by Azarola, Trio Monterrey, Los Keys, Irma Vila, Roberto Rivera, Maria Luisa Llorens and instrumental set featuring bullfight music, flamencos, pop Latin tunes, etc.

Meanwhile, Sultan reports that Montilla's forthcoming release will spotlight 10 new Stereophonic tapes.

YESTERYEAR'S TOPS-

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

- OCTOBER 11, 1947
1. Near You
 2. I Wonder Who's Kissing Her Now
 3. I Wish I Didn't Love You So
 4. Peg O' My Heart
 5. Feudin' and Fightin'
 6. When You Were Sweet Sixteen
 7. An Apple Blossom Wedding
 8. That's My Desire
 9. The Lady From 29 Palms
 10. Smoke, Smoke, Smoke (That Cigarette)

- OCTOBER 11, 1952
1. You Belong to Me
 2. I Went to Your Wedding
 3. Wish You Were Here
 4. Jambalaya
 5. Half as Much
 6. Meet Mr. Callaghan
 7. Auf Wiederseh'n Sweetheart
 8. High Noon
 9. Somewhere Along the Way
 10. Glow Worm

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 ON 45 RPM

- BARBARA LEA "Mountain Greenery" 101
- "A Straw Hat Full of Lilacs"
- MILT JACKSON "Stonewall" 102
- MILES DAVIS "Green Haze" 103
- JACKIE McLEAN "Lights Out" 104
- RED GARLAND "Blue Red" 105

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 b/w
"I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER"
 DECCA 9-30462
Hop-A-Long-Wong
 c/o Joe Schuster
 1674 Broadway, N. Y. C. CI 7-0690

• Reviews of New Pop Records

• Continued from page 62

ably tune, featuring bright guitar support, could attract in all markets. Has the "Sun" sound. Great performance. (Ridgeway, BMI)

Love Me . . . 76
Light, easy vocal on a ballad with male chorus and rhythm ork backing. Side could have r.&b. appeal also. (Ridgeway, BMI)

BANFORD CLARK

The Man Who Made an Angel Cry . . . 82
DOT 15646—A haunting quality is carried by this side. Clark does the unusual song with a mood-packed, minor key Johnny Cash quality. An uncommon side for deejays. Watch

it. (Libby, BMI)

Swanee River Rock . . . 72
Another adaptation by Ray Charles on Atlantic is already selling strongly. This version by Clark is a good one and should have strength in the pop market. (Richard, ASCAP)

GAR BACON

Y-I-O-U . . . 81
BATON 248—A new talent, the chanter puts lots of guts in this upbeat job. Good sound with some tricks on the electric guitar. Side a little offbeat but the singer is worth watching. (Hennessy, BMI)

There's Gonna Be Rockin' Tonight . . . 78

• Reviews and Ratings of New Jazz Albums

• Continued from page 44

"Mind" is a beautiful bit of writing, and a good demo track.

TEO . . . 72
Teo Macero with the Prestige Jazz Quartet (1-12")
Prestige 7104

Tenorist Macero plays with warmth and sensitivity on this program of engagingly melodic original ballad material by various contributors—T. Charles, Macero, J. Ross, M. Waldron, which has strength on its own. Generally probing, thoughtful performances by all concerned, notably vibist T. Charles, make this a modern set to be listened to.

SABU PALO CONGO . . . 72
(1-12")
Blue Note 1561

Essentially an Afro-Cuban drum session that features percussionist Sabu Martinez and a battery of congo and bongo drummers. Set emphasizes the Africa-rooted, primitively exciting rhythms. The chanting and vocals here lend authenticity. Sales could be strong in Latin market, and with jazz fans who go for percussion sets.

PAUL QUINICHETTE ON THE SUNNY SIDE . . . 68
(1-12")
Prestige 7103

A modern blowing date whose chief claim on listener interest is the often excellent tenor playing of Quinichette. Tho the rhythm section is good here, Quinichette's colleagues in the front line are not quite as consistent as they might be, tending to detract from positive appeals of album. Eye-

catching cover will attract jazz browser.

THE OPENER . . . 67
Curtis Fuller (1-12")
Blue Note 1567

Fuller, another Blue Note "discovery," essays a soft-spoken, Miles Davis approach to the trombone. Style is individual, but hardly dynamic enough here for a market conditioned to the dynamic sounds of such as Kai and J. J. Winding. Prime support solo-wise is from tenorist Hank Mobley and bassist P. Chambers. Both are interesting, but the set won't be too easy to sell.

CHANGING THE JAZZ AT BUCKINGHAM PALACE . . . 66
Dizzy Reece and Tubby Hayes (1-12")
Savoy MG 12111

Two groups of English modernists that obviously favor the hard-swinging style typified by such as H. Silver and Sonny Rollins in this country. Unfamiliar to American jazz buyer, trumpeter Reece and tenorist Hayes and their respective groups are quite proficient, make for moving listening, but set has little chance of outdistancing plethora of albums on market by men who originated the style here.

DEBUT! . . . 63
The Hal Keller Trio (1-12")
Sand HK-LP-C-7

A modern trio set composed of original material by pianist Keller that is often of melodic interest. However, the performances, tho competent for the most part, are lacking in comparison to many similar trio ventures on record. Poor recorded sound does not help matters.

• Reviews and Ratings of New Classical Albums

• Continued from page 44

SCHUBERT: SYMPHONY NO. 2; SYMPHONY NO. 6 (1-12")—Bamberg Symphony (Couraud). Vox PL 10240 . . . 72
Youthful, sprightly works by Schubert are vigorously performed by Couraud. There is not too much competition on the market and the combination of selections is good. Recording is robust, as is entire tone of disk.

BACH: THE MUSICAL OFFERING (1-12")—Orchestre National de la Radio-diffusion Francaise (Markevitch). Angel 45005 . . . 70

Well-conceived orchestral arrangement by conductor Markevitch helps reveal musical structure of elaborate work. In performance as well, Markevitch strives for clarity and coherence rather than for broad effects. Connoisseurs will welcome disk; general buyers may find it somewhat forbidding.

BEETHOVEN: SEPTET IN E FLAT (1-12")—Chamber Music Ensemble of the Berlin Phil. Orch. Decca DL 9934 . . . 69

Highly skilled performance by Berlin musicians is recorded with great clarity and regard for instrumental balance. Prior recordings of popular chamber music work are joined, but not displaced, by present release.

SCHUBERT: VIOLIN SONATA IN A MAJOR; SONATINA NO. 3 IN G MINOR (1-12")—J. Martzy, Violin; J. Antonietti, Piano. Angel 35365 . . . 69

Joseph Fuchs, Violin; Artur Balsam, Piano. Decca DL 9922 . . . 69
Timing of releases offers shoppers choice of readings of music not previously overworked. Martzy's performances are generally slower, mellower, more lyrical than Fuchs' more energetic, sharply featured playing. Recorded sound corresponds with style in each case. Decca disk also includes Schubert's "Sonatina in D Major."

SATIE: PIANO MUSIC (1-12")—Aldo Ciccolini, Piano. Angel 35442 . . . 69
Wry, humorous works of influential

French composer are played with spirit and delicacy. Understated compositions are not for lovers of big pianistic effects or romantic melodies. Sophisticated buyers will be attracted to package which includes: "Gymnopedies," "Pieces in Form of a Pear," "Gnossiennes" and others.

SCHUBERT: RONDO BRILLIANT; FANTASIA IN C MAJOR (1-12")—J. Martzy, Violin; J. Antonietti, Piano. Angel 35366 . . . 68

Intimate well-scaled renditions of rarely recorded works are approached with greater regard for songful content than for virtuoso possibilities. Present album is third volume of young Hungarian violinist's recording of Schubert's complete works for violin and piano. Many buyers will be consistent in favoring her performances thruout.

BRAHMS LIEDER (1-12")—Hans Hotter and Gerald Moore. Angel 35497 . . . 66

Baritone contributes tasteful, musicianly singing to program, including some of Brahms' best known lieder. Appeal will be strongest to rather limited group since singer does not create excitement either by dramatic feeling or by thrilling vocalism. Fine assistance by Gerald Moore thruout.

MOZART: STRING QUINTET, K. 515 (1-12")—Amadeus Quartet and Cecil Aronowitz. Angel 45020 . . . 65

This issue will encounter serious opposition by recently released Budapest album and by reissued Westminster item. Intonation and coherence do not equal work of former group (whose version occupies only one side of disk).

CLARINET ENCORES (1-12")—Reginald Kell, Clarinet. Decca DL 9926 . . . 65

Market for this solo clarinet fare would seem to be limited to student of the instrument. One side is devoted to five short classical pieces arranged for the instrument, while flip has five 20th century works, including a light "Jamaican Rhumba," also an arrangement. Kell is a true artist, but it's hard to see a broad sale for this material.

Material is familiar rockabilly type stuff but Bacon has a solid delivery and with the right song he can click. Lots of excitement in this voice. (Dare, BMI)

DORIS DAY

The Man Who Invented Love . . . 80
COLUMBIA 41015—Very pensive and provocative, slowly rendered tune by Dick Adler, like something out of a Broadway market, but jocks might be able to break it thru. Great vocal. (Frank, ASCAP)

Rickety-Rickety Rendezvous . . . 80
Backed by an arrangement borrowed from Lavern Baker's "Tweedle Dee," Miss Day socks out a lightweight hunk of cheerful tune. Side is short, too. As light as flip is heavy (Daywin, BMI)

FOUR ACES (Featuring Al Alberts)

How Do You Say Goodbye . . . 80
DECCA 30466—The tune will be featured in "Rumple," which is slated for Broadway this season. Smooth delivery by the group with usual shuffling accompaniment could score. (Chappell, ASCAP)

I Would Love You Still . . . 75
Pretty ballad is from the "Carefree Heart" score. Sensitive styling with lush backing can go well. (Frank, ASCAP)

THREE D'S

Birth of an Angel . . . 80
PARIS 508—A strong ballad and reading to match. Smart idea for a song points out what it took to make the perfect gal. Slow, triplet-backed performance could easily go. (Greta, BMI)

Never Let You Go . . . 75
Nice chanting on upbeat rhythm tune with little message. Good clean sound but market chances moderate only. (Greta, BMI)

THE COLLINS KIDS

Party . . . 78
COLUMBIA 41012—Happy rocker is accorded lively duo-vocal by the youngsters. Sock appeal for r.&r. set, and could go c.&w. as well. (Glady's, ASAP)

Heartbeat . . . 77
Provocative rockabilly tune is wrapped up in show-wise reading and solid beat. Same comment on sales potential. (Vidor, BMI)

THE FLAMINGOS

My Faith in You . . . 77
DECCA 30454—Powerful performance by lead singer on attractive ballad with slowly paced r.&r. backing. Both sides have pop as well as r.&r. appeal. (Roosevelt, BMI)

Helpless . . . 76
Effective solo work by lead singer on dramatic theme with churchy flavor and elaborate backing. (Raleigh, BMI)

EDDIE ROONEY

Tonight Is My Night to Cry . . . 76
DECCA 30449—A slow, slow ballad of the hard-swallowing school. He's been ditched, that's all. Rooney makes it sound as tho he were the injured. A new talent that bears watching. (Goday, BMI)

Put Together . . . 72
A pleasant medium-paced tune with okay reading by Rooney. Flip may have an edge, however. (Pinelawn, BMI)

THE EAGLES

Kiss Them for Me . . . 76
PREP 118—This is the pic tune that was cut earlier by the McGuire Sisters. Excellent male group rendition stacks up on a quality basis and could cut in if the tune goes over. (Miller, ASCAP)

Ladies in the Sky . . . 68
Another good job, on a rather vague theme. Group has something of an Ames quality. (Wonderland, BMI)

DINAH SHORE

I'll Never Say, "Never Again" Again . . . 75
RCA VICTOR 7056 — Pleasant thrashing against swinging backing is a very listenable effort by the artist. Side could create interest. (Bregman, Vocco & Conn, ASCAP)

The Kiss That Rocked the World . . . 75
Pretty beguine gets a lush treatment with full ork and male chorus backing. Side appears as strong as flip. (Sheldon, BMI)

HAL MOONEY & HIS ORCH.

Chick-A-Chick . . . 75
MERCURY 71199—Tasteful instrumental with chorus; side particularly suitable for the adult rather than teen audience. (Stelway, BMI)

The Leaning Tower of Pisa . . . 74
In contrast to flip, this is an item with a more rapid tempo; instead of voicing, chorus sings a lyric. Performance of the ork has a crisp, bright quality. (Stelway, BMI)

JAYCEE HILL

Made in Heaven . . . 75
EPIC 9233—Song has a strong country flavor and Hill gives it a good share of sincerity. Fem chorus backs in the selling arrangement. This rings fairly true for the market and could move. Worth watching. (Hawthorne, ASCAP)

The Tin Star . . . 72
Tune is of the stirring type and has the sound of the pioneer telling his story. Slow deliberate rhythm has an interesting harmonica figure. Title tune of a new pic not likely to start any rush. Flip is the side. (Famous, ASCAP)

(Continued on page 66)

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Reviews of New Pop Records

Continued from page 65

MINDY CARSON
Sweet Georgia Brown.....75
COLUMBIA 41021—A brief Dixie passage introduces the standard. New approach is a listenable effort. Jocks will probably go for it. (Remick, ASCAP)

Water Wheel....70
Light reading of a pretty, lilting waltz with chorus support. Tune has a folkish sound. Also a jockey bet. (Jay, ASCAP)

THE JORDANAIRE
Any Which-A-Way.....74
CAPITOL 3807—Catching rock and roll ditty is warbled personably by group (boys work with Presley). Presley tie-in gives disk added spin appeal, but boys could make it on their own as well. (Roosevelt, BMI)

A Mood for the Blues....72
Haunting, bluesy theme is handed a fine instrumental treatment, highlighted by some fairly routine non-lyric vocalizing by the boys. Good deejay material for mood segs. (Century, BMI)

SYLVIA SYMS
Who Is? You Are!.....74
DECCA 30463—The song is one of the tunes in the Broadway-headed "Carefree Heart." Production is similar to Miss Syms' hit platter, "I Could Have Danced All Night." It could be dangerous. (Frank, ASCAP)

In Times Like These....71
Cute tune is from the forthcoming Broadway production, "Rumple." Charming lyrics and reading by Miss Syms and chorus against lush backing makes side one to watch. (Chappell, ASCAP)

THE HEARTS
You Say You Love Me.....74
J & S 1660—A slow tempo blues, with an arrangement whereby the lead singer takes off a little late; but when the chanter gets going his pipes are very effective. Merits strong exposure. (Zell's BMI)

So Long, Baby....71
Nice chanting on this ballad side, the voices being well-integrated in their harmonic effects. (Zell's, BMI)

SUE RANEY
Don't Take My Happiness.....73
CAPITOL 3806—Teenager (a former Billboard Talent Pick) sings out with sweet vitality and showmanship on a swingy rhythm item with a solid r.&r. beat. Should pull deejay play. Interesting guitar solo work. (Roosevelt, BMI)

Please Hurry Home....72
Pretty piping on attractive tune with strong rock and roll-styled backing. (Moonlight, BMI)

HARMONICATS
Swingin' Down the Lane.....73
MERCURY 71191—Boys get ork background on this liting version of popular standard. Good juke side with long staying power. (Feist, ASCAP)

Sentimental Silly....68
Nostalgic, pretty tune is treated instrumentally in the familiar, echoed "Peg O' My Heart" style. Slow, danceable juke fare, tho unlikely to step out. (Discovery, BMI)

KATHY BARR
A Slip of the Lip.....72
RCA Victor 7036—Distenable debut by the thrush on a lute track waltz. The pretty tune is lushly backed with a chorus assist. Side might create interest. (Mayfair, ASCAP)

Welcome Mat....67
Exuberant go by the new chick on an up-tempo tune with bright ork backing. Flip appears stronger side. (Somerset, BMI)

GRADY MARTIN AND THE SLEW FOOT FIVE
Chicago.....72
DECCA 30453—Sock nostalgia surrounds this bouncy instrumental treat-

ment of oldie, featured in Frank Sinatra's new movie "The Joker Is Wild." Sinatra's vocal waxing is No. 1 version, but this one stacks up as bright jockey wax. (Fred Fisher, ASCAP)

All the Way....66
A pleasing instrumental treatment of attractive ballad from same movie. However, Sinatra's version will probably pull most of the play. (Maraville, ASCAP)

ROBBIN HOOD
Salty, Salty Is the Sea.....70
M-G-M 12556—Pleasant sound by the chick on a light melody with a folkish air. A chorus supports the artist on the medium-beat tune. (Bourne, ASCAP)

Like Crazy....70
Cheerful presentation by Miss Hood on a teen-slanted rockabilly. Bright backing and chorus are listenable. (World, ASCAP)

KAY ARMEN
Till.....70
DECCA 30474—Lovely chirping on the pretty theme. Platter will have stiff competition from many recordings, especially the Roger Williams disk. (Chappell, ASCAP)

Ha! Ha! Ha!....69
Bright, gay warbling by the artist on a lush, Latin-flavored tune. Heavier emphasis will probably go to flip. (Leeds, ASCAP)

THE GLORYTONES
Was That the Right Thing to Do?.....70
EPIC 9243—Swingy oldie is sung with fervent sincerity by lead singer. Backing has rock and roll flavor. Merits jockey play. (Mellin, BMI)

You Only Came Back to Hurt Me....69
Wistful ballad, reminiscent of "You Always Hurt the One You Love." It is warbled with feeling by lead singer, while backing is mildly rock and roll. (Mellin, BMI)

DAVE BURGESS
I'm Available.....69
CHALLENGE 1008—Good multi-track vocal stint on perky tune, originally cut by Margie Raeburn on Liberty. The Liberty disk is doing well, but this platter should chalk up some play, on basis of catchy arrangement. (Golden West, BMI)

Who's Gonna Cry....68
Expressive vocal on gentle West Indies-styled folk song. Pleasant, but flip has more to offer current market tastes. (Golden West, BMI)

RONNIE HILTON
Closer to You.....69
CAPITOL 3809—Rich warbling stint on lushly orchestrated theme with dramatic lyrics. Moderate spin potential. Hilton is British artist. (John Fields, ASCAP)

Constant and True....68
Quietly effective reading of lyrical song with pretty melody. Same comment on play outlook. (Essex, ASCAP)

JOHN LESLIE
I Can't Forget You.....68
EPIC 9235—Poignant ballad with country flavor is wrapped up in tender vocal by Leslie. (Paxton, ASCAP)

There I Was in Love....67
Leslie chants with exuberance on folksy item with a good beat and effective handclapping chorus. (Melody Trails, BMI)

LES STEVENS
Try to Understand.....68
TIARA 6107—Beautiful job on a pretty ballad that could find it hard to crash thru in today's market. Lush orking is by Sid Bass. (E. B. Marks, BMI)

Busy Night....66
Bouncy tune with big band backing gets an attractive reading by Stevens. A good deejay side. (Bob Miller, BMI)

EDDIE AND BETTY COLE
Sweet Someone.....67
SIX THOUSAND 601—Pleasant duet on a light, pretty theme. Commercial future of side may be limited, but it rates jockey play. (Feist, ASCAP)

One Little Dream of You....65
Listenable performance by Betty Cole on a ballad with good backing. Side, however, is not too much in line with current commercial favorites. (Dandelion, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

THE DISORDERS: My Hula Hula Lulu/Nothing Else Matters—Stephany 15
RON HARVEY: Oriental Blues/Don't Ask Me Why—Window 1008
DOTIE RANDALL: Little Red Shoes/Lonesome Autumn Breeze—Stephany 09
THE SAINTS: Sun Tan Legs/Rock & Roll Ruby—Salem 1012
TECHNIQUES: In a Round About Way/Hey! Little Girl—Stars 551
THE THREE-THIRDS: I'm No Good Without You/Congratulations—AFS 300

Spiritual
THE DANIEL SINGERS
Lift Him Up.....80
TUXEDO 920—The lead singer is given excellent support on this heart-rending spiritual. The side should go well. (Ford, BMI)

Little Old Bible of Mine....80
The pretty spiritual is rendered with conviction by the lead. Chorus support is effective. Both sides can attract. (Goldmine, ASCAP)

SONS OF JEHOVA
Teach Me Lord.....78
NASHBORO 610—A wild and fervent prayer with lead exhibiting a wide baritone-to-falsetto shout ability. Group chants repeated phrase behind the incantations. Can do business in the market. (Excellence, BMI)

High Cost of Living....74
In snappy upbeat tempo the group traces the background of the high cost of living to the Lord. Interesting idea but flip has more sincerity. (Excellence, BMI)

Latin American
LUCO GATICA
Puedo De Cielo.....85
CAPITOL 70152—Beautiful vocal on a pretty ballad with lush backing. Lyrics are in Spanish. Side can go well in Latin American market. (Peer, BMI)

La Puerta....85
Side is presented very much like the flip. The artist has a very pleasant voice. The beautiful song appears as strong as the flip. (Peer, BMI)

Sacred
STUART BLEN
The Old Rugged Cross.....85
RCA Victor 7052—Fine interpretation of the hymn with good chorus harmonies. Lovely rendition should easily find favor. (Rodeheaver, Hall-Mack, ASCAP)

Old Time Religion....85
Spirited delivery of the well-known hymn with chorus backing. Dramatic interludes with lush support are very effective. (PD)

THE STATESMEN QUARTET WITH MOVIE LISTER
Every Hour and Every Day.....78
RCA Victor 7053—Sincere reading of a pretty sacred item by Lister with excellent support by the group. The buyer of religious music should go for it. (Gospel Tone)

Till the Last Leaf Shall Fall....78
Another good rendition in a happier mood. This should also attract. (American, BMI)

Mulls Confab

Continued from page 27

suffer — as well as manufacturers, dealers and distributors. Lowenthal added:

"Goody and I are as strongly opposed to bootlegging as anybody, but this is no way to cure it. He suggested that a conference be held, to include reps of publishers, copyright owners, the Record Industry Association of America and the office of Harry Fox, in order to work out a solution.

Failing this, says Lowenthal, Goody will demand from every supplier some assurance or security — such as a bond. He further pointed out that this might be very difficult for smaller labels, and could very well dent their sales. "The majors may be able to afford this, but perhaps some indies won't," Lowenthal said. "Something will have to be done," he added, indicating that if no workable arrangement is concluded his intent was to try to take the case to the Supreme Court.

It is known that highly-placed publishers' representatives also feel that some method of operation may be worked out—perhaps in such a conference as suggested by Lowenthal—which would provide protection for copyright owners and still absolve dealers and distributors from excessive risk. It was indicated that the solution might take the form of a clearing agency, whereby dealers and distributors could make a fast check on merchandise. Details of how this might be set up have not yet jelled; but the publishers, altho jubilant over the court decision, are anxious that the disk industry shall boom along unchecked. As one stated, many things are at stake here, including the necessity of maintaining a thriving disk business—which contributes largely to publishers' performance income.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Lee Rosenberg, the Southern belle of Southern Belle Music, was a visitor at the Folk Talent and Tunes desk last Wednesday afternoon (2), accompanied by her sister, Carolyn, and Harry Silverstein, Decca road man who makes Cincy his headquarters. Lee put in Tuesday and Wednesday of last week visiting deejays in Louisville and Cincinnati to plug her firm's "I Close My Eyes," which the Wilburn Brothers have cut for Decca, and "You're the Answer," Bob Jennings' new Dot release. This week Miss Rosenberg embarks on a promotional trip that will take her thru Mississippi, Georgia, Alabama, Louisiana and parts of Texas.

Grace Rainwater, mother of Decca's Brenda Lee, is in Mid-State Baptist Hospital, Nashville, for an operation. Brenda is slated to cut an album and several singles in Nashville this week, with Paul Cohen directing. . . . Harry Silverstein, Decca road man, is back at his Cincinnati headquarters after a fortnight's vacation trip that took him to Los Angeles, with a stop-off at Las Vegas on the way back. During his Las Vegas stay, Harry was the house guest of Morris Yaeger, manager of the Riviera Hotel there and formerly associated with Beverly Hills Country Club, Cincinnati.

A series of yarns on "Grand Ole Opry," written by Helen Bolstad, is skedded to appear in Radio-TV Mirror, starting with the November issue. . . . Claude Casey, operator of Capri Park, Ellenboro, N. C., is working in the motion picture, "Whippoorwill," currently being filmed in the Asheville, N. C., sector. Flicker stars Robert Mitchum, with Sandra Knight as leading woman. Casey is cast in a gangster role. This marks the fourth movie he has appeared in. Casey says Capri Park continues to get good business with its Saturday night square dances.

The second annual Larry Lee Memorial Night was held at the high school auditorium, Newton, N. J., Wednesday night, October 2, with nearly a dozen country and western bands from the area participating. Larry Lee is the young man who drowned while rescuing two boys from a sinking rowboat more than a year ago, leaving a wife and mixed twins, now two years old. Money derived from the benefit goes toward providing a musical education for the Lee children. Lee, who led his own band, the Echo Valley Kinfolk, also had served as deejay on stations WCRV and WNNJ. . . . Jimmy Bryant, of West Coast c.&w. circles, is now handling lead guitar with the Ferlin Husky combo. . . . Another new "Grand Ole Opry" sideman is Jimmy Elrod, banjo picker with Wilma Lee and Stoney Cooper's Clinch Mountain Clan. He replaces Johnny Clark, who has accepted Uncle Sam's invitation.

Jimmie Skinner has a new release on Mercury-Starday titled "I Found My Girl in the U. S. A.," which he says is the answer to "Fraulein" and "Geisha Girl." Jimmie still broadcasts daily, 9-10 a.m. (noon-1 p.m., Saturdays), over

WNOP, Newport, Ky., direct from his Music Center in downtown Cincinnati. He also does a daily deejay show, 2-3 p.m., over WMOH, Hamilton, O. Skinner recently appeared at the Seventh Annual Homecoming Celebration in his hometown of Berea, Ky., on the same bill with Red and Betty Foley, Pat Boone, Ernie Lee, Ray Lunsford and a group from "Ozark Jubilee." Jimmie says he is re-decorated his music shop and would appreciate receiving photos from artists to complete the finishing touches.

KWKH's "Louisiana Hayride," Shreveport, staged its homecoming celebration October 5. (Continued on page 69)

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C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING SEPTEMBER 28

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on top	Last Week	Chart
1. FRAULEIN (BMI)—Bobby Helms	1	28	28
Heartsick Feeling (BMI)—Dec 30194			
2. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)— Jerry Lee Lewis	2	16	16
It'll Be Mine (BMI)—Sun 267			
3. MY SHOES KEEP WALKING BACK TO YOU Ray Price	3	9	9
Don't Do This to Me (BMI)—Col 40951			
4. BYE BYE LOVE (BMI)—Everly Brothers	4	21	21
I Wonder If I Care as Much (BMI)—Cadence 1315			
5. HOME OF THE BLUES (BMI)—Johnny Cash	7	4	4
Give My Love to Rose (BMI)—Sun 279			
6. GEISHA GIRL (BMI)—Hank Locklin	5	7	7
Livin' Alone (BMI)—Vic 6984			
7. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers	14	2	2
Maybe Tomorrow (BMI)—Cadence 1337			
8. FOUR WALLS (BMI)—Jim Reeves	7	24	24
I Know and You Know (BMI)—Vic 6874			
9. HOLIDAY FOR LOVE (BMI)—Webb Pierce	—	1	1
DON'T DO IT DARLIN' (BMI)—Decca 30419			
10. TANGLED MIND (BMI)—Hank Snow	9	12	12
My Arms Are a House—Vic 6955			
11. I'LL ALWAYS BE YOUR FRAULEIN (BMI)— Kitty Wells	10	3	3
What I Believe Dear (BMI)—Dec 30415			
12. TEDDY BEAR (ASCAP)—Elvis Presley	6	15	15
Loving You (BMI)—Vic 7000			
13. WHY, WHY? (BMI)—Carl Smith	15	2	2
Emotions (BMI)—Col 40984			
14. IS IT WRONG? (BMI)—Warner Mack	13	8	8
Baby Squeeze Me (BMI)—Dec 30301			
15. FALLEN STAR (BMI)—Ferlin Husky	15	13	13
Prize Possession (BMI)—Cap 3742			

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 28

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Weeks on top	Last Week	Chart
1. FRAULEIN—Bobby Helms	2	26	26
Dec 30194—BMI			
2. MY SHOES KEEP WALKING BACK TO YOU— Ray Price	1	10	10
Col 40951—BMI			
2. BYE BYE LOVE—Everly Brothers	3	22	22
Cadence 1315—BMI			
4. WAKE UP LITTLE SUSIE—Everly Brothers	—	1	1
Cadence 1337—BMI			
5. TANGLED MIND—Hank Snow	6	8	8
Vic 6955—BMI			
5. WHY, WHY—Carl Smith	7	3	3
Col 40984—BMI			
7. I HEARD THE BLUEBIRDS SING— Jim Edwards, Maxine & Bonnie Brown	4	6	6
Vic 6995—BMI			
8. WHOLE LOTTA SHAKIN' GOIN' ON— Jerry Lee Lewis	9	12	12
Sun 267—BMI			
8. FALLEN STAR—Jimmy Newman	14	21	21
Dot 15574—BMI			
10. TWO SHADOWS ON YOUR WINDOW— Jim Reeves	—	5	5
Vic 6973—ASCAP			
11. HOLIDAY FOR LOVE—Webb Pierce	11	2	2
Dec 30419—BMI			
12. FOUR WALLS—Jim Reeves	14	24	24
Vic 6874—BMI			
13. HOME OF THE BLUES—Johnny Cash	4	2	2
Sun 279—BMI			
13. GONNA FIND ME A BLUEBIRD— Marvin Rainwater	12	27	27
M-G-M 12412—BMI			
15. LOVING YOU—Elvis Presley	—	2	2
Vic 7000—BMI			
15. GIVE MY LOVE TO ROSE—Johnny Cash	—	1	1
Supn 279—BMI			

This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . . C&W RECORDS

MARTY ROBBINS

Once-A-Week Date (Acuff-Rose, BMI)
The Story of My Life (Famous, ASCAP)—Columbia 41013—The artist hits a very poppish groove that gives both tunes strong dual-market appeal. Top side is a ballad aimed for teens. Flip, "Story," is a weeper on a light vein that can also be in there.

RED FOLEY

Just a Closer Walk With Thee (PD)
Steal Away (PD)—Decca 30470—Sensitive interpretation of the two hymns can attract loot from religious customers and regular buyers. Expressive rendition is one of the artist's most attractive efforts.

TALENT

JIM MURPHY

Plumb Crazy (Renda, BMI)
I'm Gone, Mama (Desert Plains, BMI)—Rev 3508—Strong new talent has a highly listenable sound on "Plumb Crazy," a country blues with a rockabilly feeling. The flips, "I'm Gone," is also a country blues. Backing on both sides is excellent, and the side could also go in pop marts.

Reviews of New C&W Records

HELEN CARTER & WILEY BARKDULL

Pd Like To . . . 83
HICKORY 1069—Cute, brisk-tempo duet with catchy rhythm effect throughout in the backing. Two good sides, altho flip has more substance. (Acuff-Rose, BMI)
He Made You for Me . . . 80
Excellent piece of devotion material with great piety expressed. Performance rates with the cliffing. Good side for the traditional country buyer. (Acuff-Rose, BMI)

TEX WILLIAMS

Let's Go Rockabilly . . . 77
DECCA 30459—Knowing delivery of a cute rockabilly tune. Snappy backing is effective. Artist, who always turns in a good performance, could make it with this one. (Amber, ASCAP)
Long Lost Love . . . 77
Country, bluesy ballad is given a poppish approach. Good phrasing and listenable backing on the weeper could cop coin. (Dallas, BMI)

MAC WISEMAN

I'll Still Write Your Name in the Sand . . . 75
DOT 15638—Happy sound by Wiseman on an up-tempo weeper. Side is in the pop vein, and the side could go well in pop marts, too. Country styling is attractive. (Dixie, BMI)
'Tis Sweet to Be Remembered . . . 73
Attractive performance by the artist on a theme that switches from a waltz tempo to a rockabilly pace. Backing is simple, but neat, and a chorus supports the vocal. (Dot, BMI)

BILL CLIFTON AND THE DIXIE MOUNTAIN BOYS

Mary Dear . . . 73
MERCURY 71200—A plaintive, pretty melody, folksy in quality. Clifton does an affecting vocal, backed with chorus and strings. (Starrite, BMI)
Lonely Heart Blues . . . 72
A weeper in the traditional style. Clifton, without any pop trimmings, gets the true sound, backed by a string group. (Starrite, BMI)

JOE MAPHIS AND ROSE LEE

I Gotta Lotta Lovin' . . . 72
COLUMBIA 41004—Diverting, light duo-ditty done with personality. Okay for country jukes. (Laredo, BMI)
A Picture, a Ring and a Curl . . . 70
There's a Cajun flavor in this doleful chant and its backing. Tale of mementoes isn't as effective as it might be. (Country, BMI)

DON RENO & RED SMILEY

No Longer a Sweetheart of Mine . . . 72
KING 5079—Go back to the bar and your honky-tonk pals, says the lyric, of this loose-living chick. The vocalist chant it at a lively pace, with traditional string accompaniment. (Lois, BMI)
Richmond Ruckus . . . 70
Country instrumental—real hoedown flavor, with typical fiddlers and pickers. Lively. (Lois, BMI)
(Continued on page 69)

Number of Releases This Week

Label	Pop	R&B	C&W
AFS 300	1	—	—
ARCADE	—	1	—
ARGO	1	—	—
ARROW	—	1	—
BAKERSFIELD	—	—	2
BATON	1	1	—
BLUE HEN	—	—	1
BIG D	—	—	1
CAPITOL	4	—	—
CHALLENGE	1	—	—
CHECKER	—	1	—
CHORD	—	1	—
COLUMBIA	4	—	1
DECCA	6	—	1
DOT	2	—	1
DUKE	—	3	—
EBB	—	3	—
END	—	1	—
EPIC	3	—	—
EXCELLO	—	2	—
FASHION	—	—	1
HICKORY	—	—	1
J & S	1	1	—
JOYCE	—	1	—
KING	—	1	1
LAMP	—	2	—
LAS VEGAS	—	—	1
MARK-X	1	—	—
MERCURY	2	—	1
M-G-M	2	—	—
PARIS	1	—	—
PEAK	—	1	—
PREP	1	—	—
RCA VICTOR	1	—	—
RENOWN	1	—	—
ROCKET	1	—	1
RODEO	—	—	1
ROULETTE	1	—	—
SALEM	1	—	1
SIX THOUSAND	1	—	—
STARS	1	—	—
STEPHENY	2	—	—
TIARA	1	—	—
TERP	—	—	1
TUNE	—	—	1
WINDOW	1	—	—
TOTAL	42	20	17

- 5. My Shoes Keep Walking Back to You Ray Price, Col.
- 6. Is It Wrong, Warner Mack, Dec.
- 7. Young Hearts, Jim Reeves, Vic.
- 8. I'll Always Be Your Fraulein Kitty Wells, Dec.
- 9. Fallen Star, Jimmy Newman, Dot

Richmond, Va.

- 1. Geisha Girl, Hank Locklin, Vic.
- 2. My Shoes Keep Walking Back to You Ray Price, Col.
- 3. Is It Wrong, Warner Mack, Dec.
- 4. Fallen Star, Jimmy Newman, Dot

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 28

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Dallas-Fort Worth

- 1. Geisha Girl, Hank Locklin, Vic.
- 2. Fraulein, Bobby Helms, Dec.
- 3. Don't Do It Darlin', Webb Pierce, Dec.
- 4. Home of the Blues, Johnny Cash, Sun
- 5. My Love Is Real Marvin Rainwater, M-G-M
- 6. Bye Bye Love, Everly Brothers, Cdc.
- 7. Four Walls, Jim Reeves, Vic.
- 8. My Shoes Keep Walking Back to You Ray Price, Col.

Memphis

- 1. Home of the Blues, Johnny Cash, Sun
- 2. Is It Wrong, Warner Mack, Dec.
- 3. Why, Why, Carl Smith, Col.
- 4. Please Don't Blame Me Marty Robbins, Col.
- 5. My Shoes Keep Walking Back to You Ray Price, Col.
- 6. Wake Up Little Susie Everly Brothers, Cdc.

Nashville

- 1. Why, Why, Carl Smith, Col.
- 2. My Shoes Keep Walking Back to You Ray Price, Col.
- 3. Fraulein, Bobby Helms, Dec.
- 4. Wake Up Little Susie Everly Brothers, Cdc.
- 5. Home of the Blues, Johnny Cash, Sun
- 6. Tangled Mind, Hank Snow, Vic.
- 7. Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

New Orleans

- 1. Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun
- 2. Four Walls, Jim Reeves, Vic.
- 3. Fraulein, Bobby Helms, Dec.
- 4. Bye Bye Love, Everly Brothers, Cdc.

Houston

- 1. Geisha Girl, Hank Locklin, Vic.
- 2. Is It Wrong, Warner Mack, Dec.
- 3. Fraulein, Bobby Helms, Dec.
- 4. Wake Up Little Susie Everly Brothers, Cdc.
- 5. Holiday for Love, Webb Pierce, Dec.

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R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING SEPTEMBER 28

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with 5 columns: Rank, Title, Artist, Last Week, Weeks on Chart. Lists top 15 R&B best sellers.

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING SEPTEMBER 28

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 5 columns: Rank, Title, Artist, Last Week, Weeks on Chart. Lists most played R&B by jockeys.

Reviews of New R&B Records

THE HEART-THROBS

All the Way Home... 86 LAMP 2010—Pair on this sound much like Shirley and Lee and have just about as strong an appeal on the cute reading in moderate tempo. Good rhythmic sound that could stir up good action. Watch it. (Shallmar, BMI) So Glad... 85 Female half of the team really pounds her share out here on the medium rhythm job. Another impressive side which should compete well with flip. (Shallmar, BMI)

ANN COLE

Give Me Love or Nothing... 83 BATON 247—A fine sincere ballad side in the style of Miss Cole's earlier "In the Chapel." Side builds in a satisfying manner and the gal gives it a strong Roy Hamilton, wide-open style reading. Plenty of power here and should be heard. (Dare, BMI) I've Got Nothing Working Now (But My Old-Fashioned Love for You)... 82 This could be called the "Mo Jo" side, so close is it to the sound of the thrush's earlier disk. She belts this one in solid style, which means this is a great coupling. Both sides have the stuff to take off. (Dare, BMI)

LEWIS LYMON

Too Young... 81 END 1003—Frankie Lymon's kid brother has close to the former's original style on this swingin' revival of the original Nat Cole hit. A bright reading that can get the plays. (Jefferson, ASCAP) Your Last Chance... 81 A swinging rocker with Lymon belting for all he's worth. Side has plenty of life and bounce and could easily move out. (Hill & Range, ASCAP)

EARL BOSTIC

A Gay Day... 80 KING 5081—A Bostic original, as is flip. This one has an "A Train" type theme and Bostic makes it swing powerfully. Good steady sale seen. (Earl's, BMI) Answer Me... 79 Excitingly raucous rocker with load carried by the alto-sax maestro with bigger band than usual. The fans will flip. Tambourine plays a part. (Earl's, BMI)

THE UNIVERSALS

Again... 80 MARK-X 7004—Familiar format of deep bass and high male soprano start this off with a crazy castrati type lead carrying the load. A couple of notes are missed badly, but in certain circles this would be viewed with some lingering interest. Tune is the standard. (Robbins, ASCAP) Teenage Love... 66 Here's a crazy potion of mixed up sounds by a group that doesn't lack of enthusiasm. Hard to tell if the group is really singing or just blasting. Song is hackneyed and sound is far too piercing. (Realgone, BMI)

GUITAR GABLE

Gumbo Mumbo... 79 EXCELLO 2122—Another in Gable's interesting, primitive string of r.&b.-Latin hybrids. Plenty of beat and raucous flavor here. Certain to do some business and fine for jocks. (Excellorec, BMI) What's the Matter With My Baby?... 76 King Karl is chanter on this blues-ballad. Crude but effective side could click in many sectors. Worth watching. (Excellorec, BMI)

TOMMY LAMPKIN

Three Minus One... 79 EBB 110—A blues, with the chanter displaying fine technique and style. A talent to watch. (Ebb, BMI) The Weather's Stormy... 74 A slow blues, sung with a world of emotion and understanding by Lampkin. Latter displays a wide vocal range. A good one for the Southern market. (Ebb, BMI)

LITTLE JUNIOR PARKER

Peaches... 78 DUKE 177—Good spanking beat backs this engaging warble by Parker. Fine feeling thruout adds distinction to rather ordinary material. Enough, in fact, to do business. (Lion, BMI) Pretty Little Doll... 73 Blues—benefiting from same personality-packed flavor. Again, ordinary material is freshened by Parker's appealing chanting. (Lion, BMI)

STARLITES

Give Me a Kiss... 76 PEAK 5000—Vigorous, rhythmic group reading on a swinger. Group shows versatility in coupling. Both stand a good chance if exposed. (Thornett, BMI) Missing You... 71 Powerful performance by lead singer in this group ballad. Group really impresses in initial outing. Side can make it, if it gets around. (Thornett, BMI)

This Week's R&B Best Buys

SOFT (Jay-Cee, BMI)—Bill Doggett—King 5080—This is the strongest by the artist in recent efforts. The side is reaping coin in all the top r.&b. markets. Flip is "Hot Ginger" (Lynbeth, BMI).

Review Spotlight on . . . R&B RECORDS

LARRY WILLIAMS

Bony Moronie (Venice, BMI) You Bug Me, Baby (Venice, BMI)—Specialty 615

DALE HAWKINS

Mrs. Merguitoe's Daughter (Arc, BMI) Baby, Baby (Ridgeway-Arcv, BMI)—Checker 876—The "Susie-Q" cat comes on with a smash delivery on "Daughter," a rocker, featuring bright guitar backing. Side is a strong sequel. "Baby" is a rumba blues with rockabucket vocal that can also go well.

CHUCK BERRY

Rock and Roll Music (Arc, BMI) Blue Feeling (Arc, BMI)—Chess 1671—Top side is high voltage go on a blue-rocker. Sock styling by Berry with good backing makes side a strong loot type. Flip, "Feeling," is a gutbucket instrumental blues somewhat similar to "After Hours" that features excellent piano and guitar interplay.

HUEY SMITH

Just a Lonely Clown (Ace, BMI) Free, Single and Disengaged (Ace, BMI)—Ace 538—Smith scored heavily with "Rockin' Pneumonia" and this could be a successful repeat. Earthy vocal with a low-down backing and a chick making occasional comments in the background appears a strong contender. Flip, "Free," is a calypso-blues that is also a hot bid.

DJ PROGRAMMING

REBECCA WILLIAMS

Please Give Me a Match (Aladdin, BMI) Take Care of My Heart (Aladdin, BMI)—Lamp 2011—Listeners should get a bang out of these great performances. Top side tells the saga of a chick who has sunk to picking up butts, but resolves to go back to the farm. Interesting, off-beat blues is brassily chanted. "Heart" is a ballad that is wailed convincingly by the thrush. Both should find favor.

J. B. LENOIR

5 Years... 74 CHECKER 874—Another punching blues opus. Simple message is belted across with rocking boogie backing. Southern possibility. (Arc, BMI) What About Your Daughter?... 72 Lenoir, high-voiced chanter, really rocks, with this slim blues material. Words don't come across clearly, but Southern buyers may get the message. (Arc, BMI)

RAY AGEE AND ELLY JOHNSON

My Silent Prayer... 73 EBB 111—Well-produced side, with a melody that sticks. Treatment gives the song a sacred quality. The duet's harmony is good. Merits strong exposure. (Ebb, BMI) True Lips... 71 A rock and roller, with plenty of life and beat. Insistent piano figure and guitar work are effective. (Ebb, BMI)

GEORGE YOUNG

Wow! Wow! Wow!... 73 CHORD 1301—Rhythm side with a novelty-lyric chanted by group. Some action possible. (Cherlo, BMI) You Know I Wanna Love You... 69 Blues chanted by vocal group. Lead singer gets a good sound, and instrumentation provides a chaotic effect which may mean something. (Cherlo, BMI)

CRESTS

My Juanita... 72 JOYCE 103—Group packs plenty of feeling and emotional impact into moving ballad with a solid beat. Spinable wax. (Thornett, BMI) Sweetest One... 71 Mournful chanting by group on a moody, deliberately paced ballad. Should grab off some play. (Thornett, BMI)

(Continued on page 69)

Cobra 5019 "MY LIFE DEPENDS ON YOU" b/w "MY LOVE" Betty Everett Cobra 5020 "WHERE CAN MY LOVED ONE BE" b/w "SHAKE IT" Duke Jenkins Cobra Record Corp. 3346 W. Roosevelt Road, Chicago, Illinois All Phones NEVada 8-2325

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Review Spotlight on . . . PRISCILLA BOWMAN Yes, I'm Glad (Tollie, BMI)—Falcon 1004—Thrush created a stir last year with Vee-Jay waxing of "Hands Off," and this platter could have an even greater impact on the market. Gal exudes sock showmanship on a bluesy item with a gospel flavor. Flip is "A Spare Man" (Tollie, BMI). VEE JAY RECORDS 2129 SOUTH MICHIGAN AVENUE CHICAGO 16, ILL. All Phones: CAlumet 5-6141

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JUST RELEASED! THAT'S YOU, THAT'S ME Simply Crack-Up When I'm Falling Eddie "Prince" Petty and Band Guest #1003 No One But Some One to Think of HEART-BREAK AVENUE Marie Young Guest #1005 GUEST RECORD CO. P. O. Box 75, West Farms Station New York 60, N. Y. WYandotta 1-2646

Cash Box Award of the Week The Rob-Roys "TELL ME WHY" #501 BACK BEAT RECORDS 2809 Erastus St., Houston 26, Texas

COMING UP STRONG! IT'S TOO LATE NOW CUFF LINKS #422 DOOTO RECORDS 9512 So. Central Ave., L. A., Calif.

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING SEPTEMBER 28

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Diana, Paul Anka, ABC-Para.
2. Honeycomb, Jimmie Rodgers, Rit.
3. Mr. Lee, Bobbettes, Atl.
4. Happy, Happy Birthday, Baby
Tune Weavers, Che.
5. Farther Up the Road
Bobby (Blue) Bland, Duke
6. Honest I Do, Jimmy Reed, VJ
7. You Send Me, Sam Cooke, Keen
8. Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

Charlotte

1. Diana, Paul Anka, ABC-Para.
2. That'll Be the Day, Crickets, Brk.
3. Mr. Lee, Bobbettes, Atl.
4. Honeycomb, Jimmie Rodgers, Rit.
5. Rainbow, Russ Hamilton, Kapp
6. Lotta Lovin', Gene Vincent, Cap.
7. Rockin' Pneumonia and the Boogie
Woogie Flu, Huey Smith, Ace

Chicago

1. Honeycomb, Jimmie Rodgers, Rit.
2. Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
3. That'll Be the Day, Crickets, Brk.
4. Diana, Paul Anka, ABC-Para.
5. Wake Up Little Susie
Everly Brothers, Cdc.
6. Jailhouse Rock, Elvis Presley, Vic.
7. Happy, Happy Birthday, Baby
Tune Weavers, Che.
8. Mr. Lee, Bobbettes, Atl.
9. Farther Up the Road
Bobby (Blue) Bland, Duke

Cincinnati

1. Honeycomb, Jimmie Rodgers, Rit.
2. Peanuts
Little Joe and the Thrillers, Okeh
3. That'll Be the Day, Crickets, Brk.
4. Stardust, Billy Ward, Lbt.
5. Think, Five Royals, King
6. Happy, Happy Birthday, Baby
Tune Weavers, Che.
7. Diana, Paul Anka, ABC-Para.

Detroit

1. Happy, Happy Birthday, Baby
Tune Weavers, Che.
2. Think, Five Royals, King
3. Lotta Lovin', Gene Vincent, Cap.
4. Mr. Lee, Bobbettes, Atl.
5. Honeycomb, Jimmie Rodgers, Rit.
6. Farther Up the Road
Bobby (Blue) Bland, Duke
7. Jailhouse Rock, Elvis Presley, Vic.
8. Wake Up Little Susie
Everly Brothers, Cdc.
9. Honest I Do, Jimmy Reed, VJ
10. Diana, Paul Anka, ABC-Para.

Los Angeles

1. Diana, Paul Anka, ABC-Para.
2. Honeycomb, Jimmie Rodgers, Rit.
3. Farther Up the Road
Bobby (Blue) Bland, Duke

Reviews of New C&W Records

Continued from page 67

BOBBY DENTON
You'll Be the Last to Know... 69
TUNE 203—Rhythm side, belted out by Denton to a lively backing. Performance has an infectious quality and deserves some exposure. (Tune, BMI)

Lover's Paradise... 63
Adequate performance of a ballad; backing includes chorus voicing. (Tune, BMI)

DALLAS WILSON
Hi-Steppin' Daddy... 69
RODEO 127—Routine rhythmic, old-timey stomp-chant based on blues pattern. Okay for the juke around home base. (Flex & Pac. Int'l, BMI)

1. Won't Cry... 68
Pleasant Western ballad with good, steady beat. Wilson sings it well if with no unusual characteristics. Some territorial sales possible. (Flex, BMI)

JIM WHITLOCK
If You'll Be Thinking of... 67
LAS VEGAS 1308—Listenable delivery of a medium-beat weeper-ballad with country string backing. (Wakely, BMI)

Reviews of New R&B Records

Continued from page 68

MAI PAGE
Thunder Bird... 72
J & S 1601—A lively rhythm side, with pounding instrumentation and a scat session between two vocalists. Side picks up steam as it goes along. (Zell's, BMI)

Sugar-Babe... 71
Page shouts a blues. Seems he's gonna send his chick back to Georgia. Side has a good legit blues feeling, with honking tenor livening the session midway. (Zell's, BMI)

TED TAYLOR
Everywhere I Go... 72
EBB 113—Exciting beat and an intense vocal quality marks this side. Vocal is backed by a solid and persuasive rhythm figure; tenor interlude is also strong. (Ebb, BMI)

Trusting Fool... 66
Country ballad is pleasantly styled. Side may create territorial interest. (Wakely, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

- BOB & BUTCH: Leanin' My Lovin'/Crazy Nights—Bakersfield 122
- SHERRY DAVIS: Broken Promises/Humble Heart—Big D 1001
- NANCY DAWN: Glee Me Back, Jack/Long Road—Salem 1013
- JERRY & HIS JAYS: I Can't Make Up My Mind/Honey, If You'll Kiss Me—Terp 757
- DEAN KELLEY: Hey Baby/Parking Lot—Fashion 1002
- GENE MARTIN: Crying on the Inside/I Wouldn't Give a Nickel—Bakersfield 126
- RAY & LINDY: Misery/Oh, Let Me Love You—Rocket 1957
- EARL STUART: Actions Speak Louder Than Words/Ladder of Dreams—Blue Hen 216

Days are Dark... 68
This side is a blues, slower in tempo than the flip. Vocal again is solid. (Ebb, BMI)

CHUCK EDWARDS
Morning Train... 70
DUKE 174—A train-type blues wailed in good Deep South style by Edwards. Interesting double-time rhythm backing also features Edwards' guitar. Territorial chances here. (Lion, BMI)

Warm My Heart... 65
A group of chicks weave the backing all around Edwards' passionate vocal plea on this slow r.&b. ballad. Flip has more distinction. (Lion, BMI)

THE GLAD RAGS
My China Doll... 68
EXCELLO 2121—Offbeat subject

FOLK TALENT AND TUNES

Continued from page 66

ber 5, when Webb Pierce, Bob Shelton, Harmie Smith and Otis (Pop) Echols appeared as special guests, along with the "Hayride" regulars comprising Werly Fairburn, Jimmy and Johnny, James O'Gwynn, Johnny Mathis, Carl Belew, Martha Lynn, Jack Ford, Hoot and Curley, Linda Brannon and Gary Bryant. . . . Georgie Riddle, who recently finished the season with a "Grand Ole Opry" unit at G Bar B Ranch, Collamer, Ind., is now spinning country wax five hours daily over WARU, Peru, Ind., and says he'd appreciate receiving deejay samples. Riddle, who also works the Indiana territory with his Lucky Stars combo, appeared on Ernest Tubb's "Midnight Jamboree," from Nashville Saturday night, September 28.

The Lake of the Ozarks Tadpoles, juve square dancers, returned to "Country Music Jubilee" and the ABC-TV cameras October 5. . . . Stuttering comic Shug Fisher, of the Sons of the Pioneers, does a guest spot on "Country Music Jubilee" October 12. . . . Dick Curless, under the personal management of Jim Small, of Hudson, N. Y., has a new release on the Event label titled "China Nights," which he penned while serving in Korea. Flip side is "Blues in My Mind." On Monday night, September 23, Curless appeared on the Arthur Godfrey "Talent Show" from New York. Slim Coxx and His Cowboy Caravan, also handled by Small, have a new Event release in "Oh, Golly, Gosh, Oh Gee" b.w. "Sittin' Here All Alone," both penned by Jimmy Stephen, the band's vocalist.

Happy Harold Hartz has joined Station KLAJ in suburban Denver to handle a nightly shift at the c.&w. turntables and to emcee the "Jefferson County Jamboree" record show heard each Saturday, 7 p.m. to midnight. . . . Ronnie Brooks and the Sons of the West, after an eight-week tour of Missouri presenting four shows weekly, have embarked on a four-week trek thru Southern California and Arizona. On Sunday (29), they concluded a four-day stand at the Fiesta De La Luna in Chula Vista, Calif. While on the Missouri tour, Ronnie and his lads played weekend fair dates for the WLS Artists Bureau, Chicago. In the combo heard on Tex Records are Ronnie Brooks Sr., rhythm guitar, bass, banjo, mandolin and drums; Ronnie Brooks Jr., steel and lead guitar; Donnie Brooks, accordion, banjo, bass and rhythm and lead guitar, and Bill Thorton, fiddle. Ronnie and Donnie, 17-year-old twins, handle the vocals.

Homer and Jethro play it straight on their latest RCA-Victor release,

matter for the r.&b. field brings Chinese theme matter and backing sound into the idiom. A rhythm side with a possible appeal for the far outers. (Excellorc, BMI)

Just One Love... 60
A dull, monotonous tune, which gets no help from off key wailing of lead singer. Sounds like over-arranged material handled by rank amateurs. (Excellorc, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

- JIMMY JONES: Heaven in Your Eyes/The Whistlin' Man—Arrow 717
- PAUL PERRYMAN: Nobody Loves Me/Long Enough—Duke 169
- THE SATELLITES: One More Time/Red and Yellow Polka Dots—Arcade 149

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

Rock and roll and closely related matter is dominating the best selling pop charts after a period of considerable sweet ballad activity. This week, for instance, seven out of the first nine records are of the rock and roll, rockabilly or rhythm and blues family. Jimmy Rodgers remains in the top slot with "Honeycomb," while the Everly Brothers show a tremendous "repeat" power by jumping from 25th position to second place this week with "Wake Up Little Susie." Other beat items in the big money include Paul Anka's "Diana," Jerry Lee Lewis' "Whole Lotta Shakin' Goin' On," the Crickets with "That'll Be the Day," the Tune Weavers' "Happy, Happy Birthday, Baby," and "Mr. Lee" by the Bobbettes. Little Richard's "Keep A' Knockin'," meanwhile, jumped from nowhere to the 16th slot on the charts.

All of which points up the continuing power of the personal appearance. Practically all the artists mentioned have been extremely busy making appearances, not only on TV and with the jockeys the big package shows as well. The bookers, in a word, are having a heyday. "We've absolutely never had it so good," was the report of one leading agent this week. And reports the same week, indicate a sustained bubbling of activity in the booking of artist appearances.

Dick Boone of Shaw Artists has set 30 consecutive one-nighters for Eli Weinberg's "Fall Edition of the Fantabulous Rock 'n' Roll Show of 1957," when kicked off Friday (4) in Fayetteville, N. C. The show will play in 12 different South and Southwest States and the roster includes Mickey and

"Kentucky," written by Karl Davis, formerly of the WLS act, Karl and Harty. . . . Jack Patton has wound up the season at his Sunset Ranch, Broadalbin, N. Y., and has gone to California to work TV for the fall and winter. He reports a good season for his country music park, with Marvin Rainwater and Kenny Roberts chalking the biggest returns on the season. . . . Hank Thompson and His Brazos Valley Boys, booked for another return for Falstaff Beer at the Texas State Fair, Dallas, October 5-20, follow with the Firemen's Ball, Beaumont, Tex., October 21; Rob's Place, Robstown, Tex., 23; Skyline Club, Austin, Tex., 24; Watonga, Okla., 25; Town Arena, Newburg, N. Y., November 9; Terrace Club, Newark, N. J., 10; Danceland Ballroom, Cedar Rapids, Ia., 15; KRNT Theater, Cedar Rapids, Ia., 17, and Air Force Base, Colorado Springs, Colo., December 6.

Leon McAuliffe appeared as guest soloist on the Lawrence Welk show, "Top Tunes and New Talent," broadcast from Hollywood over the full ABC-TV network Monday night, September 23. He did two of his own compositions, "Panhandle Rag" and "Steel Guitar Rag." . . . Carl Stuart, now in his second year at WAMO, Pittsburgh, where he presents his "Hometown Jamboree" twice daily, 11-11:45 a.m. and 1-6 p.m., has just taken over the duties as the station's program director. On September 20, WAMO began a weekly country music promotion at Bert Glenn Ballroom, Pittsburgh.

Sylvia, Larry Williams and his band, Ray Charles, Joe Turner, Bo Diddley, the Moonglows, Roy Brown, Annie Laurie, the Velours, Nappy Brown, Vikki Nelson, Tiny Topsy, Mary Ann Fisher and Kripp Johnson's Del Vikings. The announcement stressed that this is the "original" Vikings group, now on the Dot label, whereas the other group is on Mercury. Two weeks of options on services of all acts may be picked up for additional bookings following the currently scheduled wind-up in Tulsa.

Speaking of personals. Fats Domino will receive \$25,000 for his services for about 10 days on the Alan Freed gigantic New York Paramount Theater Christmas show, now taking shape. Little Richard is also believed to be part of the package for about \$15,000 and the Everly Brothers, Paul Anka and the Shepherd Sisters are also rumored to be in on the big act. If all this materializes, the talent nut, speaking conservatively, could reach \$65,000, one of the highest on record for a rock and roll theater offering. One source, close to the scene, visibly shuddered as he suggested: "What if it snows, you know man, like real bad?"

Archer Associates have signed four important chunks of talent to their growing roster. New acts include Big Maybelle, the Drifters, Chris Kenney and Tony Harris. Maybelle is now on tour with Harri sand soon she will pick up on a series of one-nighters with the Jimmy Beasley West Coast band. The chantress has also been booked for Chicago deejay Al Benson's rock and roll show at the Regal Theater, Chicago, November 8, along with other Archer acts, including the Dells, the Mellow Kings, Titus Turner, Frankie Lee Simms and Mercy Baby. Archer has set dates for the Coasters and the Ernie Freeman band for dates in the Midwest and Texas. The latter two are both properties of the Milt Deutsch West Coast agency. Etta James, also under contract to Archer, will play the Five-Four Ballroom, Los Angeles, along with the Dells and Clifton Chenier.

Little Richard is now in Australia for a series of bookings. He returns to the U. S. on October 18. . . . The Gale Agency has opened its new West Coast offices on North Canon Drive, Hollywood. . . . Roulette's Lt. Buddy ("Hula Love") Knox receives his honorable discharge from the Army on October 6. He has completed six months of active duty as a reservist. Upon donning civvies, Knox will plunge into waxing dates for both singles and an album, and later he will pick up the "Biggest Show of Stars for '57." . . . Big Jay McNeely leaves for a three-week tour of California on November 8, via Shaw Artists' West Coast office.

It's being said that Fats Domino's disk sales for '57 already top three and a half million dollars' worth and that in the past two years he has sold over 25 million platters. . . . Sammy Davis Jr. is believed to be seeking Sally Blair as his fem lead in the pic "Jazz Train," to be produced by Frank Sinatra. . . . Russ Hamilton, British pop sensation, makes his State-side debut Wednesday (9) on Patti Page's Big Record show on CBS-TV. . . . Bing Crosby and Louis Armstrong team up again on the October 13 CBS-TV Edsel Show.

165G Gross Looms for Rogers At New Mexico State Fair

ALBUQUERQUE, N. M.—Roy Rogers and the new 12,000-capacity Coliseum at the New Mexico State Fair were smash successes.

Rogers, in fact, was the biggest attraction ever to hit this State.

He, his troupe and a rodeo packed and jammed 'em in nightly, and as the nine-day fair Friday (4) entered its big three-day wind-up a nine-performance gross of between \$165,000 and \$175,000 appeared virtually certain.

On that basis, Rogers will receive about \$100,000. He was in on a guarantee, plus 75 per cent of all receipts in excess of his guarantee and of the rodeo expenses, estimated at from \$40,000 to \$45,000.

The 12,000-capacity building was a sell-out four of its first five nights. Additionally, there were 1,400 standees on opening night and only a few unreserved seats were not filled on the one night of the first five nights that the building was not a sell-out.

Moreover, all reserved seats and box seats, totalling 3,500 a performance, were sold out for the remaining four nights. And, indications that the unreserved seats, priced at \$2 for adults and \$1 for kids, would sell out each day after being placed on sale at 5 p.m.

Work Set for Greensboro Fair Coliseum

Demolition of Old Structures Follows Annual

GREENSBORO, N. C.—Work on the long-awaited War Memorial Auditorium, a project which will provide a separate coliseum and auditorium on the fairgrounds here, was to be started at the close of the Greensboro Agricultural Fair. The five-day event runs Tuesday thru Saturday (1-5), having rough going after rainfall disrupted the early part of the run.

There will be virtually a new fairgrounds in 1958, with the War Memorial Auditorium as the center of a project to include resurfaced parking areas, modern lighting and other aspects which will enhance the main building. Plans proceeded rapidly once George Hamid Sr., fairgrounds operator, attracted municipal participation.

Workers are scheduled to start dismantling the old bar-like structures next week, prior to grading and excavation for the project, manager Clyde Kendall said.

Premiums Upped

This year's fair had the "Stairway to the Stars" revue, featuring George Hamilton on Wednesday and Thursday, Julius La Rosa on Friday and Saturday, and the Jack Kochman Hell Drivers on Tuesday. An increase in prizes brought the premium total to \$10,000 this year. Midway was provided by the World of Mirth Shows, which played the Hamid-operated New Jersey State Fair in Trenton the previous week.

The coliseum-auditorium development will contain considerable exhibit space for fair week, and will also serve as a home for touring attractions, trade shows, conventions and other indoor events thruout the year.

Box seats were priced at \$3, reserved seats at \$2.

Gets 120G in 5 Days

At the end of the first five days, \$120,421 already was in the till. This included the first five performances and sale of advanced seats for the remaining four shows.

Rogers' potent appeal amazed fair officials and the Western star took the town by storm. His appearance in the downtown rodeo parade Saturday (28), opening day, brought out the biggest crowd in the history of the city. The turnout for tickets for the opening night's performance was so great that police were called four hours ahead of show time to control the lines of ticket buyers.

The new Coliseum also came in for praise. Showmen were particularly impressed by its excellent acoustics and its superb sound system.

The combination of Rogers and the new Coliseum sent the fair's attendance up sharply. At the end of the first four days, the gate

count was 247,000, contrasting with 216,000 at the corresponding point last year.

Midway business for Seibrand Shows was up, in line with the higher gate attendance.

Pari-mutuel betting for the afternoon horse races also showed gains.

Night Show Off

Only the night grandstand, faced with the tough opposition from the Coliseum, was down sharply. The fair presented a circus type program consisting of 13 circus and vaudeville acts, plus fireworks, as its night-time offering. Fireworks were by Art Briesse of Thearle-Duffield, Inc., Chicago.

"We fully expected the night grandstand business to be off greatly," Leon Harms, fair manager, said, "but we programmed the circus bill rather than darken the grandstand."

Dale Evans and the Sons of the Pioneers appeared with Rogers. The rodeo was produced by Lynn Beutler.

Tulsa Gate, Icer Run Well Ahead; Grandstand Dips

Pulls 383,756 in First Five Days; 'Holiday on Ice' Jumps 25 Per Cent

TULSA—The Tulsa State Fair thru Wednesday (2), fifth day of its seven-day run, was running ahead of its strong '56 business in all departments, except the grandstand.

"Holiday on Ice," which opened with a 30 per cent higher advance sale than last year, turned in receipts 25 per cent greater in the first five days than in the corresponding period last year.

Clarence Lester, fair manager, figured that the icer, in the coliseum, would at least hold to that increase thru the closing days and possibly up its increase to 30 per cent.

Slight increases were reported on rides and shows on the midway by the William T. Collins Shows. A further increase was expected for the Collins aggregation in the

two wind-up days, normally big ones for the carnival.

Gate attendance thru the first five days totalled 383,756, a gain over last year, when the fair finished with a total gate count of 547,000.

Weather thru the first five days was near perfect and more of the same was forecast for the closing two days.

Grandstand Sags

A bill headed by Sonny James was in for a matinee and night grandstand shows Saturday (28). Preston Foster topped the grandstand program, also for two shows, on Sunday (29). Aut Swenson's Thrillcade moved in Monday night (30) and repeated Tuesday and Wednesday (1-2). Of the grandstand attractions, Swenson's aggregation

(Continued on page 76)

TURBULENT RUN

Little Rock Tensions Clobber Six-Day Arkansas Livestock Show

LITTLE ROCK, Ark.—In the jargon of outdoor show business, tensions in this strife-ridden city "small-poxed" the Arkansas Livestock Show.

Clyde (Senator) Byrd, manager of the show, searched Friday (4), fifth day of the annual six-day show, for the proper way to describe the effect of the city's turmoil upon the fair, concluded as much.

The gate to that point was running some 20 per cent behind last year and even more than that under the expectations, for it opened with the area enjoying the best economic conditions of any recent year.

Weather, moreover, was good—also a contrast with past years.

But, general uneasiness caused many who would have attended to stay at home.

Both white and Negro attendance were down.

Normally, the fair pulls somewhere between 30,000 and 35,000 Negroes. But, daily turnouts thru the first five days was less than 100 a day.

White residents stayed away in droves on opening day, unsure that the fairgrounds might not become the scene of some racial outbreak arising out of the school situation here.

On the following day, there

DRAWS 12,000

Elvis Adds \$22,800 To Tupelo Fund

TUPELO, Miss.—The fund to build a youth center in East Tupelo, birthplace of Elvis Presley, is about \$22,800 fatter as a result of a one-night grandstand appearance of the rock 'n' roller at the Mississippi-Alabama Fair, which Saturday (8) closed its five-day run.

Elvis, in Friday night (27), played to a crowd of about 12,000, each of whom paid \$2 for a gross of roughly \$24,000. East Tupelo's native son turned all of the proceeds, minus about \$1,200 in unavoidable expenses, over to the Youth Center Fund.

The expense deductions were for such performers in the Presley troupe who had to be paid to conform to union regulations, it was pointed out.

Besides performing for free, Presley and his business manager, Col. Tom Parker, threw the full force of the Presley exploitation staff into the date.

Parker, moreover, bid in a TV set at \$395 in an auction held in conjunction with the Presley performance, and this money also went into the youth center fund. The TV set, a contribution of RCA, had been flown in from New York.

Presley's appearance gave the fair a whopping day, but the fair caught an all-day rain on closing day, usually a big one, and finished with a paid gate considerably under the record attendance of last year.

J. M. Savery, fair manager, said attendance for the full run was about 140,000. Last year, he pointed out, paid attendance was 168,000.

The closing day's rain cut deeply into the crowd for Eddie Arnold, who was in with his TV show cast. Arnold and his company worked under a canvas-covered stage.

Other one-night grandstand attractions at the fair were "Grand Ole Opry," a rock 'n' roll program, offering, among others, Carl Perkins, Johnny Cash and Jerry Lee Lewis; and vocal quartets, the Blackwood Brothers, Statesmen, Sportsmen, and Chuck Wagon.

The Olson Shows on the midway enjoyed ride and show business on a par with last year during the first four days, but were clobbered by rain closing day.

Dotten, Kendall Named To New Billboard Posts

CHICAGO—Herb Dotten, outdoor editor of The Billboard for the past eight years, adds the responsibilities of general manager of the outdoor-merchandise division to those of editor beginning this week. At the same time Robert Kendall becomes advertising manager of the division. Both men will headquarter in the Chicago office.

The promotions were announced here this week by Maynard L. Reuter, vice-president, and are effective immediately. Dotten now takes over the responsibilities of directing the editorial, advertising and circulation policies of the division previously administered by Reuter.

In announcing the moves, Reuter pointed out that they were being made in line with the firm's policy of moving men into responsible

positions who are closely identified with the fields in which they will function.

"As a reporter and editor, Dotten has lived all facets of the outdoor amusement business," Reuter stated. "He knows intimately the problems of the fair secretary, carnival owner, the concessionaire, the performer, the park and circus owner, the ride operator and all other groups that make up the framework of outdoor show business. Thus he is best qualified to head the division of The Billboard devoted to these fields."

"Kendall has been grounded in all phases of advertising and the outdoor-merchandise business by C. J. Latscha, advertising director," Reuter continued. "He is now moving to Chicago so that he and Dotten can work closely together"

(Continued on page 76)

PNE Fun Zone Gets Final OK

VANCOUVER, B. C.—The city council last week gave the Pacific National Exhibition the green light on its plans to build a permanent amusement area on its fairgrounds here.

In the face of opposition from residents, the aldermen unanimously declared that they were satisfied that the new gayway—to be operated from May to Labor Day—will not be detrimental to the surrounding residential area.

City Planning Director Gerald S. Brown said the amusement zone will cover nine acres on the west side of Empire Stadium. A two-acre picnic grounds also will be provided, and during the exhibition will be turned into a Kiddieland.

(Continued on page 76)

Experienced BIG ELI WHEEL
 Owners say:
 "We are very proud of our Wheels (1951 and 1957 Models) topping all rides since using both Wheels." Del J. Rohr, Rohr's Modern Midway.
 "Our new Wheel is working fine." Irvin Deggeler, Deggeler Amusement Co. "The new Wheel was set up yesterday (July 22). It was a beautiful thing to see." Ross Manning.
 Hundreds of satisfied owners are our best advertisement. Join the family of BIG ELI WHEEL Owners for 1958. Information is FREE. Ask for it today.
ELI BRIDGE COMPANY
 800-820 Case Avenue, Jacksonville, Ill.

Yakima Income Up Despite Gate Decrease

YAKIMA, Wash.— Grandstand seat sales and carnival revenue were up despite a 7 per cent decrease in attendance caused by rain at the Central Washington Fair which closed a five-day run here Sunday (29).

J. Hugh King, manager, said that the total attendance was approximately 122,000.

The fair opened Wednesday (25) with an increase over the opening day a year ago. Rain that started early in the afternoon of the following day cut crowds and forced the cancellation of the stagemat co-starring Bob Crosby and his Bobcats and Eddie Peabody. Threatening clouds on Friday cut down the attendance that day.

The GAC-Hamid-booked show, making this the second consecutive year for George Burke to have this contract, drew top crowds with turnaways the first night. The second night had nearly 2,000 in the grandstand when the show was canceled after attempts to cover the stage with canvas failed. The Saturday night grandstand show was a turnaway. An extra show was given Sunday afternoon at 5 with the regular 8 o'clock performance following. Both times the stand was filled.

The afternoon horse show for the five days also pulled well, King added. The Saturday presentation was delayed until a helicopter could fan the area dry enough for the riders to perform.

Meeker's Circus and Carnival played the midway for the 12th consecutive year and for the first year on a new five-year contract. Along with the Meeker equipment were rides booked by Robt Bolinger, Portland park operator.

ALA. STATE FAIR TAKES BIG LEAD

'West-O-Rama' Jumps Ahead of '56; Olson Midway Gets Strong Patronage

BIRMINGHAM— Given better weather than in '56 and supported by unusually strong promotion, the '57 Alabama State Fair at the midpoint in its six-day run showed gains in all money-earning segments over last year.

The event did catch rain Monday (30), its opening day and there was slight rain and threatening skies the following day, but Wednesday (2) weather was good and the fair drew the biggest single day's gate since 1950.

Last year, all of the fair's first three days were marred by rains. Unusually strong promotion, as well as improved weather sent the gate totals soaring over '56. Most of the promotion was centered on "West-O-Rama," the night grandstand presentation, and the spec turned in substantially higher grosses than a revue last year.

More people attended the night show, which was presented at a higher admission price than last year, \$1.50 as against \$1. The show, moreover, showed every indication of catching on and fair officials looked for it to finish extremely strong, probably with the highest receipts of any night grandstand offering here in any recent year.

The bumper turnout Wednesday (2), kids' day, was sparked in part by the offering of the first kiddie grandstand matinee in many years here. The special show, which offered some of the talent from "West-O-Rama" and other acts of strong kid appeal, played to a crowd of 4,000. A special price of 50 cents for both adults and kids was used for this performance.

On the midway, the Olson Shows at the end of the first three days reported their ride and show receipts up 25 per cent over last year.

Grape Fete Pulls Record 45,789 Gate

LODI, Calif. — A record of 45,789 attended the Lodi Grape Festival and National Wine show during the three-day run which ended September 15, Don Berry, president, said. No individual-day records were established but the steady increases beat the 40,958 last year.

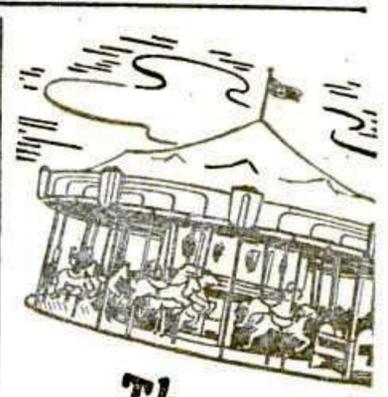
Sunday's mark of 18,741 put the celebration over the top, tho the third-day mark of 19,205, set in 1955, was not equaled.

An estimated 90,000 persons watched the closing day street parade, including some 12,000 in the Lodi Grape Bowl. Those who witnessed the line of march in the stadium were not counted in attendance records, inasmuch as no admission for the seats was charged.

The stage show on Saturday night featured Gogi Grant, Harry Babbitt, and Alvino Rey and his orchestra.

Crafts Shows played the midway.

Jack and Beth Arnett, working on advertising, promotion and publicity ahead of the Clyde Beatty Circus, completed their duties in the Texas territory last week and headed eastward toward Macon, Ga.



The biggest profits come from the best rides



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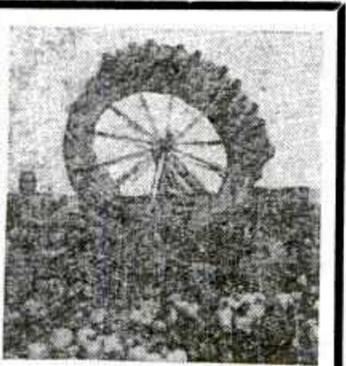
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Kenedy, Tex., Maps 100G Fairgrounds

KENEDY, Tex. — The Karnes County Youth Livestock Show committee is proposing the purchase of the site and the construction of show buildings, all to total \$100,000, for the Karnes County Fairgrounds.

Petitions are being circulated to secure 1,500 names of property owners who are qualified voters petitioning the county commissioners court for approval to hold an election on the proposed project.

The project, as planned, will consist of three steel constructed buildings: 70 by 120 feet with the center front building to be known as "County Center" which will have an arena and a seating capacity of 1,200 people, a lunch room, office and rest rooms.

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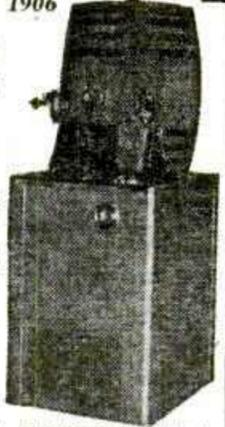
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Int. Revenue Clarifies 90-Cent Tax

WASHINGTON — Internal Revenue Service ruled last week that the tax on admissions does not apply where a recreation park proprietor collects 90 cents admission, 4 cents State and county tax, and gives the 6 cents change from a dollar in ticket form, redeemable in cash inside the park.

In answer to a request for advice from industry, IRS pointed out that while the Internal Revenue Code imposes a tax on admissions in excess of 90 cents, State and local taxes are not included, provided they are shown as such.

The Service held, therefore, that no liability for the admissions tax is incurred where redeemable change tickets are issued in lieu of change, when the admission is 90 cents or less.

Escanaba, Mich., Contacts Wade

ESCANABA, Mich. — The Upper Peninsula State Fair pretty well completed its plans for 1958 at a Saturday (28) meeting of the board of managers, Ray La Porte, secretary-manager, disclosed.

The '58 dates are August 19-24 and the budget for the year will be \$131,509. Attraction-wise, the W. G. Wade Shows will return to the midway while grandstand attractions will again be booked thru the Val Campbell Agency of Detroit.

The board also voted to retain the parking concession which has been handled by the Chippewa 4-H Council in the past and will boost the parking charge from 25 cents to 50 cents. An additional \$6,000 in revenue is expected to result from this action.

The board discussed the possibility of pari-mutuel harness racing to the program but no definite action was taken.

Herb Dotten Coliseums Vs. Grandstands

TORN BETWEEN a decision as to whether to build a grandstand or a coliseum, most fairs in the future probably will decide in favor of coliseums.

Rightly, too, judging by the trends as pointed up this season. There will, of course, always be a need for a grandstand (and race track) where interest in auto racing or horse racing or both run high.

But where such interest is either light or nil, all of the arguments weigh heavily for coliseums.

Unfortunately, lack of sufficient money sometimes forces fairs to build a grandstand when they would otherwise build a more costly coliseum.

In some instances, however, there is sufficient money—or the likelihood of enough money—to build both a grandstand and coliseum which again, in some instances, can be sustained.

Those fairs which have a choice between a coliseum and a grandstand will decide upon a coliseum if they follow what the trends point up.

Actually, of course, the traditional grandstand is a carryover from the early days of fairs in this country when harness horse racing was big.

Harness horse racing, except in some relatively few instances, no longer is big at fairs. To be sure, running horse races, with pari-mutuels, are a powerful draw and extremely lucrative at some, but these fairs are few in number, and there are a few fairs which have need for a track for such events as chuck wagon races.

The abandonment of harness races at many fairs was accompanied by the rise in interest in auto racing and in thrill shows. Auto racing forced changes in the track-banking, hard-surfacing in some instances, safety fences, retaining walls and the like.

Many race tracks once used for horse racing exclusively thus are turned into superb auto racing plants. The Wisconsin State Fair, Milwaukee, and the New Jersey State Fair, Trenton, are among these. Auto racing has done well at those fairs.

Grandstands, however, never were designed for night shows, but for track events, and they do not provide the intimacy for stagelike shows made necessary by the advent of TV, which exposed the public to so much of what previously had been fair entertainment.

Movable Stages Serve as Remedy

Efforts to give grandstand shows a feeling of intimacy have been made. Movable stages have been constructed, enabling a stage to be moved closer to the patrons. But this has been only a very small remedy, when one considers the size of some grandstands.

Grandstand shows in many cases suffer from bad sound, it being extremely difficult to control amplification or sound adequately at some fairs because of the design of the structure, the location of the stage, and the size of the stand itself.

Most important of all considerations is that coliseums are insurance against bad weather. Some fairs, of course, have roofed their grandstand stages. And some grandstands are sufficiently roofed to give their patrons protection against the elements. At best, these minimize but do not stop losses due to bad weather.

A fairgrounds offers an ideal site for a coliseum. Usually it provides ample parking facilities and has easy access, and in cities faced with the chance of building an arena-auditorium the fairgrounds should well be considered as the location.

For a fair, a coliseum lends itself to a variety of uses, not only during the fair's run but thruout the year. Besides traditional attractions and sport events, the buildings can be used for trade shows and conventions, both of which have vital significance to a fair's area.

Moreover, a fair with a coliseum can beef up its staff. It can sustain key staffers knowledgeable in various fields who not only can work on the coliseum events, but on the fair to the advantage of all.

Bakersfield, Calif., Sets 177,314 Fair Mark

BAKERSFIELD, Calif. — The Kern County Fair set a new attendance record of 177,314, which was approximately 2,000 more than a year ago, during the seven-day run which closed here Sunday (29), Edward Clendennen, secretary-manager, announced.

The fair opened strong and on Monday evening (23) with Governor Goodwin Knight attending and with John Bromfield, TV's Sheriff of Cochise, the feature for the evening and the following day. Tab Hunter, film and record star, also appeared but unofficially to enter his jumper, Indian Trader, in the horse show.

During the seven days, attendance ran ahead of last year except on two days—Tuesday when it was only three below the same day a year ago—and Saturday due to winds. Friday was a record day with 46,789, besting last year's 42,757.

Bert Bates again handled publicity for the event which included the pre-fair booking of the Frank Wheeler Marimba Trio, which appeared before service clubs in the area, on television, and at school assemblies. During the fair Larry (Bozo the Clown) Valli worked the independent midway and also

made school and video appearances.

Opening night a circus-type show was presented free in front of the grandstand, used the remaining evenings for an admission horse show. Booked by George Hunt Associates of Hollywood, the lineup included Bimbo, the "Circus Boy" elephant; Barbara Morris, seals; Four Nimbleaires; Carl and Joyce Lunares, wire; Dwight Moore's Mongrel Revue, and Ted DeWayne's Troupe.

Starting Tuesday for three evenings was a vaude show with Tony LaRue, musical act; Boxley and Marie, illusions; George West, emcee, and with West and Maza, comedy turn. The show from Friday thru closing featured Lewis and Lunard, comedy dance; Darlene and Dolores, trampoline; Arlene Wells, vocalist, and May and Hennessey, comedy. Ed Hennessey emceed the second portion of the show. The Marion Rankin Dancers (6) and Larry Foster and his orchestra played the full six days.

"Dancing Waters" appeared for the first time and turned in good business. Grosses built as the run went along.

Concessionaires on the independent (Continued on page 76)

Western Fairs Assn. Meets November 20

SACRAMENTO, Calif. — Western Fairs Association will hold its 35th annual meeting at the Hacienda in Fresno, Calif., for three days starting November 20, Louis S. Merrill, WFA general manager, said here.

Reservations for rooms at the Hacienda are being handled by WFA with a deadline of November 8 set for applications.

The tentative program calls for registration from 4 to 6 p.m. on Wednesday, November 20. Thursday's program will start at 8 a.m. with a breakfast meeting of the WFA directors and their wives. Panel meetings will discuss county fair, district fair and horse show problems in the forenoon session.

Fairground maintenance, exhibits-concessions, exhibit design, and increased gate admission charges will highlight the Thursday afternoon session. That night service members, comprising carnival owners, suppliers and concessionaires, will hold open house.

Opening Friday's session will be a meeting of the Assembly Interim Committee on Fairs and Expositions. Sterling Leach, of the Baron Corporation, will be the luncheon speaker. Afternoon business calls for a general discussion with the general assembly annual WFA meeting set for 3:30. The annual meeting will continue Saturday morning with the afternoon open. A banquet and ball on Saturday night will conclude the sessions.

Amico Barone Forms PR Firm

WEST SPRINGFIELD, Mass. — Amico J. Barone Jr., publicity director for the Eastern States Exposition, will open his own public relations firm here early next year. Barone has been with the fair for the past four years and will continue to handle the exposition as an independent agency.

Prior to joining the ESE, he was executive director of the Pioneer Valley Association and before that spent four years with the U. S. Department of State as a foreign service staff officer at the American Embassy in Havana and with the Voice of America in New York.

British Columbia's '58 Round the World Race Starts May 1

VANCOUVER, B.C. — Phileas Fogg's of British Columbia's centennial will begin their race round the world May 1 next year. Applications and inquiries have come from Europe, the United States and from all over Canada.

One woman wants to drive her own car, but regulations state that the journey must be made by scheduled carriers. A man wants to fly his own plane. Many have inquired about local sponsors.

Prizes for the winners will cost the taxpayer nothing. It is now assured that national and local sponsors will put up the \$25,000 top prize, and probably two others of \$15,000 and \$10,000 each.

A committee of four has been formed to draft rules and inspect credentials of travelers, who must show they have crossed the equator and adjudicate on claims. They are Frank P. Bernard, chairman, U. S. Consul-General Edward Trueblood, Allan McGavin, and air pioneer Maurice McGregor.

AIMS TO TOP '56

Dallas Fair Opens With Big Name Bill

DALLAS—The 1957 State Fair of Texas opened its 16-day run here Saturday (5).

With a strong and widely varied program of attractions and activities, the fair is believed to have a good chance of matching or exceeding last year's record attendance of 2,672,253.

Interest in the fair has been spurred by the terrific demand for tickets to "My Fair Lady," which is in the Auditorium for 24 performances. Brian Aherne and Anne Rogers star in the national company which will show here. With a top price range of \$4.95, slightly more than Auditorium shows have been scaled at in the past, the show is given a good chance to nose past the box-office record set in 1950 by "South Pacific," which racked up a gross of \$394,422. This was believed at the time to be the largest box-office gross ever recorded indoors for a comparable period.

Popularity of the Auditorium show is expected also to stimulate business at the fair's other top attraction, "Ice Capades," which is in for 22 performances in the Ice Arena.

The Aut Swenson Thrillcade is in front of the grandstand for 26 performances, including five on Rural Youth Day, the opening day of the fair. Included with the troupe is Johnny (Crazy Otto) Maddox, ragtime pianist.

The Javier De Leon Aztec-Mayan spectacular, with its ritual dances of ancient Mexico and the "Flying Indians," will be presented twice daily on the Magnolia Stage.

Five fireworks displays by Thearle-Duffield, Inc., will be put on in the Cotton Bowl.

Strong Midway Set

Cliff Wilson is bringing in the lineup of shows for the midway, headed by Charlie Taylor's Cotton Club-Revue.

For the first time in many years, the fair will not have a football game on the opening Saturday, but this will be offset, and then some, by the Rural Youth Day program.

Among top names booked at the fair are pantomimist Jimmy Savo, in the 200-seater Margo Jones Theater for 17 performances; Gordon MacRae, starring in the free East Texas Day show in the Cotton Bowl, October 15; Pat Boone, in the Cotton Bowl, October 13; Songstress Lurlean Hunter, headlining five free variety shows on Negro Achievement Day, October 14; Hank Thompson and His Brazos Valley Boys, in daily free shows of country and western music, and Steve Schulte, another western music star, in daily free shows.

Pat Boone, sponsored by Radio Station KLIF which also sponsored Elvis Presley before 40,000 in the bowl last year, will be backed by Candy Candido, comedian; the Commodores, a singing quartet, and Trixie, juggler. Tickets, being sold in record shops, are going at \$1.25 in advance and \$1.75 on the day of the show.

In addition to Lurlean Hunter, the Negro Achievement Day variety shows will feature Ernie Fields and his orchestra, comics Butterbeans and Susie, and the Three Leegers dance duo.

PLASTICS FIRM FAIR EXHIBITS GET ACTION

LOS ANGELES — Universal Plastic Laminating Company is using fairs to sell its sealed-in-plastic service as well as to line up distributors.

Joe Archer, head of the firm, has had sealed-in plastic booths in commercial buildings at the Santa Clara County Fair and the Kern County Fair. His backboard advertising carries the notice that franchises are available.

The booths at the fairs have done exceptionally high consumer business, Archer said. He added that in San Jose, scene of the Santa Clara fair, a number of franchise deals were made.

Chicago Firm Buys Interest In Evans Corp.

CHICAGO — Frank Feinberg and Jerry Goby, operators of the Acacia Printing Company here, have purchased an interest in Evans Park & Carnival Device Corporation, manufacturer of games for the outdoor business.

The firm has been moved to 2855 North Halsted Street, but there will be no change in its line of games and accessories, Feinberg said.

Fanchon Inks Orange Show

SAN BERNARDINO, Calif.—Fanchon & Marco of Hollywood will book and produce the auditorium stagershow at the National Orange Show here, April 10-20, G. Walter Glass, manager, said. For the past five years, the shows have been booked and produced by Schepper Bros. Theatrical Agency of this city.

The 11-day show is being held approximately a month later than in former years. The change was made in an effort to obtain better weather.

Rain Smacks First Days at Charlotte

CHARLOTTE, N. C.—A week-end of rough weather extended into mid-week here to spoil the opening of the Southern States Fair. The five-day event had rain intrude on its preparatory work Friday (27), and the wet weather continued to the official opening on Tuesday (1) and the second day as well.

The opening night's grandstand show, the GAC-Hamid "International Follies", was presented in the rain to a light crowd. On Wednesday night the skies cleared sufficiently for another slim turnout. George Hamilton IV and Julius La Rosa alternated as features.

The fairgrounds crew dumped shavings to keep the ground from mudding up. The sun finally broke thru on Thursday and a fine response was instantly noted at the gates.

The Jack Kochmann Hell Drivers were rained out on Wednesday (2). Joie Chitwood and his thrill show unit were booked in for ap-

pearances Thursday afternoon and Saturday night. Other grandstand feature was NASCAR late model stock car racing on closing day, Saturday (5).

Offered this year was the "Dream Home" with the local Optimist Clubs participating in the ticket sales. The various features installed by Dr. J. S. (Doc) Dorton, including the old town, molasses mills, mill wheel, fowl exhibit, and other units were getting their usual heavy interest at mid-week. Attendance was sharply down for the early days, however.

Dorton reflected on the persistence of unfavorable weather this season, which earlier hit his Shelby Fair on all but two days. The James E. Strates Shows plays Shelby, Charlotte, which is managed by son, Sid Dorton, and the Dorton-managed North Carolina State Fair in Raleigh. The "Dream House" there will be participated in by the Lions Club.

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ARENA REVIEW

'Black Watch' Offers Eyeful of Pageantry

By IRWIN KIRBY

NEW YORK—If its opening appearances were any indication, the Hurock-imported Black Watch aggregation should be rousing and heavily attended all along a route of 60 communities. To satisfy the fascination of pomp and pageantry, the outfit presents a multitude of bagpipers, a smart regimental band and eight competent Highland dancers.

What it adds up to is a night of martial and folk tunes and dances, with the kilted and plumed performers offering a kind of display most Americans have been exposed to only thru pictures and words. There is no disappointment anywhere in the program.

Two distinct units are employed, the band and the pipe-and-drum

group, each consisting of four dozen men. The dancers complement both and also perform alone in sword dances and reels.

Aside from the stirring and, at times, mournful qualities of their music, which evokes a wide range of emotional responses in the viewer, the Black Watch impresses strongly with its variety of formations. Given an entranceway wide enough for four men to pass abreast, it exchanges its units almost unnoticed and without skipping a beat.

Rotating Units

Basically, the program consists of alternating units. When one nears completion of its number, it continues playing and proceeds toward the exit along one side of the arena, where it is blacked out and

marches off. By this time the succeeding unit has strode onto the floor. Sometimes they pass each other side by side; sometimes they thread thru one another. The effect is one of a superbly trained drill organization to which the skills of playing military music come as second nature.

When the entire 100 men are assembled on the floor and step off to "Scotland the Brave" the impulse to rise and cheer is a difficult one to subdue. In Madison Square Garden, where Scotsmen of various generations packed the house, this impulse was happily yielded to. The audience attitude varied from respect to frivolity, solemn for slow marches like "The Soldier's Return" and loud in voice for the likes of "Annie Laurie" and "Ye Banks of Braes."

Three shows were a safe bet in New York for all were jammed. For the most part, the rest of the Black Watch's tour consists of one-day stands.

What can be said definitely is that the Black Watch aggregation with its pipes, drums, regimental

(Continued on page 76)

ARENAS & AUDITORIUMS

Roller Skating Starts Big, Retains Power at Richmond

By TOM PARKINSON

NOT MANY ARENAS offer roller skating sessions, and John Raine, manager of the Arena at Richmond, Va., declares they are missing a strong potential. Skating at his building grossed \$55,000 in its first year, and that was nearly half of the building's total income then.

There is no problem about the floor, Raine declares, if a hard maple basketball floor is available. Skating causes no damage to the floor when the types of skate wheels are limited.

In Richmond the skating story starts 10 years ago; that's when the rink was discontinued. About eight years later the city built its Arena and counted from the first on a skating program. This involved the floor, a skate and accessories shop and an issue room. They opened with a stock of about 400 pairs of rental skates, but within the first 60 days they made two more additions of 400 pairs each. This and a skate repair shop meant an investment of from \$12,000 to \$15,000, Raine estimated.

RICHMOND ARENA schedules skating sessions at all open times. In an open week, this would include 7:30 to 10:30 sessions nightly, plus Saturday sessions at 10-12, 2-5 p.m., and 7:30-11 p.m. A Senior Skaters' Club has the floor 6-7 p.m. Tuesdays and Thursdays. Junior Skaters have it an hour on Saturday. Girl and Boy Scout Skaters' Club meets from 5 to 6:30 p.m. Fridays, and all club members are admitted for skating 5-7 p.m., Sundays. Wednesday afternoon is free to mother-child combinations, which draw a dozen mothers and about 80 youngsters from two to 12 years old.

Most business comes from children about 14 years old, and they often come several times a week. Admission is 50 cents and that includes use of clamp skates. But shoe skates are rented at 50 cents per session. When the Arena reopened for the season in September, the first day was free and attracted 675 skaters who paid \$80 in skate rentals. An average session draws about 110 people, and these range up to 30-year-olds on week nights. The three Saturday sessions pull about 125, 250 and 400, respectively, with admission cut to 25 cents on Saturday mornings. The Arena closes on Mondays.

About 60 per cent of the customers bring their own skates. This meant good business for merchants at the outset. Now the building also sells skates, and Raine tells that sales of skates at \$75 or \$100 are frequent.

RAINE AND OTHER authorities have analyzed the question of introducing ice skating but have found that the building is not suited to this. Moreover, altho ice shows are successful in the Arena, they create only observer interest and there is little or no demand for public skating in Richmond. This is unlike some other Southern cities where ice skating has been successful under different conditions.

In the Arena's first year it did very well with skating business. The second year was down somewhat, altho having the national roller skating championships in the Arena was profitable itself and increased interest in skating. Now the third season is a month old and Raine states that skating business is running far ahead of last year's. He believes it's a going thing in Richmond and could prove as successful in other cities as well.

Boston Plans For Auditorium Make Progress

BOSTON—The city auditorium commission tentatively has decided to build the new \$12,000,000 civic auditorium in a section of the big Prudential development, which will give Boston a \$50,000,000 'Radio City.'

Mayor John B. Hynes asked the city council for approval of a loan order for the \$12,000,000. The request has gone to committee and is assured for a favorable return. Hynes said the commission also agreed to purchase about 140,000 square feet from Prudential for the auditorium, which will seat 6,000.

Bill Hawkins In 35th Year

SIoux CITY, Ia.—Bill Hawkins' Mid-West Enterprises here is observing its 35th anniversary this month. The promotion office is handling the "No Time for Sergeants" appearance November 4. It also handles the Doyle Harmon-Tom O'Loughlin promotions, which include ice shows. The office works with 200 newspapers in a 175-mile radius.

Borger, Tex., Builds Arena

BORGER, Tex.—A new arena with seating for 2,000 persons is being built here. The structure is the third of its kind to be built; others are in Hawaii and Virginia. The building has a stressed-skin aluminum dome.

The area is expected to be completed in time to house an oil exposition October 17-19. The Borger Civic Center was authorized in bond issue referendum of last July.

Follies Runs Ahead of '56

CHICAGO—Advance for "The Follies" here is running a little ahead of last year's. Meanwhile the show's St. Louis run opened with a slight increase over 1956 mediocre business. The Shipstad and Johnson icer began at Los Angeles with a record-breaking business. Denver followed with powerful 52,000-paid in a total of 56,000 available seats for the run.

Thayer Visits Europe Arenas

PARIS — Merton E. Thayer, manager of the International Amphitheater, Chicago, is on a tour of Europe which already has taken him to 12 expositions, scores of auditoriums, arenas and open buildings in seven countries.

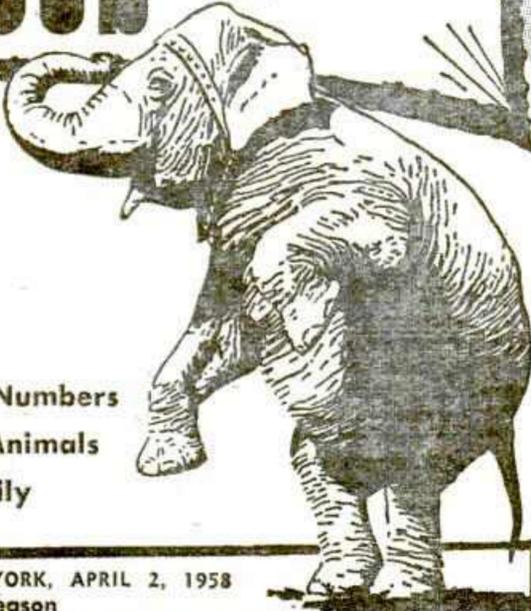
From COAST to COAST
From TORONTO to MEXICO CITY
it's still
THE GREATEST SHOW ON EARTH
In Arenas, in Coliseums, Before Grandstands

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Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

A-1 Am. Co.: Steele, Mo. Alamo Expo.: DeRitter, La.; (Fair) Sulphur 14-19. Amusements of America: (Fair) Henderson, N. C.; (Fair) Sumter, S. C. Blue Grass: (Fair) Monroe, La.; Alexandria 14-19. Buck, O. C.: Monroe, N. C.; Harts-ville, S. C., 14-19. Burke, Harry: Amite, La. Burkhardt, No. 1: Jonesville, La.; Pitkin 14-19. Byers Bros.: Ruston, La. (Season ends.) Capital City: (Fair) Americus, Ga.; Dawson 14-19. Carpenter Bros.: St. Marys, O. (Season ends.) Catlett Greater: Goliad, Tex., 10-12. Cetlin & Wilson: (Fair) Greenwood, S. C.; (Fair) Spartanburg 14-19. Chanos, Jimmie: (Fair) Winchester, Ind.

(Continued on page 86)

Circus Routes

Beatty, Clyde: Levelland, Tex., 7; Hobbs, N. M., 8; Carlsbad 9; Lamesa, Tex., 10; Big Spring 11; Abilene 12; Austin 14; San Antonio 15; Uvalde 16; Laredo 17; McAllen 18; Weslaco 19; Raymondville (mat.) 20; Corpus Christi 21; Beeville 22; Victoria 23. Carson & Barnes: Lordsburg, N. M., 7; Duncan, Ariz., 8; Safford 9; Wilcox 10. Clyde Bros.: Dodge City, Kan., 7-8; Hutchinson 9; Salina 10-12; Lincoln, Neb., 15-16; Fremont 17; Worthington, Minn., 19; Sioux Falls, S. D., 21-22. Cristiani Bros.: Roanoke Rapids, N. C., 7; Tarboro 8; Williamston 9; Washington 10; Morehead City 11; Jacksonville 12. Davenport, Orrin: Utica, N. Y., 15-19. Hagen Bros.: Owensboro, Ky., 7; Hartford 8; Franklin 9; Russellville 10; Gallatin, Tenn., 11; Springfield 12. Kelly-Miller: Crossville, Tenn., 7; Cookeville 8; Sparta 9; Tullahoma 10; Winchester 11; Fay-

INSURANCE

IDA E. COHEN 175 W. JACKSON BLVD. CHICAGO, ILLINOIS

FOR SALE Portable Power Cable 4,500 ft. #12 ga. 4 conductor, 250 ft. lengths19¢ ft. 1,000 ft. #8 ga. 4 conductor, 250 ft. lengths65¢ ft. 450 ft. #6 ga. 3 conductor, 150 ft. lengths50¢ ft. 3,000 ft. #4 ga. 2 conductor, 250-500-1,000 ft. lengths140¢ ft. 1,025 ft. #4 ga. 3 conductor, 250-500 ft. lengths97¢ ft. BRAND NEW - NEOPRENE JACKET PRICED BELOW WHOLESALE DIAMOND ELECTRIC CO. 1230 Lyell Ave. Rochester 6, N. Y.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 0", 60¢. S. O. S. CINEMA SUPPLY CORP. Dept. L. 602 W. 52 St., New York 19.

ALUMINUM MILK BOTTLES Last longer because of reinforced ribs. Weighted up to 3 lbs. or empty\$4.50 ea. Additional wts. 50¢ lb. Concession Supply Co. 916 Secor Rd., Toledo 13, O.

etteville 12; Lewisburg 13; Franklin 14; Columbia 15. Polack Bros. Western: Denver, Colo., 11-17. Ringling Bros. and Barnum & Bailey: San Diego, Calif., 10-13; Los Angeles 15-20; Albuquerque, N. M., Nov. 1-3. Strong, John A.: (Fair) Fresno, Calif., 7-9.

Miscellaneous

Autry, Gene: Boston, Mass., 13 and 16-27; St. Louis, Mo., Nov. 5-10. Black Watch Band & Pipers: Toledo, O., 8; Chicago, Ill., 9; East Lansing, Mich., 10; Columbus, O., 11; Detroit, Mich., 12; Fort Wayne, Ind., 13; Louisville, Ky., 15; Troy, O., 16; Cincinnati 17; Indianapolis 18; Kansas City, Mo., 20. Burke's Wild Cargo: (Fair) Jackson, Miss., 7-12. Green, Dr. Morton, Hypnotist: Broken Arrow, Okla., 7; Hamburg, Ark., 8; Nowata, Okla., 10; Pryor 11; Eureka, Kan., 12. Hitler's Auto: (Fair) Jackson, Miss., 7-12. Matchstick City: (Fair) Dallas, Tex., 14-20. Meier's, Josef, Black Hills Passion Play: Charlotte, N. C., 8-14; Wilmington, 16-19; Charleston, S. C., 21-25. No Time for Sergeants: Charles-son, W. Va., 7; Huntington 8-9; Wheeling 10; Reading, Pa., 11-12; Bloomington, Ind., 14; Kal-amazoo, Mich., 15; South Bend, Ind., 16; Columbus, Ind., 17; Lafayette 18-19; Lansing, Mich., 20; Toledo, O., 21-22. Rabbit Foot Minstrels: Hughes, Ark., 7; Marianna 8; Turrell 9; Newport 10; Augusta 11; Brink-ley 12. Royal Ballet (Sadler's Wells): Bos-ton, Mass., 8-12; Philadelphia, Pa., 14-19; Washintgon, D. C., 21-25.

Ice Shows

Holiday on Ice of 1957: Shreve-port, La., 7-8. Holiday on Ice of 1958: Provi-dence, R. I., 7; Troy, O., 9-14; Fort Wayne, Ind., 15-20. Ice Capades, 17th Edition: Dallas, Tex., 7-20; Corpus Christi 22-27. Ice Capades, 18th Edition: Phil-adelphia, Pa., 7-16; Charlotte, N. C., 18-24. Ice Vogues of 1957: Jackson, Miss., 7-12; Lake Charles, La., 14-18; Port Arthur, Tex., 19-20. Shipstads & Johnson's Ice Follies: Chicago, Ill., 10-27; Detroit, Mich., 29-Nov. 10.

Jacksonville Plans Arena

JACKSONVILLE, Fla. — The city has taken title to a site chosen for a new Municipal Auditorium. The site cost \$1,000,000 and the proposed building is expected to cost about \$3,500,800.

WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 2160 Patterson Street, Cincinnati 22, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show _____ Kind of Show _____ Owner _____ Manager _____ Winter Quarters Address _____ Office Address _____

MISS AMERICA SIGNED

Beauty and Balloon High in Pepsi Plans

NEW YORK—With Miss America as a drawing card and Miss Vermont as her advance drum-beater, Pepsi-Cola's outdoor promotion chief, Roy Jones, figures to make the nation even more Pepsi conscious in 1958.

This season's campaign saw more than 1,500 prizes of respectable value distributed under the company banner, in addition to the proven giveaways of Shetland ponies and Thunderbird Juniors. A new element was truck banners, used to promote fairs and carnival dates.

Miss America, Jones says, will be a guest of Pepsi at the Chicago conventions this winter, and will make a banquet appearance. She will appear at major fairs and other outdoor events next year.

In stimulating bottlers along the trail of promotion mindedness, the firm this year has had the Sky Kings' aerial act at the Kentucky State Fair, Louisville, a square dance group at Memphis, and a big stage for talent offerings at Dallas. A huge bottle crown was featured before the Sky Kings' high poles.

Jones was a visitor to fairgrounds at Minneapolis, Milwaukee, Detroit, Syracuse and Louisville, and will have visited some 20 fairs before the season is thru. At each spot he is active in stimulating bottlers to have stronger representation on the fairgrounds. It is his seventh

year with the company, coming after a long career in the outdoor business.

One of the big promotions for next year is expected to be Pepsi's five-story-high captive balloon. There will be a huge supply of the carbonated drink wherever the balloon is shown.

Buck Promotes L. A., Chicago Expositions

LOS ANGELES — Upcoming events promoted by Show Management, Inc., headed by Werner Buck, are headed by the firm's first handling of the Sportsmen's and Vacation Show at Chicago's International Amphitheater, February 21-March 2. Its 13th annual Los Angeles Sportsmen's and Vacation Show will be at Pan-Pacific Auditorium April 10-20.

Organization also will have the Great Western Boat Show, Los Angeles, January 10-19, and the Los Angeles Trailer Life Show. The Buck organization is handling the promotion of the Ringling-Barnum circus in several California stands currently, and may take more Ringling dates elsewhere.

Home Show Okay At Clinton, N. Y.

CLINTON, N. Y.—More than two dozen exhibitors from the local area were contracted for the three-day Oneida County Home Show, held Friday thru Sunday (27-29) in Clinton Arena. Director of the event was Ed Slusarezk. Results were satisfactory, it was reported.

Participation displays for patrons included handling of ready-glued wallpaper, aerosol spray painting and tryouts of kitchen equipment. Retail stores in the county handled 18,000 advance sale tickets.

Talent included the Kings, acrobatic dance; Countrymen, western band; Elaine Carlson, vocalist, and a Saturday-Sunday magic show.

Spokane Expo Multiplies Attendance

SPOKANE, Wash. — A record 52,000 paid admissions were chalked up for the Spokane Home Show, ending September 15 at the Spokane Coliseum. Previous high was last year's 18,000. Managing director Tom O'Laughlin gave much credit to singer Connie Haines and Buddy Merrill and Larry Hooper of the Lawrence Welk show. Three turnaways were reported in the seven days. Tickets were 90 cents general admission and \$1.50 reserved seats.

Rex Allen Heads Rodeo

CHICAGO—Western star Rex Allen heads the annual rodeo at the International Amphitheater here October 9-20. The rodeo is in conjunction with the International Dairy Show, which runs October 9-15. Sunday night shows will start at 5:30 p.m. Saturday matinees and nightly performances are at 2 and 8 p.m.



WHIRLWIND Candy Floss Machine

Here's the machine that pays for itself by extra profit it makes for you. Top Production, Vibration-less, Dependable, Trouble-free Operation, Long Life, Easy to Run. Out-sells other makes two to one.

PRICE \$275.00 Get details now. Line up all your Snow, Floss, Popcorn, Apple and Grab equipment and supplies from Gold Medal Products 316 E. Third St. Cincinnati 2, Ohio

follow the leader If you want personal service—Hop on the Lenz Bandwagon — Join the thousands of Showmen who insure with an Agency that offers only the Best. CHARLES A. LENZ "The Showman's Insurance Man" 1492 Fourth St., North St. Petersburg, Fla. Phones: 5-3121-7-5914

ONE BALL BOTTLES No. 8719-3 lb. Bottle \$5.00 ea. No. 8720-6 lb. Bottle 6.50 ea. No. 5005-12" Ball 8.40 dz. BEARS—POODLES 26" BEAR All Colors \$20.00 Dozen F.O.B. K. C. 30" BEAR All Colors \$25.50 Dozen F.O.B. K. C. 14" SITTING POODLE \$12.75 Dozen F.O.B. K. C. Special prices on Bears, Poodles, Tiger & Leopards F.O.B. East. Also a complete line of Plush Toys and Concession Merchandise. Wisconsin Deluxe Co. 1902 No. 3rd St. Milwaukee 12, Wis.

INSURANCE For the Amusement Industry SAM SOLOMON "The Showfolks' Insurance Man" 5009 N. Sheridan Road, Chicago, Illinois Phone: LOngbeach 1-5555 or 5576

PUBLIC HEARING STATE OF NEW YORK MINIMUM WAGE DEPARTMENT OF LABOR Pursuant to Section 656 of the Labor Law, the Amusement and Recreation Minimum Wage Board, prior to recommending minimum wage standards for the Amusement and Recreation Industry in New York State, will hold public hearings for interested parties in: Rochester Friday, October 25, 1957 at 10 a.m. Albany Friday, November 1, 1957 at 10 a.m. New York City Friday, November 8, 1957 at 10 a.m. DEFINITIONS 1. Amusement and Recreation Industry. The "Amusement and Recreation Industry" is defined to include all establishments whose primary service is to provide amusement, entertainment, or recreation, including establishments which produce and distribute motion pictures and services allied to this, such as casting and rental of motion picture film or equipment. 2. Employees. Women 21 years of age and over and all workers of either sex under the age of 21 years employed in the amusement and recreation industry. (Pursuant to Section 663-a of Article 19 of the Labor Law, all of the provisions of a minimum wage order apply also to males 21 years of age and over.) Paul R. Hays, Chairman Amusement and Recreation Minimum Wage Board October 1, 1957

GIVE TO DAMON RUNYON CANCER FUND

THE FINAL CURTAIN

PRIDDY—Claire,

52, former dancer and midway talker, September 27 of chronic diseases, at Jewish Hospital, New York City. Born February 13, 1905, she had show experience with the James E. Strates and World of Mirth shows, Revere Beach, Mass., Hubert's Museum in New York, and with the Ringling Circus. She was an active member of the National Showmen's Association Ladies' Auxiliary, and edited its newspaper. Services were in Riverside Memorial Hospital, and interment in Beth David Cemetery, Elmont, N. Y. Survivors include a son, Lawrence Wickey.

FOWLER—W. E.,

61, performer on "Hillside Hoedown" on WEHT-TV, Henderson, Ky., September 26 in Veterans' Hospital, Louisville. Surviving are his widow, son and daughter. Burial in Zachary Taylor National Cemetery, Louisville.

FOWLER—Bennie,

64, circus agent and bandmaster, of a heart attack at his home near Montgomery, Ala. Burial was Tuesday (1) at Montgomery. Surviving are his widow and a son. Fowler was a musician and later band leader with several circuses, including the Mighty Haag Circus in the early 1920s. In 1929 he was bandmaster for the Kings' Cole Bros.' Circus. In other years he was with Arthur Bros., Hagenbeck-Wallace, Sells-Floto and Rogers Bros. By 1950 he had become an advance man and was general agent for Dailey Bros.' Circus. Subsequently, he was contracting agent for several shows, including King Bros.' Circus. He retired from the road and was director of enrollment at a Montgomery business college. In that period many shows retained him for advice and assistance in contracting the South.

CRISAFRULLI—John,

62, advertising man and agent for The Billboard on Frontier Shows, recently near Williams, Ariz., when the car he was driving was hit by a freight train. He had been with Frontier Shows for the past three years after spending a number of years on Monte Young Shows and other midway organizations. Crisafulli was generally known as Papa John in the business. His widow, Jessie, survives. Services were held September 30.

HEIMAN—William (Tubba),

53, member of the Miami Show-

men's Association, September 22 in Richmond, Va. He was a veteran carnival concessionaire. Burial in Showmen's Rest, Miami.

KILPATRICK—John,

51, concessionaire for Conway Concessions and formerly with Royal American Shows, September 27 in Richmond, Va. He was known as Carolina to most in the business. Burial was in Kinston, N. C.

LARWILL—Lillian Craven,

105, at Kansas City Sunday (September 29). Her first husband was Stewart Craven, one of the pioneer trainers of elephants for American circuses and developer of methods and stunts that have become standard. She was a chariot rider and appeared in specs. Together they were with such shows as Adam Forepaugh, Cooper & Bailey and the P. T. Barnum Greatest Show on Earth. This was in the period starting in 1868 and continuing until after the combination of the Bailey and Barnum shows.

LEA—Albert H.,

85, former manager of Multnomah County Fair, Gresham, Ore., and a veteran fair executive, September 25 in a Longview, Wash., rest home. In addition to being associated with the Gresham fair for 18 years, he had been an officer in the Western Fairs Association and a director of the International Association of Fairs and Expositions. He retired in 1950. Survivors include his daughter, Mrs. James G. Miller Jr., and two granddaughters.

LUCAS—Jack,

53, carnival general agent, August 17 of a heart attack at his home in Pensacola, Fla., it has just been learned. During his 30 years in show business he had been connected with the Morris & Castle, C. A. Wortham, Hennies Bros., Cavalcade of Amusements and Magic Empire shows, among others. Survived by his widow. Burial August 21 in Pensacola.

PICKARD—Elisha (Pickees),

69, former co-owner of Redwood Empire Shows and general agent for shows on the West Coast, September 21 in Redding, Calif. Burial in that city. (See Carnival Department for Details.)

POLAND—James H.

81, operator of a traveling medicine show for over 35 years, September 29 in Kansas City, Mo. He formed his med show early in the century and toured it thru the country until 20 years ago when he retired. Survivors include a daughter, a brother, a sister, one grandson and two great-grandchildren.

SCHWACHE—Charles (Frenchy),

74, caretaker of the Miami Showmen's Association club-rooms since 1944, September 29 in Miami. Cremation in Lithgow's Mortuary, Miami.

STEIN—William A.,

59, veteran of 44 years in outdoor show business, September 22 in Connellsville, Pa. During the past season he had been a concessionaire on Cetlin & Wilson Shows and previously he had been with Penn Premier and Thomas Joyland Shows. Survivors include his mother, Mrs. Margaret R. Stein Bird; two sisters, a brother, two half sisters and a nephew.

WILSON—Mrs. Emma,

79, former operator of a Milwaukee theatrical boarding house and at one time a member of the Windsor Theatrical Stock

COLD, RAIN

Weather Cuts Okla. Fair Gate Sharply

OKLAHOMA CITY — Attendance at the weather-whacked Oklahoma State Fair, which Saturday (28) closed its eight-day run, was 305,616, down from 429,550 of last year.

Rain and threatening weather jolted the early days of the fair. Rain hit opening day and Saturday, while threatening weather slashed attendance Sunday. Normally the first Saturday and Sunday are two of fair's best days.

The fair also was hurt by the semi-centennial exposition which had pre-dated it by several months on the grounds. Other events held in many communities thruout the State in connection with the State's semi-centennial observance also hurt.

Cold nights held down night grandstand attendance. "West-O-Rama" was offered nightly, excepting closing night. The cold night weather also cut down midway business.

The Royal American Shows were off about 18 per cent in ride and show receipts.

Frank Winkley presented four auto races the final four afternoons of the fair. These and the closing night auto races, also staged by Winkley, drew crowds up to past fair levels here, Pete Baker, fair manager said.

Bakersfield Mark

Continued from page 72

ent midway reported strong business, confirming Clendennen's statement that spending was up. Lee Garland, veteran cotton candy and non-carbonated drink concessionaire, said he was well pleased with his gross. Alex Freedman, who had novelties from fence-to-fence because of a contract assumed when he bought the San Francisco business of the late Phil (Trader) Horn, declared that the take was up to expectations. Pearl and Joe Archer, making their first appearance here with fudge, taffy and sealed-in plastic, indicated that the take was most satisfactory. West Coast Shows played the midway.

Company, Chicago, and the Lincoln J. Carter Company, September 27 in that city. Her late husband, John L., at one time was a performer with the Lew Dockstatter, Primrose & West and Beach & Bowers minstrel shows. A surviving son, E. A. (Doc) Wilson, is a former vaude magician who also had been associated with magician Howard Thurston and who put in 15 years with the Dodson's World's Fair, Johnny J. Jones, Rubin & Cherry and Royal American shows. Also surviving is a brother, Adolph Dossman, Kansas City, Mo. Services September 30 and burial in Wisconsin Memorial Park, Wisconsin.

MARRIAGES

BUTTERS-WOOD—

Janice Wood, Charleston W. Va., non-pro, and Donald Butters of the World of Pleasure Shows, September 12 in Corinth, Miss.

KEEFER-COWELL—

Evelyn Cowell and Harold Keefe, September 12 in Corinth, Miss. Both are with World of Pleasure Shows.

Little Rock Tension Damaging

Continued from page 70

The tensions remained—and attendance continued down.

There were no untoward incidents on the grounds.

Some of the city's Negro clergymen Sunday (27) had urged members of their congregations to refrain from attending the fair, urging this on the basis that some racial outbreak might occur.

The fair took no noticeable special police precautions, according to Byrd.

"We had decided that the presence of an unusually large number of uniformed police might serve to spark—rather than prevent any trouble," Byrd pointed out.

At the end of five days, Byrd said he was extremely happy such a decision had been made. The results of it, he added, should suggest the same decision by other fairs in areas torn over the school segregation issue.

The attendance of close to 100 U. S. paratroopers who came out singly or in twos and threes Thursday (3) went practically unnoticed by other fairgoers.

Faubus Attends

The respected Negro-producer Leon Claxton and his all-Negro cast in Harlem in Havana, featured with the Royal American Shows on the midway, went on as usual.

Governor Faubus meanwhile made a personal appearance in the arena, where Gene Autry and the Little Rock born-and-reared Gail Davis (Annie Oakley of TV fame) headed a Cremer rodeo to present a gold Arkansas Travelers' plaque to Gail—a presentation which made

Dotten, Kendall

Continued from page 70

Latscha will continue to function as advertising director in the Cincinnati office.

Prior to joining The Billboard in 1945, Dotten served as publicity chief for Lucky Teter's Hell Drivers troupe and from 1940 to 1942 as public relations head of New York State Fair. From 1942 to 1945 he was in the Army. Upon his discharge he joined the Chicago editorial staff of The Billboard. In May, 1949, he was named outdoor editor.

Robert Kendall became a member of the Cincinnati advertising staff upon his discharge from the Army in May, 1946. His first job was as solicitor for the classified department. In 1947 he moved over to the display advertising department. Since then his primary responsibility has been selling merchandise and outdoor accounts. In 1955 he assumed advertising promotion responsibilities for the division. In his new post he will be responsible for advertising sales, promotion and market research for the outdoor-merchandise division.

both the wire news and photo services.

In his talk, Faubus shunned any reference to the school segregation issue and urged Gail to extoll the advantages of Arkansas in her wide travels. At the end of the presentation, a strong ovation was given, which the press generally reported as being for Faubus but which some observers thought was as much for the Little Rock girl who made good.

The presentation to TV's Annie Oakley by the governor had been arranged before the school segregation issue flared out here, it was pointed out.

The lower gate attendance hurt attendance for the rodeo, which was in on a two-a-day basis. Better economic conditions, combined with good weather, however, lifted per capita spending on the midway and the Royal American Shows figured to wind up with a ride and show gross about equal to last year.

Tulsa Runs Ahead

Continued from page 70

gation fared best when compared with attractions offered on the comparable nights in '56. Total grandstand receipts for the first five days were down about 40 per cent, Lester said.

The fair's livestock show, embracing 4,500 head, again was outstanding. Other notable features included the national tractor-driving contest and greatly expanded women's building. A new \$100,000 addition to the women's building provided much additional space for women's exhibits, which were greater in number and quality than ever before.

NBC's Wide, Wide World TV show Sunday (29) carried about seven or eight minutes of youth activities from the grounds. Among the events telecast were a youth style show, tractor driving contests, and junior livestock exhibitors with their entries.

'Black Watch'

Continued from page 74

band and dancers, is everything it is represented to be. Placed in any arena whose population has a spark of interest in color and pageantry, it is a sure winner.

Those credited with the training of the group, bandmaster John Baker, pipe major John McNicol, band sergeant major Donald McLean and drum major, have deserved their laurels.

I Wish to Personally Thank

All showmen, known and unknown, also the City of Hope for their generous help and consideration given

Charles 'Pudd' Cooper

In this time of trial.

**Mrs. Dolores Gordon
& Family**

In Loving Memory of My Dear Wife

**CLEONE IRMA
CROWE**

Passed Away
October 10, 1953

Gone But Not Forgotten

JAMES E. CROWE
Husband

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of the Oct. 14 issue
out next week



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ROLLER RUMBLINGS

Victor Takes Over At Colonial Heights

LEVITTOWN, N. Y. — An America on Wheels staffer for 17 years, Levittown Arena manager Don Victor left Wednesday (2) to become owner-operator of Highway Arena, 711 Boulevard, Colonial Heights, Va.

The Southern rink, open more than a decade under the RSROA banner, was previously operated by Louis A. Tenace. The unobstructed skating surface is 60 by 100.

During his tenure with the AOW chain, Victor at one time or another ran every rink except the ones at Alexandria, Va., and Bladensburg, Md. He is widely known in rink circles as a clever emcee and entertainer.

Victor's Levittown post is being

filled by George Petrone, who managed the AOW Mount Vernon Arena in swank Westchester county. Petrone, in turn, will be replaced by rink floor manager Ray Urezio.

Jesse Bell Exits Management Field . . .

DETROIT—Jesse Bell, veteran of five decades in skating, and recently assistant manager of the Roller Skating Arena here, has switched to store management for an appliance chain. He was for many years with the old Arena Gardens, doubling in the summer as manager of Walled Lake (Mich.) Rink.

Groton's Melody Off On Fall-Winter Sked . . .

GROTON, Conn.—Melody Skating Rink has started its fall-winter schedule, with skating nightly except Mondays, from 8 to 11 p.m. In addition, the rink offers housewife sessions on Wednesdays from 1 to 3 p.m. and after-school sessions, the same day, from 3:30 to 5:30. Saturday is family day, with parents admitted free when accompanied by children, from 10:30 to 12 noon. Rink also offers Saturday and Sunday matinees.

AOW Completes Party Schedule . . .

ELIZABETH, N. J.—New season's party schedule for the America on Wheels chain of rinks has been completed at AOW headquarters here by General Manager William Schmitz and staff.

The chain embraces Twin City Arena, Elizabeth; Alexandria (Va.) Arena; Boulevard Arena, Bayonne, N. J.; Bladensburg (Md.) Arena; Mount Vernon (N. Y.) Arena; National Arena, Washington; Hackensack (N. J.) Arena; Levittown (N. Y.) Arena and Capitol Arena, Trenton, N. J.

First on the schedule are Halloween parties, October 29-November 1, with additional kiddie events also scheduled for November 2 at Mount Vernon, Levittown and Capitol. Four watches and costume jewelry will be awarded adult winners in costume contests, while kiddies will get a chance at grab bag toys. Thanksgiving parties are inked in for November 27-28. Prizes of fruit baskets and candy will be offered. All rinks will close December 25. Christmas grab bag parties will be held December 26, while New Year's Eve parties are set for December 31. Hats, noisemakers, etc., will be distributed at the latter events, while souvenirs will be passed out at February 12-14 Valentine sweetheart parties.

Animal Acts Boost Gross At Kiddieland

BINGHAMPTON, N. Y.—Dr. Naim Kihri's Airport Kiddieland here booked several animal acts during the past season and reported that the free attractions stimulated business for the kid spot.

Among the acts were Vidbels' Elephants, Capt. Tex Burwell's Horse and Pony, Capt. Roland Tiebor's Sea Lions and Zippie the Chimp. Local radio and TV publicity resulted from the appearances also.

Season Good At Butte Park

BUTTE, Mont.—Columbia Gardens here had a good season, it was reported. The Miners Union Day, July 4, Memorial Day and Labor Day were strong. Anaconda Copper sponsored the Children's Days, and the final one pulled an estimated 10,000.

The Jimmy Dorsey Orchestra was the only name band booked this year and it drew 1,500. Frank Panisko's Carnival Emporium scored also.

Charter Kiddieland

LAFAYETTE, La.—Kiddieland of Lafayette, Inc., has been granted a charter by Secretary of State Wade Martin to operate an amusement park. Authorized capital stock is \$5,000.

Western parties will hold sway February 25-March 1. At those events a watch and costume jewelry will be awarded winners of a "most married girl" contest and the best dressed cowgirl and cowboy. The chain follows March 14-18 with St. Patrick Day parties at which the usual souvenirs will be offered. Last on the schedule are Easter parties, April 6-9. Live rabbits will be distributed as prizes.

Championship fund parties have been scheduled for December 2 at Boulevard and Alexandria; January 13 at Levittown; January 27 at Twin City and Bladensburg; February 3 at Capitol; February 10 at National and Mount Vernon, and February 19 at Hackensack.

RSROA Winners Represent Broad Geographic Coverage . . .

OAKLAND, Calif.—First-place winners in the American Championships held here under auspices of the Roller Skating Rink Operators' Association of America represented an exceptionally widespread geographic coverage of the country.

Figures—Juvenile boys, Gary Wallace, Greeley, Colo.; juvenile girls, Barbara Zobrist, Highland, Ill.; junior boys, George

(Continued on page 89)

2 Denver Parks Stay Open For Mid-September Profits

DENVER — In an attempt to capture ideal outdoor weather that ran past the usual Labor Day signal for fall, both Lakeside Park and Elitch's Gardens kept open until Sunday, September 15, and closed the season with heavy emphasis on special promotion gimmicks.

Ben Krasner's Lakeside combined with The Rocky Mountain News to feature a coupon tie-in for free rides for kids and half fare for adults along with free park admission and a picnic.

Krasner reports that good weather the later part of the season compensated for several weeks of rain-out early in the season and several poor weekends due to rain. He is keeping the race track open and the stock car races have pulled nearly 10,000 people every Sunday night for races conducted by the Colorado Auto Racing Association and partially telecast over KBTU.

A dozen blocks away at Elitch's, the Gurtler brothers held Eddy Howard and his band over for an extra fortnight to close the season with exceptionally good business at the box office. The summer theater pulled the best crowds in its 65-year history and wrapped up the season with a two-week run of "Tea House of the August Moon."

RIDES FOR SALE

One Looper Ride for sale, electrically controlled, in tip-top shape. Now in operation until Oct. 13.

ALSO HAVE 5 KIDDIE RIDES

- One Mangels Merry-Go-Round
- One Mangels Pony Cart Ride
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- One King Boat Ride
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Contact:

Funland Rides, Inc.

2709 West 16th St.
Coney Island, N. Y.
ES 2-9228 or Hollis 5-5900

Ride Line-Up Being Altered At Iowa Spot

ARNOLDS PARK, Ia.—Rides at Lake Front Park at Lake Okoboji near here will be relocated during the winter and the park will reopen in May under management of Tennant and Waimer.

Charles Tennant, who has had his rides at the lake front in the park proper for 12 years, will move to a spot at the south edge of the park and establish a six-ride kiddieland there. It also will have an Arcade and a refreshment stand. Added parking space is being built. The big Merry-Go-Round that has been a landmark on the lake front for years, will be moved to the new site.

Sans Souci's Lee Honored

WILKES-BARRE—A capacity audience attended the testimonial dinner (25) for Edward J. Lee, president and general manager of San Souci Park.

The dinner was arranged by the Green Krest Community Association, which presented its 1957 Good Citizen Award to Lee for civic services.

Lee told the audience that the success of the park has been due in a large part to the enthusiasm of Hanover Township residents.

Sheldon C. Wintermute, city editor of The Sunday Independent, has been renamed director of public relations for Hanover Amusement Company, which operates Sans Souci Park.

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Hands of patrons are stamped with INVISIBLE ink which becomes visible under the Stroblite UV Lamp. Harmless. Used by Ballrooms, Pools, Amusement Parks, Dances, Beaches, etc.

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KIDDIELAND RIDES

Pony Cart, Boat Ride with metal water cylinder, Rocket Ride, G-12 Miniature Train Ride with 1,000 feet of track. All two seasons old. Will greatly sacrifice. Any offer will be considered. Write or contact
P. L. HORSFALL-PLAYLAND, INC.
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Amusement Park Manager

Salary, living quarters in park (new house). Year around job. Interested parties, write
WINDBER FIRE CO.
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WANTED

Portable Hot Rod Track made by Spillman. Contact
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Flying Scooter, \$6,000.00; Toonerville Trolley with 200 ft. of track, \$1,200.00. Both rides in A-1 condition in Park. 2 Electro-Freeze Machines, 5-gallon capacity, \$450.00. Write
BOX 87, North Dartmouth, Mass.

High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—
GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
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No. 278P

S. C. Resort Beaches Take Another Lashing by Storm

MYRTLE BEACH, S. C.—This resort area, which has been lashed by several storms in recent years, took another gale last weekend.

Much of the boardwalk at Carolina Beach was washed away, and the combination of 60-m.p.h. winds and high tides removed virtually all of the dunes which had dotted the area. At noon Sunday (29) the City Hall had 14 inches of water covering the main floor.

Myrtle Beach's tides were the highest since Hurricane Hazel, a good four feet over normal. Much damage was done to retaining walls

built after Hazel left, but this time there was no damage suffered by buildings and piers.

There was no advance warning of the storm, which formed off the Wilmington coast.

R-B Houses Build At San Francisco

Cow Palace Run Opens Light, Weekend Sellouts Sure; Oakland Has Turnaway

SAN FRANCISCO—The Ringling-Barnum circus opened light but built toward assured sell-outs for weekend performances at the Cow Palace here. Advance estimates put the gross in the neighborhood of \$80,000 for the six days.

Ringling played the Oakland Municipal Auditorium earlier (27-29), winning a turnaway on the Sunday (29) afternoon. Saturday was okay and Friday was light.

Moving to Ringling's home in the West, the Cow Palace, the show started Tuesday (1) with an afternoon crowd of 1,200 people and a night house of 1,500. This moved

up to 1,500 and 2,500 for Wednesday (2) performances.

Thursday (3) came up with 3,200 in the afternoon and 6,000 at night. Friday afternoon was good and by mid-day Friday it was apparent that the night show would be near-full in the building's seating of 11,000-plus.

Saturday promised to bring full or near-full houses. Sunday afternoon also would be capacity, and the final show, Sunday night, was expected to be lighter.

Scale here is to a \$3.50 top, with kids getting in for 75 cents less. Boy Scouts were being admitted for 75 cents early in the week.

Show Management, Inc., had the promotion here and elsewhere in California and Arizona. Actual operation of the promotion here was delayed somewhat in getting started and advance sales were okay tho not sensational.

Circus performance has been well received here by the public. The show has appeared at the Cow Palace numerous times, so the San Francisco public is accustomed to an indoor presentation, and this year's production was counted a good one by most patrons, it was reported.

Beers-Barnes in Va.

BUCHANAN, Va.—The Beers-Barnes Circus played here (21) and had half and near-full houses. Ruritan Club was the auspices. Rain held the afternoon house down some.

TEXAS BUSINESS GOOD FOR BEATTY

Extend Tour as Takes Continue High; Set Fla. WQ; Stock Will Make Detroit

AMARILLO, Texas — Good business has prompted the Clyde Beatty Circus to extend its season on two occasions, it reported this week, but the show will end its season in Florida and winter again at Deland.

Entering Texas at Longview (23) the show had good business there and at Tyler (24). In Sherman (26), the Beatty show day-and-dated the fair and attracted two turnaway houses of about 4,000 each. Police were the auspices. A parade was canceled in deference to the fair, which was being revived after ten years.

In Denton (27), business was light at both performances and the lot was deeply rutted as a result of another show, Alamo Exposition Shows, fighting mud there earlier.

Wichita Falls (28) was near full in the afternoon and big at night, following Gil Gray Circus by several days. In Lawton, Okla., for the Sunday (29) afternoon-only scheduled, the show had a full house, with the ticket wagons closing early.

Beatty to Detroit

Crowds were only fair at Vero Texas, Monday (30). Childress had a big advance sale. Amarillo was to be played a few days ahead of the Gil Gray show.

Clyde Beatty himself will appear again at the Detroit Shrine Circus, produced by Orrin Davenport and

AL G. BARNES BEATS RUSSIANS

HOLLYWOOD — Soviet Union, which often gets into news stories with circus yarns, was chided last week by clown Pinto Colvig for claiming a "new" act in the form of a lion riding on horseback.

Colvig, who's now billed as Bozo the Capitol Record Clown, recalls that about 1913 the Al G. Barnes Circus had a galloping horse on which rode an African lion, which carried a spotted dog, on which was a somersaulting monkey. The act was called the Famous Riding Four and was worked by such trainers as Bobby Thornton, Martha Florine, Louis Roth and Mabel Stark.

Dobritch Books Schumann Act, Matt Dillon

NEW YORK — James Arness, the Matt Dillon of TV's "Gunsmoke," has been booked for the Shrine Circus at Evansville, Ind., it was announced here by Al Dobritch, agent and producer. The show is to be November 29-December 1.

Dobritch also revealed he has booked one of the Schumann horse acts, owned by the Circus Schumann of Denmark, for a 16-week stay in the U. S. The act, worked by Max Schumann and using one horse, will make television appearances. Schumann horses have been sought after by shows thruout the

(Continued on page 86)

Mrs. Sanford Acts Against Dan Judge

R-B Director Asks Removal of Trustee; Trustee Files Against Norths, Concello

SARASOTA, Fla.—Mrs. Hester Ringling Sanford has filed a suit asking removal of Dan Gordon Judge as trustee for the Edith Ringling estate.

This action came Tuesday (1) as the latest development on the Forty-Niners' front.

Earlier (26), Judge, a New York attorney, had filed suit in Federal Court at Tampa against John Ringling North, Henry Ringling North and Arthur M. Concello.

It was Mrs. Sanford and her son, Stuart Lancaster, who filed the original suit in State Court against the North brothers and Concello, charging mismanagement of the Ringling-Barnum circus.

In her action Tuesday against Judge, Mrs. Sanford charged that he has failed to comply with the will left by Mrs. Edith Ringling. The will provides that the trustee will make quarterly payments to the beneficiaries, but the suit charges these payments have been irregular and only at Mrs. Sanford's insistence.

Mrs. Sanford's suit alleges that there has been a "constant hostility" between her and the trustee.

A major complaint in her suit is

that Judge "failed, refused and neglected" to bring suit before now against the present management of the circus. The suit charges his court action of a few days ago came only under the pressure created when Mrs. Sanford and Lancaster filed the first mismanagement suit on their own.

In the action against Judge, Mrs. Sanford charges that when she first sought a court order against circus management, Judge urged her to drop the idea; that in corporation meetings he urged that she be removed from her position as a director and that in additional meetings he was "abusive."

Judge's own court action filed in Tampa alleges that the North brothers and Concello "diverted thousands of dollars" from the circus and that a Ringling family agreement was violated.

It duplicates some of the charges in the initial suit filed by Mrs. Sanford and her son, Lancaster, several weeks ago.

Early Stands Bring Crowds To Rudy Bros.

TUCSON, Ariz.—Rudy Bros.' Circus ended a three-day stand here Sunday (29). Show opened at Orland, Calif., with a straw house at the fairgrounds. Santa Paula, a new spot on the route, was light. The afternoon show at Blytheville was canceled by a dust storm.

At Costa Mesa the Sunday afternoon show was a turnaway. This is 11 miles from Disneyland and numerous people from the park came on to visit Prof. George Keller, wild animal trainer who was at the park and now is with the circus. A party for George and Ginny Lowry Keller was given at the home of Mason Erwin, Disneyland food administrator, and the couple was given a large cake with Keller's animal act depicted in icing.

Wirth Signs New N. Y. Spot

NEW YORK—The new Island Gardens Arena in West Hempstead, on Long Island, will have a Frank Wirth-produced circus April 5-12. Wirth and Arnold Carlson, arena owner, signed contracts last week.

The arena's shell has been completed and it will be fitted with rink equipment for winter ice skating. Some 3,500 permanent seats will be provided.

Packs Announces 7 More Bookings

ST. LOUIS—Signing of more acts for the Tom Packs Circus that will appear at the Sports Palace in Havana was announced here last week.

They include Simru Sky Dancers, Bobo Barnett, Jan Risko and Nina, Pete and Norma Cristiani Elephants, Oscar and Pat Konyot, George Keller's Wild Animals and the Forsetz-Mendez Trio.

C. W. (Bud) Hoerber and Jack Leontini will be at Havana for the Packs office.

Sello 2-Truck Show in Wash.; Spans Nation

EDMONDS, Wash. — Roy Bible's Sello Bros.' Circus is playing State of Washington territory now. The show opened in April at Florida quarters and has been on the road since. It was off only about two weeks between this tour and the 1936 trip.

The show moves on two trucks and a trailer and has an elephant, horse, three ponies, tents, poles, lion, chimp, light plant and monkeys. Side Show goes for a quarter and has the animals. Big show has seats around the one ring and tickets are 90 and 50 cents. Music is by record.

Program includes a whip act, dogs, pony drill, clowns, swinging ladder, dancing and pick-out pony, clown, high-diving dog, contortion, baby elephant, clown and high school horse.

Atayde Books Wallenda Acts For Holidays

MEXICO, D. F.—The Wallenda Family of high wire performers has been booked for eight weeks with the Circo Atayde. The act will appear with the show during its Mexico City run starting December 20. Cimse's dog act also has been signed. The Wallendas will do several acts, including a new aerial number to be debuted here. The show will be day and date with Ringling-Barnum.

POLACK PLAYS ONE-DAY STAND

PHARR, Texas — Western unit of Polack Bros.' Circus played a one-day stand here. Except for July 4 sale dates at the Rose Bowl, this was the show's only one-day stand within memory.

Polack used the 4,000-seat football stadium Monday (30). Afternoon had 3,000 persons, while the night was a straw 5,000, according to local reports. Pharr was one of three stands played in this area for a single Shrine club.

K-M Afternoons Off; Nights Bring Straw

SEVIERVILLE, Tenn.—Al G. Kelly & Miller Bros. Circus played to a week of minor matinees and heavy night houses. The show tabbed five straw houses in eight days, and two more nights had full houses for a near-perfect evening score.

It began with a straw afternoon on Sunday (22). Somerset, Ky., Monday (23) gave one-third and straw houses in rain and mud. Tuesday in Corbin, Ky., had a one-quarter afternoon, full house at night, and a truck wreck on the way in. Wednesday brought a one-third afternoon and full night in cool weather.

On Thursday (26) in Morristown, Tenn., the circus played to a one-

third afternoon again, but the night house was strawed to the ring curbs, the show reported. Greenville, Tenn., Friday (27), brought a one-quarter afternoon and another straw house at night, altho it rained all day.

Newport, Tenn., Saturday (28), was the low point of the week. Both houses were only one-third full, but a hard rain was blamed. At Newport and Greenville the show used fairgrounds lots and had fair board auspices.

Sevierville, Sunday (29), gave Kelly-Miller a straw house in the afternoon, despite morning rain. Many people from the Cristiani show visited Kelly-Miller here.

HENSON BROS. INDOOR CIRCUS
Opening about November 1, Springfield, Tenn.
Wants Acts doing two or more—Dogs, Ponies, Clowns, Wire, Juggling, etc. Walter Harter, Winstler Townsend, Tommy Whiteside and other acts, contact **W. E. PAGE**
Ardmore, Tenn. (Phone Smith Service Station), this week; Box 244, Springfield, Tenn., next week.

5—PHONEMEN—5
To sell advertisement in the Labor News, Jacksonville's only officially endorsed Labor Newspaper. Also to sell advertisement and tickets on the Laborers' 3rd Annual Christmas Basket, Program Book and Dance. Only experienced and sober Phonemen wanted—\$20,000 in taps and cut-offs. No advance or collect calls. This is the deal to make your Christmas money. If not experienced, save your time and mine, too. Phone: ELgin 4-7792.
BOB ADAMS
808 Main St. Jacksonville, Fla.

VARIETY ACTS WANTED
For single date, Madison, Wis., Nov. 2, '57.
Acts near-by or going through that do two or more preferred. Write giving full details and lowest flat price.
G. A. LARSON
SUNSET PRODUCTIONS
Happy Acres Trailer Park Box 99, Madison, Wis.

PHONEMEN & WOMEN
Year-round work in Connecticut.
Write
SUNDERLAND'S FUND RAISING SHOWS
721 Main St. Hartford, Conn.

NEED PHONEMEN
5 years' work, state deal. No drinks need call. Curly Lowe, Charlie Phillips, M. O. Williams, Bobbie Decker, Ray Herkey, get in touch with me.
TOBE BARTLETT
1222 W. 6th Topeka, Kansas
No collect.

PHONEMEN
Need two more good Men for Spastic Children's Hospital ticket pitch. Three weeks more and boys are writing 150 a day, no strain.
Call Hemlock 6-2562
LAKE CHARLES, LA.

RONALD BETZ
Emergency Request—Won't you or your Mother please contact this office again by phone or telegraph collect as soon as possible in connection with the trial of the case in Hartford in the near future against your Father involving accident of November 15, 1951? Please place a personal call for Mr. Walsh, Mr. Legnate or Miss Crane, c/o The Maryland Casualty Company, 490 Capitol Ave., Hartford, Conn. Phone: JACKson 5-3119.

5—PHONEMEN—5
U.P.C., Xmas Deal, Tickets and Program. Phones in, open Oct. 8, eight weeks' work.
GLADSTONE 2-0518
Sacramento, California

3—PHONEMEN—3
Fire Dept. Sponsor, Religious Picture, Tickets & Ads. Pay daily. Contact
TOM HARRIS
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Vet Deal. Just Starting.
Plenty of Good Taps. Pay Daily.
Call Columbus, Ohio
AMherst 8-6223, Afternoons

2 PHONEMEN
For steady work in smaller towns from now until Christmas. Book and UPC's. 25%, pay daily.
Phone Diamond 7-4591, Sharon, Pa.

2—PHONEMEN
Sober, clean and dependable. Sheriff and other top deals. Drunks are cause of this ad.
JACK WOLFE
Natchez Hotel Natchez, Miss.

REVIEW ROUND-UP

Yongs, Hagenbeck, Clowns, Saints-Sinners in New Books

CHICAGO—With several circus books already published and more choice ones to appear this fall, these come up for comment now:

'Circus Train' Tells Story of Yong Acts

Prominent among Oriental acts in the U. S. now is the Yong Brothers and Sister. The story of their parents and the family's circus career is recounted in "Circus Train," by Joan Selby-Lowndes, who was the tutor for the children during their stay in England.

The book starts in China with young Kai Yong, who goes to Germany, becomes an acrobat and juggler and before long is with Barnum & Bailey. As one of the Tai Ping Troupe, he also works in Russia and elsewhere. An associate is Jim Wong, also well known in this country. There are frequent tours of Europe and China. Yong also is with Hagenbeck-Wallace and escape injury in the 1918 wreck.

Back in Germany, Yong weds a German girl, Johanna, and they join John Robinson Circus in America. Vaude time follows and more trips to China and Europe. About the time their children are entering the act, war comes to Germany. There are privations and air raids. Then Russian troops come, and finally the family gets to Berlin, where the new generation's act, the Yong Brothers and Sisters, makes its debut. Bookings with D'Hiver, Schumann, Bertram Mills and Crock come quickly, and then another trip to America, this time to place the second generation with Ringling-Barnum. That's where the act is today.

This book gives rare insight into life of an Oriental troupe, and it tells well the international aspect of circus. The written for teenagers, it is of interest to circus readers. Published by Abelard-Schuman, Ltd., New York, at \$3, the book has 240 pages and numerous line drawings.

Circus Saints-Sinners Issues Hand Book

Chalmers L. Pancoast, a co-founder of the Circus Saints and Sinners, together with Reginald T. Townsend, Henry Hartman and Bill Steinke, has written "The Comical Chronicle of the Dexter Fellows Tents of the Circus Saints and Sinners Association."

This 200-page book is prepared with the same skill and nonsense that typifies the Saints and Sinners. Its own brand of satire and punning goes full force thruout the volume.

It tells how the CSS came into being, of the split away from CFA which gave CSS its start. There are biographical sketches of various members and lists of officers from various years. There also is a roster of those big-name personalities who have been fall guys for CSS meetings. In all, the "Chronicle" is a directory and handbook of most interest to CSS members. Published by the Circus Saints and Sinners Association at New York.

Hagenbeck Biography Published in England

The autobiography of the late

Lorenz Hagenbeck, published first in Germany and later in England some months ago, has considerable to offer American circus readers. It's called "Animals Are My Life," and the English edition carries 254 pages and many photographs.

It holds some surprises for most readers, among them the statement that Carl Hagenbeck, the author's father, modeled his first circus after Barnum & Bailey and the first Hagenbeck bull man in Europe was an American Negro.

The author was in charge of the Hagenbeck animal show at the St. Louis World's Fair and of the Carl Hagenbeck Trained Wild Animal Shows, which toured in 1905 and 1908. His comments about and experiences with such American showmen as C. Lee Williams, Diamond Billy Hall, the Ringlings, wagon-builder Bode of Cincinnati and others are choice.

Hagenbeck writes that his American effort should have been a European-style rather than a three-ring show; 50 years after it appears the former might have succeeded where the latter didn't. He writes about efforts to sell the show to Ringling. But simultaneously, his partners were selling the equipment to Ben Wallace, who then claimed the Hagenbeck title. Lorenz Hagenbeck writes that war and inflation kept the Hagenbecks from taking action against Wallace.

Hagenbeck tells of his animal company's supplying many animals to circuses in this country. Sometimes his claims are liberal, such as the one that "The Greatest Show on Earth" was filmed at Hagenbeck's in Hamburg. There also is full comment about the seizing by the Allies of Hagenbeck circus animals in Scandinavia after World War II, many of these animals finding their way to Ringling-Barnum.

First-hand story of one of the world's great circus names is told in "Animals Are My Life," published in England by The Bodley Head, London.

Clown Tome for Teens Has History, Lore

Another recent book primarily for teen-agers but carrying value and interest for adults is called "Clowns" and was written by Douglas Newton.

This one is an attractive book with a few line-drawings and an abundance of clown history and clown lore. Prominent clowns of today are included along with great clowns of the past.

An early chapter is about Joseph Grimaldi at Sadler's Wells. Not only Dan Rice, but also Joe Pentland and other early American joys are depicted. Also getting attention are Felix Adler, Pete Conklin, George L. Fox, Emmett Kelly, Europe's Boum-Boum, Fratellini brothers, Crock, Charles Rivels, Whimsical Walker and William Wallet. The book mentions many other circus personalities in telling the clown story.

"Clowns," published by Franklin Watts, Inc., New York, has 210 pages and is priced at \$2.95. Tom Parkinson.

UNDER THE MARQUEE

Joe Mix and Princess Blue Sky are back in Holly, Mich., after a season of 16 weeks at the Western town in the Totem Indian Village at Cooperstown, N. Y. They will make a trip to Oklahoma and Texas, and then expect to make the J. C. Patterson indoor dates.

On Kelly-Miller, Glen J. James is making radio appearances. . . . The Jordan Bros. left to play fairs. . . . Keller Presley suffered a

sprained back. . . Sid Stevenson has things back in place after the ticket wagon wreck in Chester, Ill. . . . Tennessee and Kentucky rains and mud brought out boots and slickers with the wardrobe of the day.

Barbara Fairchild writes from the Cristiana show that Nick Bengor is spending a prolonged vacation with the show. Arnold (Continued on page 86)

PHONEMEN
Cristiani Bros.' Circus. Sponsored by West Coast Rescue Squad. Top commission. Men who will write \$300 a day.
BILL FINLEY
Phones 7-7889 or 7-72251
St. Petersburg, Fla.

PHONEMEN WANTED
If you can write \$200.00 per day, contact me. Just opened here. Sheriff deal to follow; steady till June, '58. John Bennett, call. No collect, please.
STAN WILLIAMS
Jackson 9738 Omaha, Nebraska

PHONEMEN
Hottest deal in the country, grossed \$4,000 last week. Men writing \$300 per day. Indoor Races for National Championship. Banners, Book and U.P.C. 2 phones open, pay 25% daily.
BOB MALLORY
Day: AL 6-1687—Night: AL 6-4318, Nashville, Tenn.

2 PHONEMEN 2
Who can stay sober and work 6 hours a day. Spastic Hospital benefit. Book and tickets. Pay daily, 25%.
JOHN C. GOLDEN
Phone: Franklin 7-5905
Charlotte, N. C.

NEED 5 GOOD PHONEMEN
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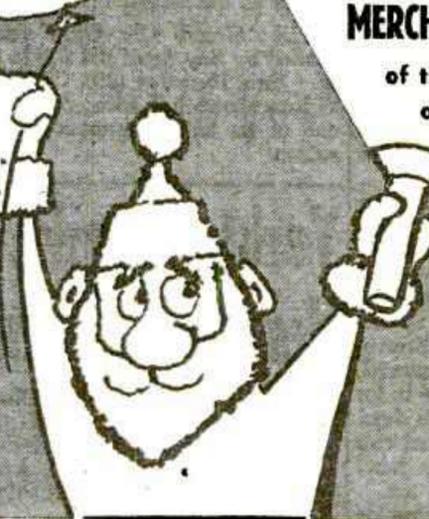
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Bloomsburg Pulls 154,073; Up 10%

Weather Holds Thruout Week; Alexander Grandstand Pulls 23,658

BLOOMSBURG, Pa. — Several daily records were surpassed at the Bloomsburg Fair and ideal weather attracted 154,073 paid admissions. The six-day event, ended Saturday (28), drew about 300,000 persons, the difference representing children of school age who were admitted free thruout the run.

The paid turnout was the fifth largest in the event's 103-year history and a solid 10 per cent better than last year's.

A couple of chilly nights attended the end of the run, holding the turnout for Willard Alexander's "Comedy Varieties of 1957" to 23,658 grandstand customers, 435 shy of last year's show, which had milder night temperatures. The show played single performances Monday and Tuesday, and two a night for the remainder of the week.

Holter Show Wins

Biggest single gain was Tuesday (24) for the Gene Holter Animal Show, booked in thru B. Ward Beam. It drew a full house and went over well.

Daytime grandstand attendance for the week was 22,698 or 5,222 more than last year, when there was a stormy Friday to contend with. Alexander also provided afternoon acts, which included Jerry Kirk, Bobo Barnett, Payo and Mai, and Beckett's Aerial Wonders. Revue talent included Johnny Puleo and His Harmonica Gang, the Toppers, Gerry Shard's orchestra, the Whiz Kids, Larry Gris-

wold, Y-Knot Twirlers, Las Vegas Lovelies and others.

The four-day harness meet offered purses in excess of \$60,000. On Saturday afternoon there was midget auto racing promoted by Roy Richwine, of Williams Grove Park, and Speedway, with 6,102 paid attendance plus some 800 paddock standees. Reithoffer Shows had a good week on the midway.

Saturday was the largest day of the week, with 45,403 paid gate admissions. The Saturday record of 48,490 was set last year, but this followed a day of rain and attracted folks who had been discouraged because of weather.

NAYLOR BOATS RIDE 29,600 AT MEMPHIS

MEMPHIS—Paddlewheel boats and Memphis are a natural. Willis Naylor, Dallas, who had two Alan Hawes' Little Showboats in operation on the Mid-South Fair's new lagoon, will attest to that.

During the nine days of the fair, with one almost a blank due to a heavy rain, the two stern wheelers rode a total of 29,600 people at a quarter each. On Friday (27), biggest attendance day of the fair, Naylor's two boats rode a whopping 7,048 passengers and one of the craft was out of action for over an hour due to clutch trouble.

The two boats operated on the fair's new 90,000 square foot lagoon that was one of the new features here this year.

Memphis Snaps Back To Pull 396,152 Gate

'Riverboat Follies,' Rodeo Score Big; Rides, Shows, Concessions Top '56

MEMPHIS — The Mid-South Fair overcame the handicap of losing its first Saturday to rain and closed its nine-day stand here Saturday (28) with an attendance of 396,152. While this was below last year's centennial run, when 445,503 came thru the outside gates, it was substantially ahead of 1955, which registered 360,354.

G. W. (Bill) Wynne, manager, pointed out that the increase in the gate charge from 60 to 75 cents this year helped swell receipts. In fact, receipts from gate admissions this year were only 1/2 per cent below last year.

After losing its first Saturday, usually one of the biggest days of the run, and having threatening weather for the Sunday, the fair shifted into high gear. Friday, Kids' Day, was the biggest weekday on record, with 74,499 people, and was the second highest single day on record.

"Riverboat Follies," produced by Eldred Stacey, Music Corporation of America and featuring Preston Foster, played to over 12,000 people, doing three-a-day for the nine days. The show, which last year was presented under canvas, was better located this year, playing in the manufacturers' building. Receipts were up a whopping 61 per cent, Wynne disclosed.

The traditional rodeo, which featured the Lone Ranger and Tonto the first three days and Buffalo Bill Jr. the final two days, set an all-time record. Last year 10 performances were held; this year they

gave 16. Wynne said that based on a show-for-show basis, it was up 13 per cent.

The entire midway gave the fair a hefty 16 per cent boost in revenue. Rides and shows brought in by Clif Wilson's Associated Exposition, topped last year by \$500; Charles (Chuck) Moss, concessions operator, ended slightly ahead, while Willis Naylor, who had two Allen Hawes' paddle-wheel boats on the new lagoon, drew 29,600 people for the week, riding 7,048 on the big Friday alone. Ride went for 25 cents.

Wynne and members of the board were exceptionally pleased with the Friday-school kid promotion. Some 51,000 kid tickets and close to 4,000 teacher tickets were distributed in the area, resulting in the big day.

RICHMOND SETS RECORD 460,088

Good Weather a Boon; Midway, Auto Race Grosses Both Large

RICHMOND, Va.—An attendance figure of 460,088 was rolled up by the Atlantic Rural Exposition last week, with the best weather in many years attending the event thruout its 10 days. It was a record paid gate, some 25,000 better than the 1955 record, and 114,554 or 33 per cent better than 1956.

Manager J. A. Mitchell said the turnout actually exceeded a half million, taking passes, children and other free gaters into consideration.

Climax of the strong run was the crowd of some 7,500 persons attending the big car races promoted by Sam Numis. Other attractions during the fair had varying successes, ranging from the disappointing gross garnered by Gene Holter's Animal Show to the ups and downs experienced by Ward Beam's Thrill Show. Rebounding from a weak turnout on opening Friday (20), Beam pulled two hefty houses on the second Friday.

The "Grand Ole Opry" unit headed by Roy Acuff did fair in its stint thru Thursday (26). Cetlin & Wilson shows left Richmond with one of its biggest grosses of the season.

Weather turned chilly at week's end, too late to slow the onrush of patronage which gave evidences of record proportions by mid-week. The previous record attendance was only 25,000 persons away when the ticket windows closed on Friday night (28), with two big days still to go.

Beaumont, Tex., Signs 10-Day Name Program

BEAUMONT, Tex. — South Texas State Fair, which runs here October 17-26, will go heavy on name attractions this year, having signed Snooky Lanson, Crew Cuts, Hank Thompson, Tex Ritter and Sonny James. Negotiations were closed last week with Eldred Stacey, Music Corporation of America.

The performers, who give three free shows per day on platforms on the grounds, will generally be in for one day each. The Crew Cuts and LeRoy Van Dyke will open the fair. On October 19 and 20 the Commodores and Randy Brown, paddleboard, will be featured; Thompson and Ritter will be in for a day and Lanson in for two days. James will be in for the final two days. Set for the run are Janet and Jackson, high platform act. Olson Shows will again provide the midway attractions.

Calgary Loses Barn In 3-Alarm Blaze

CALGARY, Alta. — A three-alarm blaze of undetermined origin destroyed a barn in the southeast corner of the Calgary Exhibition and Stampede grounds recently and threatened to burn several others. There were no animals in the building. The loss was not announced.

Yorkton, Sask., Names Hepburn

YORKTON, Sask.—R. J. (Bert) Hepburn, vice-president of the Yorkton Agricultural and Industrial Exhibition Association, Ltd., has been appointed full-time secretary-manager.

For the past five years, secretarial duties have been handled by Stan Wood. Hepburn's assistant will be Mrs. Geraldine Pepler.

Hepburn has headed several committees of the fair board, including the executive and finance committee. His father, the late William Hepburn, was a past president of the board.

One of the first tasks facing the board and its secretary-manager is the building of a new grandstand.

Greenville Gets Early Rain; Rocky Mount Big

GREENVILLE, N. C. — One of the two fairs presided over by Norman Y. Chambliss was hit by rain again this year, but the resultant damage was not as serious as in 1956 when the Rocky Mount Fair was a washout. Rocky Mount proved exceptionally good, owner-manager Chambliss reported, while the Pitt County Fair here, which he manages, had a wet opening.

Chambliss gave credit to Pinky Lee, who helped boost the Rocky Mount gate to a new record, and hypnotist Joan Brandon, in here for all week.

The new steel bleachers erected here, seating 3,000, held a good-sized crowd for Joan Brandon Tuesday night (1). Rain blanked out the opening on Monday and continued thru Tuesday, clearing in time for the Brandon show. Wednesday was clear.

Lee Show to Theater

Because of rain the Pinky Lee show was switched to the Little Theater at East Carolina College, and pulled more than 1,000 kids thru late radio and TV announcements. Lee was in for shows at 5 and 7 p.m. on Tuesday, Wednesday and Thursday. Joan Brandon had night shows on those days and moved to matinees as well for the remainder of the week. Grandstand prices were 50 cents for adults and a quarter for children.

The rain also forced switching of the children's day Tuesday to Thursday, to coincide with the county kids' day.

Rocky Mount had rain only on Saturday night (28) when CAC-

Hamid's closing show was rained out. It drew heavily on the three days prior to that.

O. C. Buck Shows turned in a record midway gross for Rocky Mount but lost the better part of two days here to rain. Outlook was bright, however, with the double kids' day ahead. The Rocky Mount midway was moved from the east end of the grounds to the west end, and livestock exhibits were changed to the lower end. A new free-act stage was installed for the grandstand, and trailer space was provided at the upper end of the racetrack infield.

Pomona's 1,074,899 Tops '56 by 70,907

POMONA, Calif.—The Los Angeles County Fair pulled an attendance of 1,074,899 during the 17-day run which ended Sunday (29). C. B. (Jack) Afflerbaugh, president and general manager, said. Count was 76,907 ahead of 1956.

The attendance was the best since 1952, when 1,085,478 attended. On Friday (20), second of three, a new weekday record of 62,319 was set.

The increased attendance was attributed to stronger grandstand attractions, good weather and the completion of the freeway strip from the fairgrounds to Los Angeles, approximately 25 miles away.

Youth Day Tested at Allentown

ALLENTOWN, Pa.—The Friday (20) program at the Allentown Fair was a departure from previous years when the custom was for stock car racing or automobile thrill shows. This was a first All-Youth Day, the Lehigh Valley Children's Day.

Fourteen area high school bands paraded before the grandstand, their presentations climaxed by a massed band rendition of three Sousa marches. There were more than 1,000 musicians and hundreds of baton twirlers.

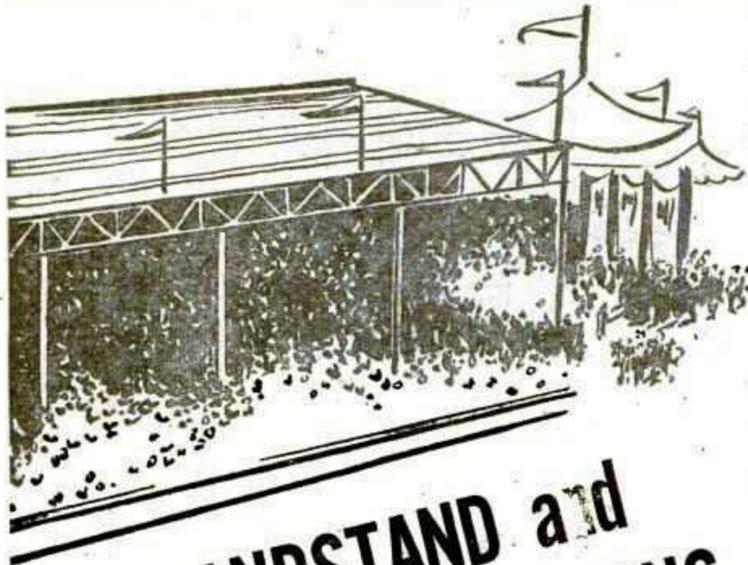
After a half-hour intermission there was a rock 'n' roll show booked thru Willard Alexander, of New York. Priced at \$1 for everyone, it offered Mickey and Sylvia, Don Rondo, the Moonglows, Eddie Fontaine, and the Matt Gillespie orchestra, with local disk jockey Kern Gregory, of WAEB, as emcee. Attendance was 2,490.

During the morning there was a free pony show before the grandstand. Most area schools were closed for the day and admission to the fair was free to kids thru high school age. The youth day was conceived by fair manager, Ed Leidig.

Ringling Bros.-Barnum & Bailey Circus was featured nightly, with two matinee performances on each of the two Sundays starting with the fair September 13. The attraction pulled a record opening night grandstand crowd and chalked up an attendance of 82,363 in 12 performances, all except four which were sellouts or turnaways.

A rodeo, booked thru H. Werner Buck and featuring Gene Autry and Gail Davis, pulled 31,862, topping similar events in the past. The rodeo did seven night shows and one matinee.

Concessionaires reported generally good business, as did the fun zone operation of Harry Illions.



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Winter Fairs

- Arizona**
Phoenix—Arizona State Fair, Nov. 2-11. George N. Goodman.
- Florida**
Arcadia—DeSoto Co. Fair & Livestock Expo, Jan. 13-18. A. G. Erickson.
Bartow—Polk Co. Youth Show, Dec. 5-7. W. P. Hayman.
Blountstown—Calhoun Co. Fair & Livestock Show, Oct. 21-26. Thomas B. Jones.
Bradenton—Manatee Co. Fair, Jan. 27-Feb. 1. Harper Kendrick.
Brooksville—Hernando Co. Fair, Nov. 6-9. H. J. Brinkley.
Callahan—Northeast Fla. Fair, Oct. 23-28. H. O. Stratton.
Clewiston—Sugarland Expo, Jan. 28-Feb. 1. D. G. Pearcy.
Dade City—Pasco Co. Fair, Jan. 15-18. J. P. Higgins.
DeFuniak Springs—Walton Co. Fair, Oct. 9-12. H. O. Harrison.
DeLand—Volusia Co. Fair, March 3-9. Lee Maxwell.
Eustis—Lake Co. Fair & Flower Show, Jan. 10-15. Karl Lehmann.
Fannin Springs—Suwannee River Cattle Show, Feb. 19-21. L. C. Cobb, Trenton.
Fort Myers—Southwest Fla. Fair, Feb. 3-8. Robert Hippelheuser.
Inverness—Citrus Co. Fair, Nov. 11-16. Quentin Medlin.
Jacksonville—Greater Jacksonville Ind. & Agrl. Fair, Nov. 14-23. Ted Chapeau.
Kissimmee—Kissimmee Valley Livestock Show, Feb. 19-23. O. L. Partin.

- LaBelle—Hendry Co. Fair, Jan. 28-Feb. 2. Frank Polhill.
Largo—Pinellas Co. Fair & Horse Show, Feb. 25-March 1. J. H. Logan.
Live Oak—Suwannee Co. Fair, Oct. 21-26. Paul Crews.
Madison—North Fla. Livestock Show & Sale, Feb. 24-25. O. R. Hamrick Jr.
Marianna—Jackson Co. Fair & Livestock Expo, Oct. 21-26. W. W. Glenn.
Miami—Southeast Fla. & Dade Co. Youth Show, Jan. 18-26. Ralph E. Huffaker.
Ocala—Jr. Livestock & Poultry Show, Oct. 14-15. Louis Gilbreath.
Ocala—Southeastern Fat Stock Show & Sale, March 3-7. Louis Gilbreath.
Orlando—Central Fla. Fair, Feb. 24-March 1. C. T. Bickford.
Palatka—Putnam Co. Agrl. Fair, Nov. 11-16. Hubert Maltby.
Panama City—Bay Co. Fair, Oct. 28-Nov. 2. D. C. Suggs.
Pensacola—Pensacola Interstate Fair, Oct. 21-27. J. E. Prenkel.
Plant City—Hillsborough Co. Jr. Agrl. Fair, Dec. 12-14. D. A. Storms.
Plant City—Fla. Strawberry Festival, Feb. 17-22. Fred W. Nulter.
Quincy—Gadsden Co. Tobacco Festival & Fair, Oct. 10-12. John C. Russell.
Sarasota—Sarasota Co. Agrl. Fair, Jan. 10-15. K. A. Clark.
Sebring—Highlands Co. Fair, Feb. 24-March 1. B. J. Harris Jr.
Stark—Bradford Co. Fair, Oct. 21-26. G. T. Huggins.
Tallahassee—North Fla. Fair, Oct. 29-Nov. 2. Lloyd Rhoden.
Tampa—Fla. State Fair, Feb. 4-15. J. C. Huskisson.
West Palm Beach—Palm Beach Co. Fair, Jan. 24-Feb. 1. Lamar Allen.
Williston—Levy Co. Fair Assn, Oct. 28-Nov. 2. W. C. Parrell.
Winter Haven—Fla. Citrus Expo, Feb. 15-22. Robert J. Eastman.

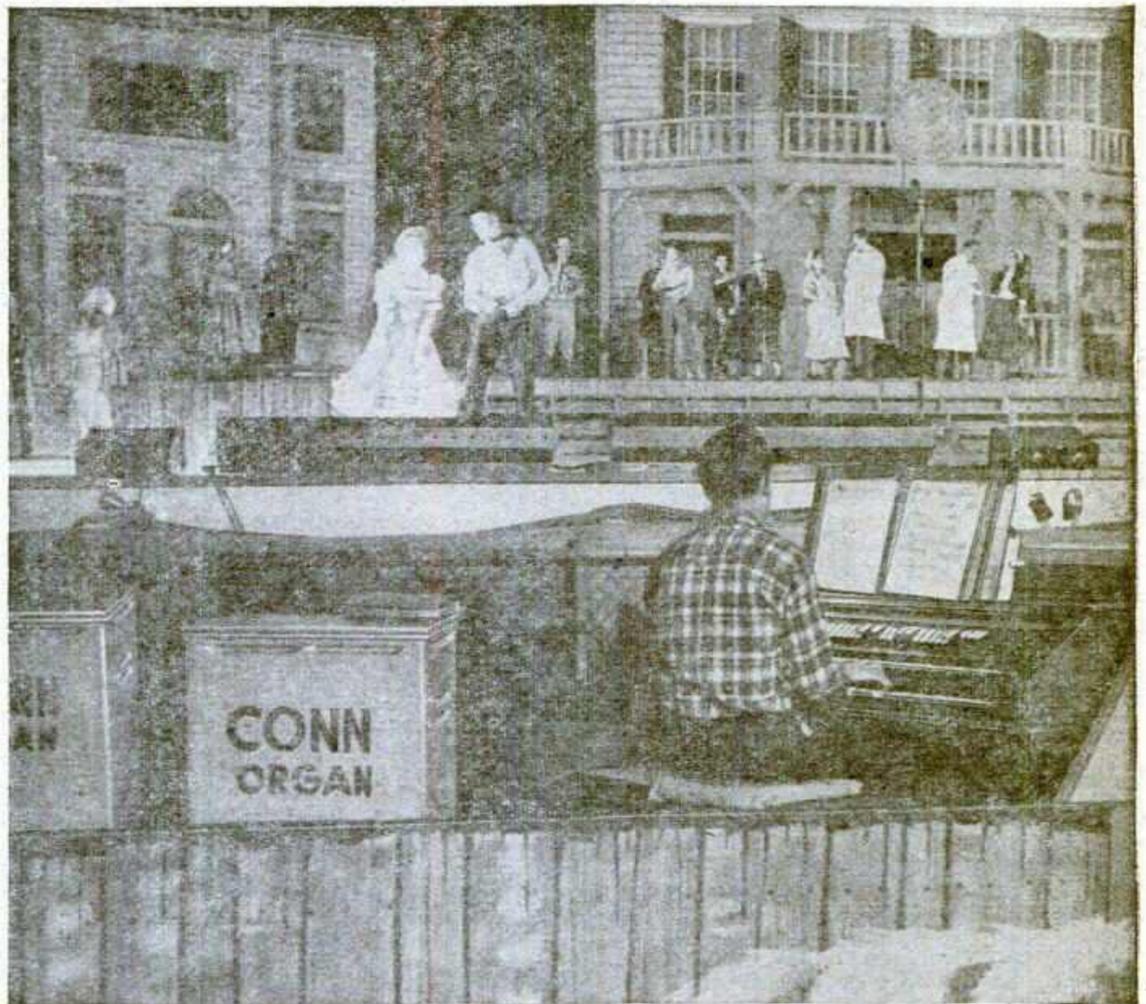
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Charlotte, Shelby Damp for Strates

Momentum of Early Fair Successes Slowed Sharply by Carolina Rain

CHARLOTTE, N. C. — An excellent season up north has been followed by rough weather for the James E. Strates Shows, and the only consolation, if there is any, is that many other shows touting thru Pennsylvania and the Carolinas have suffered the same fate at fairs.

Greenville, S. C., was satisfactory thru Saturday, when a potential big day was rained out. Shelby, N. C., had rain on all but two days. There was no sunshine here

until Wednesday, after an enormous amount of shaving had been applied for days.

The opening here on Tuesday (1) was a washout to rain which had begun the previous Friday and continued thru the fair opening and the second day, Wednesday, as well. Spotty weather began hitting the railroader at the fair in York, Pa., after several very good weeks. Bedford and Clearfield, Pa., and Hamburg and Syracuse, N. Y. All were good, with the last-named providing the show with one of its best weeks anywhere.

Edwards' Crime Show has joined, as have Ramagosa's German Carrousel from Wildwood, N. J., and Hy Stein with his Mechanical Workshop.

The show goes from here to the Danville (Va.) Fair, then to the North Carolina State Fair in Raleigh. Early fairs, it was noted, provided a fat cushion against possible reverses due to weather, and the likelihood is still that the season's final accounting will show this to be a very good year.

PCSA Event Grosses \$1,000 At Pomona

LOS ANGELES — Approximately \$1,000 was grossed by the Pacific Coast Showmen's Association and the Ladies' Auxiliary at the Showmen's Day at the Los Angeles County Fair, Pomona, Thursday (26). Al Flint, PCSA executive secretary, was co-chairman with Ted LeFors for the men's club, and Ruth Wolf Wood was chairman for the Auxiliary.

Flint said that more than \$700 was raised at the events staged on the World's Fair Midway and with the assistance of Harry A. Illions, fun zone director. Contributions were received from O. N. Crafts, Harry Myers, Mike Krekos, Louis Leos, Eddie Hellwig, Sam Landesman, Morrie Schiller, Johnny Miller, Frank Warren and Art Andersen, most of whom were unable to attend.

The day featured the running of the PCSA handicap race, which was arranged by Taxis Paine, of the fair's public relations department. The trophy was presented the winning jockey by Berta Harris, Auxiliary president, and her husband, Edward, who was PCSA president last year.

Fun Zone \$\$ Up 27-30% At Sacramento

SAN FRANCISCO — Ride business done by the West Coast Crafts and Foley & Burk Combined shows which joined forces to play the 12-day California State Fair and Exposition in Sacramento was up "from 27 to 30 per cent" over last year, Bobby Cohn, West Coast general agent and liaison for the combination, said.

The show bid the contract at \$132,500, largest flat fee ever paid for a fair. In turn, 3,400 square feet of concession space was sold for a total of \$92,390. Average per foot cost was approximately \$26.

Cohn said that the ride money was increased by the selection of the most popular as well as capacity device from each of the three shows.

FUND RAISERS

West Coast Raises \$2,175 For Two Clubs

SAN FRANCISCO — The West Coast Shows' two units raised \$2,175 for the Pacific Coast Showmen's Association, Los Angeles, and Show Folks of America at benefit events held during the season.

The Show Folks received \$1,500 and PCSA \$675.

Eddie Hellwig, manager of West Coast No. 1 and president of SFA, explained that the difference in the distribution was to equalize donations to the clubs. Last year PCSA got the bulk of the funds raised with the distributions for two years accounting for equal amounts in that period to the two clubs.

The No. 1 unit held its benefit in Roseburg, Calif., with the committee headed by Sam Dolman, Art Andersen, and Hellwig. The second unit staged its benefit in Napa, Calif., under the direction of the show's manager, Al Rodin, with Harry Martin, John Provenzale, and Sam Lasky directing the committee.

Meeker Up 10% At Yakima Fair

YAKIMA, Wash. — Meeker's Circus and Shows increased business approximately 10 per cent over 1956 at the Central Washington Fair here during the five days ending Sunday (29) and closed its 1957 tour, again wintering on the local fairgrounds.

Altho the fair was down in attendance approximately 7 per cent, carnival spending was up. Rain on Thursday (26) and threatening clouds on Friday cut down the attendance on those two days. Weekend business was considerably above the same days a year ago.

The Meeker organization with Ralph Meeker as owner-manager, Jo Meeker, secretary; William Davis, business manager; Dan Dix, agent, and Louis Tupen, mechanic, had a spotty season. Opening April 29 at the Washington State Apple Blossom Festival in Wenatchee, the show battled rain for the first ten weeks of the season. Rodeo dates were up as were some of the sponsored dates because of the free

circus attractions that were offered.

For the Central Washington Fair the Meeker organization had 12 rides and the Funhouse, the latter being a permanent installation along with the Pretzel. Robert Bolinger of Portland supplied the Scrambler, No. 16 Ferris Wheel, Round-Up, seven other rides, including the permanently in-

(Continued on page 86)

I. T. Finishes Strong At Danbury Fair Date

NEW YORK — The I. T. Shows returned to the barn last week following a satisfactory season in the metropolitan area. Its closing date at the Great Danbury (Conn.) Fair, as usual, saw the outfit all spruced up, and it was one of the best weeks in recent years.

The line-up included three Ferris Wheels, Merry-Go-Round, Tilt-a-Whirl, Rolloplane, Whip, Caterpillar, Octopus, Comet, Little Dipper and the new Round-Up which was acquired during the fair in

Rhinebeck, N. Y. Kiddie rides were the Train, Tank, Auto, Boat, Roto Whip and Pony Cart units.

Shows were the Side Show, Girl Revue and Kingdom of Animals of Fred Sindell and Dave Rosen, Fitzpatrick's Snake Show and Funhouse, and the Circus Hippodrome of Willie Stein.

The Isser-Trebish organization played fairs this season at Danbury, Middletown and Rhinebeck, (Continued on page 86)

Pickles Pickard Dies in Calif.

REDDING, Calif. — Funeral services were held here last week for Elisha (Pickles) Pickard, 69, who died September 21 following a long illness.

Pickard was well known as a general agent, having been associated with the Hildebrand Greater, Crafts and White City shows in that capacity. For several years he operated the Redwood Empire Shows in partnership with Tony Masseth.

He leaves his wife, Blanche; a daughter, June Aldrich; a brother and a half-brother, W. L. (Bucket) Brown, of the West Coast Shows.

Memphis Fun Zone Tops 1956 in Rain

Wild Mouse Rides 9,700 in One Day; Big Kids' Day Helps Wilson, Moss

MEMPHIS — Despite losing the usually big opening Saturday of the Mid-South Fair to a five-inch downpour, midway operations of Cliff Wilson's Associated Exposition and concessions of Charles (Chuck) Moss topped last year money-wise.

Wilson, who had 10 rides and 15 shows in the line-up, disclosed he was \$500 ahead, being aided materially by the big Friday turnout of youngsters. Moss, who had 45 varied concessions, ended up strong and was slightly ahead of last year, the fair's centennial celebration. Both Wilson and Moss termed Friday the biggest day they ever had here.

Leading the Wilson array of attractions was Charles Garvin's Wild Mouse, which led the entire fun zone on each of the nine days. The new ride set what Wilson termed a new record on the big Friday when it rode 9,700 at 35 cents and could have taken an additional 3,000 if it had more cars.

In the Wilson line-up of rides, in addition to the Mouse, were Paul Dispensa's Tilt-a-Whirl; Hadji Delgarian's Scrambler and Rock-o-Plane; Velare's Rotor, managed by Charles Goss; McMurtrey's Paratrooper and Roundup, E. C. McCrary's Twister and Octopus, and Harvey Smith's two kid rides.

15 Shows
In the show line-up were Dick Dillon's Mechanical unit, Arch McAskill's Palace of Wonders, J. W. Thomas' "Grand Ole Opry," Art Converse's Side Show, Blackhall's Fat Show, Charles Fogles' snakes, Charlie Taylor's colored revue, Frank Lentini's exhibit, Ray Van Gough's two-headed calf, Gazelle's big log, Walsh matchstick exhibit, Mr. and Mrs. Ray Walsh's two-headed baby, Bernie Landis' Caribbean Capers, Austin Dentinger's French Casino and a religious exhibit.

Not on the midway but close by, Willis Naylor's two paddle-wheel boats, booked in by the fair, rode a total of 29,600 in nine days.

Mrs. Wilson and Marshall Green assisted in the ride and show office, while Mrs. Moss held forth in the concession headquarters.

Detroit Fair Space Sale \$\$ Hit New High

DETROIT — Total revenue from concessions and exhibits jumped from last year's \$196,508 to \$204,959 at the 1957 Michigan State Fair, according to Gerry Lacey, director of sales and space allocations. Exhibit sales, which dropped a little last year, rose from \$103,947 to \$108,933 to set a new high.

Concessions revenue has shown a steady increase over the past five years, starting from \$57,901 in 1952 to reach \$92,561 in 1956 and then jump \$3,405 this year for a new high of \$95,966. About \$1,000 of this increase represented increased concession rentals, and the balance higher revenue from bids by wholesalers.

Concession revenue accounted for \$14,830 of the fair's revenue; 60 food stands, \$24,195; 15 popcorn stands, \$5,290; 12 cotton candy stands, \$3,145; 8 French fries, \$2,255; 11 hat stands, \$3,400; 3 frozen custard stands, \$1,470; 10 jewelry stands, \$2,520; 4 kitchen gadget stands, \$1,000; 14 novelty stands, \$4,540; 7 shooting galleries, \$3,150, and 3 salt water taffy stands, \$1,200.

Dolly Young Breaks Leg

OPALAKA, Ala. — Dolly Young, well-known concession manager, general agent and legal adjuster, sustained a broken leg, cuts and bruises here last Friday (27) when the door of the car she was driving opened accidentally, causing her to fall to the roadway. A friend, Mrs. Pat Harbin, outdoor showwoman, riding with her, was uninjured.

Miss Young was removed to Lee's Memorial Hospital here, where she is expected to be confined seven weeks. Friends may write her there.

Vivonas in Petersburg; One Clear Day in Four

PETERSBURG, Va. — One good day, the Wednesday (2) kid's day, brightened business at the Southside Virginia Fair here for Amusements of America. Thru Thursday the weather was spotty.

Monday and Tuesday had lower fairground attendance than 1956, due to rain. Thursday was cloudy and threatening, which also held the crowds down.

The kid's day got passable weather and some 30,000 youngsters turned out. Promotion for the

special day was handled by the fair-sponsoring Lions Club, running the fair for the second year. Harry Wilson aided the advance work for the midway outfit.

A hefty line-up of 26 rides, 12 shows and 85 concessions was fielded by the Vivona family, which added a third light plant from its bazaar unit, which closed Saturday (28) in Jersey City, N. J. Several other parts of that unit

(Continued on page 86)

FOR SALE

G-16 Limited—2 engines, 2 coaches, 1 observation coach, 1/2 mile track, treated ties, 2 signals. Good condition, \$22,000 value. Real bargain if sold at once.

HARRY W. HENNIES

9705 Katy Road Houston, Tex.

GIRLS

• Dancers
• Acts-
• Musicians
• Waitresses
For Winter Season's Work.
Contact: **Tommy Thomas**
CLUB MARDI GRAS
Key West, Florida
Phone 69417 after 9:00 p.m.

FOR SALE

36-ft. Allon Herschell 30 horsepower Merry-Go-Round, like new. Also 6 Hodges Hand Cars, 500 ft. track, like new. Real bargain if sold at once.

HARRY W. HENNIES

9705 Katy Road Houston, Tex.

WANTED

NOVELTY & COTTON CANDY AGENTS
to work Rodeo, Saturday, October 12, in Gator Bowl, Jacksonville, Florida. October 20, Baseball Park, Atlanta, Ga.
Apply: A. HYMES
General Delivery or Western Union
Spartanburg, S. C.

FOR SALE

Set of eight push button Diggers, good condition, flash, 10x10 top and frame, Diamond T top panel. Reasonable for cash. Booked on Raley's Exposition.
FRANK JONES
Marion, S. C., this week; then as per route.

FOR SALE

Seven Concessions, some Stock, large Bingo, two Tractors and Trailers. Quitting concession business. Book Fun House, clean Shows and Concessions. Want Wheel and Coaster Foremen, Second Men who drive. No cars, please. Contact or join Brownsville, Tenn. Fair now.
Dyer's Greater Shows

Thank You

FREDDIE STOKES
Pan Game Concessionaire
for your OLDSMOBILE 98 purchase.
"Save Money With Johnny"
JOHNNY CANOLE
Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.

FIDLER UNITED SHOWS

Want Hanky Panks of all kinds. Into the cotton until the snow flies.
Address: Luxora, Ark., this week.

\$100.00 REWARD

For information on present location of **RAY ODELL FARMER** and **S. L. VIERS**
Information confidential. Call collect.
BONNIE JAY or TOMMY ALFORD
Andrew 2-2616
Grand Prairie, Tex.

SCRAMBLER

Available for Bookings
After Memphis Tri-State Fair, Oct. 8. Contact in Memphis until Oct. 8 and in Chicago after that date.
HADJI DELGARIAN
1759 North Newland Chicago 35, Ill.

MIDWAY CONFAB

Mike Smith, owner-manager of Northern Exposition shows, returned to the show's winter quarters in Worthing, S. D., just in time to become a grandfather. The new mother is his daughter, Janet, wife of Del Egan, who was Side Show operator with the show this season. . . . Woodrow Arnold is at 1112 Chestnut Street, Houston, awaiting surgery and would like to hear from friends.

James Flannagan, concessionaire with Midwest carnivals, has been released from the hospital and is convalescing at his home at 1946 Warne Avenue, St. Louis.

Mrs. Eugene (Hickey) Culpepper, was given a surprise baby shower at Muskogee, Okla., by the women of the William T. Collins Show. Party hostesses included Mickey Collins, Angie Conroy, Vera Harrison and Blanch Limish. Presents were given Mrs. Culpepper after breakfast. Among the guests attending were Mesdames E. W. (Slim) Wells, James Hirschburger, Ruth Williams, Kate Sigman, Johnny J. Jones, Ben Blickas, Arthur Weideman, Blackie Thompson, James Nickolson, Lewis Kaplan, Jim Storel, and Misses Janet Hans, Barbara Tedrick, Alicia Frances,

Mike (Little Mac) Black, eight-year-old son of Mrs. Joe Black, Sapulpa, Okla., received a number of visitors from the Collins show during his recent illness. Mike is the nephew of Marion S. Spillers,

Marion Greater Shows, and the late L. C. McHenry, Crescent Amusement Company. . . . James Rapple, publicity man for Amusements of America, visited Gold Medal Shows. . . . Ruth Williams and Blanche Lemish postal that they'll join Blue Grass after closing with Collins' shows at Tulsa.

John Mason Stone of Northern Exposition Shows is confined in Valley Hospital, Downey, Idaho, following a heart attack. His wife, Marguerite, is at his side. . . . Rose Merrow's automobile was damaged in a collision en route to the Tulsa Fair, but she escaped injury. . . . Anna Louise Daniels, annex with Lisa Del Mar Side Show, recently took delivery on a Buick and a Prairie Schooner house trailer.

Willie Stein, concessionaire turned back-end show operator, reports that his Circus walk-thru drew considerable attention and business at the Danbury, Conn., fair. The under-canvas unit features an animated circus parade in a glassed-in steel wagon. Half of the display is black-lighted. Other units in the tent are a mechanical clown band, elephant and polar bear. . . . Diane De Elgar, of the Hall & Leonard Side Show on World of Pleasure, recently purchased a 30-foot Trotwood house trailer. Diane's mother, Mrs. Lady Faith, mentalist, visited. Also visiting at the Side Show were Shotgun Page, Herbert Blinkely, Bob Artley, Mr. and Mrs. Frank Fladd.

CLUB ACTIVITIES

Regular Associated Troupers

LOS ANGELES—The building fund received over \$300 from Regular Associated Troupers' Day at the Pomona Fair, September 24.

Olivia Waldron, owner of Fair Time Shows, who had rides on the midway, and her manager, Chet Barker, welcomed the visitors. Elsie Kennedy was in charge of fundraising, and a new member, Harry DuClause, assisted in entertainment.

Early arrivals included Tillie Palmateer, Zoe Wick, Katherine Goldstein, Maree Rhodes, Fred and Helen Smith, C. H. Allton and Eve Scott. Club members working at the fair included Walter and Annabelle Patchett, Billie Backman, Myrtle Hutt Morris and Lillian Dill. Also active were Ed Kennedy and Ellis Hendry.

Donations were received from E. J. Rose, Lilabel Williams, Warren and Flora McMenus, Norm Schue, Frank W. Babcock, Louis Cecchini, John Levaggi, Elmer and Estelle Hanscome, Rose Westlake and Ruth Korte Davis.

Caravans, Inc.

CHICAGO — The nominating committee was elected at the regular Tuesday (1) meeting in the Hotel Sherman. Included were Mae Spencer, Helen Wettour, Claire Cherniak, Lucille Hirsch, Lillian Lawrence, Margaret Levine and Eva Shine. Alternates are Rose Jarboe, Helen Hoffmeyer and May Taylor.

Officers on hand for the meeting included Agnes Barnes, president; Isabell Brantman, first vice-president; Marianna Pope, second vice-president pro-tem; Mae Taylor, third vice-president; Wanda Derpa, secretary, and Lillian Lawrence, treasurer. Chaplain Irene Coffey delivered the invocation.

Theresa Dundee attended her first meeting. A gift of a bed jacket was sent Jeanette Wall. It was reported that Betty Shea was a Chicago visitor. It was announced

that Bob Oakes, son of Ray and Mae Oakes, had been married. Evening award went to Josephine Clickman.

Following the meeting a surprise party was held for Helen Hoffmeyer who will celebrate her 50th wedding anniversary on October 12. President Barnes gifted her with a check.

Heart of America Showmen's Club

KANSAS CITY, MO. — President George Gordon has been busy supervising refurbishing of the clubrooms for the October 18 meeting.

The annual New Year's Eve party will be held at the Hotel Pickwick and the auxiliary's tacky party is set for the evening of December 30.

Al (Deafy) Campbell will again supervise refreshments at a number of programs planned for the winter season.

Membership committee is planning a drive that is designed to add 100 names to the roster.

Arizona Club Opens Season November 11

PHOENIX — The Arizona Showmen's Association will open the winter season of meetings and events here in its clubrooms November 11.

The annual Memorial Services will be held Sunday, December 15, with the banquet and ball to be held the following night. Sam Steffin will emcee the banquet.

The Christmas program includes a party and a basket party for the poor and needy. The club will complete the year with a New Year's Eve party.

PIEDMONT INTERSTATE FAIR

Oct. 14 thru 19, Spartanburg, S. C.

GEORGIA STATE FAIR

Oct. 21 thru 26, Macon, Ga.

CAN PLACE: All legitimate Merchandise Hanky Panks. Can locate all Eating and Drinking Stands.
Can place Mule Drivers for Train.

ALL BIG FAIRS UNTIL NOV. 23. Closing in Jacksonville, Fla.

All Address

CETLIN & WILSON SHOWS

Greenwood, S. C.

HOARD and MULLIS

AMUSEMENTS

SHOWS RIDES CONCESSIONS

WANT: Cookhouse or Sitdown Grab immediately. Hanky Panks of all kinds.

FOUR MORE BIG FAIRS TO GO. Get in touch immediately. Jackson, Ga., this week; McRae, October 14; Sylvester, Ga., October 21, and Ashburn, Ga., October 28.

DAN HOARD OR ELBERT MULLIS

FAIRGROUNDS, JACKSON, GA., THIS WEEK.

AMUSEMENTS OF AMERICA

Can place for Sumter, S. C., and Lancaster, S. C., Fairs. Hanky Panks of all kinds, Eating and Drinking Stands. Contact

JOHN VIVONA

Henderson, N. C.

JIG SHOW FOR SALE

75 foot walk-over Front built on semi. Newly built Stage also built on semi which serves as dressing room. 40x108 blue deluxe Top new July 4th. Seats for 700. Electric Piano, new 6 weeks ago, Sound Equipment for both front and stage, Costumes, Drums and all Lighting Equipment. 1950 four ton Dodge and '53 Chevrolet, both in perfect condition. Will sell complete for \$8,000.00. Can be seen this week Orangeburg, S. C.; next week Athens, Ga.

HAVE WEEK OF OCT. 21 OPEN. Interested in booking Colored Fair. Contact J. Sciertino, c/o Reithoffer Shows, Orangeburg, S. C.; next week c/o Ross Manning Shows, Athens, Ga.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

Can place for Tift County Fair, Tifton, Ga.; Tri-County Fair, Fitzgerald, Ga.; Mitchell County Fair, Camilla, Ga., and 5 more Fairs to follow.

RIDES: Roundup, Twister, Dark Ride, Helicopter and Spinaroo.
OPENING FOR FUN OR GLASS HOUSE.

SHOWS: Drome, Globe, Monkey, Monkey Drome, Wild Life, Big Ape, Unicorn, Fat, Illusion, Midget or any good Grind Shows with own equipment.

ROLAND PARKER CAN PLACE GIRLS FOR "FOLLIES CONTINENTAL."

CONCESSIONS: Penny Arcade, Digger and Photos. Want Sitdown Cookhouse for balance of season. Want Custard, Novelties, Long and Short Range Galleries. All Hanky Panks open.

Can place Promoter who understands the business. (Lester McGee or Neil Berk, contact.) All wires, mail or calls to

JOHNNY T. TINSLEY **TED WOODWARD**
OWNER-GEN. MGR. GEN. AGENT-ASST. MGR.
Moultrie, Ga., Fair now; followed by Tifton, Ga., Fair next week.

SMILEY'S AMUSEMENTS

Want for the following:
Hampton, S. C., Oct. 7-12; New Ellenton, S. C., Community Fair, Oct. 14-20; Sally Community Fair, Sally, S. C., Oct. 22-27.
Hanky Panks of all kinds. Can use Bingo for these spots. Also Eating and Drinking Stands of all kinds. Can use Girl Show, Snake Show, Funhouse or any other family-type Show. All contact

GLASS PITCH BLACKIE
Hampton, S. C., Oct. 7-12.

GREATER DIXIELAND EXPOSITION

Can place for the La-Delta Fair, Tallulah, La., week October 14.

Legitimate Stock Concessions of all kinds. Also Bingo, Custard, Hats, Jewelry, etc. Want Funhouse, Mechanical Show and other Shows of merit with own equipment. All replies

JIMMIE HENSON
Tallulah, La., after October 8.

PAGE COMBINED SHOWS

Want for Coffee County Fair, Douglas, Ga. Also Brunswick, Ga., Fair

These are two outstanding Fairs. Each having separate White and Colored Kid Days, with schools co-operating.

CONCESSIONS: Ball Games, Break Dish, Long Range, Six Cat, High Striker, Water Games, Age and Scales, Bowling Alley, Swinger, Picture Frame, Basket, Push-Up and Tip-Over Coke Bottle, Bumper, String Game, Bird, Bear and Glass Pitches and Novelties. Want nice Penny Arcade. Following Eats open: Custard, Waffles, Sno, Pronto Pups, Crab, Lemonade Shake and Chocolate Dip.

SHOWS: Wildlife, Monkey Show or Speedway, Mechanical Show. Good proposition to Motor Dromes; good Drome spots. Also Crime and Life Show.

RIDES: Scrambler, Scooter and Rock-o-Plane.

All replies to **BILL PAGE, Louisville, Georgia**

P.S.: Those joining now will be given preference for our Florida route.

FARMERS WEEK—NOTTAWAY CO. FAIR, BLACKSTONE, VA., NEXT WEEK, OCT. 14-19.

BOOK all types of legitimate Concessions, including Cook-houses and Grabs, also BINGO. BIG EVENT FOR SHOWS OF ALL TYPES. RIDES: need additional Rides to supplement Wheels and Merry.

This is an outstanding event with a FREE GATE and plenty of committee promotion. For space contact either

**STEVE DECKER—Zebulon, N. C., or
M. A. BEAM—Windber, Pa.**

WANTED—WANTED—WANTED

CARL and SKIPPY BROWN

Want all their friends and friends' friends to drop in and see

SKIPPY'S LIVING ROOM

the most beautiful and reasonable Cocktail Lounge on Miami Beach located in the Shoremode Hotel on Collins Ave. and 36th St.

MUSIC AND DANCING NITELY

Strictly catering to Carnival Folks. Won't you drop in and say hello to us when you come in off the road. Hope you are having a good season.

CARL and SKIP

MIGHTY INTERSTATE SHOWS

Want for Pike County Fair, Troy, Ala., Oct. 14-19; Coffee County Fair, Elba, Ga., Oct. 21-26, and fairs through November, then all winter's work in Florida.

SHOWS: Grind Shows of all kinds. **RIDE HELP:** Foremen and Second Men on all Rides. Must drive. **CONCESSIONS:** All Concessions open. Will book Cookhouse for balance of season.

All replies to **H. B. ROSEN**
APPLING COUNTY FAIRGROUNDS, BAXLEY, GA.

TIVOLI EXPOSITION SHOWS

Want for 3 more big Fairs in Louisiana, plus 3 weeks in outstanding still spots.

CONCESSIONS: Can place a few more Hanky Panks.

SHOWS: Will place Shows not conflicting. Contact

H. V. PETERSON, MGR.

Pelican Courts or Fairgrounds, Eunice, La., this week; Winnsboro, La., to follow.

LOU PEASE

Wants Help on 3 Shows. Out all winter. Want 2 attractive Girls for Girl Show. Pay nightly, plus tips. Can use Husbands as Ticket Sellers. Want Truck Drivers. Need Man and Wife or family for Illusion Show. Bill Pease wants experienced Geek. Good proposition. Playing 8 County Fairs. Much money here.

LOU PEASE

Care Schafer's Just For Fun Shows, Nacogdoches, Tex., Fair this week; then Orange, Tex., Fair.

PALMETTO SHOWS

Want Concessions of all kinds—everything open for Chester, S. C., White Fair, Oct. 14-19; Chester, S. C., Colored Fair, Oct. 21-26 (two weeks same fairgrounds); followed by Anderson, S. C., Colored Fair, Oct. 28-Nov. 2. All replies to

F. E. SPAIN or MILTON McNEACE
York, S. C., Fairgrounds this week.

WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 2160 Patterson Street, Cincinnati (22), O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show _____

Kind of Show _____

Owner _____

Manager _____

Winter Quarters Address _____

Office Address _____

WEATHER FAVORS LEAHY

Danbury Ahead On Way to Record

DANBURY, Conn. — A good jump on previous attendance marks was scored on the opening weekend of the Great Danbury Fair, and the increase was holding up thru mid-week. For the first four days a total of 72,686 persons paid their way into the grounds, a figure 5,000 ahead of last year and 4,493 or 6 per cent over the same period in 1954, when the record of 153,121 for nine days was established.

Weather was typical for New England in the fall. It was sunny and nippy, with crowds coming early and breaking up around sundown.

Opening day, Saturday (28), drew a record first-day total of 20,082. On Sunday there were 41,165 to jam the compact grounds. The usual weekday dropoff followed, with 5,085 and 6,354 the next two days. After the record year, the fair drew 141,802 in 1955 and 136,772 last season.

President John W. Leahy and his assistant, C. Irving Jarvis, again had the layout sparkling and spotless for the opening. There were commercial attractions galore, including the Budweiser Clydesdale hitch, Johnny of Phillip Morris, Victor Adding Machine Company's Shetland pony hitch, Red Brigham and his Western musical

group in the Pepsi-Cola Music Hall, Aunt Jemima, Dolly Madison, of the ice cream of that name, and others.

Plenty Free Music

Free music was evident thruout the grounds. In addition to the Brigham group, which had represented the Ballantine brewery at the earlier Middletown (N. Y.) Fair, there was Wendell Cook's circus band in the Big Top, the First Army Band, Victor Zembruski's Polka Band at the outdoor bandstand, and Carolyn Chase and the Triple A Ranch Gang at the Gold Town amphitheatre.

Grandstand attendance for the Saturday-Sunday (28-29) Wild West show of Buck Steele was only fair. Admission was \$1.10 for adults and 50 cents for kids. His "Frontier Days" show was offered free during the week, and the closing Saturday-Sunday attraction was Jack Kochman's Hell Drivers.

Governor Ribicoff was unable to attend on Governor's Day, Wednesday. Leahy's new showboat, S.S. Priscilla, did excellent business on the lake. Other old-time rides included the stagecoach in Gold Town and the horse-drawn trolley which operated at a dime a head.

Panning for gold at a quarter a shot was a popular Gold Town feature for the youngsters.

Weather, Track Lure Strong Trenton Gate

TRENTON, N. J.—One of the best weeks ever experienced by the New Jersey State Fair was credited to two elements, the ideal weather and the newly constructed race track and grandstand.

Attendance was about 12 per cent better than last year, George Hamid Sr., fair president, said. Total for the week was given at around 350,000.

At the grandstand, Sam Nunis-promoted racing was up on closing Saturday, but the final day's business on Sunday (29) doubled the 1956 attendance with the first appearance here of big cars and drivers in a 100-mile event.

Midway business done by the World of Mirth Shows was satisfactory, altho short of previous years, with a somewhat milder concession operation. There was plenty of space occupied and the game units, operating under State restrictions, got a good play due to the heavy attendance, it was reported.

State Leaders Visit

Visitors during the week included Governor Meyner, Commissioner of Agriculture Alampi, and State Chamber of Commerce President England. Hamid continued to press for formation of a committee representing the State

and interested agencies, which would seek out ways to improve the fair in future years. Several meetings have been scheduled on the matter with the Governor and his cabinet and with farm and educational groups.

The traditional firemen's parade on Saturday night drew dozens of units before the grandstand for an affair lasting more than two hours. Resultant turnout added a flurry of midway activity that night.

Video Spots Help Puritas

CLEVELAND — Announcements on two KYW-TV shows pulled exceptionally well for Puritas Springs Park, manager R. M. Andress reports.

Five announcements each were scheduled on "Six o'Clock Adventure" and "Cash On the Line," both locally produced.

The spots heralded "Big Wilson Day" at Puritas Springs. The local TV personality of that name appeared, as did Mr. Macaque, his ring-tailed monkey.

Phoenix Has New Manager

PHOENIX, Ariz. — First show by the new management of the Phoenix Coliseum will be Friday (11), with Fats Domino featured. Edward I. Greenband, who promoted an ice show at the Arizona State Fair a couple of years ago, has leased the Coliseum. Coming events include Ice Capades International, November 21-December 1, and an auto show January 21-25.

Little Rock Even With '56 For Royal

LITTLE ROCK, Ark.—Higher per capita spending and better weather helped the Royal American Shows hold to its '56 ride and show receipt levels at the Arkansas Livestock Show, tho attendance at the event was down because of tension in the city over the school segregation issue.

At the end of the first three days of the six-day event, the Royal's receipts, which were down opening day, were about even with those for the corresponding period last year.

Visitors included R. L. Thornton, president of the State Fair of Texas, Dallas, and Dee Aldridge, one-time show talker.

GALA EXPOSITIONS

WANT FOR 2 BIG ONES
ENGLAND, ARK., Week October 14;
Colored Festival of LITTLE ROCK, Week
October 21.

Hanky Panks of all kind, especially Glass and China Pitches. Want good Shows of merit. Wire or come on.

STUTTGART, ARK., week of Oct. 7.

WANTED

For Cotton and Oil Towns.
Ride Help: Foreman for Tilt, Merry-Go-Round, Octopus, must drive. Men who have worked for me before, contact Kid Yeager, come on. All wire

T. J. TIDWELL

Hollis, Okla., thru Oct. 12.

WANTED

HARRY BURKE SHOWS
For Buras, La., Orange Blossom Festival and Fair, Dec. 6, 7 and 8.
Concessions not conflicting.

Contact: **Frank Ferguson**
General Delivery, Amite, La.

ANNEX ATTRACTION

WANTED

For balance of season. Contact
SLIM KELLEY or WHITEY SUTTON
Care James E. Strates Shows, Danville, Va., now.

FOR SALE

Mangels Kiddle Roto Whip, stainless steel cars, mechanically A-1. Can be seen operating, South Beach, Staten Island. Call or write
MONARCH OPERATING CO., INC.
229 Seaside Blvd., Staten Island 5, N. Y.
GI 7-1825 after 6:00 P.M.

WANTED

Late Model

TILT-A-WHIRL SCRAMBLER

Must be in A-1 condition. Pay cash. Write
BOX 87, North Dartmouth, Mass.

STAR AMUSEMENT CO.

Want Shows and Concessions of all kinds for the following: Cherry Valley-Wynne, Ark., Oct. 7-12; White County Fair, Searcy, Ark., Oct. 14-19; Parkin, Ark., Oct. 21-26, and other cotton towns to follow.

EMPIRE STATE SHOWS

BIG STOCK SHOW, BRYAN, TEXAS, OCTOBER 14-19

Want Photos, Novelties, Balloon Dart, Duck Pond, Scales and Age, Pitch Games, Hi-Striker, Strings, Records, all Hanky Panks open. Want Bingo, Fun House, Snake Show, Girl Show with own equipment. Major Rides, not conflicting with Wheel, Jenny, Octopus. Out all winter.

Wire: **ANNA MOORE**

MADISONVILLE, TEXAS, OCTOBER 7-12; THEN BRYAN, TEXAS.

CRYSTAL AMUSEMENT CO.

Want for Liberty County Fair, Milledgeville, Ga., Oct. 14-19; followed by Mahira, Ga., Lions Club Community Fair on the streets, Oct. 21-26; then Ocala, Fla., and Hardy County Legion Fair, Weachula, Fla., Nov. 11-16, and all winter's work in Florida. Good opening for Popcorn and Apples to join at Ocala, Fla., Oct. 30. All Hanky Panks open except Fish Pond. Especially want neat Sitdown Grab. Need Smith & Smith Chairplane Foreman; must have license and drive. Harold Rupp, these are white spots. Will book Merry-Go-Round for committee money. All winter's work. All replies: **EARL MILLER, Sardis, Ga., this week.**

GREATER GULF STATE FAIR

MOBILE
(Ladd Stadium)

OCT. 21-26

HETH SHOWS

OPEN MIDWAY

Direct Sales, Eating and Drinking Stands, Kitchen Gadgets, Popcorn, Candy Apples. Few more Grind Shows. Phone in office.

WEST GEORGIA FAIR, CARROLLTON, GA., THIS WEEK;
NATIONAL PEANUT FESTIVAL, DOTHAN, ALA., OCT. 14-19

Ross Manning Shows

ATHENS, GA., OCT. 14-19
CARTHAGE, N. C., OCT. 21-26

THEN THE BIG ONE
FORT BRAGG, N. C., ON ARMY GROUNDS
10 DAYS OCT. 30-NOV. 9

CONCESSIONS: All open. Eats, Drinks, Photos, Penny Arcade and Hankies. Also Long and Short Range Galleries.
RIDES: Spinaroo, Roundup, Dark Ride, Rockplane and Kid Ride. SHOWS: Grind Shows only. Write or wire.

ROSS MANNING
Fairgrounds, Clinton, N. C.

C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

Want for Alexander, La., week of Oct. 14, followed by Jennings, La., week of Oct. 21, and a continuous route of bona fide Fairs fill Armistice week.

CONCESSIONS: Honky Panks, Prize-Every-Time Games of all kinds, Bear, Lamp and Bird-Pitches, Six-Cat and Buckets if you have Honky Panks to go with same.
SHOWS: Any good Grind or Bally Show with own equipment. Liberal percentage.
HELP: Foremen and Second Men for all major Rides, must be licensed semi drivers.

All Replies and Wires C. C. GROSCURTH
MONROE, LA., ALL THIS WEEK.

Schafers' JUST FOR FUN SHOWS

WANT FOR NACOGDOCHES, TEX., OCT. 8-12; ORANGE, TEX., OCT. 14-19;
LUFKIN, TEX., OCT. 21-26; GILMER, TEX., OCT. 29-NOV. 2.

Concessions: All Honky Panks open, come on.
Shows: Will book Arcade, Fat Show, Midget, Wild Life, Girl Show or any Shows not conflicting.

Contact: **W. A. SCHAFER, Mgr.**
Nacogdoches, Tex., this week; then per route.

GEORGE CLYDE SMITH SHOWS

ATLANTIC DISTRICT FAIR, AHOSKIE, N. C.

Want Ball Games, Pitch-Till-You-Win, Cork Gallery, Balloon Dart, High Striker, Fish and Duck Pond, Slum Spindle, Bear Pitch, Glass Pitch, Photos, Novelties, Six Cats, Buckets. Want Colored Girl Shows, Sideshow, Snake Show. Agents for office Honky Panks, general Ride Help, Truck and Tractor Drivers. All replies to

GEO. CLYDE SMITH SHOWS

Littleton, N. C., Fair this week; Ahoskie, N. C., Fair next week.

THE BIG ONE MANNING, SOUTH CAROLINA, COLORED FAIR

NEXT WEEK, OCTOBER 14.

Can place Minstrel Show, Girl Show, Fun House, Side Show. Rides: Scrambler, Round-Up, Tilt, Rolloplane, Octopus, set of Kid Rides. Concessions: Honky Panks, Eats, Drinks, Bingo, Glass Pitch. TWENTY WEEKS OF ACTUAL OPERATION SHOWING THE BETTER LOCATIONS IN SOUTH FLORIDA. WE NEVER CLOSE. ALL ANSWER: **DAVID B. ENDY SHOWS**, Burgaw, N. C., this week.

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UNDER THE MARQUEE

Continued from page 79

Maley's daughter and granddaughters visited while the show was near Memphis. Red and Ann Dingler visited, and Red went in the leaps act for old times sake. He was in the act five years ago. Kelly-Miller advance men visited at McMinnville. Tony Diano visited at Oak Ridge.

John Marietta, Pittsburg, Kan., caught Ringling, Beers-Barnes and Cristiani Bros. while on a trip thru the East. . . . Tom Smallwood, world-roving circus fan, has settled down for a while in Paris after much traveling in Germany.

CFA Orlo Rahn, of Davenport, Ia., writes that a program is being set up for October 26 and fans thruout the area have been invited. It will include a visit to Clyde Bros.' Circus, a dinner, and inspection of circusiana and a miniature circus being displayed by the fans at Davenport Public Museum. The display will be in the museum all month. The same night in Davenport there will be a charity dance with a circus theme and Look

Dobritch Books

Continued from page 78

world, including the Ringling show.

After touring Turkey, England, Israel, France, Belgium, Germany, Denmark and Sweden, Dobritch said he had signed 11 new acts to be imported here. While declining to describe them in detail, he said one of the acts was an Egyptian Risley troupe.

The Ivanoffs, handled by Dobritch, were booked for 30 weeks with Sweden's Circus Scott and for 1959 with the Circus Schumann. The Bruno breakaway sway pole act was signed for eight weeks at Christmas time with the Cirque D'Hiver, Paris, and for the 1958 season with amusement parks in Scandinavia.

magazine is expected to cover it. Rahn has been active in setting up the circus features for the dance. Newspapers have carried three features about the museum display. There is to be a TV spot and a tie-in with the Clyde show.

Henry H. Varner caught the Mills elephants at a show in Barberton, O. . . . Rose Westlake has just returned from a South American circus tour and visited with Norma, magician of St. Louis, and Roba Collins, then left for Los Angeles.

Somers Circus Museum will be opened to the public Friday afternoon. The Museum is in the Elephant Hotel, Sommers, N. Y.

I. T. Strong

Continued from page 82

N. Y., and Flemington, N. J. One of their regular spots, the Mineola Fair, cancelled out temporarily due to new grandstand construction. The show operated in two units thru the still date season, covering New York City and Long Island, then joined for fairs.

Winter quarters are on a three-acre spread in Roosevelt, L. I., N. Y.

Vivona in Va.

Continued from page 82

joined on Labor Day for the fair in Lehighton, Pa.

The season has been generally good, with a sour note being the weather in recent weeks. A couple of days have been lost at each spot lately, but business has been fine when the midway has gotten a break in weather.

Carnival Routes

Continued from page 75

Crafts Expo.: (Fair) Fresno, Calif. Crystal Am. Co.: (Fair) Sardis, Ga.; (Fair) Hinesville 14-19. Cumberland Valley: (Fair) Fort Payne, Ala. (Season ends.) Dixie Am. Co.: Rochester, Tex. Drew, James H.: (Fair) Swainsboro, Ga.; (Fair) Quitman 14-19. Dyer's: Brownsville, Tenn. Eastern Am. Co.: Topsham, Me. Empire State: Madisonville, Tex. Endy, David B.: (Fair) Burgaw, N. C.; (Fair) Manning, S. C., 14-19. Fidler United: Luxora, Ark. Franklin, Don: (Fair) Angleton, Tex.; Refugio 15-17. Frontier: Casa Grande, Ariz. Fun-Beam: (Fair) Martinsville, Va.; (Fair) Blackstone, Va., 14-19. Gala Expo.: Stuttgart, Ark.; Eng-land 14-19. Gentsch, J. A.: Ferriday, La.; Meadville, Miss., 14-19. Georgia Am. Co.: (Fair) Millen, Ga.; (Fair) Springfield 14-19. Glades Am. Co.: Seaboard, N. C. Gladstone Expo.: (Fair) Itta Bena, Miss.; (Fair) Marks 14-19. Gold Medal: (Fair) Rock Hill, S. C. Gooding Am. Co., No. 1: (Fair) Lancaster, O. Gooding Am. Co., No. 3: (Fair) Atlanta, Ga. Gooding Am. Co., No. 4: (Festival) Ironton, O. Gooding Am. Co., No. 6: (Festival) Evansville, Ind. Gooding Am. Co., No. 7: (Festival) Dayton, O.

Meeker Up 10%

Continued from page 82

stalled Skooter, and the miniature train in the Fairgrounds Plaza.

The Meeker organization supplied the Merry-Go-Round, No. 5 Ferris Wheel, 16-car Octopus, Rolloplane, Paratrooper, Whip, and three kid rides. The show also carried as regular equipment a Tilt-a-Whirl and Roller Coaster owned by Davis. The usual complement of 30 concessions was boosted to 68 for the date. Five shows with Pete Kortez' side show the feature were on the midway. Others were Ronald Street, mid-gets; R. O. Smith, snakes; Henry Giberson, wild life, and freak show. Albert Kuschke had a religious exhibit in the plaza.

Concessions Listed

Among the regular concessionaires playing the closing fair date were: Dick Searce, Irish Whalen, Dick Havens, skill games; Cecil and Betty Besaw, four concessions; Evelyn Berns, Ernie Bonner, Jimmy Oakman, cat racks; Hal and Eve Kapp, photos; Glen Sheppard, five concessions; Mickey Billen, Max Hillman, ball game; Beverly Hoss, five concessions; Dick Talmadge, Dick Weston, Derby; Earl Myers, floss and popcorn.

Sally Pederson, jewelry; Margaret Farmer, Wayne Navolt, three concessions; Marshall Brown, toys; John Cardwell, 10 concessions; Mrs. George French, blanket bingo; Howard Hoss, Derby; Woody Wilson, coin games; Laura Tupen, hot dogs in batter; Wayne Best, Barry Kolm, Jerry McHugh, pitch; Ruth Davis, Frieda Brown, Chuck Markland, Herb Dunn, pan game; Lonnie Cardwell, Fran Billen, dart store; Harry Belz, comic photos; Val Betz, photos; Cal Leval, 2 games; J. D. Smith, 2 coke bottles; Carl Zoller, jewelry; Bill Holt, 2 games; Rodney Spencer, 3 concessions; Max Tratch, Frank Lombardo, science game; Ted Menard, Long range and cat game; Bill Wolfson, popcorn; Lucky Lang Tommy Reed, Paul Holson, bowling; Carl Erich, balloon game; Henry Orr, strings, and Mr. and Mrs. Zorado, skill game.

Novelties on the midway were handled by M. (Whitey) Monette, who also had the contract for the independent.

Greater Dixieland: Tallulah, La., 14-19. Hammond, Bob: (Fair) New Braunfels, Tex.; Port Lavaca 14-19. Heth: Carrollton, Ga.; Dothan, Ala., 14-19. Hill's Greater: (Fair) Roswell, N. M., 9-13. Hoard & Mullis: (Fair) Jackson, Ga.; (Fair) McRae 14-19. Hottle, Buff, No. 1: Franklinton, La.; Crowley 14-19. Johnny's United: (Fair) Anniston, Ala. Kile, Floyd O.: (Fair) Yazoo City, Miss.; (Fair) Clinton, La., 15-19. Lee Am. Co.: Quincy, Fla.; Greenville, Ala., 14-19. Manning, Ross: Clinton, N. C.; Athens, Ga., 14-19. Midway of Mirth: West Memphis, Ark. Mighty Interstate: (Fair) Baxley, Ga.; (Fair) Troy, Ala., 14-19. Miller, Ralph R. (Fair) Jeanerette, La.; (Fair) New Iberia 14-19. Mo-Ark: Risco, Mo. Monarch: DeWitt, Ark. Motor State: Louisville, Miss.; Oxford 14-19. Olson: (Fair) Montgomery, Ala.; (Fair) Beaumont, Tex., 17-26. (Season ends.) Page Bros., No. 1: Ardmore, Tenn. Page Combined: Louisville, Ga. Palmetto Expo.: (Fair) York, S. C.; (Fair) Chester 14-26. Penn Premier: (Fair) Mt. Airy, N. C.; Laurensburg 14-19. Powelson Amusements: Wellsville, O.; Woodsfield 14-19. Prell's Broadway: (Fair) Wilson, N. C.; (Fair) South Boston, Va., 14-19. Pryor's: (Fair) Purvis, Miss.; Wiggins 14-19. Raley Bros.: (Fair) Marion, S. C.; (Fair) Chesterfield 14-19. Reithoffer: Orangeburg, S. C.; Newberry 14-19.

Rock City: Bassett, Ark.; Luxora 14-19. Rose City Rides: Wardell, Mo. Royal American: (Fair) Jackson, Miss.; (Fair) Shreveport, La., 19-27; (Season ends.) Royal, Jack: Augusta, Ga.; (Fair) Lincolnton 14-19. Schafer's Just for Fun: (Fair) Nacogdoches, Tex.; Orange 14-19. Shan Bros.: (Fair) Dothan, Ala.; (Fair) Selma 14-19. Siebrand Bros. Comb.: El Paso, Tex., 8-19. Smiley's Am. Co.: (Fair) Hampton, S. C.; (Fair) New Ellington 14-21. Smith, George Clyde: (Fair) Littleton, N. C.; (Fair) Ahsoskie 14-19. Snapp Greater: Minden, La. Southern States: (Fair) Arlington, Ga.; Cairo 14-19. Southern Valley: Montgomery, La. Southland Am. Co.: De Funiak Springs, Fla.; Donalsonville 14-19. Star Am. Co.: Wynne, Ark.; Searcy 14-19. Strates, James E.: (Fair) Danville, Va.; (Fair) Raleigh, N. C., 15-19. Tatham Bros. Comb.: Charleston, Mo.; Portageville 14-19. Thomas-Joyland: Chase City, Va. Tidwell: Hollis, Okla. Tinsley, Johnny T.: (Fair) Moultrie, Ga.; (Fair) Tifton 14-19. Tivoli Expo.: (Fair) Eunice, La.; Winnesboro 14-19. United Expo.: Belzoni, Miss. United States: Montezuma, Ga. Virginia Greater: (Fair) Edenton, N. C.; (Fair) Scotland Neck 14-19. Wallace Bros.: (Fair) Jackson, Miss.; (Fair) Greenwood 14-19. Williams Am. Co.: Hamlet, N. C. Wolfe Am. Co.: (Fair) Kingtree, S. C.; (Fair) Bennettsville 14-19. World of Pleasure: (Fair) Boaz, Ala.

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YOU'LL FIND MANY OF YOUR CHRISTMAS GIFT NEEDS

in the Big CHRISTMAS MERCHANDISE SECTION

of the Oct. 14 Issue out next week



Be sure to look over the large array of gift and premium products, attractively priced, in this section.

WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 2160 Patterson Street, Cincinnati (22), O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show _____
 Kind of Show _____
 Owner _____
 Manager _____
 Winter Quarters Address _____
 Office Address _____

MERCHANDISE TOPICS

How-To Book Company, Box 7, Glencoe, Ill., is marketing a Little Bible. This is a small Bible which easily fits into a watch pocket, wallet, purse or spectacle case or may be carried against the palm of the hand. The Little Bible is bound in black leatherette with gold letters. It measures 1 3/4 by 2 1/4 by 1/2 inches and contains 64 pages, including selections from every book of the Bible. In addition, it's illustrated with woodcuts. Claiming it is a spiritual tool that fills a peace of mind need, the firm offers the Little Bible three for \$1 postpaid.

The time to cash in on balloon sales is now when fairs still have two months to run. **Oak Rubber Company, Ravenna, O.,** invites inquiries at your jobber about the new Oak Mickey Mouse nose balloon. This attractive number, it is claimed, is a bigger seller than ever, as it is an official club balloon and has red ears and nose. Oak Rubber Company asks that you hit the street for big dough with the hot Oak exclusive which is stretched for bigger value at the handout.

Miracle Crystals are a carefully blended mixture of five cleaning agents which are said to insure gleaming white sidewall tires without hard scrubbing or danger of rubber. You simply empty the contents of one of the measured packages of crystals into a clean gallon jug and fill with water. Then simply spray it on tires while dry and let it set a few seconds. Go ahead and wash the car if desired. Brush tires with dampened wheel brush and rinse well. The result, it is claimed, will be gleaming white

tires at about half the cost of ordinary cleaners. Write to **Kem-Oil Products Company, 2610 Ashland Street, Houston.**

One of the most complete catalogs for premium users, auctioneers, wagon jobbers, agents, salesmen, distributors, etc., may be had free from **Gellman Bros., 119 North Fourth Street, Minneapolis.** This is a wholesale buyers' guide which illustrates the greatest line, it is claimed, of imported and domestic novelties and nationally advertised name brand merchandise, including housewares, electric appliances, jewelry, watches, clocks, stuffed toys, blankets, carnival goods and dozens of other proven selling lines.

Levin Brothers, Terre Haute, Ind., has come up with its Halloween special which allows over a 40 per cent markup. The firm has put together an assortment of pieces called Assortment No. BBI for \$16.75, which brings the dealer \$28.04. Levin Brothers says once you try this deal you'll soon order more.

Plaster-Craft Company, 116 West Wood, Lowellville, O., appeals to gift and department stores as well as all fixed location and concessionaires. The firm has what it claims is the finest line of wall plaques in America. Included are items for every room in the home and some exclusive numbers. All have proven sales value. If you are looking for merchandise that you will be proud to display, \$5 will get you a supply of samples. A price list specially prepared for the trade is available. Jobbers' inquiries are invited.

PIPES FOR PITCHMEN

By BILL BAKER

Channelville, Tex., Jean Gunn, who formerly worked Brazilian straw flowers, sends words of thanks to the entire gang in Des Moines who recently sent an elaborate "get well" card, complete with cartoon. Jean, who is feeling fine again and is trying to put on some weight, expects to spend the next six months in bed, but hopes to be up and about again in time for next year's fairs. Jean would like to know the name of the cartoonist, and said personal "thank you" notes are out because of lack of addresses.

"THIS IS MY FIRST... pipe in over 20 years and what a difference 20 years can make," writes Seymour Jacobs, of Newman Promotions, Inc., New York. "If I had the time I would write a book, and if I wrote just about the pitch business it would require thousands of pages. It is only when you sit down and cut up jackpots with some of the old-timers that the difference hits you. Twenty years ago the biggest problem with chain store demonstrations was getting into the store. Today all the dime stores are operated on the basis of the more demonstrations, the merrier. Practically every key 5 and 10 is fighting to get more demonstrations, some of them to the point of killing the goose that is laying their golden eggs. But for the experienced demonstrator, today offers a remarkable opportunity for big and consistent earnings. Never before have your services been in such demand. Even inexperienced and incompetent demonstrators earn a living today in the department and dime stores. Our own experience during the past year proves that the day of the large demonstration organization is over. It is almost impossible for one promoter to exercise con-

trol over the workers because so many stores are available for so many items that the individual demonstrator has his choice of working almost anything under the sun in almost any store in the country. With increasing overhead the promoter does not stand a chance today, but the demonstrator is in a better position than he has ever been in before. As a matter of fact, you can refer to our ad in this issue of The Billboard, indicating to the business at large that from this point on we are going to service demonstrators in a way that will give him 35 to 50 per cent profit on our merchandise instead of 25 to 30 per cent. This goes for every item we make, and we have about 15 of them. With our years of experience and good relationship with the chains, we intend to book whatever stores the workers want, at the right price on whatever item we think they are able to work, and even help them learn to work it, wherever possible. We intend to provide a complete service, such as merchandise, flash, samples and the right pitch, and have already made arrangements whereby each worker can pick up his own money each week, directly at the store in which he works. In short, we are going to put as many demonstrators and pitchmen in business for themselves, covered by our insurance policies, as we possibly can, and hope that the demonstrator, by making 40 to 50 per cent profit can put us in a position whereby we ultimately make a better profit. It has been many years since I have heard from many of the old-timers with whom I traveled the country, and I certainly would enjoy reading a few pipes from them for old-time sake. Remember, the business is better today than it has ever been, and it would be my advice that it is a good one to stay in."

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W8—Men's 5-Piece Watch Set	5.00

Try samples of any items at reg. prices. 20% dep., bal. C.O.D. Free catalog.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Providence, R. I.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:
 REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$4.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.
(14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22 Ohio

Please insert the above ad in..... issue

I enclose remittance of \$.....

Name.....
Address.....
City..... State.....

ACTS, SONGS & PARODIES

A DOLLAR BRINGS "COMEDY GUIDE," the entertainer's handbook with an unlimited wealth of comedy material plus "Intro" file, the MC's best pal. Show-Biz Comedy Service (Dept. BB-36, 1813 East 29th St., Brooklyn 29, N. Y.)

FOR LEASE—THE MOST UNUSUAL TV act in the world. Write for details. Edward Rohde, 2452 West Highland Ave., Milwaukee 3, Wis. oc7

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs., doubles! 1,600 pages! For free comedy catalog write Robert Orben, 75-11 Bell Boulevard, Flushing 64, N. Y. oc14

AGENTS & DISTRIBUTORS

AGENTS—DISTRIBUTORS' PROFITABLE news! Write today. Andrews Sales, Box 965, Allentown, Pa.

ATTENTION, HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery, Nylons \$1 dozen up; sample order one dozen slightly imperfect Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1228 Market St., Chattanooga, Tenn. oc38

AUTOMATIC LIGHTERS DOZEN \$3.75. Dollar ballpens dozen \$1.20. Rainhats gross \$7.20. Samples, catalog 1,001 bargains \$1.00. Millisales, 889 Broadway, New York. ch-de9

COMIC BOOKS (COVERLESS)—REGULAR 10¢ sellers; assorted, \$20 thousand, F.O.B. Philadelphia; 20 different samples, \$1. Savar, 707 Poplar, Philadelphia 23, Pa. oc28

BUY DIAMONDS DIRECT FROM CUTTER in Belgium at 50% off and 20% off additional. So cheap that you can make good profits and help your friends as well. Be our agent. Write for our \$3 free wholesale catalog or direct prices on diamonds. Perfect or imperfect. J. B. Robinson Co., 811 Schofield Bldg., 2014 E. 9th St., Cleveland 15, Ohio. oc7

FAMOUS MFR. CLOSEOUTS SPECIAL PURCHASE!
Earrings, assorted \$6.50 gross
Tie Bars, carded 3.60 gross
Charm Bracelets, Asst. 7.20 gross
Stoned Pins 7.20 gross
20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

EARRINGS—ASSORTED STONED AND tailored, \$5 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. oc14

ELECTRIC BART BOARDS THAT SPIN! Light up Famous Travelite Bingo Blowers \$49.50. Free circular. Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. oc14

EXCITINGLY NEW, BEAUTIFUL RELI- gious Necklaces, dozen different creations, \$7.20 dozen. Attractively gift boxed. Tom's Stamp Store, 42 East Concourse, Jersey City, N. J. oc14

FAMOUS MFR. CLOSEOUTS
Assorted Stoned Brooches \$1.75 dz.
Stoned & Tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, Asst. 1.50 dz.
Eng. Lord's Prayer Neck, boxed 3.00 dz.
Children's Jewelry, boxed, Asst. 2.95 dz.
Asst. Tie Sides, carded 1.00 dz.
2-Pc. Stoned Sets 7.20 dz.
Tie & Cufflink Set, Asst. 3.50 dz.
Summer Earrings, Asst. 1.45 dz.
Pearl Necklaces (domestic) 12.00 gr.
Neck & Earrings, Asst., boxed 9.00 dz.
Cufflinks, carded, Asst. 1.95 dz.
Necklaces, Asst. 1.50 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.
SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

JOKERS FUN SHOP—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. oc28

MEN'S WALLETS—PLASTIC-ALIGATOR. Sensational price, \$14.40 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. oc14

NEW FLASHY 7X11" SIGNS—LIGHT reflecting, illustrated, color blended, 2,000 varieties. Sample, 10¢; 12, 9¢; 100 best selling \$6 postpaid U. S. only. Koehler, 335 Goetz, St. Louis 25, Mo. oc28

POCKET NOVEL, LATE ISSUE 25¢, 35¢, 50¢ sellers; 500 for \$20; 1,000 for \$35. Magazines, Movie, Adventure, Romance, Detective, etc., 1,000 for \$30; 5,000 for \$135; Comics, 1,000 for \$11; 5,000 for \$45. Encloses 50% on C.O.D. Bargains Ltd. P. O. Box 64, Cincinnati 16, O. oc28

REAL DIAMOND RINGS—NATIONALLY advertised; sell direct; make big middleman's profit; no investment; experience unnecessary. Free catalog, details. Gleamlight, 107P North Columbus, Mount Vernon, N. Y. np

ROYAL JELLY CAPSULES—CONTAIN THE fabulous nutritive jelly of the Queen Bee in hi-potency capsules. Retail from \$9 to \$18 vial. Costs you \$5.40 vial. Volume cost for qualified distributors, \$4.25 vial. 30-day supply. Scientific-technical reprints available. Airmail orders: "Api-Vitalex," Dept. TBB, Box 6674, Medical Center Station, Dallas 19, Texas. oc7

SELL 11x14 OIL COLORED ENLARGE- ments only \$2.95. \$1 commission each sale, act quick. Acme Enlargers, Box 57 (Ley), North Little Rock, Ark. oc21

WHOLESALE COMEDY CARDS! NINETY resalable samples, \$1 postpaid. Imprint Promotional Deal! Other money makers! Sebastian Printing, 10934-B Hamlin, North Hollywood, Calif. no11

ANIMALS, BIRDS, PETS

ATTENTION, SHOWMEN—BOAS, SNAKE Dens, Iguanas, Monkeys, Agoutis, Pacas, Capybaras, Sloths, Giant Anteaters, Owls, Vultures, Coati-mundis. Write for list. Chase Wild Animal Farm, P. O. Box 161, Biscayne Annex, Miami, Fla. Phone: Newton 4-7888. oc28

BLACK PANTHER, RHEA, BABOONS, Sicilian Donkeys, Elk, Pumas, Leopards, Black Fallow Deer, Wildcats, Hawks, Owls, Antelope, Sloth, Civets, Porcupines, Foxes, Halifax Game Farm, Halifax, Mass. Cypress 3-9387.

CHIMPANZES, BREEDING PAIR. Impossible deliver until November. Baby for sale. Irah Watkins, Route 3, Box 262, Tampa, Fla. oc14

COUPLE TO PRESENT TRAINED LLAMA Act. 6 animals. Attractive girl. Man must drive semi. Write fully with photos. Rare Bird Farm, Kendall, Fla.

BUSINESS OPPORTUNITIES

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. oc7

HAVE PERFECT LOCATION FOR FERRIS Wheel and Baseball Pitching Game next to my Miniature Golf Course on busy Broward Boulevard. Space 60'x200'. Make me a proposition. Don Johnson, 1432 N.W. 15 Terrace, Ft. Lauderdale, Fla. Phone: Jackson 2-1184.

JAPAN DIRECTORY—130 JAPANESE Manufacturers, Exporters, Importers. Trade Journal information and Japan opportunities. Just \$1 today. Nippon Annual, Box 6266-B, Spokane 28, Wash. oc7

MAKE MONEY—47 EYE-CATCHING housewares, gifts. Sell like wild. Work home; spare time. Samples sent on trial. Kristee 112, Akron, Ohio.

RHODES ADVERTISER HAS MANY PROFIT- able mail order opportunities. 10¢ brings sample copy. Rhodes, Dept. F, 3872 Sycamore, Baton Rouge, La.

TIRED TRAVELING? PARTNER WANTED. Looking for a live-wire partner for my profitable wholesale Horoscope business. If you have some capital, I have the established business. LaTour, 382 Marlboro Road, Brooklyn 26, N. Y. np

WILD ANIMAL FARM AND DEER PARK. State park, 150,000 visitors. Partner or lease. Box 212, Crown Point, N. Y. np

FOOD AND DRINK CONCESSION SUPPLIES
ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. de9

FOR SALE—SECONDHAND GOODS

CLOSE-OUT 12,000 TENT STAKES. Replace your Model T axles with new heavy-duty tent stakes. 2 1/2" long, 1/4" thick 2" angle iron, welded reinforced head, 2" rim, pointed bottom. Approximate weight 7 lbs. each. Formerly \$49 for box of 20. Now \$20 F.O.B. Ogden, Utah. Payment required with order. No C.O.D.'s. D. Gaare, 1868 Ford Parkway, St. Paul, Minn.

FOR SALE—SECONDHAND SHOW PROPERTY

AUCTION SALE—SATURDAY, OCTOBER 12, 1:00 p.m. Spar Bros.' winter quarters, R. 40, Philadelphia, Ind. 60x90 Tent, Trucks, Trailers, Light Plans, 12 lengths of Seats, Aerial Rigging and Acrobatic Props. Many other circus items.

BUILD KIDDIE RIDES—TESTED PLANS: Auto, Airplane, 1000' Chairplane, Carousel, Swan Swing, Sloping Rocket, Handcar, Little Pet, Dry Boat, 65 each. Free 72-page catalog. Brill, Box 875, Peoria, Ill.

FOR SALE—3 KIDDIE RIDES, BOAT, AIR- plane, Chairplane, Park Carousel (3 abreast). Bronx Beach, East 177th St., Bronx, N. Y. Ludlow 3-3290.

FOR SALE—3 KIDDIE RIDES, MANGEL'S Roto-Whip, Boat Ride, King Electric Train, Arcade pieces. Sacrifice. Kiddie Fair, Inc., S. Broad St. & Bayway, Elizabeth, N. J. Fu 8-0710 between 9:30 A.M. & 6 P.M.

FOR SALE—COMPLETE SCOOTER RIDE, 46" in good condition. All answer! Box 122, c/o The Billboard, 1564 Broadway, New York 26, N. Y. oc7

FOR SALE—LONG RANGE ON CHEV. truck 1 1/2 ton good rubber, Hemmington automatic 241 ft. Plenty of targets, no junk, quick sale for cash. Write B. J. Taylor, c/o Gen. Del., Marion, S. C.

G-16 TRAIN WITH THREE CARS. NO track, very little mileage, perfect condition. Available after October 20. William Kopp, Box 12, Hopkins, Minn.

KIDDIE LAND FOR SALE, NINE RIDES, \$7,000. Must see to appreciate. Contact Deo Jackson, 304 South 13th, Ponca City, Oklahoma.

LIST YOUR RIDES. PROMPT ATTENTION. Need rides for New England and East. Have Merry-go-rounds on \$1,150 up in far west. Good condition. Others. Young's Carnival Sales, 5218 Wadena, Duluth 7, Minn.

RIDE—WHIRL. 75 KW. TRANSFORMER Wagon, Golden Gate Candy Cotton Trailer, home made Candy Cotton Trailer. Snake Pit, Inc., Highway 99W, Orland, Calif.

TENT STAKES, "FORD AXLES," 1,500 stock, \$1 each. F.O.B. Dallas. G. B. Willard, 1321 2nd Ave., Dallas, Tex. oc28

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. oc7

WHIP FENCES, NEW, \$45 EACH. BLOCK and falls, tally clocks, turnstile, Whip parts, shoes, ticket box; Ferris Wheel cable and parts. Hovell's Garage, 804 Jamaica Ave., Brooklyn 8, N. Y. oc14

WILL SELL COMPLETE, OUTSTANDING Photo Gallery; 3 Stuffed Animals, Comics. I paid \$1,500. See at Rodeo, Chicago. Oct. 9-20. Groves, 1439 N. Clark St., Chicago.

25 YOUNG PASTURE-BRED MARES, 1 stud, all for \$1,950. These are all going to be sold at once. No time for letter writing. Truck available for delivering. Phone day or night 9317. P. L. Cobb, Amite, La. np

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109 North Dearborn, Chicago 2, Ill. np

4-Pc. Pearl Set FREE
With Every Lady's Watch Set.
(Min. Order 6—a Cal-Max Limited Offer.)



Ladies Rhinestone WATCH SET

\$7.95
• Beautiful Jeweled RHINESTONE WATCH with sleek band!
• Glittering Necklace
• Stunning Bracelet • Smart Earrings
Yes... a distinctive 4-Pc. SET in an exquisite satin-lined gift box! Every piece an up-to-the-minute fashion favorite! Sell on sight at tremendous profit! A sample will sell YOU! Wholesale only.
25% with order, balance C.O.D.

Spotlight Value!
Cal-Max Ensemble for Men 5-Pc. WATCH SET
A stunning 5-Pc. SET including Jeweled Watch • Expansion Band • Cuff Links • Tie Bar • Hand-somely boxed • Min. Sample, \$6.45.
\$4.89

CEL-MAX, Inc.
582 SO. MAIN ST. MEMPHIS, TENN.

GIMMICKS APPLIANCES
Send for ILLUSTRATED BOOKLETS on all Fast Selling HOLIDAY ITEMS!
609 B. Spring Garden St. Phila. 23, Pa. Market 7-7428
RAKE COMPANY
JEWELRY

\$139.50 VALUE
NEW PRICE \$42.95
6 Asst. Men's WATCHES
With Expansion Band. Ladies' with Card Band. **GRUEN—WALTHAM—BENRUS—BULOVA—ELGIN.**
Sample Watch \$7.95. Reconditioned, guaranteed like new. Wholesale only—25% with order, balance C.O.D. 5-Day Money-Back Guarantee. Send money order or certified check. Write for FREE 1957 Catalog "B."

MIDWEST WATCH CO.
5 S. WABASH AVE., CHICAGO 3, ILL.

WITH IT AND FOR IT FOR THIRTY-FIVE YEARS
Attention: Carnival Men
28" Plush Bear \$24.00 per dz.
25" Plush Bear 22.50 per dz.
No. 10 Round Balloons ... 1.75 per gr.
24" Reed Balloon Sticks65 per gr.
Heavy Carded Western Jewelry 2.50 per gr.
25% deposit if not known, bal. C.O.D. Orders shipped same day received. WE CARRY A COMPLETE LINE OF CARNIVAL SUPPLIES.
WHITIE'S NOVELTY HOUSE
130 Jackson Ave., Knoxville, Tenn. Day Phone: 2-4410 Nite Phone: 3-1784

MISCELLANEOUS

BINGO SUPPLIES OF ALL KINDS—BLOW-ERS, Cages, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, O.

M. P. FILMS & ACCESSORIES

16MM-35MM FILMS EXCHANGED, \$5. Bought, sold. Bryant Supply Co., Emporia, Virginia.

PERSONALS

JOHNNY Is this worth making me sick? I am. So is C. Kids moving. Write or phone.

MASSAGE, REDUCE & RELAX. SCIENTIFIC treatment. Joseph Koytla, JU 6-6300, New York City.

PHOTO SUPPLIES DEVELOPING—PRINTING

PHOTO BOOTHS, CAMERAS, D.P. PAPER. Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill.

PRINTING

300 8 1/2 X 11 LETTERHEADS AND 300 6 1/2 Envelopes, \$3.95, black or blue ink. Mailto Press, 6468-B Clovis Ave., Flushing, Mich. oc7

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-165, Chicago 32, Ill. oc28

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, etc. All popular miracle fabrics—nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. K-109, New York 11, N. Y. np

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1, Ill. ch-oc28

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. oc28

WANTED TO BUY

UNUSUAL CAROUSEL ANIMALS, WOOD-carved circus figures. State condition, size and price. Swen Swenson, 63 Downing St., New York 14, N. Y.

DOUBLE PROFITS FOR YOU WITH PHOTO STATUETTES AND GREETING CARDS

Show NEW amazingly life-like miniature Photo Statuettes of children, friends, pets, etc. Sell on sight. Made from favorite snapshots or photographs. Perfect for Christmas gifts. MAKE EXTRA CASH with Whitehall's Name Imprinted Christmas Cards, Stationery, Napkins, Gifts. Write NOW for FREE Sample Portfolios.



WHITEHALL STUDIOS 707 Cleveland Ave. Elmira, N. Y.

HELP WANTED

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY. Forms Close Wednesday for the Following Week's Issue

AGENT FOR TRAINED ANIMAL SHOW in schools. Also Man as Property Man with driver's license. MaLoon, Clayton, Ind.

BOOKING AGENT FOR CONCERTISING Pianist to book European tour; artist has extensive background. Written reply. C. Harris, Box 1363, G.P.O., New York 1, N. Y.

WANTED—SIGN LETTERING PAINTER. Lettering bulletins, trucks, showcards and general sign painting. Steady work for reliable person. Midwest Sign Co., Stevens Point, Wis.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Wednesday for the Following Week's Issue

CIRCUS & CARNIVAL

HUSKY DOG ACT. 4 PONY DRILL, DOG, pony, monkey combination. Trick talking, posing, pick out pony, outstanding acts. E. L. McCall, Rt. #5, Mexico, Mo. Tel: 6-1237WL. oc7

MISCELLANEOUS

AVAILABLE FOR ALL TYPES OF INDOOR Shows and Events: Wilma Lee and Stony Cooper with the Clinch Mountain Clan, stars of the "Grand Ole Opry" and Hickory Records; The Mansfields, American's foremost sharpshooting family; The Ortons, outstanding sharpshooting, archery, knife-throwing act; The Los Larabees, whips of the Argentine; Archie Royer's Western Revue of sharpshooters, educated horses, mules, performing dogs, monkey; Chet Roth's Parade of Magic; Dick Carson, star of radio, stage, records and screen, America's Cowboy Blues Yodeler; also Lee Webb and His West Virginia Fats. Available as single or combined units. Contact Frontier Attractions, 422 West High Ave., New Philadelphia, Ohio. oc14

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F Diehl, Route 3, Staunton, Va. je2 '58

MASSEUR—GRADUATE OF SWEDISH college. Good companion. Like to travel. Details furnished. James Stuart, 18 W. Ontario St., Chicago 10, Ill.

MUSICIANS

AVAILABLE IMMEDIATELY—COMMERCIAL Vocals; have car. Bob Leeds, c/o General Delivery, Gilroy, Calif.

CONCERT PIANIST-ACCOMPANIST. BRILLIANT soloist. Will travel. Richard Eckstein, 18 W. Ontario St., Chicago 10, Ill.

DRUMMER—DESIRES FLORIDA LOCATION. Experienced all-around Man; shows, etc. Consider room and board deal. E. Swart, c/o Von Kliest, 18 Meadow View, Buffalo 14, N. Y.

DRUMMER—NAME EXPERIENCE. YOUNG and available immediately. Cut all styles. Prefers modern combo. All offers considered. Larry Stevens, 745 S. 3d Ave., Sioux Falls, S. D. Ph. 26569.

GUITAR—MODERN LEAD, RHYTHM. Ten years top combos. Vocals, Solo, Harmony; double Bass. Musician. Apt. 114, Harmon Hotel, Minneapolis, Minn.

HAMMOND ORGANIST—DANCE, ENTERTAINMENT, old timers, available now. Write Maurice Lambert, 921 Trinity Ave., New York 36, N. Y. oc14

PIANIST—WHITE; READ, FAKE, SHOWS; Latin, society, etc. Location only. Unltd. Hyman Zimmer, 725 Duval St., Key West, Florida. oc28

PIANO MAN AFTER OCTOBER 6. GOOD Dixieland. Pianist, c/o General Delivery and Western Union, Dallas, Texas.

TRUMPET—JAZZ, DIXIE, COMMERCIAL. combo work preferred. Consider all offers. Kenny Buckles, 418 W. Third, Garnett, Kansas.

TOP-FLIGHT BINK ORGANIST AVAILABLE. Thoroughly experienced. Sober and dependable. Will locate anywhere. Write to Box C-237, c/o The Billboard, Cincinnati 22, Ohio. oc14

WOMAN ORGANIST—EXPERIENCED IN cocktail lounges, dining rooms, dancing, floor shows, Hammond organ, Leslie speaker, beautiful wardrobe; union. Anyplace. Would join group. C. Watson, 216 E. Burnett, Long Beach, Calif. oc14

PARKS & FAIRS

ANIMAL ACTS & VARIETY NOVELTY Acts of all description. Phone R-1196. Address: 2015 Oliver St., Variety Artists, Ft. Wayne, Ind.

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events. Flashy paraphernalia, real act. For literature, details, address: Charles La Croix, 1304 South Anthony, Ft. Wayne, Ind. Telephone: Eastbrook 3312.

VOCALISTS

FEMALE VOCALIST—EXPERIENCED, young and attractive. Good wardrobe; sings pops, standards, blues. Prefer small combo. Consider other offers. Available Oct. 7. Margie Sheeley, Masonville, Iowa. oc14

LADY JAZZ AND POP SINGER, WHITE, wants Chicago engagements. Clubs, conventions, lodges, records, etc. Box 909, The Hubbard Publishing Co., 186 W. Randolph, Chicago 1, Ill. oc14

ROLLER RUMBLINGS

Continued from page 77

Tucker, Kansas City, Mo.; junior girls, Peggy Tipton, Long Beach, Calif.; novice men, Adolph Wacker, Jearia, Ill.; novice girls, Geraldine Daniels, Long Beach; intermediate men, Aarilyn Glenn, Long Beach; intermediate girls, Paulette Stewart, Redwood City, Calif.; senior girls, Lynne Mathewson, Redwood City; senior men, Ronald Jellist, Peoria, Ill. Singles—Diaper division, Karen Soma, Honolulu, with a special Showmanship Award to Melody Dias, Ogden, Utah; juvenile boys, Randy Kline, St. Louis; juvenile girls, Linda Shoup, Washington, Pa.; junior boys, Eugene Harless, Detroit; junior girls, Carol Rowe, Denver; novice men, Paul Parke, Long Beach; novice girls, Suzie Geim, Oakland; intermediate men, Ricky Mullican, Long Beach; intermediate girls, Peggy Tipton, Long Beach; senior men, James Mohler, North Sacramento, Calif.; senior girls, Carolyn Sliger, Oklahoma City. Dance—Juvenile, Dennis Horral and Gale Ensminger, Pontiac, Mich.; junior, Richard St. Hilaire and Nancy Lumpkin, Bakersfield, Calif.; novice, John Martin and Carolyn Leach, Tulsa; intermediate, John Beeding and Penny Money, Pontiac, Mich.; senior, Charles Wahlig and Miriam Centaro, Elmont, N. Y. Pairs—Juvenile, Danny Riedl and Carol Rye, Pontiac, Mich.; junior, Ricky Martins and Sue Welch, Pontiac; novice,

James Fringle and Geraldine Daniels, Long Beach; intermediate, Robbie Wollard and Carol Stout, Long Beach; senior, Kenneth Trotter and Ruth Heeseman, Brooklyn. Fours—Junior, Paul Libke, Richard Larpenter, Nancy DeHosse and Sandy Perry, Detroit; novice, Darrell Glenn, James Fringle, Diane Little and Peggy Tipton, Long Beach; intermediate, Douglas Eley, Robbie Wollard, Christy Cowdery and Carol Stout, Long Beach. Speed—Diaper division mixed, Don Nebauer, San Antonio; juvenile A boys, George Flannigan, Pennell, Pa.; juvenile A girls, Sally Crawford, Greeley, Colo.; juvenile B boys, Jerry Metz, Oakland; juvenile B girls, Joyce Millimore, Hollywood, Fla.; juvenile C boys, Jerry Schwartz, Cincinnati; juvenile C girls, Barbara Winsor, Natick, R. I.; junior boys, Jerry Tomlinson, Tulsa; junior girls, Pat Leonard, Pasadena, Tex.; intermediate men, George Gruda, Pennell, Pa.; intermediate girls, Sandra Anderson, Oklahoma City; senior girls, Noreen Knapp, Redondo Beach, Calif.; senior men, Charles Wahlig, Elmont, N. Y.; mixed relay, Fred Vanderhagen, Edward Letneke, Michele Seger and Donna Waters, Detroit; girls relay, Noreen Knapp, Sharon Stevens, Barbara Mann and Glenda Wilson, Redondo Beach, Calif.; men's relay, Patrick Carter, Richard Edwards, Jerry Decker and Charles Stover, Wichita, Kan.

COMING EVENTS

- Alabama: Chickasaw—Celebration and Indian Pow-wow, Nov. 28-30. Walter B. Fox, P.O. Box 147, Mobile. Dothan—National Peanut Festival & Fair, Oct. 14-19. Mrs. C. C. McEachin Jr. Arizona: Buckeye—Helzapoppin' Rodeo, Oct. 19-20. American Legion. Phoenix—Junior Rodeo, Oct. 12-13. Phoenix—Open Horse Show, Oct. 13. Western Saddle Club. Phoenix—Annual County Fair, Oct. 20. Women's Aux., St. Joseph Hospital. Phoenix—Fall Flower Show, Oct. 25. Sierra Vista Garden Club. Phoenix—Annual Rose Show, Oct. 31. Rose Garden Club. Phoenix—Chrysanthemum Show, Nov. 16. Washington Garden Club. Phoenix—Horse Show, Nov. 23-24. Ariz. Horse Lovers Club. Phoenix—Commercial Rabbit Show (Fairgrounds), Dec. 7-8. Commercial Rabbit Assn. Phoenix—Christmas Flower Show, Dec. 7-8. Tombstone—Heldorado Celebration, Oct. 18-20. Chamber of Commerce. Wickenburg—Rodeo, Nov. 28. Arkansas: Blythe—Blythe Rodeo, Oct. 11-13. R. Seelye. DeWitt—Ark. Co. Livestock Show, Oct. 9-12. Harold Kendall. England—Fall Festival, Oct. 14-19. Stuttgart—Festival, Oct. 7-12. California: Los Angeles—Great Western Livestock Show, Nov. 29-Dec. 4. A. M. Mathews. Oakland—Do-It-Yourself Show (Expo. Bldg.), Oct. 17-27. San Francisco—Grand Nat'l Livestock Expo. (Cow Palace), Nov. 1-10. Nye Wilson. San Francisco—San Francisco Rodeo, Nov. 1-10. Nye Wilson. Twenty-Nine Palms—Twenty-Nine Palms Rodeo, Oct. 19-20. R. L. Kley. Victorville—Victorville Rodeo, Nov. 16-17. Bob Angel. Visalia—Visalia Rodeo, Oct. 19-20. Florida: Cocoa—Cocoa Home Show, Nov. 22-26. A. Stern, National Press Club, Washington 4. Georgia: Dawson—Peanut Festival, Oct. 14-19. Gibson—Centennial, Oct. 27-31. E. E. Griffin Jr. Waycross—Waycross Rodeo, Oct. 10-12. Charles Immen. Illinois: Chicago—Int'l Livestock Expo. & Horse Show (Ampitheater), Nov. 20-Dec. 7. Chicago—Chicago Rodeo, Oct. 9-20. M. E. Thayer. Chicago—Leisure Time Expo. (Navy Pier), Oct. 6-13. Indiana: Evansville—Evansville Rodeo, Oct. 17-20. Kansas: Medicine Lodge—Indian Peace Treaty Celebration, Oct. 11-13. Chamber of Commerce. Louisiana: Baton Rouge—La. Livestock Show & Horse Show, Nov. 7-10. W. M. Babin. Crowley—International Rice Festival, Oct. 17-18. A. L. Stoessel. Eunice—Southwest Louisiana Fair, Oct. 9-13. Mrs. Wilma Bedell. Greensburg—St. Helene Parish Forest Festival, Oct. 26. Raph E. Hamberlin. Morgan City—Morgan City Church Fair, Oct. 21-27. Rev. John R. Timpany. St. Martinsville—All Saints Celebration, Oct. 28-Nov. 3. Tyrlertown—Wathall Co. Livestock Show, Oct. 21-23. Ansel Estes. Maryland: Timonium—Eastern Nat'l Livestock Show, Nov. 16-23. Joseph M. Vial. Massachusetts: Boston—Boston Rodeo, Oct. 16-27. Walter A. Brown. Mississippi: Byrum—Festival, Oct. 20-25. Missouri: Kansas City—American Royal Livestock Show & Horse Show, Oct. 19-26. C. M. Woodard. St. Louis—Firemen's Rodeo (Arena), Nov. 5-10. St. Louis—St. Louis Rodeo, Nov. 8-10. Tom Racks. Nevada: Carson City—Admission Day Celebration, Oct. 31. New Mexico: Artesia—Eddy Co. 4-H & PFA Livestock Show & Sale, Oct. 24-26. Richard &

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Yantle, Robert A. |
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COMING EVENTS

Continued from page 89

- Texas**
Aliso—Coastal Bend Livestock Show, Oct. 24-26. Rose M. Martin.
El Paso—Southwestern Sun Carnival, Dec. 27-Jan. 1.
Pasadena—Pasadena Livestock Show & Rodeo, Oct. 21-28. J. D. Rogers.
Tyler—Texas Rose Festival, Oct. 17-20. Frank Bronaugh.
- Utah**
Ogden—Golden Spike Nat'l Livestock Show, Nov. 15-20.
- Virginia**
Kenbridge—Tobacco Festival, Oct. 14-19.
Richmond—National Tobacco Festival, Oct. 15-19.
- Washington**
Vancouver—Vancouver Mum Show, Oct. 26-27.
- CANADA**
- Ontario**
Toronto—Royal Winter Fair, Nov. 15-28. G. S. McKee.

Saskatchewan

- Saskatoon—Dairy Cattle Show & Sale, Oct. 10.
Saskatoon—Swins Show and Sale, Oct. 11. S. N. MacEachern.

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In Business in Chicago for 37 Years

Cigarette Lighter

CHROME. Table or Pocket Models.

Size 1 1/2 x 1 1/4"

Guaranteed
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Value for **50¢**
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MINK EARRINGS BRACELETS

New Every Woman Can Wear Mink

Beautiful Mink Fur Trimmed Earrings, \$9.99 per doz. pr. postpaid.
Beautiful Mink Fur Trimmed Bracelets, \$9.00 per doz. postpaid. The Two Feature Sellers on the Market Today. Retail value \$3.95 ea. Discount \$1.00 per doz. on orders of 2 doz. or more. Minimum order: 5 Samples for \$4.90 postpaid.

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The Billboard's CHRISTMAS MERCHANDISE SPECIAL

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25,000 Extra Distribution of Your Advertising Ad Forms Will Close Wednesday, Oct. 9
Rush Your Copy Instructions NOW!



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Hollywood 9-5831

ST. LOUIS 1, MO.
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News in Brief

FTC Approves Consent Order Against Old York Dist. . .

Federal Trade Commission last week (2) approved a consent order prohibiting Old York Distributors, Inc., Philadelphia, from using bait advertising to sell its candy vending machines and misrepresenting profits to be made from operation of the machines. Customers allegedly were told they would be representatives of the Hershey Chocolate Corporation, and that an investment of \$690 would produce \$300 profit monthly. Henry Perkins, now president of the company, was named in the order, and charges are still pending against Kolman Freedman, former president. The agreement, according to FTC, "is for settlement purposes only and does not constitute an admission by the parties that they have violated the law."

Bally Vending Expands U. S. Sales Coverage . . .

Bally Vending Corporation, Chicago, expanding its national sales coverage. Five new sales representatives have been announced: David P. Howle, headquarters in Dallas, to cover Southwest; John P. Moran, base in Los Angeles, assigned to West Coast; Gerald M. Sheafor, working out of Minneapolis, representative in Minnesota and Wisconsin; D. E. Walters, headquarters in Philadelphia, covering New York, Pennsylvania, Maryland area; Vend, Inc., Boston, sales representative in six New England States.

Bankruptcy Petition Filed Against Superior Mfg. . . .

Petition of involuntary bankruptcy filed against Superior Manufacturing Company, Denver, by three reported creditor firms: Hessler Manufacturing Company, M. L. Foss, Inc., and Howe Machine and Supply Company. Three ask that court have Superior turn over stock, equipment, and patent rights on a popcorn machine. Thomas K. Hudson, former vice-president of Superior, said he loaned company \$100,000 since February, 1956, of which he said Superior paid back \$32,000 in form of used equipment.

Soft-Drink Industry Profits Up for First Half 1957 . . .

Only one of big soft-drink manufacturers, Dr. Pepper, shows profits for six-month period ending June as less than that of corresponding period of 1956. Earnings per share for 1957 and 1956 respectively as follows: Coca Cola \$3.44, \$3.16; Pepsi-Cola, \$.85, \$.73; Canada Dry \$.98, \$.75; Nehi Corporation \$.67, \$.60, Dr. Pepper \$.32, \$.61. (Canada Dry figures for nine months ending June 30.)

Natl. Rejectors, Inc. to Close For Inventory . . .

National Rejectors, Inc., announces closing of plant for annual inventory December 21, 1957, thru and including January 1, 1958. Orders sent in requesting shipment during that period will be shipped before closure of factory for inventory.

6,000 to Attend NAMA Confab This Month. . .

Attendance of 6,000 is expected at National Automatic Merchandising Association convention to be held in Philadelphia, October 13-16, reports Ed Daleske, director of public relations. Says further that almost 150 exhibitors have already signed up. Speeches will be made and business meeting held the last three days of the convention. Exhibits may be viewed all four days, from 12:30 to 5:30 p.m. the first three days, and 12:30 to 4 p.m. on the last day, October 16.

U.S. Sales Rep Named for Dixie-Merkle Cup Unit. . .

Named last month as national sales representative for the Dixie-Merkle Cup Dispenser was Merkle-Korff Gear Company, Chicago. Dixie holds the licensing patents and Merkle Metal Products Corporation, of Chicago, is the manufacturer. Appointed sales manager of the cup dispensers was William Ferchland, formerly manager of Merkle Metal's cup dispenser division. Dispenser is made in six or nine-stack capacities and has adjustable worms to accommodate cup sizes from six to 10½ ounces.

New Coffee Venders to Be Shown at NAMA Confab. . .

New coffee venders will be shown this month at the National Automatic Merchandising Association convention in Philadelphia by S. G. Adams Company, St. Louis. Barvend's instant coffee machine patents, manufacturing and sales rights were purchased by Adams Company in November, 1956. Plans for a reworked model of the instant vender (with optional self-brew attachment) were announced by Adams.

Use of ½-Quart Containers Granted Harmony Dairy. . .

State Attorney General's office of Pennsylvania approved request of Harmony Dairy to use one-third quart containers for dispensing in milk venders. State Bureau of Weights and Measures had previously ruled that Harmony could only use half pints. Dairy argued that half-pint size would not give the two-cent profit per container claimed necessary in dispenser operation.

Associated Engineers, Inc. Offers Technical Help. . .

Manufacturing service for industrial firms has been made available by Associated Engineers, Inc., Springfield, Mass. Service is designed to handle manpower shortages and engineering problems that arise during peak periods. Firm claims it can not only design small machine parts but also handle complete manufacture of special machinery.

Bulk Gum Unit Has Features Of Coin Game

BALTIMORE — Charles Goldberg, a game operator here for the last seven years, has formed the Charles Manufacturing Company, which makes a penny bulk-gum machine incorporating features of a baseball game.

The ball field of the vender is studded with nails and has pockets for the gum balls in a variety of places. The vending wheel drops the ball gum onto the field. The player can be retired, or he can single, double, triple or homer, depending on the pocket into which the gum ball drops. After the gum rolls into the pocket it is delivered to the customer.

Six pilot models of the vender are on test location here, with full-scale production slated to get underway by the end of the year. Goldberg's manufacturing facilities are limited, but he does have a small machine shop. He has his own tools and fixtures and plans to have dies made. Tho he currently plans to handle his own production he may have the venders made under contract.

The machine has an A.B.T. mechanism with a 1-cent setting. Pilot models are 7.5 inches deep, 8 inches wide, and 15.5 inches high.

Ia. Op Denies FTC Charges

WASHINGTON — Keith E. McKee, Des Moines, Ia., vending machine distributor, last week (1) denied Federal Trade Commission charges of misrepresenting earnings that can be made from servicing the machines he sells.

In answer to the FTC complaint issued in August, McKee admits that "reports from present operators do not show . . . average earnings of \$400 per month, not indicating, however, the time devoted to their business." McKee contends it "would be possible, under best conditions, working six or eight hours per week to earn \$400 per month."

McKee, who trades as National Nut Company (formerly National Laboratories) of Des Moines, denied his newspaper ads implied an offer of employment or a guaranty of financial security. He adds that there is a "possibility of realizing an income, affording financial security."

McKee further denies that he claimed customers are given exclusive territory, that he or his agents help locate machines, and that machines will be repurchased from dissatisfied customers.

Du Grenier Bows 2 New Machines

NEW YORK — New manual cigarette and candy machines will be introduced by Arthur H. Du Grenier, Inc., at the National Automatic Merchandising convention, to be held in Philadelphia, October 13-16.

Representing the firm at the show will be Frank C. Du Grenier, Blanche E. Bouchard, Richard E. Gibbs, Lenore Kaplan, Dennis Braeden, Arthur A. Du Grenier, Francis G. Du Grenier, David Franco, Jake Friedman, Lowell Grundmeier, Sherman Henderson, John Klein, Robert Kline, Julius Levy,

CHARM RULING

Small Detroit Ops Hurt the Most

DETROIT — Prohibitive legislation on the use of charms in bulk vending in Detroit hurt its operating business but has not hit the big operator as much as the smaller one.

About two and a half years ago use of charms in bulk-vending machines was prohibited in the city. Only straight capsule machines were permitted. Operators were forced to locate their charm-and-fill machines in suburban areas.

But altho one big operator can still report that charms boost otherwise straight-bulk sales by more than 30 per cent, a consensus of small operators shows an increase in sales of only 6 per cent with the use of charms.

The restrictive legislation working in combination with the status of bulk vending at present is largely responsible for this result. Bulk vending is still concentrated in large metropolitan centers, where operators make their start.

When prohibitive legislation was enacted in Detroit, a big operator could afford to make temporary sacrifices and break into the suburban areas because of his relatively low overhead and cheaper costs in general.

But the small operator just making his start was in no position to make any sacrifices and has had to content himself with such marginal charm locations as could be found. Consequently charms are not as profitable for him as for his bigger competitors.

Carl Hill, of Hill Vending Service, is one large operator who has made the adjustment with success. He profitably operates about 500 bulk-vending machines in the Detroit area, many of which use charms.

His large route has put him in a position to continually test the general market for items that sell well. He has found, for example, that altho specific locations may have their own special requirements, it is more profitable to use charms only with 210 ball gum.

But the small operator, who be-

cause of his size must cater to special requirements of his locations, uses charms with jelly beans, Boston beans and licorice items. Had the Detroit legislation not been enacted, he might have specialized as Carl Hill has done, but as it is he must take what he can get.

Another large bulk-vending operator, George Wilson, has solved the problem by simply concentrating upon venders that don't use charms. Circumstance favored this because most of his machines don't readily vend charms, and at any rate his large volume has made it possible for him to make a profit without having to use many of the volume-boosting charms.

This avenue is also largely closed to the small operator, who is not in a position to do much specialization, which could realize greater profits for him thru lower overhead and volume buying of particular items.

It might be presumed that the small operator could expand his route by concentrating upon

(Continued on page 93)

4 Charm Mfrs. To Exhibit In Philly

NEW YORK—Four local charm manufacturers will exhibit their wares in Philadelphia during the National Automatic Merchandising Association convention in Philadelphia, October 13-16.

The manufacturers, Samuel Eppy & Company, Paul A. Price, Inc., Plastic Processes and Karl Guggenheim, have engaged adjoining suites at the Benjamin Franklin Hotel and will hold open house for bulk operators during the show.

Hosts for the hotel showings will be Sam Eppy, Paul Price, Bill Falk and Bob Guggenheim.

Leaf Brands Agrees to FTC Consent Order

WASHINGTON — A consent order in which Leaf Brands, Inc., Chicago, agrees to desist from paying customers except on a proportionally equal basis was approved by the Federal Trade Commission last week.

The Commission complaint, issued in March, charged Leaf with giving Food Fair Stores Inc., Philadelphia, special allowances for advertising. These payments, the complaint alleged, were not made available to competing customers, as required by the Clayton Act. FTC's order requires that when Leaf pays allowances to one customer, it must offer or otherwise make available, allowances to all competing customers.

Two other charges in the complaint were dismissed. One alleged that Leaf violated the law by selling chewing gum and candies

to some customers at discounts, but not offering discounts to competing customers. The other charge was that occasionally customers purchasing for their own account buy directly from the company and receive brokerage, or compensation in lieu of brokerage, in violation of the law. Hearing examiner William L. Pack said that these two charges probably could not be sustained.

Agreement is "for settlement purposes only and does not constitute an admission by the company that it has violated the law," according to FTC.

Eastern Ready on 15-Col. Cig Vender

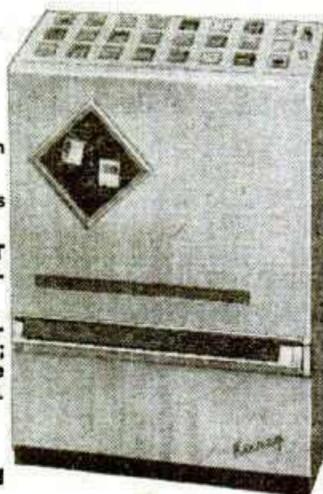
NEW BEDFORD, Mass. — Eastern Electric, Inc., will introduce a new 15-column manual cigarette machine at the annual convention of the National Automatic Merchandising Association in Philadelphia, October 13-16.

The entire operation will be mechanical. Price and details will be announced at the show.

get smooth dependable electric operation with THE KEENEY "22"

Deluxe Electric CIGARETTE VENDER

It's the Vender with the "FORWARD LOOK" that gets and holds choice locations!



- ★ **HOLDS 539 PACKS**
Front Column 264, Rear Column 275.
- ★ **22 SELECTIONS** Pack and matches delivered quickly and smoothly.
- ★ **OUTSIDE COLUMNS VEND FLAT BOXES AT OPTION OF OPERATOR.**
- ★ **MEETS ALL PRICING REQUIREMENTS** Three price selections; 25c, 30c and 35c. Four Price Mechanism at operator's request.
- ★ **AMPLE MATCH CAPACITY**
Adequate Storage for Cigarettes.
- ★ **A VARIETY OF COLORS and FINISHES.**

• If you're eyeing the vending machine business with a desire for greater profits, start right now with Keeney's new deluxe electric Cigarette Vender. It is styled to get and hold choice locations, is brilliantly lighted and offers 22 selections of all nationally advertised cigarette packs, also flat boxes. Its smooth electrical operation and complete accessibility for easy servicing are beyond comparison.

Easier to Service . . . All Parts Totally Accessible . . . Earns Much More!

FOR FULL DETAILS WRITE **J. H. KEENEY & COMPANY, INC.**

2600 W. 50th Street • Chicago 32, Illinois

COMPLETE LINE OF VENDERS

COFFEE • CHOCOLATE • SNACK • SOUP • MILK • COLD DRINKS

NO HANDICAP

Blind Bulk Op Gives His Success Formula

MILWAUKEE—Operating on a businesslike basis has built a profitable gum ball route for Erwin H. Samp over the past five years. He covers a four-county area surrounding Milwaukee with a string of gum ball machines. The machines are under the sponsorship of the Wisconsin Council of the Blind, which receives the full commission that ordinarily would be given to location owners.

Samp, a blind man himself, works a five-day schedule servicing his widespread route, aided by a full-time driver who transports him thru the territory and assists in service and maintenance work. Before entering the vending machine business, Erwin H. Samp earned his livelihood as a musician. He still plays during weekends with dance bands in local niteries, "just for kicks," he says.

During the past year, a program of eliminating low-volume locations has been successfully boosting profits, he claims. "We cut out a lot of spots that were not bringing in enough money to make it worth our while to stop in to service them. By eliminating these low-receipt spots and relocating the

equipment to other locations with better potential, the route has actually become smaller, but the earnings have increased."

Specializing in gum, all of Erwin H. Samp's equipment vends a two-for-a-penny variety which is purchased direct in Oakland, Calif.

Complete file card records are kept of every machine. Each time a location is serviced, the total receipts are listed, along with comments concerning the condition of the equipment. Fresh bowls of gum are brought in from the car on each service visit, and the old containers removed and taken to the workshop for cleaning. Machines are cleaned thoroly and checked each time, but no other maintenance work is done at the location.

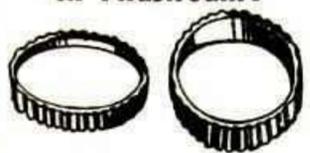
Chain stores have been proving tough locations to crack, according to Samp. "Most of them claim that they don't want vending machines on the floor, because they take up space and slow down traffic."

Good spots for gum ball venders? According to Samp: "Any place where there is a lot of traffic. Some of our top locations are shoe repair shops, bakeries and drug-stores." Prime spots, he has learned, are industrial plants.



They are HOT!

Don't Change Horses in Midstream!



HIS WEDDING RINGS!

Stay with the proven profit-maker! Re-orders are still pouring in. Don't change horses in midstream. Order today!

ASST'D SIZES (Asst'd Plated, Silver and Hamilton Gold) \$8.75 per M

Labels available at your distributor or:
SEE OUR NEW LINE OF CHARMS ON DISPLAY AT The Benjamin Franklin Hotel during N.A.M.A. Show, Phila., Oct. 13th to 15th!

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55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5147-8

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER, 8-COLUMN CANDY, 160 capacity, prowar model \$110.00
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NATIONAL CANDY, 9-column..... 90.00
ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. .. 85.00
EASTERN ELECTRIC CIGARETTE, 8-col., all coin, 25c & 30c .. 85.00
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All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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WHAT A SERIES!

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N.W. Model 49, 1c or 5c	\$14.50
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N.W. 239 1c Porc.	7.95
N.W. 233 1c Porc. B.C.	6.50
Columbus 5c Bulk	6.50
Silver King 1c B.G. or Mds.	7.45
ACT Guns	30.00
Acorn, 1c or 5c	9.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	49
Pistachio Nuts, Large Tulip	46
Pistachio Nuts, Vendor's Mix	47
Pistachio Nuts, Sheik	43
Cashew Whole	45
Cashew Butts	45
Peanuts, Jumbo	45
Spanish	45
Mixed Nuts	45
Tabby-Lets, 520 ct.	30
Rainbow Peanuts	32
Boston Baked Beans	31
Jelly Beans	35
Licorice Gems	35
Leaflets, 650 ct.	40
M & M, 550 ct.	50
Hershey-ets	43

Rain Bio Gum, 60 ct.	6.30
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	30
Rain Bio Ball Gum, 100 ct.	25
200 lb. minimum, prepaid on all Rain Bio Ball Gum	
Adams Gum, all flavors, 100 ct.	45
Wrigley's Gum, all flavors, 100 ct.	45
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Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D. STAMP FOLDERS, Lowest Prices.. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

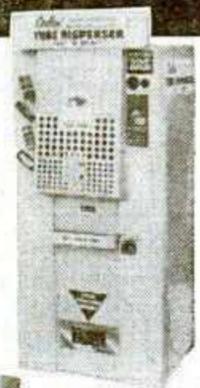
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WATCH PROFITS Z-O-O-M with the new CALEX RADIO & TV TUBE TESTER-DISPENSERS

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Calex Coin Operated DIAL-A-TUBE Model 602 V

- Completely automatic! For highest volume stores.
- Vends any one of 120 selections
 - Houses 512 tubes
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 - No clerk middleman



Calex E-Z TESTER Model 602 S

America's leading quality self-service radio & TV tube tester!

- UP-TO-DATE! 123 sockets—tests over 540 tube types
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FREE! With first purchase. Sales Plan & Operating Manual. Tells all you have to know to build a successful tube tester business.

SEE US AT THE NAMA SHOW BOOTH 258 Convention Hall Philadelphia Oct. 13-16

CALEX Manufacturing, Inc. 3815 Martin Court, Seaford, N. Y.



ONLY THE BILLBOARD—among over-all entertainment weeklies—is a member of the NATIONAL BUREAU OF CIRCULATIONS.

Experienced Operators Say: "YOU MAKE MORE MONEY WITH.. **Northwestern** VENDING EQUIPMENT" PROVE IT TO YOURSELF!

Just try a Model 49 all-product vender on your route and see for yourself how you can make more money. It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.



THE NORTHWESTERN CORP.
27101 ARMSTRONG STREET MORRIS, ILLINOIS

IT'S NEW! IT'S TERRIFIC! JIGGLE PICTURES
Animated, Beautifully Colored
Young and old alike will love to jiggle them and laugh at their antics. Can be used in bubble gum or capsule machines. AVAILABLE AT YOUR DISTRIBUTOR. \$15.00 per M
See Jiggle Pictures and other new charms on display at the Adelpia Hotel during N.A.M.A. Convention, Philadelphia, Oct. 13 to 16.
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M. J. ABELSON

CHARMS—Miniature Cigarette Lighter—It Works!
Will vend with 210 ball gum. Body designs: Chrome, Plaid & Mesh. Packed one dozen to a box. \$3.50 per doz.; \$37.50 per gross. Full cash with order. We pay postage. Immediate delivery guaranteed.
EVCO MERCHANDISERS
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GIMMICKS CHARMS CHARMS GIMMICKS
GOLD VACUUM-PLATED
Snake Ring
\$8.00 per 1,000 in 3,000 lots & up Free Advertising Labels
SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35 L.I. N.Y.



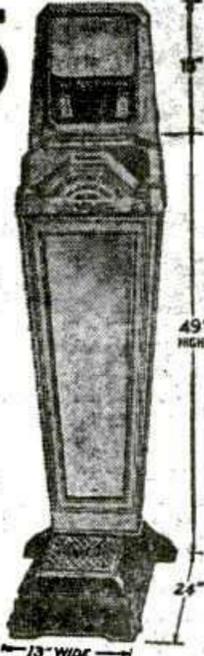
\$25 DOWN

Balance \$10 Monthly

400 DELUXE PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



49" HIGH
13" WIDE
WEIGHT, 165 LBS.

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State Cig Tax On Increase During 1957

CHICAGO — State cumulative monthly cigarette taxation as well as taxation for the month of July shows an increase over 1956, according to figures released by the Tobacco Tax Council. (See Tobacco Tax Council chart in this section.)

During July, in the 43 States (District of Columbia included) having a cigarette tax, almost 1.5 million packages of cigarettes were taxed, an increase of 6.9 per cent over last year.

In the seven-month period ended July 30, 9.2 billion cigarettes were taxed, an increase over the corresponding period of last year of almost 392 million packages, or 4.4 per cent.

Of the 43 States taxing cigarettes, 40 show an increase over 1956 during the seven-month period and three show a decrease. In four instances the increase is over 10 per cent, and in one instance the decrease is more than 2 per cent. Montana shows a decrease of 6.4 per cent for the year thus far, but this year's and last's figures may not be comparable.

Colorado Operator Stores Cig Machines During Cold Months

DENVER — September is one of the busiest months of the year for Charlie Kaplan, owner of P&M Distributing Company, cigarette operators here, but not for the usual reason.

September is a period during which Kaplan pulls in around one-third of the cigarette venders which he has on location in the city, and "cocoon" them for the winter months. In doing so, Kaplan has developed some protective technique which are now being used by many cigarette operators throughout the industry.

Different Situation

"We have a different situation in Denver than in other cities of comparable size around the country," Kaplan indicated. "We do most of the year's cigarette volume during the summer months with the tens of thousands of tourists who come to Colorado to escape hot weather elsewhere."

"Cigarette sales are at their peak during July and August and fall off rapidly during the first week in September, when most of the tourists have started home. Consequently, we spent almost the entire month picking up the machines, repairing and reconditioning them and then storing them for the winter."

P&M Vending Company owns a big triangular brick building on Denver's Broadway, just outside of the downtown district, with a second story almost completely available for storage. All machines are picked up during the first two

weeks in September, if possible, and put thru a process which Kaplan feels has eliminated a lot of headaches.

First every cigarette vender is disassembled and checked for serious wear thruout, and all defective parts are replaced. Particular attention is paid to electrical cords, resistors and switches, which are likely to deteriorate rapidly in the dry Colorado climate. Each part, after checking, is either replaced or discarded, and not infrequently stock-piled for emergency use later on.

Winter Storage

For winter storage, Kaplan seals each machine up in paper, using heavy, gummed tape to close all openings and protect the venders against dust. This is particularly important with machines that have been refinished in the spray shop before being put away for the year. As each machine is placed in storage, a storage inventory ticket is made out and placed on file. Then there is no difficulty in locating a vender of the right size, appearance, and finish in the event that volume builds up at any location, requiring a second machine.

Kaplan regularly stores from one-third to one-half of his entire cigarette vender inventory but notes with satisfaction that the number is dwindling, even the new machines have been bought prior to the summer season every year since 1953.

Recording Star Buttons

They're TERRIFIC !!!

ADVANCE SANITARY VENDOR

The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vender . . . with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1 1/2" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today.

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Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
President 2-2900

INSIST ON **STAR BRITE BALL GUM**

Save Money!

Featuring: Cramer's "KING" 3/4" SOLID BALL

in special flavors

- Sour Grape ● Sour Cherry
- Hot ● Banana ● Regular

to profitably rotate your fills

Also 210-170-140 BALL GUM

Ask your distributor to stock Cramer's "Star-Brite" for you!

CRAMER GUM CO. INC.

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East Boston 28, Massachusetts
Member of National Vendors' Assn.

One reason why advertisers in THE BILLBOARD get all they pay for.

Attending The **NAMA SHOW** Philadelphia ?

See us and our sensational new Ring at the **BEN FRANKLIN HOTEL**

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J. SCHOENBACH

For Victor Vending Corp. Machines, Parts, Globes Charms, Merchandise Supplies

1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900

PHONE or WRITE FOR PRICES

GIVE TO DAMON RUNYON CANCER FUND

Charm Ruling

Continued from page 91

straight-capsule venders, but for some reason these machines haven't caught on in Detroit. There were around 4,000 of them at one time, and now there are only approximately 100 in use.

It is estimated that there are about 150 users of bulk-vending machines in the Detroit area, many of whom can't properly be called operators simply because they have so few machines. It is hardly even an attempt to hang on in some way until the legislative situation changes.

J. SCHOENBACH

Distributor For oak Manufacturing Co., Inc.

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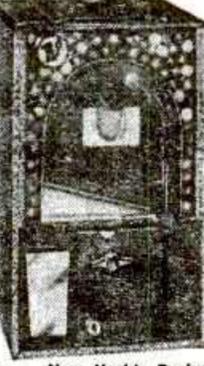
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\$19.75 ea.
Net profit \$15.30 from each filling.

Ball Gum 30c lb.
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Re-shopped like new! Equipped with ball gum wheels!
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Distrib: Put Bulk Units on Highways

CHICAGO—It would pay bulk operators to investigate possible routes on present toll roads and those under construction, according to Jack Nelson, Logan Distributing Company.

Tho there is no sure way of estimating how much bulk vending is being used on the toll roads, Nelson, a large Chicago distributor, thinks that this aspect of vending is being neglected because he not only does not distribute to such an operator but has never heard of one.

There are a few who travel different trunk routes leading out of Chicago, but he has never heard of an operator who has made an attempt to investigate the toll roads and turnpikes.

With the federal government and the States co-operating on the construction of new superhighways all over the United States, the potential market for the bulk operator is all the more increased, he says.

One big advantage in the solicitation of locations, thinks Nelson, is the widespread chain-ownership along these major routes. Thus an operator needn't solicit each separate stop but is in a position to handle whole chains of restaurants and gas stations.

The locations vary all the way from small gas stations and restaurants to big service plazas. Ohio is an example of the latter. The plazas are typically grouped in pairs on either side of the road near interchanges that lead to cities within the State. In Illinois huge restaurants which span the tollways are being built, while in Pennsylvania the stops are strung along the tumpike singly.

A unique feature of such a route, points out Nelson, is that it is a straight run. Far from having to track his way thru out-of-the-way locations, the operator can simply go straight down a toll road, stopping at each consecutive location.

Tho it is difficult to estimate how much bulk vending is present on the Chicago-New York tollway route going thru Indiana, Ohio, Pennsylvania and New Jersey, it can be used as an example of what could be done in bulk vending, assuming that the market were untapped. The Bureau of Public Roads estimates there are 60 service stops of varying size between Chicago and New York on both sides of the roads.

Putting three machines in each stop, says Nelson, and allowing a gross profit on each machine of \$3 a month, an operator would take a gross profit close to \$550 a month. Nelson estimates that capital outlay for the 180 vendors needed would be around \$3,000.

The operator could go down and back once a month in three

days, and gas would cost him in the neighborhood of \$20, Nelson says.

The Chicago-New York route is an example of a system that has been in operation for some time.

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We Guarantee to **SAVE YOU MONEY** on High Quality Pens

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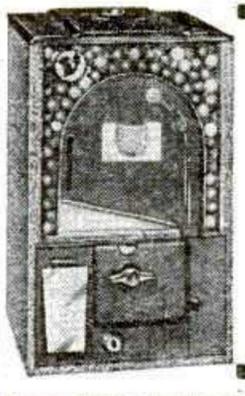
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Try two and you will buy more on the Torr Time-Payment Plan. Write for details

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8-Stick Gum, 100 packs	\$1.90

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Say You Saw It in The Billboard

KEN KNAUF

London Operating Problem: How to Get Jukes Into Pubs

London's Ladbroke Grove is a quiet section of town on a Saturday morning. But at the offices of Phonographic Equipment Company, leading distributors of the British-made AMI juke box, there is a flurry of activity.

From here Gordon Marks and Cyril Shack serve automatic music to London and six counties as BAL-AMI distributors, and operate a 300-machine route.

Marks and Shack were awaiting shipment of the new 120-selection model. Most of the machines now on their routes are 80-selection units. One-hundred new models will be gradually moved into their locations, with the older models stepped down. This means the firm must land 100 new locations in a short time.

"Expansion is unlimited here," said Marks. These are words of pure optimism in a land that has few tavern locations comparable to those in the States. Pubs rely on whisky, gin, beer, sandwiches, an occasional game of darts, and conversation as attractions. Most juke locations here are small restaurants of the snack bar type, frequented by teen-agers.

But Marks looks fondly at the "higher class" spots. "If we could manage to put a phonograph into just a half-dozen good locations, we'll get them all eventually." The firm hopes to turn the trick within 18 months. "We're working on it now," said Marks confidently.

According to Marks, there are 1,500 juke box locations in London, about 6,000 in all of England. Marks estimated that there are no more than 200 juke box operators in the country, most of them full-time, however.

Operator practice here is to take the first 5 Pound Sterling (\$14) as front money, split the remainder with the location. Average weekly gross, said Marks, is 8 Pound to 9 Pound (about \$23.50). Machines are set at three-pence play, roughly on a par with nickel play in the U. S.

Known as programming experts, Marks and Shack make up a list of hit tunes which has wide distribution among operators. Tunes are heavy on pops featuring American artists.

SENATE PROBES JUKE UNION BOSS

W. Bufalino, Detroit Teamster Head, Questioned on Former Distrib Interest

WASHINGTON — The manner in which William A. Bufalino, head of a Detroit Teamster Local, entered the juke box business is a "source of great concern and interest" to the Senate labor rackets investigating committee, according to committee counsel Robert Kennedy.

Bufalino, who set up the Bilvin Distributing Company early in 1946, was labeled by Kennedy as a "front man" for his business associates. The associates alleged-

ly have a total of more than 40 arrests—on counts ranging from robbery to kidnapping and attempted murder.

Asserts "Right"

When queried as to why and how he got into the juke business, Bufalino said it was his "right" to enter business after serving in the Army. He said he borrowed \$15,000 from a Pittston, Pa., bank, invested \$5,000 he had saved in the Army, and borrowed other funds from an uncle. He could not recall the exact amount he invested in the company, but said it was "about" \$20 or \$30 thousand.

Kennedy then wanted to know why the "associates" got Bufalino to set up the company. Bufalino couldn't recall the exact procedure or reason, but said it was probably because he is an attorney. Bufalino didn't remember, at first, how he became president of the company, but later said he must have been elected by stockholders since he didn't have a majority of

(Continued on page 99)

Union Seeks Pickets for Rackets Purge

GARY, Ind. — Approval and support of picketing plans will be asked by a committee of Local 1 of the National Union of Automatic Equipment and Coin Machine Operators Service and Repairmen at a meeting with the national officers of the organization Tuesday (8).

Union officials state the express

(Continued on page 99)

Court Denies Injunction for Boston Ops

Lose 1st Round in \$150 Tax Fight; MOAM to Appeal

BOSTON — A preliminary injunction against the Commonwealth of Massachusetts, the city of Boston and the Boston Licensing Board to restrain these parties from collecting fees for the operation of juke boxes was refused this week by Judge Vincent Brogna in Suffolk Superior Court.

The suit was brought in an attempt to abrogate the Sunday and weekday license fees which total \$150 per machine per year. It is believed that as a result of this action that the case will be speedily sent to the Massachusetts Supreme Court for determination.

Attorney Arthur Sherman, coun-

(Continued on page 96)

Rock-Ola Ships 2d New Model Juke to Distribs: 120 Selections

Firm in Full Production, Makes No Comment on Future New Model Plans

CHICAGO — Shipments of a new 120-selection juke box were made to distributors by Rock-Ola Manufacturing Company last week.

Called the Model 1458, it is the second new phonograph to be introduced by the firm in as many weeks. A new 50-selection juke box (Model 1462) was shipped to distributors two weeks ago. (The Billboard, September 30.)

As with the previous new model, no formalized showings or sales promotion of any type was being conducted by any of the distributors. Nor would Rock-Ola officials comment as to future plans for introduction of any other new models.

Rock-Ola officials stated, however, that the firm was in full production on both the new 50-selection and 120-selection models, and would be prepared to make quantity shipments shortly.

The new 120-selection phonograph is similar in appearance to the firm's previous model, but like the new 50-selection unit, has simpler lines.

Chief change is in a revamped

selection system. Title strips are horizontally placed on a circular revolving selection drum. The drum is three sided, with 40 selections per side visible at any one time. Movement of the drum is controlled by three selection buttons placed at the top of the dome. Each of the buttons are color-coded, to coincide with colors on the drum face. Disk selection is by single push buttons.

Also added is an improved sound system, with two woofers and one

tweeter speaker. The traditional revolving record magazine is retained. Unit has automatic volume control and credit accumulator as standard equipment. A single-entry 50-cent chute is optional.

Cabinet is of wood finish in antique white and walnut with chrome trim. Grill has been simplified.

Weight is 312 pounds, uncrated. Dimensions are 30¾ inches wide, 26¾ inches deep and 55¾ inches high.

ON-THE-SPOT BB ED. EUROPE SERIES BEGINS

CHICAGO—The first of a series of on-the-spot European reports by Ken Knauf, amusement games editor of The Billboard and The Billboard International, appears elsewhere on this page.

Knauf is making a six-week, seven-country inspection tour of the European juke box and amusement games markets.

This week's report is a visit with a London juke box distributor.

DETROIT — There is surprisingly little active interest here among operators to the Senate rackets committee questioning of William E. Bufalino, president of the Teamsters Local 985, juke box operators' union.

Typical was the comment of Roy Small, conciliator of United Music Operators of Michigan (UMA), the industry's trade association, who stated, "the information published during the past few weeks had no news value to us. It was all published many times, several years ago."

Bufalino was recently called upon to testify before the Senate labor rackets investigating committee to explain his former interest in a juke box distributing company in Detroit (see separate story this issue).

Few of the operators surveyed by the Billboard indicated any significant impact from the publicity as far as the business here is concerned.

Erwin B. Moss, of Moss Music Company expressed the sentiment of most saying, there was "not too much reaction. These things appear in the paper every once in a while and they blow over. I don't think it will affect us any."

A call to Bufalino's office disclosed he was in Miami Beach for the Teamsters' Convention, and had indicated, before the hearing, that his only press statement

(Continued on page 99)

Chi Distribs Hold Second Service Class

CHICAGO — The second session of an operator service school run jointly by four of Chicago's distributors was held last week (2), at Automatic Phonograph Distributing Company (AMI).

The session was attended by 17 servicemen, representing 11 separate operating companies and one distributor.

The school which was organized by distributors to alleviate the critical shortage of servicing personnel in the city, is being held weekly, on a rotating basis, in each of the distributors' shop rooms. Classes are free with the distributors bearing all cost.

Next session will be held at Atlas Distributing Company (Seeburg), Wednesday (9), with subsequent session being held at World Wide Distributors (Rock-Ola). The first session of the school was "kicked off" last week at Coven Distributing Company (Wurlitzer).

Factory Instruction

School last week at Automatic, was conducted by AMI factory engineers, Keith Norwalk and Cliff Bitting. Emphasis was on parts and nomenclature of the new AMI model H phonograph. Servicemen were given a familiarization course with the machine, shown where

various parts were located and how to replace and install various units.

Next session at Automatic, which will be held in approximately 30 days, will be devoted to a more detailed examination of the various working units, with

(Continued on page 99)

Strife Quiets Jukes & Games In Little Rock

LITTLE ROCK, Ark.—Turmoil and strife in Little Rock over the recent efforts at school integration have taken their toll on juke box and game operators in the area.

While the violence and seething trouble has catapulted this normally quiet town into world notoriety, the music and amusement industry have been virtually crippled.

Life blood of both juke boxes and games is a festive and amusement-minded public.

But there is no festivity in Little

(Continued on page 96)

Union Ends Free Talent For Op Groups

Fines Two Disk Stars \$1,000 for Free Assn. Appearance

CHICAGO — Clamping down against free performances, the American Guild of Variety Artists fined two of its members \$1,000 each for appearing at a dinner-dance staged by the Chicago juke box operators' association here September 14.

Fined were Nick Noble and Lola Dee for appearing free at the dinner-dance of Recorded Music Service Association and for failing to notify the union of their intention to perform.

The move was a blow to operator associations throught the country, many of whom are in the habit of calling on locally available talent for performance at various affairs.

No Free Talent

Ernie Fast, head of the Midwestern regional office of AGVA, indicated the union intended to put an end to all such free performances by its members, "except those for a recognized charitable cause."

He stated the action was a national one and not just a local office ruling. He stated the practice of juke box associations throught the country of calling on AGVA members for free performances was

(Continued on page 99)

Miami

By **RAOUL SHAPIRO**

Key West music and game operator Oscar Garcia lost his wife in a fire that completely destroyed his home September 30. Mrs. Jean Garcia was suffocated to death as she tried to reach the door of her bedroom. Garcia, asleep in another room, suffered burns and severe shock and is under the care of a physician.

Bobby Schwartz, B&B Vending, back from a few

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LOCATION LINE BY
WURLITZER
PIONEERS OF
50 CENT PLAY**

Coinmen You Know

days' rest on the West Coast. Bobby says he got plenty of rest and no fish. . . . Back from a couple of days' rest in Nassau was Ted Bush, Bush Distributing Company. Mrs. Bush went along, too, and both enjoyed themselves.

Bill Rogers, E. C. Rogers Music Company, Fort Myers, in town this past week. Bill says business is pretty dull, but he is kept busy getting machines ready for locations that are now opening after a summer during which they were closed. Bill says business should be in full swing within the next couple of weeks. . . . Oscar Garcia, Garcia Music Company, Key West, reports business is picking up every day, with many winter residents beginning to come down.

Bill Binkley, Binkley Distributing Company, down from Jacksonville, supervising

the moving of his Miami office to new quarters. Bill says they are all ready to go, except that they have no phone service yet. Bill hopes to have the new quarters all set up and going within the next week.

Harold Hirsch, Automatic Equipment Company, happy over the play the new type of bowling alleys are getting. Harold thinks the new, larger balls and realistic pins are the reason for the increased interest. . . . Lucky Skolnick, Music Makers, Inc., proudly showing off the ribbon his horse won at a local horse show. . . . Morris Marder, M&M Service, is driving a new red Corvette.

Jackson, Miss.

By **ELTON WHISENHUNT**

Grady Wallace, Wallace Amusement Company, Columbus, bought

a 60-foot yacht which sleeps six people. He has it on the Tennessee River. . . . A. B. Fort, Fairway Amusement Company, Columbus, is streamlining his operation. He recently bought three new Rancho Ford pick-up trucks.

Chester Richardson, Richardson Music Company, Greenville, is on the road with his carnival. Employees are carrying on the music route in his absence. . . . Paul Maucelli, Paul's Amusement Company, Greenville, recently got over the Asiatic flu and is back at work.

Pete Manos, PM Music Company, Greenville, has moved out of Greenville Hotel after living there 15 years. He recently bought a cafe with living quarters in back. . . . J. T. Long, Long Music Company, Hollandale, is in the process of changing his route to 45 r.p.m. The 78's go out. . . . Bert Shives, Yazoo Novelty Company, Yazoo City, reports satisfaction with dime play. He made the changeover four months ago and reports an increase of 25 to 30 per cent.

Bluford Taylor, Holmes Amusement Company, Tchula, bought a Cadillac recently. George Sammons, Memphis, president of Sammons-Pennington Company, kids Taylor that he made enough for the Cadillac with sales of phonographs. . . . B. N. Regan, Regan Bros. Music Company, Belzoni, predicts the best cotton crop in the history of the Mississippi Delta this fall. He says some sections should get three bales to the acre—which would be some kind of record.

Clarence Spain, Spain Amusement Company, Tunica, reports dime play going well. He made the changeover a few months ago. Ditto for Frank Steed, partner in Steed & Hearn Music Company, Clarkdale. They report a good fall business and expect it to be even better. . . . Johnny Allegrazza, Ace Music Company, Shaw, recently finished converting his phonographs to 45 r.p.m.

Austin Johnson, Central Amusement Company, Cleveland, is out of the hospital and back on the job. He reports business picking up nicely. . . . Lee Treft, Delta Vending Company, Cleveland, reports his business up also, indicating a trend in the Mississippi Delta which should spread over the State.

Strife Quiets

• *Continued from page 95*

Rock, and there is no amusement. A spot check of leading operators indicates that even the normally top spots are reduced to virtually no activity, and operators don't expect business to improve until conditions quiet down. Just how long this will take, few will venture to guess.

One operator laid his trouble to the combination of violence and presence of troops. "It has killed my business," he stated. "Few people go out at night anymore. Women are afraid and so are most men. The few that do venture out are seldom of a mind to play a juke box or amusement game."

Another operator pointed to a complete ski-slide of business for restaurants, taverns, motels, Arcades and other normally fine locations. "Juke boxes and games ride the tide with the location," he added, "and when they're dead so are we."

Court Denies

• *Continued from page 95*

sel for the Music Operators Association of Massachusetts, explained that the granting of the preliminary injunction was a matter for the judge's discretion. Also that the fact that the injunction was refused does not mean that the case does not have merit.

Attorney Sherman had warned operators that they should under no circumstances pay any fees in advance, since no refunds would be made by State or city should a verdict favor MOAM.

However, the deadline for fee payment being October 1, most operators felt there was no alternative but to pay the fees as the no suit were pending.

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50c EXTRA PLAY BONUS MEANS LARGER COLLECTIONS!

THE ROYAL 50c UNIT AVAILABLE WITH NATIONAL REJECTOR And IMPROVED COIN SEPARATOR.

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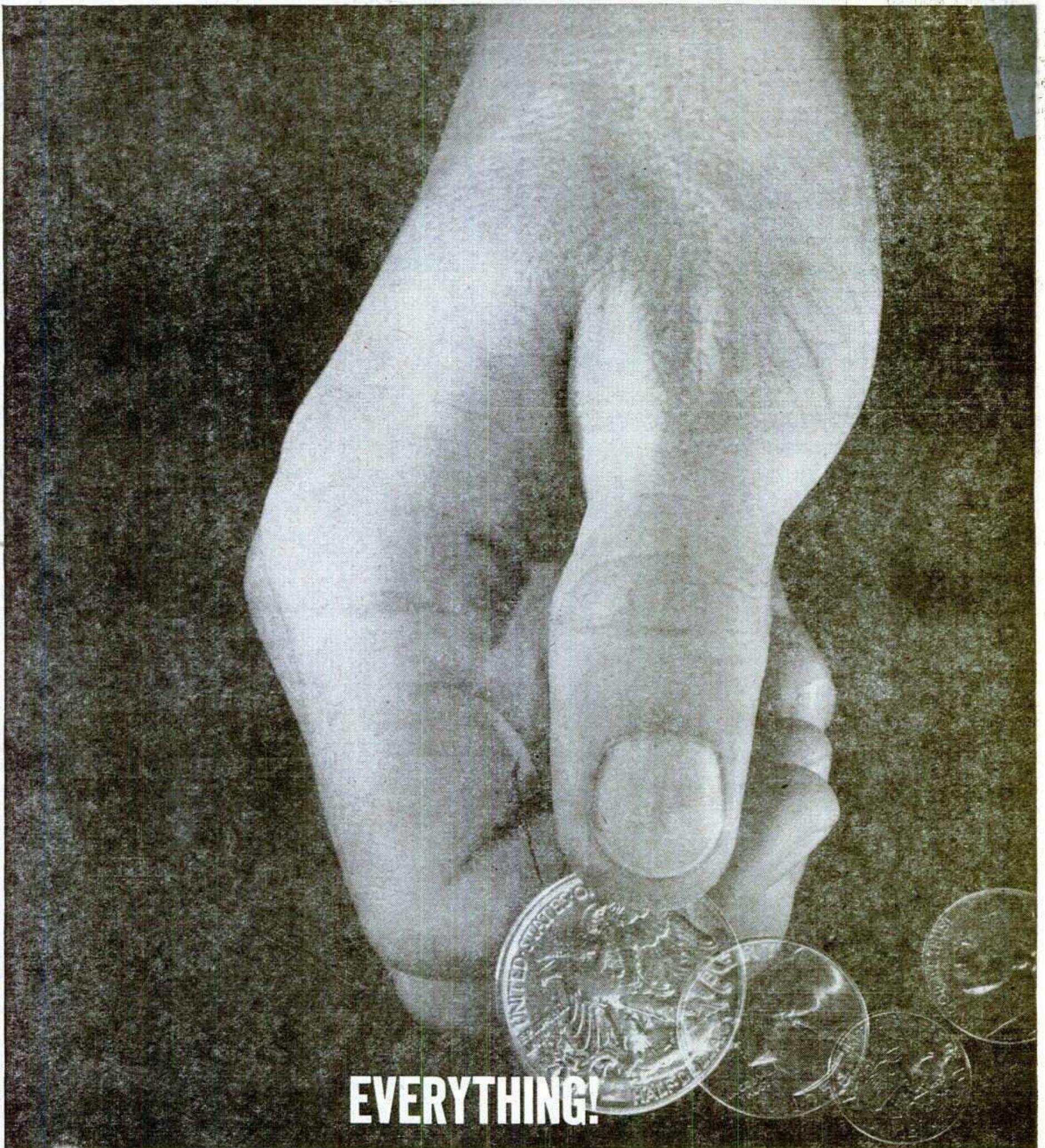
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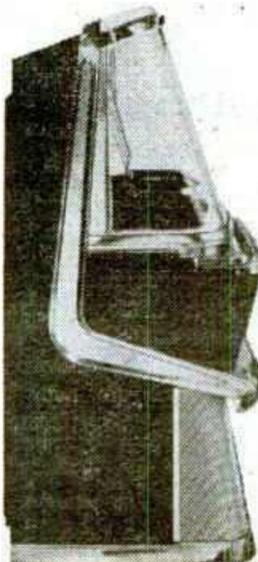
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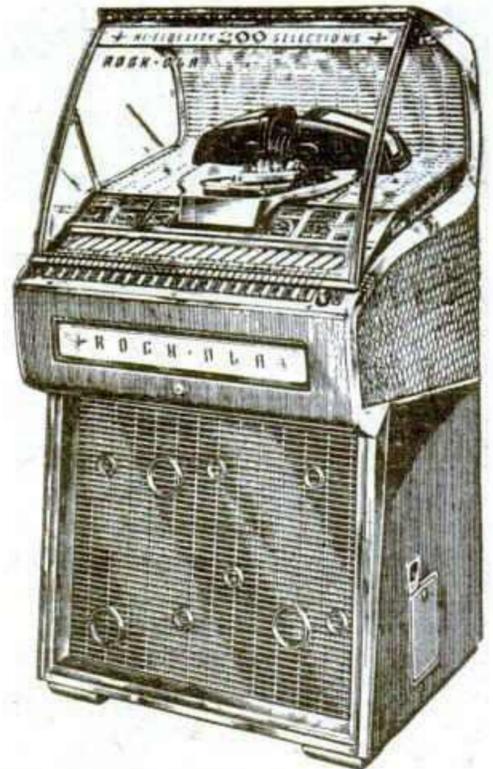
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Det. Mute on Sen. Hearings

• Continued from page 95

would be simply "No comment." There is some sentiment here that Detroit's juke box and vending industry has been unfairly stigmatized by the recent publicity, and that, whatever conditions may have been in the past, operation is generally normal and legitimate today.

Started in 1946

Records show Bufalino, an attorney from Pennsylvania, first appeared in the industry, about August, 1946, as president of the newly incorporated Bilvin Distributing Company, which took over the Wurlitzer distributorship, formerly held by Martin Distributing Company.

The Atol Distributing was formed about December, 1947, and became the Wurlitzer distributor in succession.

The Bilvin venture was apparently an independent business project, and Bufalino's connection with the Teamster's local apparently started at a later period. The inference drawn from national publicity was that the two were run by Bufalino, simultaneously.

Commenting on the situation further, UMO conciliator Small stated: "The Bilvin Distributing Company was no different than any other distributing company. They were out to sell machines. As to who the stockholders were, I'm of the opinion that most any corporation could be criticized for the reputation of some of their stockholders."

"All distributors of jukeboxes have always had pressure sales, and we don't think that's proper, but they were not any worse than the average."

"From the publicity I've seen, the Senate Committee appears to think that anyone who is a representative of a union should not have other business connections. I feel this is wrong—that everybody has the right to advance themselves, providing they don't do it to the detriment of other people. This includes the right of a union representative to invest in and operate a business even within the jurisdiction of his own union, providing he doesn't do it to the detriment of his union members."

"Further, it is my recollection that Bilvin was out of business

AGVA Talent

• Continued from page 95

in violation of the union constitution.

Membership in AGVA, an AFL-CIO union, includes all so-called variety acts appearing at night clubs, hotels, fairs and carnivals. It excludes acts playing a musical instrument, who are required to belong to the American Guild of Musical Artists.

Recording artists are required to join only if they engage in any club, hotel, fair or carnival performances. Their recording, radio, television and motion picture activities are exempted.

Welfare Fee

Fast indicated in the case of the RMSA dinner-dance, the artists involved should have notified AGVA of their intention to appear and allow AGVA to approve a contract on their behalf. Also omitted, said Fast, was payment by the association of a \$1 per act fee to the union welfare fund.

Two other AGVA acts on the same bill, deejay Sonny Meyers and hypnotist Ted Boyer, did notify the union and had contracts negotiated.

Fast stated, payment for such events is at the minimum club rate scale set up by the union. In the case of Noble and Lee, they would have received one-fourteenth of their regular weekly salary.

before Bufalino became a representative of the union.

Bilvin Failed

"I believe Bilvin failed with considerable loss of money — sometime before that—so there is a case of a corporation, which actually lost money, and yet subject to this criticism."

Small indicated his belief that "the present investigation is timed for political purposes in connection with the current Teamsters' Convention." But he stressed strongly, he was taking his position to defend the good name of the operators and their industry.

"I want to make it clear that I do not represent the union. I represent a reputable association of small independent businessmen."

"The union situation appears to be very quiet and normal in Detroit. Our owners battle with the union over contract terms, just as might be expected—but we get along with only the normal amount of friction."

It is the unfounded aspersions cast on the industry by possibly incomplete publicity in the national press which Small stated he seeks to clarify, defending the operators by his strong position.

Small referred especially to the seven-week-long trial of Bufalino and five others on five counts, summarized as "conspiracy and extortion," in Detroit Recorder's Court. It ended after a jury acquitted all defendants on all counts.

"Since that time," Small added, "high officials of the Police Department have commented that there is no trouble in the juke-box business. The industry need make no apologies for the way the industry has been run in this city for the past few years."

Confusion of association identities has been another problem besetting the business. Small is also planning a letter to the Senate Committee, to be released to the press, "urging that they clarify to the public that UMO is not the juke box organization they have been complaining about. UMO was organized 23 years ago, became inactive for about 10 years, and was revived July 26, 1954."

"I made a statement," Small noted, "that we would stabilize and clean up the juke box industry here, and we have done just that. I think the record shows we have done it. If there has been intimidation since that time, it has never come to our knowledge."

Estimates indicate that from 70 to 80 per cent of local juke box operators have union contracts, but there are some sizable nonunion operations as well. The same local also has membership of vending machine operators as do two other unions.

Small pointed out that UMO voluntarily submitted its books and records to a federal grand jury in Chicago investigating the juke box business in May, 1955, and heard nothing until the books were mailed back this past July. UMO has also invited the Federal Bureau of Investigation to examine the records or ask for information at any time.

"About a month ago," Small said, "UMO offered its books and records to the McClellan committee, and asked for the opportunity to let the public know the many good things we do, such as our youth service programs."

Small said he was told by Arthur G. Kaplan, assistant counsel, Select Committee on Improper Activities in the Labor or Management Field, that "they were not interested in the good things we were doing, they wanted to know the bad things."

"I should think" said Small "any representative of our government would be interested in the good things people are doing."

Wurlitzer Co. Signs 1-Year Union Contract

NORTH TONAWANDA, N. Y.—A threatened strike at the Wurlitzer Company was averted when company officials and representatives of the International Electrical Workers (CIO) reached a last-minute agreement at 11:30 p.m. Monday (30).

A new contract, agreed to by the union bargaining committee and Wurlitzer, extends for another 12 months.

Ratification

The contract is still to be ratified by the union membership, but officials indicated this is just a formality and for all practical purposes the situation is settled.

The contract settlement came as welcome news to Wurlitzer officials and distributors, all of whom had been forewarned of the possibility of a general plant shutdown. Wurlitzer officials immediately wired distributors of the settlement and to assure them of no production lapse.

Chi Distribs

• Continued from page 95

specific problems of servicing and field maintenance examined.

Each of the servicemen attending, were furnished a complete AMI service manual with a contact burnishing tool for use in electrical maintenance.

Besides factory personnel, Automatic's manager Mike Spagnola, with servicemen Ray Grier, John Havrila and Tom Smith were on hand to offer assistance.

Following the instruction period, operators and servicemen present engaged in a general question and answer session on individual problems that carried well into the night.

As previously reported (The Billboard, September 23 and 30), the plan for the school was set up by one operator and four distributors in answer to an acute shortage of electronically trained personnel to adequately service the increasingly complex juke box of today.

Senate Probes

• Continued from page 95

the stock. Kennedy said the committee would be interested in knowing the names of the stockholders.

Regarding Bufalino's teamster activities, Kennedy alleged that he was put in the labor movement by Jimmy Hoffa, and took over the juke box local. He was not "elected originally," according to Kennedy. Bufalino is president of Detroit Local 985. International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers of America.

The probers, under the chairmanship of Senator John McClellan, (D., Ark.) expect to resume hearings later this month. It could not be determined whether Bufalino would be asked to give additional testimony.

Committee staffers have promised in the past that the coin machine industry will be checked as carefully as other types of business and labor, for evidence of wrongdoing.

Fine weather has brought lots of operators into the city for music and games. Among those seen last week were Joe Glazer and Timothy Sullivan, Bangor, Me.; Marty Rosa, Flint Newton, Bristol, Conn.; Adolph Dugas, Webster; Steve Piello, Worcester; George Marks, Newton; Rheo LaRocque, Fairview; Walter Lucia, Mohawk, and Walter Slepchuck, Springfield.

50-UNIT AVERAGE

German Distrib Reviews Juke Boom

CHICAGO—A review of current operating practice in West Germany was detailed last week to The Billboard by Heinrich Hecker, head of a German juke box and amusement game distributing company which bears his name.

Hecker, with his import-export manager, Leo Toffel, spent several weeks in this country studying the American market and visiting manufacturers.

Hecker, in outlining Germany's current boom in juke box and amusement games, said that he estimates there are between 40,000 and 50,000 juke boxes and amusement games operating in the country today.

His comments about German operating practice are revealing.

Like most European distributors, Hecker also operates. His route by foreign standards is big—about 150 each of juke boxes and games, with a lesser number of vending machines.

However, most German operators are not so large. A total of 50 juke boxes and 50 games is considered about average.

Most popular juke box is the 100-selection model, with only about 10 per cent of phonographs being 200-selection models. As in the United States, most of them are placed in inns and restaurants.

Vending machines, still being confined primarily to cigarettes and candy, likewise find themselves in the same spots with warehouses and factories being added as a recent location potential. However, the prevalence of factory canteens is a stumbling block that most German operators have to overcome before successfully placing their cigarette and candy vendors.

When it comes to location commissions, the American operator could well take a few lessons from his German counterpart. Juke boxes and vending machines are usually placed on an 80-20 basis, with 80 per cent going to the operator. Games are 70-30, with the operator again getting the heavy end of the split.

Machine grosses are about equal to the American machines with about \$20 per week being an average spot. However, as in this country some choice locations bring the operator as much as \$75 with some of the poorer spots going at about \$5.

The German operator is not without his share of headaches when it comes to taxes, either. Germany levies a turnover tax of 4 per cent on the machine's gross take. In addition, most cities and provinces levy an additional tax. This usually runs about one-half per cent of the machine's initial cost, per month.

With most machines running

about 6,300 marks, the operator pays about 31 marks per month to the province or city (roughly \$7).

Few operators buy their games and juke boxes for cash, with credit widely used. Average terms are extended over 18 to 20 months, with operators putting from 15 to 20 per cent down. Interest is usually levied at a rate of 1 per cent per month on the unpaid balance.

Currently, Hecker stated, the popularity of the American juke box is unchallenged, and he feels it will continue to stay that way, "for many years."

Reasons for this are many. For one, the American manufacturers have a 30-year jump on Germany, and while German and French juke boxes are gaining in popularity and perfection, they still have a far way to go.

Materials used in the American (Continued on page 100)

Union Seeks

• Continued from page 95

purpose of the action is to "clean up juke box operations in the area and to purge it of racketeering influences."

Endorsement

The plans received general endorsement by members at their quarterly meeting, September 17, after union leaders charged certain non-members with the employment of pressure, coercion and intimidation in the struggle for desirable locations.

Local 1 is an affiliate of the Lake County Central Labor Union (AFL-CIO), whose area of operation includes Gary, Hammond, East Chicago and other strongly populated centers of the State.

Bernard M. Mamet, Chicago attorney, who has specialized in labor union matters, has been retained to guide both the local and national organization in the projected efforts to picket premises using the equipment of non-union operators. He will attend the Tuesday session.

Testo Organizer

Chartered about 10 years ago, the union, behind the efforts of its national organizer, John Testo, has established locals in a number of States. Most recent of its affiliates was organized in Los Angeles, by Vince Passaro.

Prior to the Indiana local's meeting September 17, Testo indicated he would lend his full support to purging the coin machine industry of any racketeering influences. However, leaders of the local declined comment as to what nature action they would take, pending their general membership quarterly meeting (The Billboard, September 16).

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Ohio Moves on Pay-Off Pins; IRS in Indiana Hints Drive

State-Federal Push in Beer, Liquor Spots

COLUMBUS, O.—Ohio Liquor Department enforcement agents and the Internal Revenue Department will combine their efforts in a drive against pay-off pinball machines in beer and liquor spots.

The drive is against machines paying off in cash, tokens or free games.

Liquor Department enforcement chief Raymond J. Ripberger has ordered agents to make a survey of all pinball machines in permit spots. Results will be passed on to the Internal Revenue Department for a further check by federal agents.

If a pinball machine is spotted making pay-offs without the owner having purchased a \$250 federal stamp, this fact is passed on to the federal department. (This could [\(Continued on page 106\)](#))

Cincy Pinball Ban Gets the Green Light

CINCINNATI — A Cincinnati ordinance banning both pay-off and free-play pinball machines got the green light last week.

Enforcement of the ordinance, originally passed in February, had been held up by a temporary injunction brought by Westerhaus Company, Inc., a Cheviot pinball distributor.

Judge Charles S. Bell in Common Pleas Court dissolved the restraining order Thursday (3).

Within 10 days, police will be able to put into effect their previously announced seizure edict.

The ordinance bans any machine that offers returns, such as free plays, tokens, discs, or certificates. It also allows only one coin per game and limits that coin to no greater than dime denomination.

In 1951, the city attempted to confiscate free-play machines on the grounds they were gambling devices. Judge Bell ruled against the city. [\(Continued on page 104\)](#)

BAR BUSINESS BOOMS

World Series Boosts Gotham Coin Revenue

NEW YORK—The 1957 World Series is responsible for more coins in the coffers of local juke box and game operators. Coin business, which has been sluggish here for the last four months, began picking up with the opening game of the series at Yankee Stadium Wednesday (2).

While Yankee Stadium can accommodate just short of 70,000 fans, the thousands of taverns in the metropolitan area can handle well over 1,000,000 video sportsmen.

U. S.: FREE PLAYS OKAY; OHIO SAYS NO

CHICAGO — Ohio's Supreme Court 1956 pinball ruling ran headlong into the U. S. Supreme Court decision in the Korpan case in the combined State-federal drive against pinballs that pay-off in cash, prizes or free games in Ohio (see separate story in adjoining column).

Here's why: The U. S. Supreme Court decision does not include pinball games that award free plays only. The Internal Revenue's Tax Ruling Division in July, on request by The Billboard for clarification, definitely stated that the decision does not include free plays (July 22, 1957).

However, the Ohio Supreme Court in June, 1956, ruled that free plays were gambling devices per se. Therefore, it is possible for State authorities in Ohio—in this case the Liquor Department enforcement agency—to take action against not only pay-off pinballs, but free play pinballs as well.

But at press time it was not clear why the Internal Revenue Service in Ohio would join a State campaign requiring free play machines to bear a \$150 federal stamp under the Supreme Court decision if the Internal Revenue's tax ruling body says free plays do not fall under that ruling.

Bumper Pool New Valley Trademark

BAY CITY, Mich. — "Bumper Pool" is now a registered trademark of the Valley Manufacturing Company.

John Ryan, Valley sales manager, announced last week that registration of the name had been approved and granted to the firm under registration number 652004.

Ryan pointed out that only Valley may now use the name "Bumper Pool" to name and describe pool tables on which rebound bumper devices of any kind are "affixed or otherwise placed upon" the playing surface. He said this applied to non-coin-operated home models as well as coin-operated units.

Say License Collections Are Too Low

INDIANAPOLIS — A renewed crackdown on evaders of the U. S. gaming tax may be imminent in Indiana.

Internal Revenue Service officials hinted such action last week in their expressions of dissatisfaction with the volume of collections.

Most conspicuous among those reluctant to pay the \$250 fee are the owners of pinball machines, an IRS spokesman stated. Consequently, it was indicated, they would be the initial targets of federal prosecution.

That stern action is productive of results, he added, was given new emphasis last year in Lake County, the area in Northern Indiana which contains the heavily-populated cities of Gary, Hammond, East Chicago and Whiting.

Acting vigorously in that teeming locality, treasury department agents raided several pinball premises and obtained evidence of gambling. A number of location [\(Continued on page 107\)](#)

Munves to Bow Elephant Ride

NEW YORK — The Mike Munves Corporation will unveil Tusco, an elephant kiddie ride, at the Benjamin Franklin Hotel in Philadelphia during the convention of the National Automatic Merchandising Association, October 13-16.

In charge of the showing will be Joe Munves, vice-president. According to Munves, the ride is made with a part-plastic composition which has never been used in the kiddie ride field. Ride designer is Trader Horn of wild animal fame.

The skin looks and feels like an elephant hide. Features are a wagging tail, Indian basket saddle, tusks and large flapping ears. Motion is up and down.

The ride is being location-tested on three stops in Philadelphia. It is designed primarily for parks, Arcades and department store locations.

Hecker Reviews German Boom

• [Continued from page 99](#)

models are also superior, adding to the desirability.

In addition there is the shortage of capital. European manufacturing plants are nowhere near as large as the American plants, and there is not the investment, in research either.

As a consequence, Germany, as well as other foreign countries, are forced to copy much of U. S. development. Too, there is the fact that importing U. S. equipment is still cheaper than investing in a large factory and research department to produce their own.

NEW SERIES BEGINS

Effects of High Court Decision

By Elton Whisenhunt

This is the first in a series of articles on how the U. S. Supreme Court decision in the Korpan case has affected operators. The Court held in that decision that pinballs that pay off are subject to the \$250 federal tax on slot machines. This article describes the effects of the decision in Tennessee.

MEMPHIS, Tenn.—The U. S. Supreme Court ruling placing pay-off pinball games in the category of gaming devices for federal tax purposes has resulted in stopping the use of pay-off pin games in the section of Tennessee where they were previously operated.

Prior to the high court decision, three of the four larger cities (Nashville, Knoxville and Chattanooga) had thousands of the machines in which customers were paid off when they won.

Memphis, the State's largest city (metropolitan population near 625,000) did not have any type of pay-off pin game nor any form of pay-off on amusement games. Memphis is regarded as always having "the lid on" and there are even restrictions on playing amusement games.

In Knoxville, Chattanooga and Nashville, however, the pay-off type machine has been very popular. Since the decision, however, a check of operators over the State shows that they have picked up their bingo pinball games.

The State law allows one recorded free play on machines, tech-

nically. However, this is not enforced and players can play as many free plays as they win.

The result in the market of five-ball pin games over the State since the bingo pinball games have been picked up is this:

There is a terrific demand for [\(Continued on page 104\)](#)

Remote Gaming Pays 10% Tax On Take, Owner

U. S. May Impose \$250 Tax on 'Joker' Units Next Session

A federal judge in Pennsylvania ruled September 18 that remote control devices (commonly called "jokers," "bugaboos" or "electronic pomtlers") were not gambling devices under terms of the Johnson Act prohibiting interstate shipment. Here is an up-to-date report on both the tax and legal status of such devices.

WASHINGTON — The Internal Revenue Service looks upon remote control gambling devices as "lotteries conducted for profit," and [\(Continued on page 108\)](#)

Tavern Tourney May Boom Coin Bowling

• [Continued from page 1](#)

widespread tournament play. They are now for several reasons.

Never before has the need for sustaining a high level of play on games been as great as today with many operators. Partly as result of heavier taxation, and in some cases, bans on in-line pinball games on all levels; partly as result of higher prices on games which cause operators to operate equipment longer; partly as result of the absence on the amusement game scene of brand-new type of games, the need for stimulating and maintaining interest in game play is more compelling than ever before.

An equally important reason why interest is so strong for organizing widespread tournament play with ball bowlers in particular is the game itself. Since it simulates actual bowling as well as possibly could be done on a transportable piece of equipment that would fit into most taverns, and since bowling is a highly popular sport, the ball bowler appears to lend itself especially well to tournament play.

Plans now being discussed by leaders in the trade would call for organizing tournament play thru distributors, who would in turn work closely with operators, first in setting up tournaments on a local basis. Once several cities had tournaments in operation in a State, championship meets on a State-wide basis could then be set up. Finally, the natural outcome, and a key objective, would be to set up playoff tournaments on a national basis.

Even the possibility of televised

playoffs, on a local or area basis, is being considered.

Steps are now being taken to see what can be done.

Al Schlesinger, manager director of the National Coin Machine Distributors' Association, an ardent booster of tournament play, is currently sampling opinions of his 80-odd association members to determine what role NCMDA can play in the tournament play program.

So far manufacturers have re- [\(Continued on page 105\)](#)

Capitol Ready On New Rides

NEW YORK—Capitol Projectors has gone into production on two new kiddie rides, with initial deliveries to be made in two weeks.

The Pony Cart, which lists for \$595, consists of a Fiberglas horse with bells and a cast aluminum and wood cart. Motion is backward and forward.

The Lancer Horse is a miniature of a knight's charger, with armor and colorful trappings. The horse is Fiberglas, while the base is aluminum and Formica.

While the horse is in motion, a 60-second tape gives forth with the sounds of combat—the blare of trumpets, the clash of swords and the cries of battle.

The Capitol Auto Test now has tape rigged to the ride. The rider is given safety warnings while the machine is in motion.

Summary of State Amusement Game Taxes and Regulations

The following summary of State taxes, licenses and/or regulations pertaining to pinballs and other coin-operated games are based on replies received from State agencies by The Billboard. More detailed information on a particular State in many cases can be provided by writing to: Coin Machine Editor, The Billboard, 188 West Randolph Street, Chicago 1.

ALABAMA

No licenses issued on gaming devices, illegal under State Code. Penny-operated amusement games taxed at \$1, or a total of \$2 including county fee. Games operated at a nickel or over taxed at \$8, or a total of \$12.50 including county fee.

ARIZONA

A State 2 per cent privilege sales tax is imposed upon the gross income derived from coin-operated amusement machines. The tax would apply regardless of the various types of operation.

ARKANSAS

"Records so set up that it is not possible to provide information."

CALIFORNIA

No reply, but Billboard records indicate pinballs are deemed illegal by attorney general.

COLORADO

The State does not require a license for the purpose of operating any of these devices. No legislative bills pending regarding games. No change foreseen as result of U. S. Supreme Court decision. Legislature meets January, 1958, for appropriations and revenue bills; January, 1959, for next general session.

CONNECTICUT

Sole concern of State in connection with pinballs and other coin-operated machines is that there be a payment of sales and/or use taxes for the same. Regulation and licensing of such games are within the jurisdiction of the various towns where the games are located.

DELAWARE

Operator pays \$20 master license plus \$10 per penny machine, \$20 per machine operated on nickel or over.

FLORIDA

State and county license on pinballs \$7.75 per machine. Same tax on other types of games. No bills pending in Legislature on games. The Attorney General has held that machines awarding free games constitute gambling devices.

GEORGIA

No State license required on pinballs or any other coin games.

IDAHO

There is no State tax on coin operated machines. The-Billboard records show that the State Supreme Court has held that pinball games which pay off in cash, prizes of value or free games are gambling devices and therefore prohibited. All amusement games which do not so pay off are allowed.

ILLINOIS

Tax of \$50 on pinballs with free plays regardless of whether free plays are converted to prizes or money. Pinballs with no free plays

not taxed. Tax of \$10 on electrically operated gun games, \$25 on bowling games (all per machine). Next General Assembly of Legislature, January, 1959.

INDIANA

No State tax on coin-operated amusement games including pinballs, other than regular property tax. The 1957 Legislature adopted a new definition for a "gambling device": "Gambling device means any mechanism by the operation of which a right to money, credit, deposits or other things of value may be created, in return for a consideration, as the result of the operation of an element of chance . . . an immediate and unrecorded right to replay mechanically conferred on players of pinball machines and similar amusement devices shall be presumed to be without value." This definition was passed by the 1957 Legislature, but has not been interpreted by State courts as yet. Legislature meets next January, 1959.

IOWA

Coin games subject to State sales tax on gross receipts.

KANSAS

Sales Tax Act provides that the 2 per cent sales tax applies to gross receipts from all coin machines.

KENTUCKY

Operation of pinballs which pay off in cash or other items of value or which allow free plays have been held to be illegal by the courts and the Department does not intentionally issue licenses for such machines. Tax on amusement games, including pinballs, is \$10. Legislature meets next January, 1958. No bills on games foreseen.

LOUISIANA

Pinballs which pay off in cash, merchandise or other items of value violate the Criminal Code. Other games licensed. Legislature meets next May, 1958.

MAINE

There is no State license required for coin-operated amusement games other than pinballs. A law was enacted this year, effective August 28, providing for municipal licenses on pinballs. Location license for operation of amusement only pinball is \$5. Such game is to be operated for amusement only and not dispense any form of payoff, prize or reward except free replays. No bills pending in Legislature, which meets next January, 1959, in regular session.

MARYLAND

Pinball machines not licensed by the State, but by Baltimore and several of the counties. Coin-operated pool games are licensed by the State as any other pool or billiard table.

MASSACHUSETTS

Pinballs which pay off in cash, tokens or other items of value not permitted. No legislation requiring a license fee on amusement machines. State Department of Labor and Industries approves devices as prerequisite to local licensing.

MICHIGAN

State Supreme Court has decided that all pinball games are gaming devices, prohibited by the penal code and as such cannot be licensed in the State.

MINNESOTA

No State tax or regulations on coin-operated amusement games. Legislature meets next in 1959. No legislation on games foreseen.

MISSISSIPPI

State tax on amusement games requiring deposit of less than 5 cents, \$8; of 5 cents or less than 10 cents, \$30; of 10 cents or less than 20 cents, \$60; of more than 20 cents, \$90. State tax on coin-operated kiddie rides, \$3.

MISSOURI

Sales tax would apply to the original purchase of coin amusement machine and not to receipts. No information provided on licenses or regulations.

MONTANA

No current reply. Previous records indicate that State regulations hold pinballs awarding free plays illegal.

NEBRASKA

No regulations or taxes other than personal property taxes on coin amusement machines. However, State Constitution holds pinballs offering free plays are illegal. Legislature meets next in 1959. No legislation on games foreseen.

NEVADA

Nevada Gaming Control Act defines gaming devices that must be licensed and tax required. No reference to coin amusement machines.

NEW HAMPSHIRE

Coin machines for amusement only or for a replay of game require no State license or tax. Legislature meets next January 1, 1959. No legislation on games foreseen. Gaming devices outlawed.

NEW JERSEY

State does not license or impose a tax on coin-operated amusement games. State Supreme Court ruled in May, 1955, that use of pinballs where there was a payoff either in money or free games subject to statutes. The Court found that chance and not skill is the predominant factor in play of such games.

NEW MEXICO

State regards all pinballs as illegal. Coin-operated amusement machines taxed at rate of 2 per cent of entire gross income. Owner of building or space in which such machine is operated is liable at 2 per cent upon the entire rent, commission or fee that he might receive from such machine. No legislative bills on coin games are pending or foreseen.

NEW YORK

Coin-operated machines which pay off in cash, tokens or items of value outlawed. Whether payoff is in such items, or whether a free play is allowed the machine still in unlawful category. If machine is for amusement only and can properly be identified as a game of skill and not a game of chance, it does not fall under prohibition of penal statutes. The State does not directly tax or license amusement games.

NORTH CAROLINA

There is no State law on coin-operated amusement games.

NORTH DAKOTA

Pinballs from which payoffs in cash, merchandise or other items of value are made are illegal and not licensed. Amusement only pinballs from which free plays only are allowed are licensed at \$15 per machine. Coin-operated pool games, gun games, bowling games played with puck or balls are licensed at \$15 per machine. Any other category of amusement machines covered by State tax or license, and machines operated by a penny are licensed at a \$5 fee. Legislature meets next January, 1959. No legislation on games is foreseen.

OHIO

There is no State statutory law regulating the use or licensing of pinballs. This function is left to each municipality. There is, however, a statutory prohibition against the use of any machine or device used as a gambling instrument. Pinballs are not taxed separately in (Continued on page 103)

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Like new A.B.C. Bally Bowling Lanes. 11 ft. \$560.00

14 ft. \$575.00

No extra charge for crating.

BINGO GAMES

Variety \$ 85.00

Big Time 125.00

Big Show 300.00

Broadway 250.00

Showtime 425.00

CALDERON DISTRIBUTING, INC.

450 Massachusetts Avenue Phone: MEIrose 4-8468 Indianapolis, Indiana

BINGO MECHANIC WANTED

GOOD PAY NO DRIFTERS

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WRITE TO BOX 903

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

WANTED FOR CASH

Highest Prices Paid!

- 5 ACE HIGH
- 5 AUTO RACE
- 5 CLASSY BOWLER
- 5 DERBY DAY
- 5 HARBOR LIGHTS
- 10 RAINBOW
- 25 ROYAL FLUSH
- 25 MAJESTIC
- 15 SUPER JUMBO
- 15 JUBILEE

DID YOU KNOW

that with almost no investment you can supply your locations with

GOTTLIEB'S SUPER NEW THRILLER 2-PLAYER SUPER CIRCUS

HOW? Rent SUPER CIRCUS from us! Rental rates are reasonable—Delivery is good! Ask for details.

Write, Phone or Visit Us Now!

Reconditioned

5-BALL GAMES

- SCOREBOARD, 4 Pl. \$215
- WISHING WELL . . . 185
- FRONTIERSMAN . . . 185
- SWEET ADD-A-LINE 175
- GYPSY QUEEN . . . 170
- SOUTHERN BELLE . . 170
- DIAMOND LIL . . . 140
- STAGE COACH . . . 135
- DRAGONETTE . . . 135
- GOLD STAR 135

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD Phone: 8Uckingham 1-6466 CHICAGO 14

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of September 30, 1957)

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" on "distressed" equipment.

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM	\$135.00	\$ 75.00	\$ 99.50
Model B (48) 40 sel., 78 RPM	175.00	99.00	145.00
Model C-40	199.50	69.00	109.50
Model C (50) 40 sel., 78 RPM	195.00	100.00	150.00
Model D-80 (51) 40 sel., 78 RPM	325.00	149.50	295.00
Model E-40 (53) 40 sel., 78 RPM	425.00	225.00	345.00
Model E-80 (53) 80 sel., 45 RPM	445.00	295.00	350.00
Model E-120 (53) 120 sel., 45 RPM	650.00	35.00	395.00
Model F-80 (54) 80 sel., 45 RPM	585.00	475.00	545.00
Model F-120 (54) 120 sel., 45 RPM	695.00	495.00	595.00

ROCK-OLA			
120 Comet	\$495.00	\$475.00	\$495.00
1428 (48) 20 sel., 78 RPM	99.50	49.50	95.00
1434 (50-51) 50 sel., 78 RPM	300.00	149.50	225.00
1434 Fireball	195.00	175.00	195.00
1436 A-(53) 120 sel., 45 RPM	295.00	145.00	259.00
1438 (54) 120 sel., 45 RPM	465.00	395.00	425.00
1446 Hi-Fi 120 sel., 45 RPM	725.00	625.00	695.00

SEEBURG			
HM-100-Hideaway (9/49)	\$275.00	\$189.00	\$245.00
M-100-A (9/49) 100 sel., 78 RPM	515.00	149.00	175.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	340.00	395.00
M-100-C (5/52) 100 sel., 45 RPM	545.00	45.00	495.00
HF-100-G (9/53) 100 sel., 45 RPM	700.00	550.00	595.00
HF-100-R	725.00	615.00	695.00
100-W (9/53)	595.00	575.00	575.00
Seeburg Sicum 200 Set	795.00	275.00	675.00

WURLITZER			
1015 (46) 24 sel., 78 RPM	\$ 95.00	\$ 39.50	\$ 65.00
1100 (47) 24 sel., 78 RPM	75.00	50.00	60.00
1250 (50) 48 sel., 45 or 78 RPM	145.00	95.00	129.50
1400 (51) 48 sel., 45 or 78 RPM	195.00	139.50	195.00
1500 (52) 104 sel., 45-78 RPM Mix	325.00	179.50	195.00

PINBALL GAMES

BALLY			
Atlantic City (5/52)	\$100.00	\$ 35.00	\$ 65.00
Beach Beauty (1/55)	275.00	150.00	200.00
Beach Club (2/53)	55.00	25.00	30.00
Beauty (11/52)	160.00	49.50	85.00
Big Time (1/55)	190.00	94.00	125.00
Broadway (12/55)	315.00	155.00	250.00
Coney Island (9/52)	95.00	24.50	50.00
Dude Ranch (9/51)	80.00	49.00	75.00
Frolic (10/52)	135.00	40.00	90.00
Gayety (3/55)	190.00	45.00	75.00
Gaytime (6/55)	150.00	135.00	135.00
Hi-Fi (6/54)	225.00	25.00	70.00
Ice Frolics (1/54)	265.00	45.00	115.00
Miami Beach (9/55)	180.00	104.00	125.00
Nite Club (3/56)	365.00	195.00	265.00
Palm Beach (7/52)	105.00	35.00	65.00
Palm Springs (11/52)	90.00	29.50	65.00
Spot Lite (1/52)	85.00	25.00	49.50
Surf Club (3/54)	75.00	50.00	60.00
Variety (9/54)	100.00	39.50	85.00
Yacht Club (6/53)	60.00	43.00	60.00

CHICAGO COIN			
Basket Ball Champ (10/49)	\$195.00	\$125.00	\$175.00
Saddle & Turf Club Model (10/53)	275.00	175.00	225.00

GOTTIEB			
Arabian Knights (11/53)	\$165.00	\$100.00	\$150.00
Chinatown (10/52)	65.00	45.00	65.00
College Daze (8/49)	50.00	50.00	50.00
Coronation (11/52)	65.00	55.00	65.00
Crossroads (5/52)	60.00	55.00	60.00
Cyclone (4/51)	75.00	50.00	64.50
Derby Day (4/56)	240.00	215.00	240.00
Diamond Lill (12/54)	140.00	125.00	130.00

	High	Low	Mean Avg.
Dragonette (6/54)	\$225.00	\$125.00	\$175.00
Duette Deluxe (4/55)	250.00	225.00	245.00
Flying High (2/53)	65.00	65.00	65.00
Four Belles (10/54)	150.00	150.00	150.00
Four Stars (6/52)	50.00	50.00	50.00
Frontiersman (11/55)	185.00	145.00	145.00
Gold Star (8/54)	200.00	150.00	150.00
Grand Slam (4/53)	110.00	75.00	110.00
Guys & Dolls (5/53)	75.00	75.00	60.00
Gypsy Queen (2/55)	210.00	165.00	185.00
Happy Days (7/52)	65.00	60.00	60.00
Harbor Lites (2/56)	250.00	175.00	225.00
Hit 'n' Run (3/52)	65.00	60.00	60.00
Jockey Club (4/54)	165.00	100.00	134.50
Joker (11/50)	50.00	50.00	50.00
Just 21 (1/50)	60.00	60.00	60.00
Minstrel Man (2/51)	45.00	45.00	45.00
Mystic Marvel (3/54)	130.00	125.00	130.00
Niagara (12/51)	50.00	50.00	50.00
Niagara (12/51)	50.00	50.00	50.00
Poker Face (8/53)	85.00	85.00	85.00
Quartette (2/52)	110.00	59.00	110.00
Queen of Hearts (12/52)	110.00	55.00	99.00
Quinette (3/53)	80.00	65.00	80.00
Rockettes (8/50)	50.00	50.00	50.00
Rose Bowl (10/51)	50.00	50.00	50.00
Round Up (11/48)	60.00	60.00	60.00
Score-Board (3/56)	225.00	215.00	225.00
Sharpshooter (5/49)	60.00	60.00	60.00
Shindig (9/53)	110.00	65.00	95.00
Skill Pool (8/52)	65.00	40.00	65.00
Southern Belle (6/55)	245.00	155.00	205.00
Stage Coach (11/54)	195.00	165.00	175.00
Sweet Add-A-Line (7/55)	250.00	165.00	175.00
Toreador (6/56)	275.00	275.00	275.00
Tournament (8/55)	275.00	245.00	275.00
Triplets (7/50)	65.00	65.00	65.00
Wild West (8/51)	335.00	296.00	315.00
Wishing Well (9/55)	245.00	165.00	205.00

UNITED			
Caravan (1/56)	\$375.00	\$325.00	\$375.00
Circus (8/52)	85.00	45.00	50.00
Havana (2/54)	45.00	30.00	45.00
Hawaii (6/54)	45.00	30.00	35.00
Leader (10/51)	95.00	35.00	50.00
Mexico (3/54)	55.00	35.00	35.00
Nevada (8/54)	195.00	50.00	125.00
Pixie (9/55)	145.00	93.00	110.00
Rio (11/53)	175.00	75.00	105.00
Singapore (10/54)	195.00	65.00	110.00
Starlet (11/55)	165.00	98.00	135.00
Tahiti (8/53)	175.00	50.00	90.00
Triple Play (8/55)	125.00	75.00	95.00
Tropicana (1/55)	295.00	100.00	185.00
Tropics (7/55)	175.00	35.00	69.50

WILLIAMS			
Army & Navy (10/55)	\$ 60.00	\$ 50.00	\$ 60.00
Big Ben (9/54)	115.00	90.00	115.00
C. O. D. (9/53)	75.00	75.00	75.00
Colors (11/54)	135.00	125.00	125.00
Dealer '21' (2/54)	295.00	100.00	185.00
Disk Jockey (11/52)	60.00	60.00	60.00
Four Corners (11/52)	65.00	65.00	65.00
Fairway (6/53)	60.00	45.00	60.00
Grand Champion (8/53)	135.00	115.00	125.00
Gun Club (11/53)	95.00	39.50	75.00
Hayburner (6/51)	75.00	35.00	50.00
Jolly Joker (10/55)	150.00	95.00	95.00
Lazy Q (2/54)	125.00	59.50	99.50
Nine Sisters (1/54)	95.00	95.00	95.00
Palisade (7/53)	55.00	55.00	55.00
Peter Pan (4/55)	150.00	140.00	150.00
Pinky-5 Ball (9/50)	60.00	60.00	60.00
Quarterback (10/49)	79.50	75.00	75.00
Race the Clock (1/55)	185.00	140.00	150.00
Regatta (10/55)	150.00	140.00	150.00
Screamo (4/54)	65.00	45.00	45.00
Silver Skates (2/53)	70.00	70.00	70.00
Singapore (10/54)	250.00	125.00	195.00
Sky Way (9/54)	125.00	85.00	65.00
Spitfire (2/55)	110.00	75.00	90.00
Struggle Buggie (12/53)	125.00	119.50	125.00
Twenty Grand (12/52)	50.00	50.00	50.00
Times Square (4/53)	65.00	40.00	60.00
Thunderbird (5/54)	125.00	90.00	125.00
Wonderland (5/55)	145.00	140.00	140.00

SHUFFLE GAMES

Advance Bowler (CC) (5/53)	\$199.50	\$ 95.00	\$100.00
Banner (U) (8/54)	325.00	155.00	240.00
Bonus Bowler (K) (3/54)	190.00	75.00	125.00
Bonus Score Bowler (CC) (4/55)	395.00	275.00	345.00
Bowlette (G) (7/50)	40.00	40.00	40.00
Capitol (U) (6/55)	350.00	225.00	295.00
Carnival (K) (5/53)	125.00	45.00	85.00

	High	Low	Mean Avg.
Cascade (U) (2/53)	\$175.00	\$ 50.00	\$ 75.00
Chief (U) (11/53)	250.00	65.00	140.00
Comet Targette (U) (11/54)	150.00	150.00	150.00
Criss-Cross (CC) (11/53)	110.00	75.00	95.00
Criss-Cross Targette Deluxe (CC) (1/55)	275.00	125.00	150.00
Criss-Cross Targette Regular (CC) (1/55)	235.00	99.50	175.00
Crown (CC) (4/53)	65.00	50.00	60.00
Domino (K) (5/53)	50.00	49.50	75.00
Feature (CC) (7/54)	275.00	125.00	185.00
Fifth Inning Deluxe (U) (6/55)	395.00	225.00	295.00
5 Player (U) (1/51)	40.00	40.00	40.00
Fireball (CC) (11/54)	150.00	115.00	150.00
Flash (CC) (9/54)	335.00	195.00	195.00
8 Player (Ge) (9/51)	85.00	50.00	50.00
Gold Cup (CC) (7/53)	75.00	155.00	115.00
Gold Medal (B) (3/55)	425.00	275.00	300.00
Hi Speed Triple Score (CC) (8/53)	195.00	65.00	95.00
League Bowler (U) (1/54)	100.00	75.00	115.00
Lightning (U) (2/55)	295.00	225.00	275.00
Mercury (U) (12/54)	175.00	150.00	165.00
Mystic Bowler (B) (12/54)	355.00	325.00	355.00
Name Bowler (CC) (1/54)	75.00	40.00	60.00
Shuffle Pool (Ge) (11/53)	99.50	39.50	85.00
Six Player (CC)	50.00	45.00	45.00
Speedy (U) (8/54)	325.00	150.00	165.00
Starlite (CC) (5/54)	295.00	145.00	195.00
Super Frame (CC) (5/54)	115.00	75.00	115.00
Targette (U)	295.00	125.00	185.00
Team Bowler (U) (1/54)	295.00	100.00	165.00
Team Bowler (K) (10/52)	75.00	49.50	50.00
Tenth Frame (K)	75.00	35.00	60.00
Tenth Frame Bowler (CC)	95.00	40.00	

	High	Low	Mean Avg.
Safari (W) (2/54)	\$365.00	\$225.00	\$313.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	150.00	125.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	150.00	125.00	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	195.00	195.00	195.00
Six Shooter (Ex)	125.00	50.00	95.00
Sky Fighter (M) (9/53)	135.00	110.00	135.00
Sky Gunner (G) (9/53)	125.00	125.00	125.00
Sky Gunner (CC)	150.00	95.00	125.00
Sky Rocket (G) (5/55)	260.00	225.00	225.00
Sportland (Ex) (11/51)	275.00	125.00	199.50
Sportsman (K) (11/54)	175.00	40.00	175.00
Standard Metal Typer, F. S.	325.00	199.00	275.00

	High	Low	Mean Avg.
Star Series (W) (4/49)	\$ 89.50	\$ 79.50	\$ 89.50
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	250.00	125.00	225.00
Super Jet (CC) (4/53)	295.00	224.50	225.00
Telequiz (1/49) (T)	95.00	75.00	90.00
Undersea Raider (2/46)	125.00	115.00	125.00
World Series (W) (4/51)	99.50	55.00	95.00
Zingo (1/51) (U)	165.00	65.00	65.00

	High	Low	Mean Avg.
Mills Candy (5 Col.)	\$ 65.00	\$ 55.00	\$ 65.00
Mills Tab Gum (6 Col.)	17.50	15.95	17.50
National 930	110.00	85.00	95.00
National 950	125.00	90.00	110.00
Northwestern 39, 1c	9.50	7.50	7.95
Northwestern 33 Ball Gum	8.50	4.95	7.95
Northwestern 49, 1c	12.50	11.95	12.00
Northwestern Deluxe 1c & 5c	12.50	9.95	12.00
P X (8 Col.)	125.00	75.00	115.00
P X (10 Col.)	125.00	115.00	125.00
Rowe Candy (8 Col.)	60.00	57.50	60.00
Rowe Crusader (8 Col.)	150.00	85.00	130.00
Silver King 1c	8.50	7.45	8.50
Silver King 5c	9.95	7.45	8.50
Stoner Candy (6 Col.)	110.00	80.00	80.00
Stoner Candy (8 Col.)	165.00	110.00	110.00
Uneeda Model E (8 Col.)	80.00	75.00	75.00

VENDING MACHINES

	High	Low	Mean Avg.
Acorn, 5c or 1c	\$ 10.00	\$ 9.50	\$ 10.00
Columbus 1c Bulk	8.50	5.00	6.50
Du Grenier (11 Col.)	115.00	45.00	65.00
Du Grenier Tab Gum (6 Col.)	17.50	14.50	17.50
Electro (8 Col.)	150.00	40.00	95.00
Master 1c & 5c Bulk	9.95	6.50	8.50

Games Taxes

Continued from page 101

Ohio, but are subject to the regular personal property tax with allowance made for depreciation thru use. State law does not distinguish between the various types of coin amusement machines, and considers them all "pinball machines." There is no pending legislation in Ohio regarding pinballs. The General Assembly is next scheduled to meet in 1959.

OKLAHOMA

For each coin-operated amusement device that may be operated

by penny coins only \$6 license fee. For each such device other than specified above, \$40. Pinballs taxed at same rate as other coin games. Legislature meets next January, 1959. No coin game legislation is foreseen.

OREGON

Pinballs with payoffs in cash are illegal in Oregon. Pinballs for amusement, annual tax \$25 per coin slot. Coin-operated pool games, gun games, shuffles and bowlers are taxed at \$25 per coin slot. Amusement games activated by insertion of two pennies, \$10; by one penny, \$1. Special session of Legislature called for October 28, 1957.

PENNSYLVANIA

There is presently pending in Fayette County, Pennsylvania, a test case wherein the State is seeking to outlaw "multiple coin" pinballs as gambling devices per se.

RHODE ISLAND

No reply.

SOUTH CAROLINA

State license required on coin-operated non-payment pinball with free play feature is \$37.50. License on other coin-operated amusement games, \$25. Operation of gambling device not lawful.

SOUTH DAKOTA

Gross receipts from coin-operated amusement machines subject to the State 2 per cent sales tax, applies to amusement pinballs, pool games, gun games, bowling games and others. Pinballs where cash payoffs are made or other merchandise or values given are illegal in this State.

TENNESSEE

State tax on coin amusement games including pinballs is \$15 under 20,000. State Legislature next meets in January, 1959; no legislation on coin games foreseen. Coin-operated kiddie rides taxed at \$5.

TEXAS

For each coin amusement game operating at over 5 cents, State tax is \$60; over 1 cent and not exceeding 5 cents, \$30; pinballs, bowlers and all other coin-operated machines which dispense or afford skill or pleasure are included.

UTAH

Utah Code does not specifically mention pinballs. Slot machines or gambling devices of any nature used or kept for purpose of playing for money or tokens redeemable in money are illegal. No current State tax on pinballs other than property tax. No bills pending in Legislature concerning licenses or regulations on coin amusement games. Legislature next convenes January, 1959.

VERMONT

A State license fee of \$100 is re-

quired for all coin-operated games, and it makes no difference whether payoffs are in cash, merchandise, other items of value or in free-play games only. Fee for machine placed in operation prior to July 1 of any particular year is \$100. If machine is placed between July 1 and October 1, fee is \$75. Fee on machine placed after October 1 is \$50.

VIRGINIA

Pinballs from which payoffs in cash, merchandise or other items of value are made are illegal in Virginia, as are pinballs from which free plays are allowed. For each miniature pool table in operation of which nickels or coins of larger denomination are used, there is levied a tax of \$10. For each amusement machine operated by insertion of one cent there is a license tax of \$2. Amusement game operator must pay master license of \$1,000, not including operators of viewing machines, photomats or kiddie rides. License fee per year is \$25 per on other amusement machines operating on nickel or over. Legislature meets next January, 1958. No bills on coin games pending.

determines whether 20 per cent or 40 per cent tax prevails.

WEST VIRGINIA

Coin-operated amusement games operating at a penny require a \$2.50 license. Any other than penny-operated amusement game requires a \$5.50 license.

WISCONSIN

Gambling machines illegal. There is no State tax on pinballs. Legislature meets September 23, 1957. No further information supplied.

WYOMING

Amusement games brought into State subject to 2 per cent use tax if Wyoming use tax has not been paid to seller. Pinballs and other games are not subject to tax, nor are cash payoffs on games. However, payoffs in merchandise or other items of value are subject to tax. Legislature next meets in January, 1959. No bills on coin games pending.

Sandy Moore Gabe Forman

BUYING

- SHUFFLE ALLEYS
- PIN BALL GAMES
- JUKE BOXES
- ARCADES

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LONG ISLAND CORP.**

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COIN MARKET PLACE

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

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REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 20¢ a word—Minimum \$4.00.
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATES: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER
Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Used Coin-Operated Equipment

CIGARETTE, CANDY VENDING MACHINES: reconditioned, refinished, guaranteed like new. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. de30

60 ARCADE MACHINES INCLUDING: Deluxe Photomatic, Recorder, Standard Metal Typer, Neon Signs, etc., at reduced prices or trade for bonds or late 1957 automobiles. Send for list and prices. J. W. Nilles, 147 S. Negley Ave., Pittsburgh 6, Pa. Phone: Hilland 1-9750. oc14

FIVE NEW, NEVER UNCRATED 250 CUP Deekruss Coffee Vending Machines. Unable to service due to other business. P. O. Box 1545, Charlotte, N. C.

POPCORN MACHINE (DIMENSIONS: 14" x 14" x 29"), nickleled all around frame, pops 60 per hour wet pop-kettle type. Good for years of durability, never uncrated. On hand freight was \$700. First come, \$295. Wire if interested for at once shipment. Star, 2904 12th NW, Canton 8, O.

SHIPMAN DUPLEX STAMP MACHINES, #10; Triplex, \$29.50 each, like new. Folders direct factory prices. USP Co., 100 Grand, Waterbury 8, Conn. oc7

Wanted to Buy

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Effects of High Court Ruling

Continued from page 100

used five-ball pin games. Most operators feel that, with high taxes on them, cost of the new games are too high comparable to their earnings. Thus the rush for purchase of used pins.

The close-down of bingo pinballs has also created a demand for other amusement games, such as ball bowlers, which are going much better in the State than the shuffle games. Two and four play pins are also selling well among used machines.

The two leading newspapers of the State, The Commercial Appeal at Memphis, and The Nashville Tennessean at Nashville, have

editorially opposed pay-off pin games.

None of the association of operators in the State plan to in any way oppose the Supreme Court ruling. Neither are they buying the \$250 gaming stamp.

Reason is the U. S. Internal Revenue director at Nashville has his agents checking locations closely with instructions to pick up machines without the \$250 stamp when they find a customer who has been paid off on it.

The operators have been informed that if they purchase the federal \$250 gaming stamp it will be an admission that the machine is a gaming device. Then State authorities will prosecute them, according to the State attorney general.

That is why all the bingos have been pulled off locations in the sections where they were in operation. They have been replaced with other amusement games.

Most sections of the State had the bingos, but in some counties they were not allowed. Local enforcement authorities kept them out by announcing they would confiscate them and prosecute the violators. Tennessee has a strict anti-gaming law on pin games passed by the Legislature this past spring.

Prior to July 1, when the new anti-gaming act on pin games went into effect, unlimited free plays were allowed. The law now says only one is lawful. But this is not enforced.

Another restriction on pin games was a law which makes it a misdemeanor punishable by a \$50 fine for anyone under 18 who plays pin games.

This is a law which has been in effect in Memphis by city ordinance already since May, 1955. The City Commission in Memphis also passed an ordinance at the same time restricting anyone under 21 playing amusement machines in a place where beer is sold.

Operators are having fairly good success now with amusement pins and other amusement games over the State generally. However, most feel that the tax on them is too high. Many regard the tax as confiscatory and an effort, in effect, to curtail or tax them out of existence.

In most counties, for example, the city tax is \$15.25, State tax \$15.50, county tax \$15.50 and federal tax \$10, a total of \$56.25 per year. This puts a heavy bite once each year on the operator. If he has 100 machines, for example, just the tax alone costs him \$5,625.

In the last Legislative session attempts were made to tax pin games and other amusement games exorbitantly. These efforts, however, were beaten down largely by the Shelby County (Memphis) delegation.

Several Memphis operators got in touch with Memphis senators and representatives and gave them the facts on their income from operators and convinced them a higher tax would run them out of business.

The sum-up: most sections of the State had bingos and pay-offs on them before the Supreme Court ruling. They don't have now. The games have been picked up.

The situation has created a tremendous demand for used five-ball pin games and other amusement games. There is a shortage of used pin games as a result.

Operators over the state will not buy the \$250 gaming stamp and will key their game operations to amusement games only, which includes free plays on pin games.

Cincy Pins

Continued from page 100

The District Court of Appeals reversed the ruling and in June, 1956, the Ohio Supreme Court agreed with Appellate Court.

See separate story on a combined State-Federal campaign in Ohio against pay-off and free-play pinballs.

AAMONY Meet Set

NEW YORK—The Associated Amusement Machine Operators of New York holds a general membership meeting October 17 at the Henry Hudson Hotel. Among the topics due to come up for discussion are the license picture in the area and the union situation.

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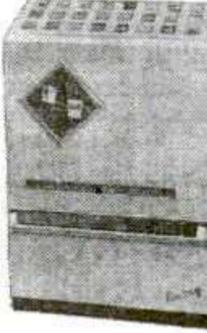
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NEW YORK—At least 20 new members have joined the National Vendors' Association as a result of a direct mail campaign waged by Sam Eppy, local charm manufacturer.

Eppy has been plugging the advantages of NVA membership in his direct mailings to operators. As a result of these boosts, at least 20 operators have sent in applications thru him, and others have applied directly to the Chicago NVA headquarters.

Ted Raynor, NVA counsel, has written a letter of commendation to Eppy, who is chairman of the membership committee, for his diligent recruiting policies.

Coin Bowling Boom Looming?

• Continued from page 100

frained from heavily promoting tournament play, altho they have provided kits containing details on setting up tournament play to operators requesting them. However, gratified to see what is being done in isolated areas with ball bowlers, most have indicated strong support for tournament promotion.

Actually, it is the operators themselves in sections throuth the country who are showing what can be done.

In staging highly successful tournaments on either a seasonal or year-round basis, operators are showing how valuable they can be in provoking and sustaining top customer interest in game play, maintaining high machine receipts, attracting heavy patronage to taverns, and even in improving industry public relations.

Good examples of what's happening have already been documented in recent issues. In Rockford, Ill., a group of seven ball bowling game operators, led by Lou Cosalo, organized a tournament this summer to help prop up game receipts during the hot weather months, traditionally the time of year when play wilts.

Results were so encouraging that today all 12 operators of the games in the city are sponsoring tournament play which embraces 60 locations.

The tournament operation itself is set up as an independent corporation, has the blessings of both State and local officials and has the strong promotional advantage of televised playoffs via Rockford's WREX-TV.

Prizes range from \$10 on the preliminary playoff level up to a \$250 prize and trophy. Three-game playoffs for the latter are televised. An annual grand champion is to be selected via a final three-game televised playoff who will receive a trophy plus a \$1,000 cash prize.

A Marinette, Wis., operator has several individual tournaments going simultaneously on ball bowlers in Northeastern Wisconsin taverns.

Bob Rondeau, who organized tournaments for shuffle bowlers before beginning them with ball models, reports that he has upped grosses 18 per cent and feels they may go as high as 30 per cent.

Rondeau has found that tavern owners, realizing heavier patronage from the organized tournament, is happy to co-operate in helping organize and promote the tournament idea. In one town, players meet one night a week at any of five taverns with 15 five-man or five-woman teams in action.

Another Rondeau-sponsored tournament is made up of six three-man teams meeting weekly.

Ball bowlers are not the only type of equipment on which tournament play is successfully being held today. Harry Snodgrass, Albuquerque, N. M., operator, is conducting successful tournaments on coin pool games. More than 300

players compete in playoffs. Separate singles and doubles tournaments are run on his pool games with as many as 35 locations taking part in doubles competition. Tournaments each last a month.

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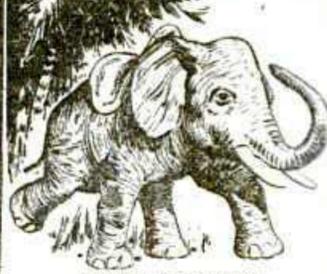
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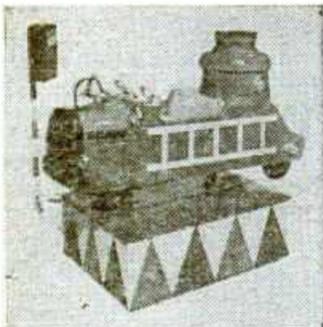


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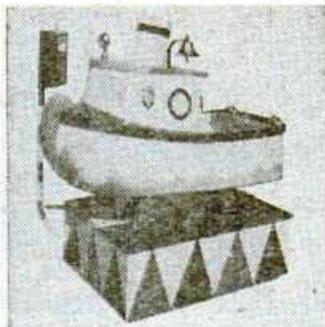
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Remote Gaming

Continued from page 100

imposes the 10 per cent wagering tax on amounts paid to operate such machines, as well as on the person receiving the money wagered.

IRS spokesmen, when queried by The Billboard for clarification of their position on remote control devices, maintained that the operation of so-called "joker" machines constitutes a "lottery." Remote control amusement devices, on the other hand, are free of the wagering tax.

There is a strong possibility, however, that this tax structure may be changed next year.

Senate passage next session of the House-approved Forand (D., R.I.) excise tax bill, would make remote control machines subject to either the \$10 tax on coin-operated machines (if they're amusement devices) or the \$250 tax presently imposed on coin-operated gambling machines (if they're gambling

Columbus

Continued from page 100

cost the owner as much as five years and \$10,000.)

The federal department will report \$250 gambling stamp purchases to Ripberger. State agents can then pick up the machine and destroy it as it has been branded as a gambling device by the owner thru the purchase of the stamp.

A U. S. Supreme Court ruling that pinball machines paying off in cash or prizes of value are "slot machine gambling devices" made the deal possible between the two departments.

Permit holders caught with a pinball machine paying off in anything except "sheer pleasure" can be fined \$100 and given six months in jail under State law or his liquor or beer permit can be suspended or revoked and the place of business padlocked.

The Ohio Liquor Department has some 70 pay-off pinball machines ready to be destroyed. A smaller number are being held until pending cases are completed.

At press time no action had been initiated by operators.

About 120 confiscated pay-off pinballs have been sent to State penal institutions to be dismantled. Electronic devices are being utilized in equipment being built in those institutions.

Action is not being taken against machines located in off-permit spots under the State-federal agreement.

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devices), (The Billboard, June 3 and 24).

If the measure becomes law, remote control gambling devices will not be subject to the 10 per cent wagering tax. They will, instead, be taxed at the \$250 rate currently applied to coin-operated gambling devices. Amusement machines of the remote-control variety will be subject to the \$10 tax now levied on coin-operated amusement machines.

A House Excise Tax subcommittee, in its report on the Forand bill, said the new provision would put "coin-operated and non-coin-operated machines on the same footing." Revenue gain from the levy will be negligible," according to the subcommittee.

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Quebec Appeals Court Rules 5-Ball Pinballs Gaming

MONTREAL — Five-ball pinball machines were ruled as in the same category of slot machines in the Criminal Code by the Quebec Court of Appeals September 17, it was learned last week.

Justice George H. Montgomery, one of three judges handing down the ruling, in which an appeal for reversal of a Municipal Court's decision was asked, explained that "the mechanism is so complicated that it is inconceivable that a player could control the result of each play, except to a very limited extent. Moreover, the lessee of a machine can, by changing the adjustment of the flipper mechanism, nullify the benefit of experience in the operation of the machine."

Launch Drive On Pay-Pins

CANTON, Mass. — A State-wide drive against pay-off pinballs in Massachusetts was launched by the Internal Revenue Service as agents seized two pay-off pinball machines in Canton.

Machines picked up had paid off and did not bear a \$250 federal stamp.

Indianapolis

Continued from page 100

owners were convicted in U. S. District Court in Hammond. Imposed prison sentences were suspended, but the stiff fines assessed by the court had to be paid in full. That "tough approach," it is claimed, explains the Lake County response to insistence on prompt payment.

Lake County, in fact, heads the list of Indiana petitioners for the stamp with 950 applications.

Internal collector officials wax suspicious in comparing that figure with the 17 applications filed from Marion County, a community of 500,000 with the huge city of Indianapolis in the center of it.

Particular laxity in the payment of the tax is found in the smaller counties of the State. Smallness, it was warned, is not a basis of immunity to the law which fixes the \$250 excise.

The IRS reports, and not without some skepticism, the receipt of only 60 applications from Allen County, the area in the Northeastern section of the State dominated by Fort Wayne, Indiana's third largest city.

Similar doubts assail Indiana treasury officials when they count the 60 applications from South Bend and St. Joseph County.

These officials think they know the reasons for the widespread reluctance to pay and, particularly, to be registered as paying. They know that it is not explainable in any terms of miserliness.

As matters stand, the average location owner feels that in signing an application for the stamps, he signs a confession in which he admits the violation of the tough anti-pin law passed by the Indiana General Assembly last winter.

Then, if he is a tavern owner with pin equipment in his place, he risks even more. Almost on a moment's notice the Indiana Alcoholic Beverages Commission could put him out of business by decreeing that he is in possession of a gambling device and that, consequently, he has forfeited his right to a liquor license.

Such is the Hoosier dilemma of the day as the hard-pressed operator and location owners are left wondering as to which law to ignore and which to obey.

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World Series

• *Continued from page 100*

priming effect here. It's a truism of the coin machine industry that juke box and game revenue is in pretty close ratio to tavern revenue. No coin machine operator ever makes money in empty taverns.

While the Yankees and Braves are playing for the world championship, Gotham takes on a festive air, and the money flows loosely. A good share of this money is being spent in taverns, and the coin machine operators are getting some of it.

Night Games

Ironically, baseball has hurt coin machine operators a lot more than it has helped them. During the regular season, most of the televised games are at night, during the prime juke box and amusement game hours.

While the game is on, the juke box is silent, and shuffle play is at a minimum, even tho only a fraction of the patrons are actually watching the game.

And regular baseball play draws few fans to taverns to watch the game; many would just as soon enjoy the contest in the comfort of their homes.

Day Games

During the Series, few of these factors are valid. The games are played during the day, when the taverns would normally be doing slow business.

Salesmen and quite a few office workers will sneak off to the local gin mill to catch the classic. Out-of-townners will call a moratorium on their sight-seeing and repair to the nearest tavern for a peek at the game.

While most of the operators here are pulling for the Yankees, they are also hoping that the Series goes seven games so that the two final contests will be played at Yankee Stadium Sunday and Monday (6-7).

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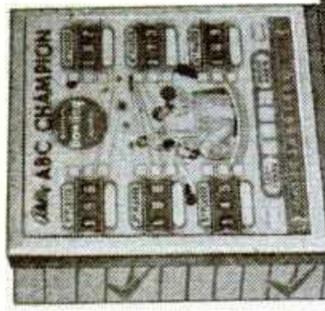
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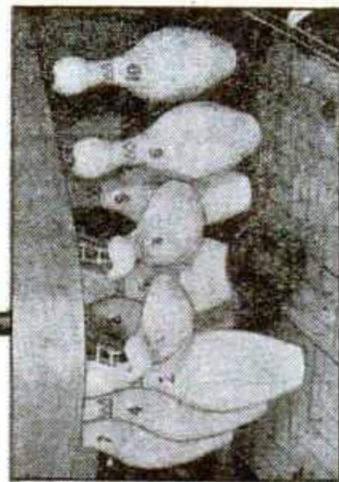
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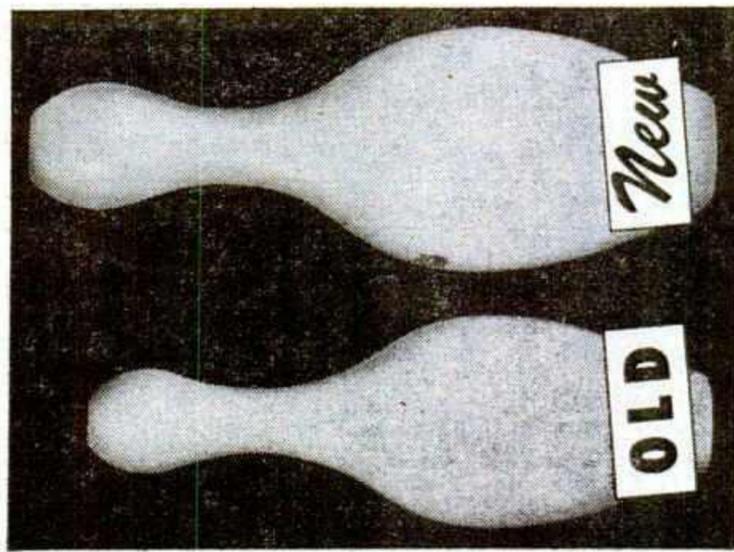
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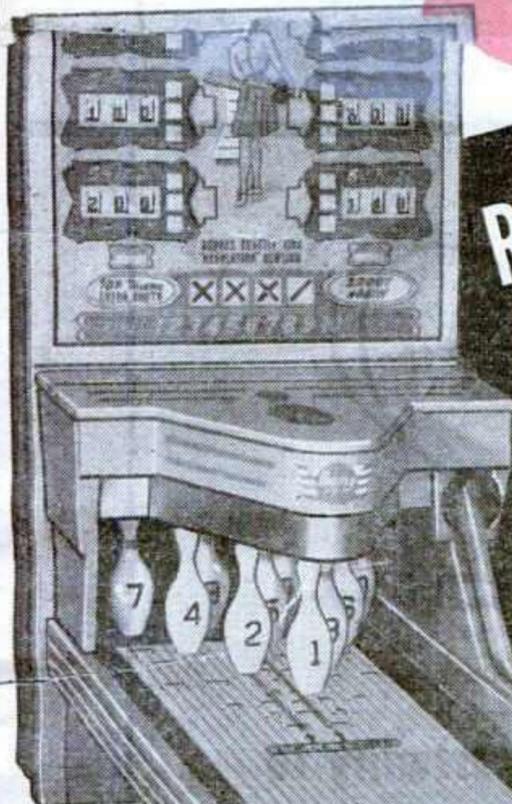
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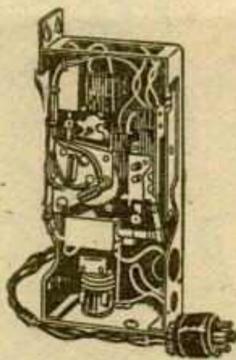
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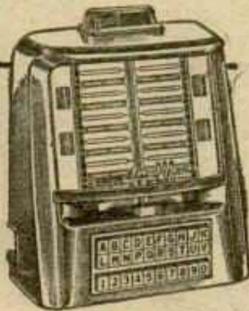
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