

The Billboard



FALL QUARTERLY
Spotlight on
TELEVISION COMMERCIALS

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USSR Raises Iron Curtain on Jukes

Reds Buy Several American-Made Music Machines as Germany Drops Licenses

By BILL MASLOWE

CHICAGO—Russia, apparently having discovered the pleasures of recorded music via the juke box, has raised its iron curtain to permit their importation, and are using them as a source of entertainment to soothe the jangled nerves of overworked factory hands.

At the same time, West Germany has virtually lifted all import restrictions on juke box imports.

Altho West Germany's move may well open new vistas for the juke box industry, the move by the Reds—as their moves on other fronts—remains pretty much an unknown quantity.

Free Exchange

O. O. Mallegg, Chicago exporter, who has just returned from a tour of four European countries and Scandinavia, disclosed that import licenses are no longer necessary to ship juke boxes into West Germany. The exchange is now free since the country has a dollar surplus reliably reported to be well in excess of \$1 billion.

West Germany in 1954 imported more American-made juke boxes than any other foreign country and last year was one of four top juke box importing countries. The rapid growth of the domestic manufacturing business in Germany—which boomed this year—has slowed down American exports. But with import licenses out of the way, it is expected that the country may once again be a key importer of American juke boxes.

Along with Russia, according to the American exporter, other sa-

tellite nations—Poland, Czechoslovakia and Hungary—have made it generally known they, too, are willing to raise the iron curtain to permit the importation to juke boxes.

Soviet officials purchased three brand-new juke boxes from Mallegg on his recent trip to Europe and now have them on location in a restaurant adjacent to a huge factory in Moscow for the enjoyment of the workers.

"In Germany," he explained, "there is a big demand for new and late used models of American phonographs of 100, 104, 120 and 200 selections using 45 r.p.m. disks now that imports are wide open."

However, he predicted, the demand for American-made juke boxes will be filled within three months and then the sales will level off to an even keel.

Since the lifting of restrictions late in July and early August, he said, the price of phonographs have dropped 15 per cent, and demand is so great that it is practically impossible to buy a juke box using 45 r.p.m. records.

"The Russian situation is somewhat different," he continued. "The new Red regime has at long last recognized the true value of the juke box as it appeals to the people and should continue to import them, but at a slow pace."

According to Mallegg's information, Russia has just begun to import machines within the last six months. However, he pointed out from his discussions with Red of-

(Continued on page 93)

WGN RADIO-TV TO PUT ACCENT ON LIVE SHOWS

CHICAGO—More aggressive programming by WGN and WGN-TV, with emphasis on live variety shows, was promised by Ward L. Quaal, general manager of WGN, Inc., at a luncheon meeting last week attended by 30 newspapermen and trade journal representatives.

Quaal also stipulated WGN and WGN-TV would create more "live" shows and engage established radio and TV personalities, while also searching for promising newcomers.

"I can't think of WGN, a powerful clear channel station, as a juke box," said Quaal. "WGN will continue to have record shows, of course, but the shows will feature personalities who are experts on records and music."

He pointed out that the station also was going back to live dance band originations, and cited the success of the Lawrence Welk show as an example of public acceptance of such presentations.

In his first major action prior to the luncheon, Quaal had promised elimination of "pitch selling" on the station and further expanded that theme at the meeting by pointing out the station this year would lose \$575,000 by raising its standards to conform with the National Association of Radio & Television Broadcasters.

Quaal said the station would comply with the NARTB by November 15, stating the station would "live by the code."

Radio Disk Jockeys Take High Hurdles In Stiff Ratings Race

Rise of Local Shows, Top Hits, LP Policies Create Program Upsets

By JUNE BUNDY

NEW YORK—Competition for listener ratings on the local disk jockey level has stepped up sharply since the first of the year, with more and more key stations dropping network affiliations to enter the independent music and news radio market. Consequently—in a move to woo higher ratings—many stations are tightening up and/or realigning their record programming, some hewing to a strict "top-sellers" format, others branching out into standards with emphasis on LP selections and a minimum of talk.

Middle Man

Meanwhile, the "man in the middle" continues to be the record plugger, who naturally decries the practice of rigid "top hits" programming, since it practically eliminates exposure for new releases. He also takes a rather dim view of the "LP's and pretty music" policy, particularly if his latest plug platter happens to be a rock and roll single.

The leading independent stations have always devoted a considerable percentage of their total record programming on best-selling chart disks, but record promotion men now report the trend is getting out of hand and developing into a "hits or nothing" situation. So much controversy has been

stirred up over the situation, that many stations hedge when asked if they follow a rigid "hits only" programming policy, while others claim to expose new releases, but limit the number of new releases spun each week to five or six.

Plugger Problem

Nevertheless, the consensus of plugger reports from the road indicates that new releases have a particularly tough time breaking down the "top hits" programming barriers of the Storz station chain (WDGY, Minneapolis; KOWH, Omaha; WTIX, New Orleans; WHB, Kansas City, Mo., and WQAM, Miami), and the McGlendon stations (KLIF, Dallas, and KELP, El Paso, Tex.)

The Plough chain (WMPS, Memphis; WJJD, Chicago; WCAO, Baltimore and a Boston outlet) also spotlights a weekly "Top 40" list surveyed separately for each station area). However, the Plough stations also spotlight from 50 to 60 new releases a week, and copies of this list are circulated to local dealers. The new releases are given exposure for about four weeks, when they are dropped if they haven't hit the "Top 40" by that time.

Plough president and WMPS General Manager Harold R. Krelstein instituted his "Top 40" format last year at WMPS and reports a raise in the station's rating and "tangible advertising results within four months, with WMPS now the top-rated station in its area. The format was launched over WJJD

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Juke Boxes Warm Moscow

CHICAGO—And now comes Russia, Americanized as America itself, juke boxes today are being used in the Red capital—Moscow.

That is according to O. O. Mallegg, Chicago exporter, who just returned from a business trip to Europe. Mallegg disclosed that he met with three unexpected, unusual business experiences during his trip to the Continent. Each was in a different country—Vienna, Austria; Brussels, Belgium, and Hamburg, Germany. All were with Russians—two members of the diplomatic corps, the other a businessman.

The result, Mallegg disclosed, was the sale of three juke boxes now being used in Moscow. (See story elsewhere.) And from scant information gleaned from the conversation with the Red representatives, the juke boxes serve as appeasement measures for pacifying disgruntled workers in Moscow today.

NEWS OF THE WEEK

Nat'l Sponsors Eye More Deals For Movies in Prime TV Time . . .

Interest of national advertisers in sponsoring movies in prime TV time continues to mount. Colgate, which has such a deal on M-G-M pictures in Los Angeles, is reported interested in Chicago for a ride on Warner Bros.' pictures. Gallo Wine has bought a third sponsorship of Warner features in San Francisco. . . . Page 2

FCC Bears Brunt of Criticism From Kintner and Du Mont . . .

The FCC took the brunt of shots fired by Robert Kintner, of American Broadcasting Company; Allen B. Du Mont, of Du Mont Labs, and other witnesses at hearings of the House Antitrust Subcommittee. ABC's contracts with affiliates were read openly, with Chairman Celler's promise that CBS and NBC contracts would be disclosed this week. . . . Page 3

Celler Subcommittee Quizzes Cleffers in Network Hearings . . .

The Celler Subcommittee of the Congressional Judiciary Committee in connection with study of the antitrust laws took on the music business last week in the course of its hearings pertain-

ing to possible monopolistic practices of the major networks. It was a field day for the headline hunters as Billy Rose, Frank Sinatra and other ASCAP protagonists got in their licks at BMI. . . . Page 30

Eastern Railroad Carnival Buys King Bros.' Circus Animals . . .

Animals of the defunct King Bros.' Circus have been bought by a major railroad carnival as a traveling menagerie. The James E. Strates Shows, which early this month acquired 10 all-steel Pullman cars, added three elephants, a hippo, polar bear, two lions, hyena, leopard, black bear, and truck equipment of the King outfit. . . . Page 80

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WITH Sells Record Spins

BALTIMORE—If a record promotion man can't get a plug for a new release any other way, he can always buy it here and write it off as a legal transaction. Local station WITH has a regular deal whereby, for a normal fee, (reportedly from \$15 to \$20) distributors are guaranteed a minimum play of 15 spins a week for a record.

Under terms of a WITH contract, the 15 spins are spaced out to cover time periods occupied by the station's top disk jockeys — Buddy Deane, Joel Chaseman, Gil Kridel and Tony Donald. The disks, of course, may also be played gratis, if WITH disk jockeys so decree, but this way the plug is a sure thing.

MADISON EARS PICK UP

Colgate Eyes Warner Pix on WGN, Besides M-G-M Buy

NEW YORK—The latest trend among national sponsors—the purchase of top feature films for slotting in prime time on local stations—is beginning to create mounting interest on Madison Avenue. Colgate which bought the M-G-M pictures for slotting 8-10 p.m. on KTTV, Los Angeles, for an estimated \$750,000, the largest such buy ever to be made, is reported close to a similar deal.

It is reported interested in Sunday 8-10 p.m. on WGN-TV, Chicago, the indie there, on which it would probably sponsor Associated Artists Production's top Warner Bros. features. In Chicago the Metro pictures are under contract to WBBM, the CBS o&o station, which will be carrying network shows in prime time.

M-G-M is also said to be dealing with three agencies on behalf of two clients which want to sponsor its product in several markets. One of these advertisers has reportedly asked Metro to put together a network of stations which it would use for the programming of its top features. Still another national advertiser bought a prime time slice of Warner Bros. features last week in San Francisco's KRON-TV. Gallo Wine will sponsor the first half hour of the Friday 10-11:30 p.m. Warner movies there.

Among the other national advertisers projecting themselves into the feature picture is Lever Brothers. Its plans to sponsor feature films over an extensive spread is

reported to be still jelling and is expected to take final shape around the end of the year.

With the sponsorship coin of national advertisers behind top feature product, the independent stations in a large number of markets may make a serious challenge to cut into network audiences. They will undoubtedly be in a position to promote these properties more

aggressively and with larger sums for advertising.

For national advertisers they offer vehicles which can perhaps be merchandised impressively in selected markets where they are trying to improve business. And to network programs they offer the challenge of \$1,000,000 budgets and star names that may attract many viewers.

ON ITS OWN

Plymouth Sponsors Ray Anthony Show

NEW YORK — The Chrysler Corporation finally made its most impressive move into network TV on behalf of its Plymouth division by getting it a show of its own—the Ray Anthony show—which will feature his orchestra and Frank Leahy as host. It will occupy Fridays, 10-11 p.m. on ABC-TV. Plymouth will also share Lawrence Welk's Monday night ABC stanza, his second on TV, with Dodge Motors, another Chrysler division. This show is titled "Top Tunes and New Faces."

Chrysler also uses "Climax" on CBS-TV as a corporate venture for all of its divisions — Plymouth,

Dodge, DeSoto, Chrysler and Imperial. DeSoto has cut back its sponsorship this season and will use only half of "You Bet Your Life," the Groucho Marx vehicle on NBC.

Chrysler Corporation's network TV expenditures represent about \$20,000,000, a substantial increase over last year. The only program missing from its line-up of shows is NBC-TV's "It's a Great Life," which was used for the Chrysler division.

Music Accent

An analysis of the Chrysler programming indicates a predominance of music shows, all on ABC, and of hour stanzas, with Groucho Marx the exception. Welk has proved himself a potent merchandiser and salesman for Dodge, and the same is hoped for Anthony.

His orchestra will travel extensively for telecasts in cities among the station line-up, and it may be expected that he will give concerts which can be merchandised to the dealers and to the public as Welk has done. Leahy, in addition to hosting, will introduce special sports segments to attract another segment of the public.

Handling Plymouth's TV billings, estimated at \$5,000,000, will be the Grant Agency, which snared it away from N. W. Ayer, now the agency for Plymouth's other media. The agency's switch to Grant, the Dodge agency, is evidently predicated on the experience and success it has had with the Lawrence Welk show this past season.

FOR MORE YEARS

AFTRA, CBS Enter Into Pact Negotiations

NEW YORK — The American Federation of Television and Radio Artists last week entered negotiations with CBS for a new two-year contract to cover TV and radio performers. The chief demand is to increase all basic fees by 20 per cent.

Demands by AFTRA encompass a wide variety of changes. One of the most important of these would effect soap operas where the multiple discount structure would be drastically reduced. This would naturally mean a large increase in salaries on soaps for thespians.

The union is also asking that the networks insert an unfair station clause in the act, similar to the one already in effect in radio. This would prevent the webs from feeding shows to any of their affiliates

which are having labor trouble with the union.

Among the other demands are fees for announcers who do station breaks on AM-TV, a revision of the fee structure upward for local spot transcriptions, the inclusion of radio and transcription performers in AFTRA's pension and welfare fund and of local TV performers assuming their contracts with the union are on a sound actuarial basis, substantial increases for staff announcers in radio and TV and accident insurance for TV artists in addition to the coverage provided by compensation laws.

There is no indication of the reaction of CBS to these demands, tho it may be assumed that the network will seek to chip them down to levels that would be the least costly. The next meeting is October 8.

VASNASONG TO KYW PRO TEM

CLEVELAND — Pichai Vasanong, first panel moderator and disk jockey of Thailand, has joined the staff of station KYW-TV, here, for three months under the auspices of the U.S. State Department and the Westinghouse Broadcasting Company. Vasanong was a pioneer in Thai TV, being associated with station HS 1-TV, Channel 4, Bangkok, since it started in June, 1955.

Vasanong is the producer and moderator of the popular quiz show, "What's My Profession?" He is also chief announcer for Radio Thailand. Thai TV programming also makes use of musicals—recorded and live—and dramas taken from Thai short stories.

Shulton Options 'Cinderella'

NEW YORK — Shulton, Inc., thru Wesley Associates, has taken an option on full sponsorship of "Cinderella," the Rodgers and Hammerstein spectacular scheduled for a two-hour Sunday telecast in February over CBS-TV.

The toiletries firm has bought the Victor Borge CBS spectacular for this fall and half of three "See It Now" stanzas. In addition, Shulton is shopping for occasional one-shots in regular series.

Schick Buys 'Dragnet' Half

NEW YORK—Schick electric razors last week bought alternate weeks of "Dragnet," which it will share with Liggett & Myers, its original sponsor. The program is on NBC-TV, Thursdays, 8:30 p.m.

Schick also sponsors half of "Robert Montgomery Presents," Johnson & Johnson being the co-bankroller of the NBC stanza.

52-Week Color Pact

PHILADELPHIA — WRCV-TV here has signed the first 52-week saturation color spot sales contract in this market. The sponsor is the Ice Cream division of Abbotts Dairies.

Toni Evening Buys Now 5 With Marx

NEW YORK—Toni continues to expand its purchases of network programming. Its latest buy gives it five alternate week evening programs, plus a piece of a sixth and several alternate daytime quarter hours, virtually the doubling of its expenditures for network TV since last season.

The most recent purchase is alternate weeks of "You Bet Your Life," the Groucho Marx quiz stanza on NBC-TV, which it will share with DeSoto, its long-time sponsor. Other alternate week properties on NBC are "Stanley," "People Are Funny," the Walter Winchell variety show and a small piece of Gillette's "Cavalcade of Fights." On CBS its alternate

week stanza is "Arthur Godfrey's Talent Scouts."

The newest daytime purchase is of alternate quarter hours on "It Could Be You" and "Queen for a Day," both NBC shows. Toni is also using Bob Crosby on CBS daytime.

Toni is obviously buying circulation with its purchase of a large number of shows, seeking comprehensive coverage rather than identity. Toni's daytime buys indicate that it is going after the housewife, in addition to the working girl, as a potential customer for its cosmetic products. Only cancellation recently was of CBS' "Arthur Godfrey and His Friends."

'BUBBLE'

CBS Backs B'way Play By Coward

NEW YORK—On the heels of his negotiations with CBS-TV and NBC-TV for televising of several of his musicals, Noel Coward has secured CBS financing for the Broadway production of his comedy, "South Sea Bubble," this winter. Currently a London legit hit starring Vivien Leigh, "Bubble" will be telecast by CBS after its New York run. Coward is trying to persuade Miss Leigh to repeat her performance in both media here.

Last season CBS entered the "angel" field by financing "My Fair Lady," subsequently appointing that show's producer, Herman Levin, a consultant on theater investing and properties.

NBC-TV broke ground for this new network activity by backing "The Great Sebastians" earlier last year, which after its Broadway stint is to be seen on NBC's "Producers' Showcase" this spring. "Bubble" is Levin's first choice for CBS, and he is now mulling a deal for a second Coward comedy, "Relative Values," also due on Broadway this season.

Wm. Davidson Named

NEW YORK — William N. Davidson has been named to replace Thomas B. McFadden as general manager of WRCA and WRCA-TV here. This move follows McFadden's boost to veepee in charge of owned stations and NBC Spot Sales.

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CBS PROMOTION GIVES CLIENTS' SHOWS BOOST

NEW YORK — With the tremendous sums being spent for network TV sales and advertising, promotion of programs has become increasingly important, so that clients might derive maximum benefits from their properties. At the CBS-TV network the Advertising and Sales Promotion department is readying the most ambitious campaign in its history to maintain and improve the service it has rendered to its clients over the years.

CBS in the main relies on network and local TV to promote the shows of its sponsors, but supplements this with local newspaper advertising. It's feeling is that TV provides the greatest waste-free circulation for promotion.

Its three basic plugs are one-minute, 20-second and eight-second station breaks. During the season of 1955-'56, there were 17,000 individual promotion plugs used on the networks. The department expects at least as many during the season of 1956-'57.

Co-Ordination

Work is co-ordinated by the web with its stations. The outlets are supplied with comprehensive kits which include trailers, slides, mats

and copy for advertising and publicity. Each program gets its own kit. The copy includes specific plugs aimed at both daytime and nighttime audiences.

Stations are wired topical and timely information which can be used with slides, but which takes advantage of the news value of an upcoming guest star and other events. Newspaper ads from 400-line size to smaller ones are created by CBS for local use. The stations place many of the ads themselves. CBS has, however, also run a co-operative advertising campaign with 90 stations last year. This year more stations are expected to join the campaign. There were 300 ads placed in 3,000 newspapers last season.

A major point of promotion concentration is the fall debut of a new or old show, but the job continues thruout the season. Daytime is a major area for promotion. The best that the network can do for its clients is promote the viewing of their shows, CBS maintains. The department headed by John Cowden, operations, and Bill Golden, creative director, does not engage in merchandising.

10 OUT OF 3,300

Few Have 50% of Time, 40% of Bills

NEW YORK—With hints that monopoly is stretching its tentacles into advertising, the hearings of the Antitrust Subcommittee of the House Judiciary Committee revealed last week that 10 out of the nation's 3,300 ad agencies have 50 per cent of all TV network time and 40 per cent of all billings, network and local.

Named in order of highest figures combining time and billings were Young & Rubicam, J. Walter Thompson, Batten, Barton, Durstine & Osborn, McCann-Erickson, Leo Burnett, Benton & Bowles, William Esty, Ted Bates, Kenyon & Eckhardt and the Biow Company. In a report by the Subcommittee staff which covered 1955 and the first two months of 1956, these names and totals were entered into the record "as part of an over-all investigation of anti-trust and monopoly problems in the telecasting industry."

Agencies Asked

Rep. Emanuel Celler, chairman of the Subcommittee, invited all ad agencies to testify during the current hearings. Citing facts provided by the networks, the Nielsen sponsor Index and Television Index, trade publications, a study of four sample weeks of programming and by the agencies themselves, the staff report uncovered the following data:

Of all TV advertising time available, the five ranking agencies had 31.3 per cent of the total. The top 10 had 49.54 per cent; the top 15 had in aggregate 57.9 per cent.

In gross billings, the top 10 agencies accounted for 40.14 per cent, the top 15 having 48.64 per cent. Listed as 11 thru 15 by the Subcommittee are Compton Advertising, Dancer-Fitzgerald-Sample, Foote, Cone & Belding; Lennen & Newell, and Sullivan, Stauffer, Colwell & Bayles.

Leonard Appel, member of the Subcommittee staff who presented the report, stressed "the tendency in the agency business, as in other forms of business, for the larger agencies to become larger . . . because of their great resources in talent and experience, their financial strength and great prestige."

The report concluded with a review of "the role that the advertising agency has assumed in the modern business structure," listing many areas in which an agency operates for its client today, some "far removed from the conventional scope of the agency as it functioned a few decades ago."

An appendix to the report broke down the totals to state that at CBS-TV, the top agencies occupied 74.6 per cent of all Class A, Class B and Class C time, while at NBC-TV, they occupied 48.9 per cent and at ABC-TV 35.6 per cent.

Museum Data For 'Odyssey'

NEW YORK — "Odyssey," the new hour series being prepared by the CBS-TV public affairs division, will make use of material gathered by museums all over the world, with the emphasis being on American ones. Tentatively slotted for Sunday afternoons, 4-5, the show will be presented live, but will integrate film and use an occasional live remote.

The most important museums in the world will be called on to showcase their most important discoveries and archeological specialties. Intended is the exploration of man's adventure thru the years. Charles Romine will produce. Another public affairs stanza, "Adventure," is to be dropped this season after several years of a sustaining run.

Kennedy Resigns NBC for WJW Job

NEW YORK—Roger Kennedy, sales specialist in the NBC-TV public affairs department, has resigned to join WJW-TV, Cleveland, as a news commentator and reporter.

He will do two shows beginning in October, a 6:15-6:30 news strip for the Gray Drug chain, and a 6:40-6:45 news commentary strip as yet unsponsored.

FCC Prime Kintner, Du Mont Target at Antitrust Hearings

NEW YORK — The Federal Communications Commission has become the prime target of all witnesses in the Antitrust Subcommittee hearings of the House Judiciary Committee. Robert E. Kintner, president of American Broadcasting Company, and Allen B. Du Mont, chairman of the board of Allen B. Du Mont Laboratories and the Du Mont Broadcasting Corporation, fired the most explosive shots in the strafing of the FCC.

Kintner told the subcommittee last week that all complaints of monopoly in telecasting would disappear if the FCC would sanction a proper number of stations, as happened in the radio industry in 1941. He blamed the FCC for not acting even under its own highly limited plan for the approval of more stations.

By its inaction, Kintner said, the FCC has limited the number of hours and programs available to viewers in more than 100 of the nation's 200 largest cities. "If the FCC won't take action," he surmised, "something else must happen." He offered as a solution the latest ABC-TV plan submitted to the FCC in June.

Du Mont Charge

Du Mont, testifying the day before Kintner, charged that the FCC's basic allocation scheme "clearly indicates their thinking that a two-network set-up in the U. S. is all that is necessary."

In response to the suggestion by Rep. Emanuel Celler, subcommittee chairman, that the FCC exercise control over the networks directly instead of individual stations, Kintner replied that the government would in that case soon be dictating program content. He denied Celler's allegation that network practices, such as the quantity discount system, which gives a financial break to large advertisers, the long-term contracts which tie up star performers and the forcing of sponsors to buy a

minimum number of network-owned stations with each program sale represented discrimination under any legal act or in any sense of the word.

Prefacing the disclosure of ABC contract terms with its affiliates, Celler assured Kintner that CBS and NBC affiliation contracts would also be read out this week. The agreements, of which about 30 were quoted, showed wide variations in charges for cable lines, free hours granted by stations to the network and percentages of profits.

An average of 22 free hours per week, plus 30 per cent of the station's gross, is currently paid to ABC by prime affiliates. Some, however, pay a straight percentage of 50 per cent, while free hours for some vary from 15 to 40.

WFIL-TV in Philadelphia, whose contract with ABC was recorded in fullest detail, gives ABC 20 free hours, 30 per cent of the

gross billings on the next 40 hours and 35 per cent on all hours above the 60. This is almost identical to agreements with all stations in large cities such as Los Angeles, Cleveland, Cincinnati, Dallas and Chicago.

Financial Break

Biggest discrepancies occur in cities far off the cable lines or in stations trying to attract business from cities other than their own. The former give ABC a much better financial break to help defray extra costs, while ABC gives the latter the edge to reach markets where the web has no affiliate. KCEO-TV in Enid, Okla., trying for the Oklahoma City market, was offered by the subcommittee as an example of the latter.

Kintner informed the committee that after October 1 all contracts with affiliates would be standardized and that he would supply those contracts for the record.

Crosley Door In Mad Whirl

CINCINNATI — Wholesale exodus from the Crosley Broadcasting Corporation, which began a week ago Saturday (15) when Walter Phillips, WLW radio and TV comic, quit his post to inaugurate a new radio and TV stanza at WGN, Chicago, got into full swing last week with the resignations of two Crosley executives and two of Phillips' former co-workers.

Bert Somson, executive vice-president of WLW Promotions, Inc., and head of the talent division since May, 1954, announced Monday (17) that he is leaving Crosley to enter the artist personal management field and the production of package shows for TV.

Another Crosley resignation last week was that of Richard K. Jones, director of the Client Service Department, who is joining a local advertising agency. He had been with Crosley two and a half years.

Also taking their departure from the Crosley organization were Bob Bell, comedian and announcer, and Don Sandburg, producer of the Walter Phillips show, who are joining Phillips in the move to WGN, Chicago.

Big 10 Tilts Offered to TV

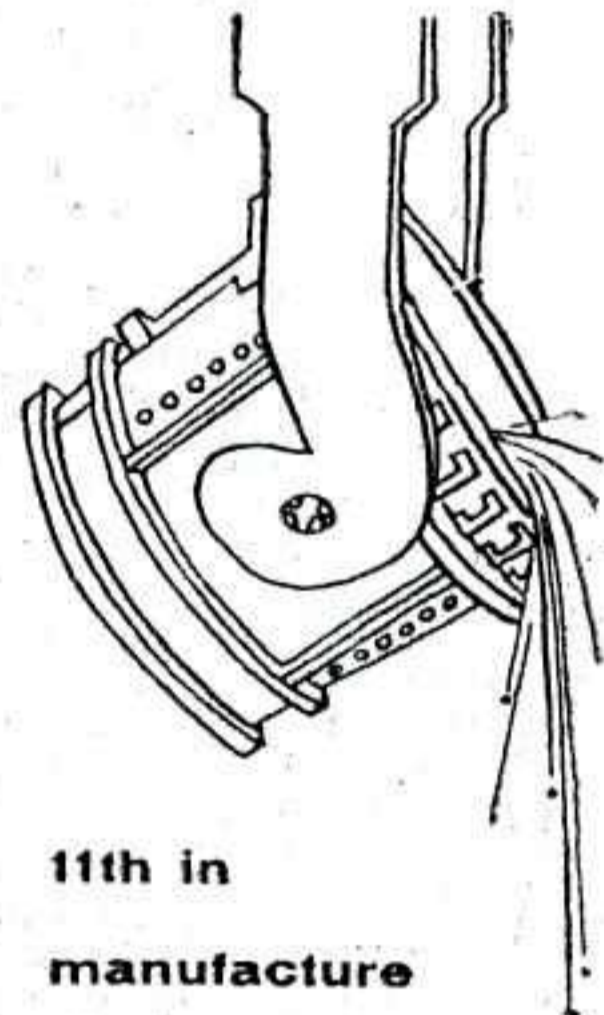
NEW YORK—Sports Programs, Inc., will offer as its first property a series of 13 Saturday afternoon Big 10 basketball games to be televised to inter-connected stations in the Big 10 area.

This came about as a result of negotiations between President Edgar J. Scherick, of Sports Programs, and Richard Bailey, president of Sports Network, Inc.

Scherick recently resigned from CBS-TV where he was a sales specialist on sports programming and was responsible for the numerous sales made of its professional football games.

Cunningham & Walsh Due for Texaco Acc't

NEW YORK — The multi-million-dollar Texaco account is expected to be shifted in its entirety to Cunningham & Walsh this week. Texaco had a longtime affiliation with the Kudner agency. It's most recent TV property was last season's Jimmy Durante show on NBC-TV.



11th in manufacture of primary metals

Among the television markets foremost in the manufacture of primary metals, the Channel 8 Multi-City Market ranks eleventh, based on production figures for America's top 100 counties ISALES MANAGEMENT "Survey of Buying Power"—May 10, 1956.

wgal-tv

LANCASTER, PENNA.

NBC and CBS

Channel 8 Multi-City Market

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

316,000 WATTS

STEINMAN STATION

CLAIR McCOLLOUGH, Pres.

Representative the MEEKER company, inc. New York Chicago Los Angeles San Francisco

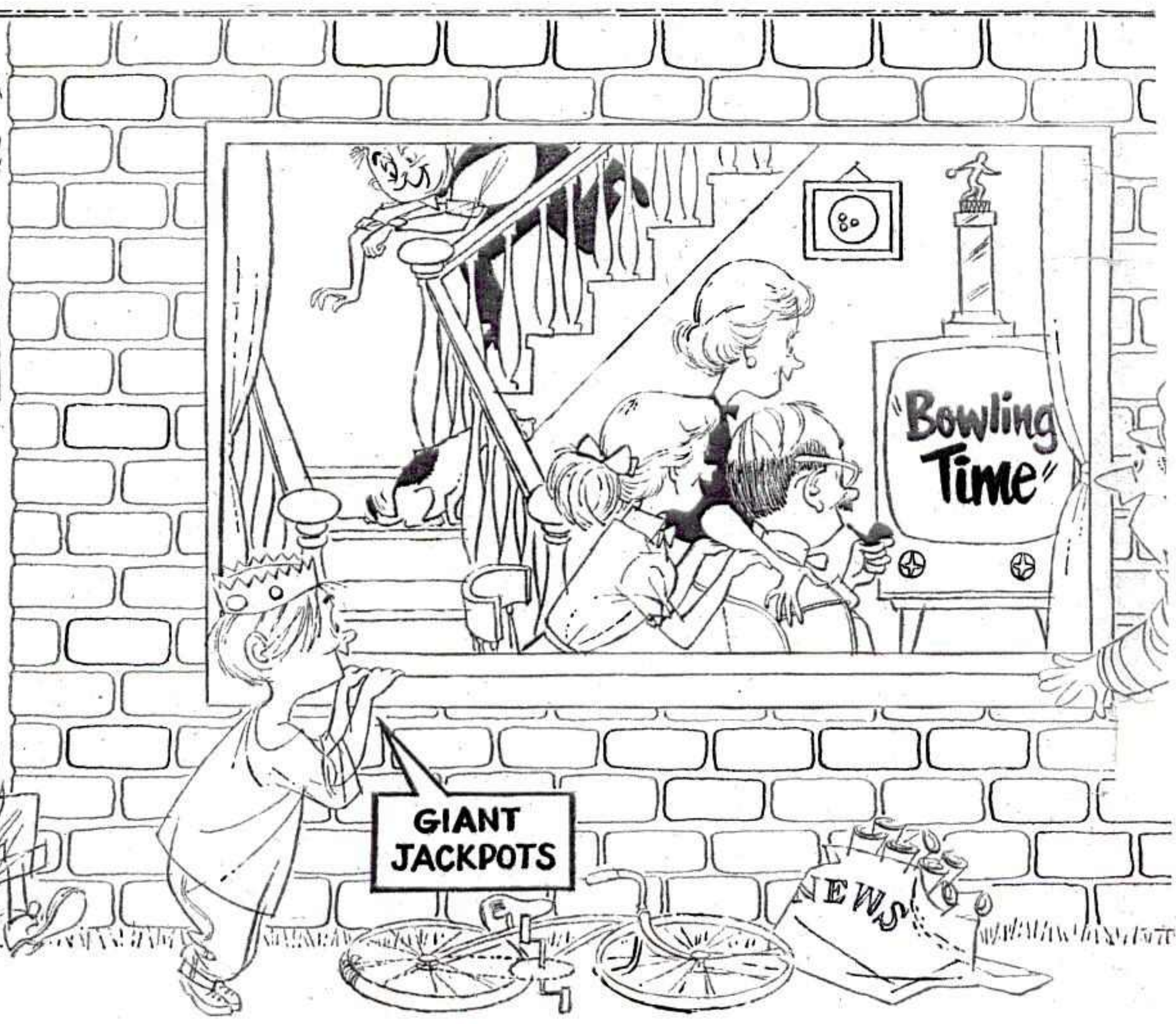
THE WHOLE FAMILY LOVES...

"BOWLING" THE BEST BOWLING

GUEST STARS



WITH
BUD PALMER
& SAM LEVENE



GIANT JACKPOTS

STERLING TELEVISION

NEW YORK

CHICAGO

HOLLYWOOD

TIME" SHOW ON TV

26 one hour shows

Bowling Time was first introduced in 1955 as a 13 week one hour show in selected markets throughout the nation. It proved to be an excellent attraction from the beginning, out-drawing many famous network shows consistently.

Now with thirteen more shows never before seen on the air, Bowling Time is ready for fall showing, has already been sold in over 100 key markets, and is attracting unprecedented sponsor response.

"Bowling Time" is truly a *family* show, full of suspense, action and humor. Sponsors of cigarettes, cigars, soft drinks, beer, blades and appliances, to mention a few, have had gratifying response. Whatever the product, "Bowling Time" reaches a vast cross section of the market and holds the viewer from beginning to end.

WHAT MAKES "BOWLING TIME" A GREAT SHOW?

Famous guests, all stars of the sports world, such as Bob Feller, Otto Graham, Jim Braddock, Shirley Fry and Warren Spahn try their hand at bowling and chat briefly with Sportscaster Bud Palmer.

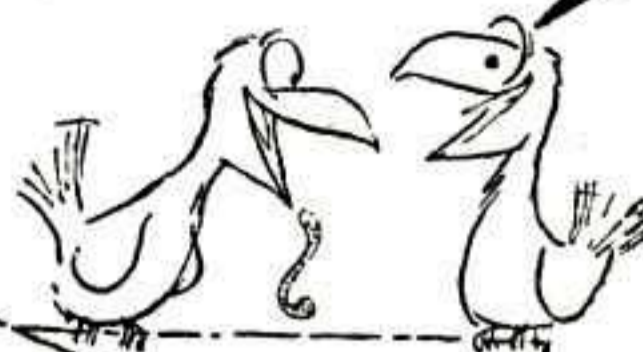
The best bowlers in the nation representing their respective cities vie for championship honors in the National League of Bowling, with narration by bowling authority Sammy Levine.

Lee Jougard, famous bowler and ace instructor, demonstrates the fundamentals of good bowling with valuable tips to expert and beginner alike.

Giant Jack Pot prizes add to the excitement as folks from the audience try their hand at toppling the maples set up in challenging fashion.

Get in on the fun and the profit of "Bowling Time." Get in touch with Sterling today for all the details.

TOP
BOWLERS



AUDIENCE
PARTICIPATION



RAY
KEANE

This One



BKAA-F74-D8XW

CO. INC.

205 EAST 43rd. STREET
NEW YORK 17 N.Y.

ROUGH ROAD AHEAD

Program Competition to Test Half-Hr. Anthologies' Power

NEW YORK — The coming nighttime season will be an important one for half-hour anthology programs which will be under increasing pressure as a program type. They will have to prove their staying power against the strongest kind of competition, something they did not generally do — with a few exceptions — last season.

Ten half-hour anthology shows were canceled during the past year. Of these, five were straight anthologies and five were theme anthologies. Among the former are "Screen Director's Playhouse," "TV Reader's Digest," "Star Tonight," "Star Stage" and "Four Star Playhouse." This last program was dropped reportedly because the network had more ambitious plans for the half hour it occupied. Among the theme anthologies canceled were "Appointment With Adventure," "Damon Runyon Theater," "Frontier," "Justice" and "Medic."

Remaining in prime time periods this season are 14 half-hour anthologies, of which three will be new. Of these, four can be considered straight anthologies, with-

out gimmicks. They are "Ford Theater," "General Electric Theater," "Du Pont Cavalcade Theater" and "Schlitz Playhouse." "Ford Theater" will be tested in a new time period, Wednesdays 9:30-10 p.m., where it did not have the benefit of the strong inheritance that "Dragnet" gave it thru the years, the last half year being an exception when "People's Choice" was switched there.

Schlitz Position
"Schlitz Playhouse," now under the production supervision of MCA-TV, will have to make a strong comeback with audiences this season if it is to be renewed, if trade reports are correct. Barring unforeseen developments the other two, "Du Pont Cavalcade Theater" and General Electric Theater, seem to be in fairly stable positions.

Unquestionably the strongest anthology shows during the past season were "Alfred Hitchcock Presents" and "The Millionaire." These gimmick anthologies, the first concentrating on weird stories and satiric commercials by Hitchcock and the second on money,

seemed to have what it takes to generate viewer interest.

Under heavy fire will be such theme anthologies as "Jane Wyman's Fireside Theater on NBC-TV, which will be up against Herb Shriner and "Broken Arrow"; "The Loretta Young show, which is already taking a pounding from "The \$64,000 Challenge" on CBS (both of these shows are sponsored by Procter & Gamble); and "Crossroads," which will be facing "Zane Grey Theater," a Western anthology, and Walter Winchell's variety show.

Theme Anthologies

Among the new theme anthology programs are "On Trial," "West Point Story" and "Zane Grey Theater." The second show will be facing "Life of Riley" and "Adventures of Jim Bowie," which

(Continued on page 10)

RESTLESS PEOPLE

By CHARLOTTE SUMMERS

Jack Benny will perform as violin soloist with the New York Philharmonic Symphony at Carnegie Hall on October 2. Proceeds of the benefit performance will be shared by the Committee to Save Carnegie Hall and the National Association for Retarded Children.

Thomas Hart Benton, one of the country's top artists, has been signed to design the sets for CBS-TV's forthcoming musical version of "Tom Sawyer" for the "United States Steel Hour" on November 21.

Jac Hein, executive director of NBC-TV's "Today," has been moved up to producer of that show, succeeding Gerry Green, who has been named producer of "Wide World." . . . William M. Whalen, formerly in charge of Motion Pictures for Television syndication with United Films in Kansas City, will handle Screen Gems' branch office in St. Louis. . . . Screen Gems has moved to their new headquarters at 711 Fifth Avenue, New York. . . . Rib Geri Hagy, moderator of ABC-TV's "College Press Conference," will edit the TV department of "The Clubwoman" for the General Federation of Women's Clubs. . . . Gertrude Berg is going to shelve her TV film series, "The Goldbergs," this year to star in a stage tour of "Arsenic and Old Lace."

WORD TO STATIONS

Production Quality Is Agencies' Key

MINNEAPOLIS—"The quality of a station's program production" is of prime importance to an ad agency interested in buying time, according to Phil Archer time buyer for the Campbell-Mithun, agency, here.

Archer told the National Association of Radio & Television Broadcasters here last week that the principal things an agency wants to know are a station's physical coverage, its share of audience ratings at particular times, type of audience and program production quality. Archer said he expects a station "to be honest, bring all the facts on the first call and direct its efforts to selling the agency's product." He also pointed out that an announcer's knowledge of the product is more important than his voice or delivery.

The wrong approach, Archer said, is typified by the station's time salesman "who says the agency hasn't given him any business lately and he surely could use some today" and by the salesman "who tells the agency he ran into the client and interested him in

an availability and the agency should now follow up." Archer also turned thumbs down on the salesman "who urges the agency to buy what is available now with the promise that it will get first crack when better ones open up."

William B. Quarten, WMT-TV, Cedar Rapids, Ia., who spoke during the first session of the conference, called attention to the implications underlying a \$100,000 authorization to set up a monitoring system to uncover fraudulent ads in broadcasting. "Today it is experiment," he said. "Tomorrow it will be glibly deemed essential." The only effective way to preclude pressure groups and government from running the broadcasting business is "to do whatever they can do better," according to Quarten. "And we'd better do it first," he warned.

Screen Gems Goes All Out on Show Plugging

NEW YORK — Along with its increasing stature as a source of network programming, Screen Gems this year has let out all the stops to build up its publicity and exploitation department, believing that service to its clients does not stop when it sells a program. The firm now has eight full-time employees in that department alone, but has integrated publicity, exploitation, promotion, merchandising and advertising into one overall operation under the supervision of Henry White.

Typical of its exploitation operation is the use of Rin Tin Tin as the star of the rodeo coming to Madison Square Garden here shortly and now on a national tour. But as impressive are the plans that it has for "Circus Boy," the new NBC-TV show to be spon-

sored by Reynolds Metals. Screen Gems has bought an entire circus and plans to tour it around the country visiting State fairs.

The three leads in the series are now on a p.a. tour which hits three cities and will wind up with a press party in New York timed for the show's debut. The troupe will also appear on a number of NBC-TV shows. Screen Gems, of course, constantly sends its publicity personnel on the road visiting newspapers with the specially prepared feature stories, news items and picture layouts.

Upcoming is a concentration on creating news and tying in talent in Screen Gems shows for exploitation and publicity stunts. One such is having an elephant meet the "Circus Boy" outside the Pennsylvania station. Screen Gems also

Fetter to ABC Program Post

NEW YORK—Ted Fetter will join ABC-TV as director of programs October 1, filling the vacancy created last season when Robert Lewine was upped to vice-president in charge of programming and talent. Until now a CBS-TV producer on such series as the Jack Paar show, "New Revue" and the "Morning Show," Fetter co-produced "Your Hit Parade" for three years for Batten, Barton, Durstine & Osborn, Inc.

He wrote "Taking a Chance on Love" and other song hits and formerly produced and directed for Scott-Cunningham, Inc.

COMMERCIAL CUES

WORK, WORK, WORK

Fred Niles Productions recently tallied billings near \$200,000, which included six half-hour films, seven 80-second, 15 60-second, eight 10-second and one 20-second spots, plus three others. Now the firm is working on special animated characters for Swift, Colgate and Wilson. . . . Ray Patin Productions is having its biggest fall with spots for 15 different companies. . . . Guild Films has Molly Goldberg tub-thumping for Pariser's Bread and Sealey Mattress, plus other contracts working for four other accounts. . . . Song Ad Film-Radio Productions has added a new film division. . . . Reela Films has wrapped up campaigns for Cities Service and Delta Airlines. . . . Playhouse Pictures is rushing one-minute opening animations for Ford's use on the Tennessee Ernie Ford show with an October 4 deadline. It's also lined up Stan Freberg and Dawes Butler for the De Soto fall campaign. . . . ATV Productions has done three one-minute blurbs for Esso Standard Oil, George Bookasta directing. . . . Ethel and Albert will do the live commercials for BAB-O on the Sid Caesar show. . . . Gommi-TV has completed a 30-second blurb for General Food's Swans Down Cake mixes.

NEW HANDS FOR BUSY DAYS

Wilding Picture Productions, Inc., has added L. S. Thompson, James A. Kellock and Jack A. Rheinstrom to its executive staff. . . . Ernie Pintoff, Wyn Hofkins and Rita Cummings have joined Terrytoons, the last to direct public relations. . . . RKO has hired Hugh M. MacMullan as production supervisor on industrial films for the Aerojet-General Corporation. . . . Peter Elgar Productions has taken on Philip Frank as veepee and partner. . . . Donald Daigh now heads up the TV Commercial department of the William Esty agency. . . . Martin (Mickey) Rich has left Telson Studios to become production supervisor at Mel Gold Productions, Inc. . . . Fred Niles Productions has added Burt Kosmen, Betty Stack, Bob Sines, Peggy Anderson and Ruth Carlson to its staff.

GARGLE AND SING

ATV Film Productions, Inc., is wrapping up a new Les Paul-Mary Ford series (35 shows) produced by the Instructo Corporation for Listerine, which is sponsoring the five-minute shows for the third year. The commercials are injected so that they become part and parcel to the entertainment. Chuck Wasserman directed; Don Trevor supervised. Eight days shooting were required at the studio, which, by the way, will be two years old come November 3.

TV Commercials in Production

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

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

(Continued from last week)

Table with columns: Sponsor, Product & Agency (Show, if any) No. (Seconds) Type (C-Color) Commercial Producer. Rows include categories like RADIO, TV, PHONOGRAPHS, TOBACCO, CIGARETTES, CIGARS, TOILET REQUISITES, MISCELLANEOUS AND UNIDENTIFIED SPONSORS, and OTHER FOODS AND MEAT PRODUCTS.

(Continued next week)

generally makes more intensive use of talent featured on some of its anthology shows, because it uses them on several stanzas. The film-producing organization, however, considers its publicity and exploitation as primarily a supplement to the job done by the network for sponsors who use Screen Gems' properties.

*For your best network entertainment throughout
the 1956-57 telecasting season*

Screen Gems inc.

cordially invites you and your entire family to enjoy

ON ABC-TV Ford Theatre FOR FORD MOTOR CO.

ON ABC-TV Adventures of Rin Tin Tin FOR NATIONAL BISCUIT CO.

ON NBC-TV Father Knows Best FOR SCOTT PAPER CO.

ON CBS-TV Playhouse 90 (PREMIERE) FILMED PROGRAMS

ON NBC-TV Circus Boy (PREMIERE) FOR REYNOLDS METALS CO.

ON NBC-TV 77th Bengal Lancers (PREMIERE) FOR GENERAL FOODS CORP.

ON NBC-TV George Sanders Mystery Theatre (PREMIERE SOON)

ON CBS-TV Tales of the Texas Rangers FOR GENERAL MILLS CORP.

ON NBC-TV Cowboy Theatre (PREMIERE) MULTI-SPONSORED

ON CBS-TV Capt. Midnight FOR WANDER CO.

*Our New Offices
711 Fifth Ave., New York 22
Plaza 1-4432*

NEW PRODUCT DEVELOPS

Supply Plentiful for Season
On First-Run Film Series

NEW YORK—There will be a plentiful supply of new TV film series for first-run syndication this fall and winter. Tho the major distributors have by no means abandoned all caution, two factors have nevertheless tended to swell the total supply outlook beyond anything expected two months ago.

One thing is the fact that canceled network shows have not continued to flood into syndication as in the past couple of years. The networks, having discovered that the old shows are not necessarily the worst, are rerunning six themselves and have resold three of them for continued new production. Furthermore, high repayment commitments have blocked a few other shows out of syndication.

The other factor is the entry of a couple of scrappy and determined outfits that, while not new to TV film distribution, are new to syndication at this stage of the

game—outfits like RKO Television (formerly General Teleradio's film division), Gross-Krasne (formerly of United Television Programs) and Minot TV (formerly of UM&M TV).

19 New Ones

Add their properties to the regular flow of new product from the established syndication houses and you have at least 19 new series likely to make their air debuts between now and April 1, 1957.

Ziv-TV will soon debut its "Dr. Christian," which is near to sell-out. It has already begun to show "Annapolis" to regional prospects for a possible winter start.

Television Programs of America will almost definitely start pitching "Last of the Mohicans" for syndication in another two months.

MCA-TV's "State Trooper" will debut in January, with two big breweries already signed. MCA may follow this with "Sea Hawk" before the end of winter.

NBC Television Films has earmarked "Citizen Soldier" for syndication and will probably have it ready for air debut early next year.

Guild Films is almost certain to syndicate "Capt. David Grief," on which it has virtually closed up a regional deal with Standard Oil of California to begin in January.

National Telefilm Associates has its "Sheriff of Cochise" sold to seven regional clients and ready to go on the air in another week. Even before "Sheriff," NTA began selling stations the "Lilli Palmer Theater."

Hollywood TV Service has its "Frontier Doctor" sold in over 70 markets for late September debuts.

CBS-TV Film Sales has 26 episodes of "Assignment Foreign Legion" in the can. CBS Film will attempt to make a national sale, but failing that will have the Merle Oberon show in syndication before the spring.

ABC Film Syndication will try to make a national deal on its new Overseas Press Club show (see separate story), but it is nevertheless a possibility for syndication this winter.

RKO-TV is putting three new shows into syndication: "Aggie," "Sailor of Fortune" and "The Big Idea." The newly reactivated Minot TV, along with MPA-TV and United Film Service, is distributing "Tracers, Inc." Gross-Krasne is syndicating "The O'Henry Playhouse," and Medallion Productions has just entered "High Road to Danger."

Two outfits with major syndication staffs are absent from this listing, Screen Gems and Official Films. These two do not seem inclined toward first-run syndication at this juncture, but the right kind of deal could undoubtedly lure them back in.

50 of NBC's
Affils Tint Up

NEW YORK — A total of 50 NBC-TV affiliates will be equipped to originate their own live for filmed color shows by the end of the year, says NBC. Areas covered by these 50 stations represent 24,850,000 TV homes or 60 per cent of all of them.

There will be 134 affils all told equipped to rebroadcast network color by the 1957 deadline to 36,700,000 TV homes or 95 per cent of all in the country.

NBC, for itself, will step up evening color programming by 500 per cent.

UP TO 17 NOW

Meredith Stations
Buy M-G-M Films

NEW YORK — The Meredith group of stations last week signed for the M-G-M library of 725 pictures, bringing to 17 the number of stations that have contracts for the Metro library so far.

Meanwhile, M-G-M's negotiations with KMGM (formerly KEYD), Minneapolis, broke down last week. The main reason for the breakdown is understood to have been price. It was further reported that the owners of the station, an indie, were reluctant to sell 25 per cent of it. M-G-M wanted to make the same kind of deal in Minneapolis as it had in Los Angeles (with KTTV) and Denver (with KTVR), where in simultaneous deals it sold the library and bought a piece of the station.

KMGM, which adopted those call letters September 1, is understood to intend to change its call letters again. Metro apparently took umbrage at the fact that the station assumed call letters that were so clearly identified with the movie company. It charged that this move prejudiced its chances of making a sale to any of the other three stations in Minneapolis.

Important Point

This point seems to be particularly important to M-G-M because of its sales and promotion concept in TV. Stations taking the library deal get not only the films but the full power of prestige behind the M-G-M name.

The Meredith-Metro deal, for a

reported \$2,500,000, is for stations WHEN-TV, Syracuse; WOW-TV, Omaha; KPHO-TV, Phoenix, Ariz., and KCMO-TV, Kansas City, Mo.

Gross sales of the Metro library in TV is now estimated at over \$23,000,000.

Two Regional
Sales Added
On 'Cochise'

NEW YORK — Two more regional advertisers have bought "Sheriff of Cochise," the John Bromfield mystery-adventure distributed by National Telefilm Associates. National Bohemian Beer bought it for a dozen markets down part of the East Coast. And Table Talk Pie bought it in New England for four markets, including Boston and Providence.

National Bohemian in the past few months has bought "Stage 7" from Television Programs of America for about 15 markets. It is not known if it plans to run "Sheriff" in the same markets as "Stage."

NTA Planning
Bond Issue
For \$10 Mil?

NEW YORK—National Telefilm Associates is reported to be planning a \$10,000,000 bond issue. The loan would be used to finance the purchase of feature films, primarily for the new NTA Film Network.

Up to last week, NTA was still reported to be in active negotiation with 20th Century-Fox for the acquisition of further top 20th pictures. One element in the negotiations, it was rumored, was the possibility that 20th would require an ownership in NTA.

NTA's negotiations with Samuel Goldwyn Productions for some features have not jelled, but a deal along this line is still seen as a possibility.

Flying A to Shoot Pilot
Of 'Winning the West'

HOLLYWOOD—Flying A Productions last week scheduled the filming of a new adult-Western pilot, titled "Winning the West," dealing with great stories of the pioneer days. Frank and Doris Hursley, of the Ashley-Steiner Agency, are scripting the show.

WABC Buys
'Jungle Jim'

NEW YORK—WABC-TV has bought "Jungle Jim" from Screen Gems to complete its 6-6:30 p.m. adventure strip. The property, which just reverted to Screen Gems from WRCA-TV, will be aired Mondays, starting late in October.

The other nights of the strip, which feature "Superman," "Sky King," "Wild Bill Hickock" and "Annie Oakley" are fully sponsored.

Ziv Piloting New
Underwater Series

HOLLYWOOD—Ziv-TV this week began working on the pilot film of a new underwater series. The program is as yet untitled.

At the same time the syndicator is winding up shooting on "Harbor Patrol" (The Billboard, September 15), which deals with exploits of the Coastal Service.

BRIGHT
NEW
STAR IN A
BILLION
DOLLAR
SKY!

WCYB-TV
channel

5

The channel 5 torch beams your sales message to the heart of a 2¾ billion dollar income group! WCYB-TV saturates the wealthy Tri-Cities market area . . . Bristol, Virginia-Tennessee; Kingsport, Tennessee; Johnson City, Tennessee . . . in 5 states. WCYB-TV, "the pentagon" of 5 star programming, with the cream of NBC and ABC network shows plus top-drawer local shows with top viewing priority. Hit unprecedented volume sales with this brand new star in a 2¾ billion dollar sky.

WCYB-TV

5

TOP POWER / TOP VIEWING / CHANNEL
REPRESENTATIVES: WEED TELEVISION CORPORATION

"MR. DISTRICT
ATTORNEY"
STARRING DAVID BRIAN



ZIV SHOWS RATE GREAT!

40.3

in 2-station
Springfield, Mo.

beating George Gobel, Phil Silvers, Climax, Godfrey & Friends,
Robert Montgomery, U. S. Steel Hour and many others.

ARB—Mar. '56

ZIV TELEVISION PROGRAMS, Inc. Cincinnati, Chicago, Hollywood, New York



the golden era of television is here

M·G·M PROUDLY ANNOUNCES A GOLDEN TREASURY OF



HERE IS A BRIEF SELECTION OF STARS AND TITLES

- | | | |
|--|---|---|
| ANCHORS AWEIGH
Gene Kelly • Frank Sinatra
Kathryn Grayson | CAMILLE
Greta Garbo • Robert Taylor | A FREE SOUL
Norma Shearer • Clark Gable |
| ANNA CHRISTIE
Greta Garbo • Marie Dressler | CAPTAINS COURAGEOUS
Spencer Tracy • Lionel Barrymore
Freddie Bartholomew • Mickey Rooney | GASLIGHT
Charles Boyer • Ingrid Bergman |
| BABES IN ARMS
Judy Garland • Mickey Rooney | THE CITADEL
Robert Donat • Rosalind Russell | GOODBYE, MR. CHIPS
Robert Donat • Greer Garson |
| THE BARKLEYS OF BROADWAY
Fred Astaire • Ginger Rogers | DANCING LADY
Joan Crawford • Clark Gable
Franchot Tone • Fred Astaire | THE GOOD EARTH
Paul Muni • Luise Rainer |
| THE BIG HOUSE
Wallace Beery • Robert Montgomery | DAVID COPPERFIELD
W. C. Fields • Lionel Barrymore | GRAND HOTEL
Greta Garbo • John Barrymore |
| BLONDE BOMBSHELL
Jean Harlow | DINNER AT EIGHT
John and Lionel Barrymore
Wallace Beery • Marie Dressler | GREEN DOLPHIN STREET
Lana Turner • Van Heflin |
| BOOM TOWN
Clark Gable • Spencer Tracy
Claudette Colbert • Hedy Lamarr | EASTER PARADE
Judy Garland • Fred Astaire | THE GUARDSMAN
Alfred Lunt • Lynn Fontanne |
| BOYS TOWN
Spencer Tracy • Mickey Rooney | FOR ME AND MY GAL
Judy Garland • Gene Kelly | THE HARVEY GIRLS
Judy Garland • Ray Bolger |
| BROADWAY MELODY
Fred Astaire • Eleanor Powell | | THE HUCKSTERS
Clark Gable • Deborah Kerr
Ava Gardner |

MOTION PICTURES NOW AVAILABLE FOR TV PRESENTATION

For more than thirty years, M-G-M has produced the lion's share of fine screen entertainment.

Now, for the first time, a golden treasury of hits comprising over 700 M-G-M feature films has been made available for television presentation.

This program of unparalleled entertainment will be offered on the basis of an exclusive affiliation with a single television station in every important market in the United States.

These stations will acquire full rights to

be known as MGM-TV affiliates, with all the advantages that such recognition implies.

Special promotional co-operation will be extended by MGM-TV to the management of these stations to further enhance this golden opportunity for prestige and profits.

In cities where programming time is limited and this complete plan cannot therefore be implemented, a limited affiliation arrangement may be considered.

For the nation's stations great and small, and for their viewers, the golden era of television is here!

FROM MGM-TV'S GOLDEN TREASURY OF FEATURE FILMS:

IDIOT'S DELIGHT
Clark Gable • Norma Shearer

DR. JEKYLL & MR. HYDE
Spencer Tracy • Ingrid Bergman
Lana Turner

LIBELED LADY
Jean Harlow • Spencer Tracy
Myrna Loy • William Powell

MAYTIME
Jeanette MacDonald • Nelson Eddy

MEET ME IN ST. LOUIS
Judy Garland

MEN IN WHITE
Clark Gable • Myrna Loy

MIN AND BILL
Marie Dressler • Wallace Beery

THE MORTAL STORM
James Stewart • Margaret Sullivan

MRS. MINIVER
Greer Garson • Walter Pidgeon

MUTINY ON THE BOUNTY
Clark Gable • Charles Laughton

NATIONAL VELVET
Elizabeth Taylor • Mickey Rooney

A NIGHT AT THE OPERA
Marx Brothers • Allan Jones

NINOTCHKA
Greta Garbo

NORTHWEST PASSAGE
Spencer Tracy

THE PIRATE
Judy Garland • Gene Kelly

THE POSTMAN
ALWAYS RINGS TWICE
Lana Turner • John Garfield

PRIDE AND PREJUDICE
Greer Garson • Laurence Olivier

RANDOM HARVEST
Greer Garson • Ronald Colman

SAN FRANCISCO
Clark Gable • Spencer Tracy
Jeanette MacDonald

TEST PILOT
Clark Gable • Spencer Tracy
Myrna Loy

THE THIN MAN
William Powell • Myrna Loy

THIRTY SECONDS OVER TOKYO
Spencer Tracy • Van Johnson

THE THREE MUSKETEERS
Gene Kelly • Lana Turner
June Allyson

WEEKEND AT THE WALDORF
Lana Turner • Ginger Rogers
Van Johnson

THE YEARLING
Gregory Peck • Jane Wyman

"STATION OF THE STARS" SHOWMANSHIP

A golden treasury of M-G-M creative showmanship is available to all stations which become MGM-TV affiliates.

These stations will have the right to use the most famous trade-mark in the entire field of entertainment—the Lion of M-G-M.

Vast promotional potentialities will result from the identity which will be established between M-G-M's famous array of stellar personalities and the stations which will present them. Each affiliate will become known among its viewers as "the station of the stars," by virtue of the great names which will appear week after week on its film programs.

Finally, MGM-TV offers its affiliated stations complete and continuing locally-slanted promotion campaigns, including newspaper mats, brochures, posters, premiums, fan photos and trailers, developed through the showmanship experience of Hollywood's greatest motion picture studio.



For further information—write, wire or phone
Charles C. Barry, Vice-president,
MGM-TV, a service of Loew's Incorporated,
1540 Broadway, New York, N. Y.

TV Program and Time-Buying Guide

THE TELEVISION INDUSTRY'S GUIDE TO THE PURCHASE OF NATIONAL AND LOCAL TV PROGRAMS AND SPOT CAMPAIGNS

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

Web Situation Comedy Shows

AUGUST RATINGS		AMONG WOMEN	
Rank	Show, Sponsor & Web Rating	Rank	Show, Sponsor & Web Women Per Set
1.	Phil Silvers Amana, R. J. Reynolds (CBS).....25.8	1.	Private Secretary Amer. Tobacco (CBS).....1.26
2.	Honeymooners Buick (CBS).....22.9	2.	Honeymooners Buick (CBS).....1.17
3.	Burns & Allen Goodrich, Gen'l Mills, Carnation (CBS).....22.5	3.	Burns & Allen Goodrich, Gen'l Mills, Carnation (CBS).....1.14
4.	Father Knows Best Scott (NBC).....21.9	4.	Charlie Farrell P&G, Gen'l Foods (CBS).....1.12
5.	Bob Cummings Colgate, R. J. Reynolds (CBS).....21.4	5.	Our Miss Brooks Gen'l Foods (CBS).....1.10
6.	Charlie Farrell P&G, Gen'l Foods (CBS).....20.3	6.	Life of Riley Gulf (NBC).....1.04
7.	People's Choice Borden (NBC).....19.5	6.	Joe & Mabel Pharmaceuticals (CBS).....1.04
8.	Private Secretary Amer. Tobacco (CBS).....18.7	6.	Phil Silvers Amana, R. J. Reynolds (CBS).....1.04
9.	Life of Riley Gulf (NBC).....18.1	9.	Bob Cummings Colgate, R. J. Reynolds (CBS).....1.03
10.	Our Miss Brooks Gen'l Foods (CBS).....16.4	10.	Father Knows Best Scott (NBC).....1.00

AMONG MEN		AMONG CHILDREN	
Rank	Show, Sponsor & Web Men Per Set	Rank	Show, Sponsor & Web Children Per Set
1.	Phil Silvers Amana, R. J. Reynolds (CBS)..... .87	1.	Life of Riley Gulf (NBC)..... .94
2.	Honeymooners Buick (CBS)..... .86	2.	Topper Gen'l Foods (NBC)..... .90
3.	Private Secretary Amer. Tobacco (CBS)..... .78	3.	Bob Cummings Colgate, R. J. Reynolds (CBS)..... .87
4.	Joe & Mabel Pharmaceuticals (CBS)..... .73	3.	Father Knows Best Scott (NBC)..... .87
5.	People's Choice Borden (NBC)..... .72	5.	Joe & Mabel Pharmaceuticals (CBS)..... .83
6.	Topper Gen'l Foods (NBC)..... .70	6.	People's Choice P&G, Gen'l Foods (CBS)..... .74
6.	Bob Cummings Colgate, R. J. Reynolds (CBS)..... .70	7.	Charlie Farrell Borden (NBC)..... .75
8.	Life of Riley Gulf (NBC)..... .69	8.	Private Secretary Amer. Tobacco (CBS)..... .73
9.	Our Miss Brooks Gen'l Foods (CBS)..... .68	9.	Dear Phoebe Assoc. Products (NBC)..... .70
9.	Charlie Farrell P&G, Gen'l Foods (CBS)..... .68	9.	Phil Silvers Amana, R. J. Reynolds (CBS)..... .70

Web Winners

THE MILLIONAIRE—CBS-TV
Moving from 10th place in July to fifth in August among network dramas, "The Millionaire" scored a 25.6 in the latest American Research Bureau ratings, moving past "Medic," "Alcoa Hour," "U. S. Steel Hour," "Navy Log" and "Playhouse of Stars." Audience composition studies show a steady rise in women's and children's ratings, the show now ranking No. 3 in both. Only .7 ARB points away from second place, this sleeper begins its third season as a strong contender for dramatic honors.

Films to Watch

WEEKEND MOVIES
The Billboard's new listings of Pulse ratings of top feature film programs alongside the top shows of other types throw into clear perspective the remarkable competitive strength of certain weekend theaters, especially in the Midwest where they often win choice time slots. Milwaukee's "Saturday Night Theater" is, of course, a prime example. Its 21.5 average in August (it has done better) was higher than any syndicated series and only a shade lower than the 10th placed network show. Another veteran movie power is Minneapolis' "Masterpiece Theater." Its 16.8 average over its hour-and-three-quarters running time was better than the half-hour average of all but five of the syndicated shows in that market.

ARB Top Shows Among Women

How Network Shows Rated Among Women in August

This weekly audience composition analysis shows the relative popularity of network series regardless of program type, by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women and children. For additional information on audience size or coverage, please consult ARB, National Press Building, Washington 4.

(* Indicates Film)

Rank	Show, Sponsor & Web	Women Per Set	Avg. August Rtg.
1.	Eddy Arnold, Sust. (ABC)	1.37	5.2
1.	Masquerade Party, Lenthieric, Emerson (ABC)	1.37	14.7
3.	It's Polka Time, Pabst (ABC)	1.32	13.4
4.	Ed Sullivan, Lincoln-Mercury (CBS)	1.31	33.5
5.	Lawrence Welk, Dodge (ABC)	1.30	29.0
6.	Amateur Hour, Pharmaceuticals (ABC) ...	1.29	12.7
7.	\$64,000 Challenge, Revlon, P. Lorillard (CBS)	1.28	32.6
7.	Ozark Jubilee, Amer. Home, Antell (ABC) ..	1.28	9.7
9.	*Private Secretary, Amer. Tobacco (CBS) ..	1.26	18.7
10.	What's My Line? Montener, Rem. Rand (CBS)	1.25	32.2
11.	G.E. Theater, Gen'l Electric (CBS)	1.22	19.5
11.	Steve Allen, Avco, Jergens, Brown & Williamson (NBC)	1.22	22.6
11.	This Is Your Life, Hazel Bishop, P&G (NBC)	1.22	21.6
11.	Arthur Murray Party, Toni, Hazel Bishop (CBS)	1.22	20.2
13.	Julius La Rosa, Armour, Sunbeam, Toni, Noxzema, Gold Seal, Int'l Cellucotton (NBC)	1.19	20.2
16.	\$64,000 Question, Revlon (CBS)	1.18	43.6
16.	I've Got a Secret, R. J. Reynolds (CBS) ...	1.18	33.9
16.	*Best of Groucho, De Soto-Plymouth (NBC)	1.18	30.2
16.	Two for the Money, Bulova, Sheaffer, P. Lorillard (CBS)	1.18	13.4
20.	Frankie Laine, Kellogg, Bristol-Myers (CBS)	1.17	19.3
20.	*Best in Mystery, Toni, Amer. Tobacco (NBC)	1.17	15.8
20.	*Honeymooners, Buick (CBS)	1.17	22.9
20.	Gordon MacRae, Lever (NBC)	1.17	7.1
24.	Name That Tune, Whitehall (CBS)	1.16	15.9
25.	*Alfred Hitchcock, Bristol-Myers (CBS) ..	1.15	21.3
25.	Voice of Firestone, Firestone (ABC).....	1.15	8.8
25.	*The Millionaire, Colgate (CBS)	1.15	25.6

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

Syndicated Film Comedy Shows

JULY RATINGS		AMONG MEN		AMONG TEENS				
Rank	Show & Distrib. Avg. July Rtg.	Rank	Show & Distrib. Men Per 100 Homes Tuned In	Rank	Show & Distrib. Teen Per 100 Homes Tuned In			
1.	Life of Riley (NBC)	18.6	1.	Life of Riley (NBC)77	1.	Great Gildersleeve (NBC)21
2.	Amos 'n' Andy (CBS)	10.7	1.	Great Gildersleeve (NBC)77	1.	Life of Riley (NBC)21
3.	Great Gildersleeve (NBC)	10.3	3.	My Hero (Official)78	3.	My Little Margie (Official) ..	.21
4.	My Little Margie (Official) ..	7.8	3.	My Little Margie (Official) ..	.78	4.	Abbott & Costello (MCA).....	.20
5.	Susie (TPA)	7.7	5.	Stu Erwin (Official).....	.74	5.	Laurel & Hardy (Governor)...	.16
6.	Stu Erwin (Official)	6.2	6.	Amos 'n' Andy (CBS)70	5.	My Hero (Official)16
7.	Laurel & Hardy (Governor) ..	5.6	7.	Susie (TPA)61	5.	Stu Erwin (Official)16
8.	Abbott & Costello (MCA) ..	5.4	8.	Beulah (Flamingo)59	8.	Susie (TPA)15
9.	My Hero (Official).....	5.0	9.	Laurel & Hardy (Governor) ..	.40	9.	Amos 'n' Andy (CBS)14
10.	Beulah (Flamingo)	3.1	10.	Abbott & Costello (MCA).....	.18	9.	Beulah (Flamingo)14

AMONG VIEWERS		AMONG WOMEN		AMONG CHILDREN				
Rank	Show and Distrib. Viewers Per 100 Homes Tuned In	Rank	Show & Distrib. Women Per 100 Homes Tuned In	Rank	Show & Distrib. Kids Per 100 Homes Tuned In			
1.	My Little Margie (Official) ..	210	1.	My Little Margie (Official) ..	.89	1.	Abbott & Costello (MCA)95
2.	Great Gildersleeve (NBC) ..	208	2.	My Hero (Official)84	2.	Laurel & Hardy (Governor)...	.90
3.	Amos 'n' Andy (CBS)	199	3.	Amos 'n' Andy (CBS)81	3.	Amos 'n' Andy (CBS)34
4.	Life of Riley (NBC)	198	3.	Beulah (Flamingo)81	4.	Great Gildersleeve (NBC).....	.30
5.	Laurel & Hardy (Governor) ..	197	5.	Great Gildersleeve (NBC).....	.80	5.	Life of Riley (NBC)24
6.	My Hero (Official)	191	5.	Stu Erwin (Official)80	5.	My Little Margie (Official) ..	.24
7.	Stu Erwin (Official)	186	7.	Susie (TPA)79	7.	Beulah (Flamingo)19
8.	Susie (TPA)	173	8.	Life of Riley (NBC)76	8.	Susie (TPA).....	.18
8.	Beulah (Flamingo)	173	9.	Laurel & Hardy (Governor) ..	.51	9.	Stu Erwin (Official)16
10.	Abbott & Costello (MCA).....	168	10.	Abbott & Costello (MCA).....	.35	10.	My Hero (Official)15

Pulse Top Pix Among Women

How Non-Net Films Rated Among Women in July

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted according to sex or age. On consecutive weeks this chart shows popularity among men, women, teen-agers and children. For additional information on audience size or coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank Order	Title and Distributor	Women Per 100 Homes	Avg. July Rtg.
1.	Douglas Fairbanks Presents (ABC)	94	11.3
2.	Liberace (Guild)	91	6.6
2.	Dangerous Assignment (NBC)	91	5.4
4.	Celebrity Playhouse (Screen Gems)	90	16.2
4.	Foreign Intrigue (Official)	90	5.6
6.	Dateline Europe (Official)	89	5.8
6.	Ellery Queen (TPA)	89	7.9
6.	I Led Three Lives (Ziv)	89	11.6
6.	Mr. and Mrs. North (Shubert)	89	5.5
6.	My Little Margie (Official)	89	7.8
6.	Public Defender (Interstate)	89	8.7
6.	Secret File, U.S.A. (Balsam)	89	4.1
13.	Crosscurrent (Official)	88	10.6
14.	Mr. District Attorney (Ziv)	87	14.4
14.	The Whistler (CBS)	87	5.8
16.	Famous Playhouse (MCA)	86	6.9
16.	Stars of the Grand Ole Opry (Flamingo)...	86	4.2
16.	Guy Lombardo (MCA)	86	7.3
16.	Man Called X (Ziv)	86	11.0
16.	Overseas Adventure (Official)	86	6.7
16.	Stage 7 (TPA)	86	7.6
16.	Star and the Story (Official)	86	11.9
23.	Mayor of the Town (MCA)	85	12.2
23.	City Detective (MCA)	85	9.0
23.	Gangbusters (Gen. Teleradio)	85	5.9

Note: All material published in The Billboard's TV Program and Time-Buying Guide is protected by copyright. Reproduction of any portion of this material for advertising, promotion or other purposes is possible only upon written consent from The Billboard, 1564 Broadway, New York, and also from any rating service whose research provides the basis for such material.

WATV Sets Oct. For 'All-Star' Pix

NEW YORK — WATV, here, will begin its "Famous All-Star Movies" programming on October 1 with "Centennial Summer." "All-Star" is the station's 16-repeat programming scheduling of its 20th Century-Fox pictures. "Foxes of Harrow" is set for the second week. No sales have been reported, tho several are close.



"SHEENA"
LEADS ALL
SYNDICATED
SHOWS IN
ROANOKE

out in front in many other markets, too.

Los Angeles — #1 show in its time period for months, audience share over 30% in this seven station market

Tulsa — 60.7% share of audience in competition with two popular westerns

Memphis — First in time period, 45.9% share; 11.9 rating

Hitch your sales message to the show most bought by audiences, SHEENA, QUEEN OF THE JUNGLE.

Source: ARB

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NCA-TV
Film Division

PULSE LOCAL RATINGS FOR AUGUST

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

ATLANTA	BUFFALO	KANSAS CITY, MO.	MILWAUKEE
<p>3 TV STATIONS—180,500 TV HOMES Population—778,900 (23d in U. S.) Buying Income—\$1,361,091,000 (24th) Retail Sales—\$1,093,106,000 (21st) Food Sales—\$211,835,000 (23d) Drug Sales—\$35,608,000 (23d) Automotive—\$201,453,000 (22d)</p> <p>Above figures include following counties: Cobb, De Kalb, Fulton</p>	<p>3 TV STATIONS—347,300 TV HOMES Population—1,212,400 (14th in U. S.) Buying Income—\$1,978,712,000 (14th) Retail Sales—\$1,449,717,000 (14th) Food Sales—\$346,398,000 (13th) Drug Sales—\$40,931,000 (16th) Automotive—\$263,038,000 (15th)</p> <p>Above figures include following counties: Erie, Niagara</p>	<p>3 TV STATIONS—272,200 TV HOMES Population—955,500 (18th in U. S.) Buying Income—\$1,849,781,000 (17th) Retail Sales—\$1,360,225,000 (15th) Food Sales—\$247,120,000 (18th) Drug Sales—\$65,660,000 (13th) Automotive—\$253,048,000 (17th)</p> <p>Above figures include following counties: Johnson, Wyandotte, Kan.; Clay, Jackson, Mo.</p>	<p>4 TV STATIONS—272,200 TV HOMES Population—965,700 (17th in U. S.) Buying Income—\$1,913,081,000 (16th) Retail Sales—\$1,241,748,000 (17th) Food Sales—\$277,036,000 (17th) Drug Sales—\$35,952,000 (22d) Automotive—\$216,440,000 (20th)</p> <p>Above figures include following counties: Milwaukee</p>
<p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. \$64,000 Question, WAGA, T. . . 29.5 2. Best of Groucho, WSB, Th. . . 25.7 3. Gunsmoke, WAGA, S. . . 24.5 4. R. Montgomery Summer Theater, WSB, M. . . 23.8 5. Lux Video Theater, WSB, Th. . . 23.7 6. What's My Line, WAGA, Su. . . 23.7 7. \$64,000 Challenge, WAGA, Su. . . 22.3 8. Ed Sullivan, WAGA, Su. . . 22.2 9. I've Got a Secret, WAGA, W. . . 22.0 10. Climax, WAGA, Th. . . 21.8 	<p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. \$64,000 Question, WBEN, T. . . 40.9 2. \$64,000 Challenge, WBEN, Su. . . 32.4 3. What's My Line? WBEN, Su. . . 27.5 4. Gunsmoke, WBEN, S. . . 27.2 5. Ed Sullivan, WBEN, Su. . . 27.1 6. I've Got a Secret, WBEN, W. . . 25.5 7. Climax, WBEN, Th. . . 24.8 8. Four Star Playhouse, WBEN, Th. . . 24.5 8. Millionaire, WBEN, W. . . 24.5 10. Best of Groucho, WGR, Th. . . 24.4 	<p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. \$64,000 Question, KCMO, T. . . 36.2 2. Ed Sullivan, KCMO, Su. . . 34.9 3. Phil Silvers, KCMO, T. . . 30.5 4. Navy Log, KCMO, T. . . 28.7 5. What's My Line? KCMO, Su. . . 27.2 6. \$64,000 Challenge, WCMO, Su. . . 26.4 7. Lawrence Welk, KMBC, S. . . 22.6 8. Ozark Jubilee, KMBC, S. . . 21.7 9. Lux Video Theater, WDAF, Th. . . 21.4 10. Disneyland, KMBC, W. . . 21.2 	<p>TOP NETWORK SHOWS</p> <ol style="list-style-type: none"> 1. Lux Video Theater, WTMJ, Th. . . 28.7 2. Lawrence Welk, WISN, S. . . 27.9 3. \$64,000 Question, WXIX, T. . . 27.0 4. Ed Sullivan, WXIX, Su. . . 25.9 5. Best of Groucho, WTMJ, Th. . . 25.7 6. R. Montgomery Summer Theater, WHMJ, M. . . 25.6 7. \$64,000 Challenge, WXIX, Su. . . 25.2 8. Medic, WTMJ, M. . . 23.4 8. What's My Line? WXIX, S. . . 23.4 10. Dragnet, WTMJ, Th. . . 22.7
<p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. Susie, WSB, M.-W. . . 12.2 2. CRAX Dugout, WLW-A, M.-T. . . 11.3 3. Search for Tomorrow, WAGA, M.-F. . . 10.0 4. Guiding Light, WAGA, M.-F. . . 9.9 5. Clubhouse Gang, WSB, M.-F. . . 9.7 6. News Caravan, WSB, M.-F. . . 8.6 7. Mickey Mouse Club, WLW-A, M.-F. . . 8.3 8. Love of Life, WAGA, M.-F. . . 8.2 9. Comedy Time, WSB, M.-F. . . 7.8 9. L. Abernathy, WSB, M.-F. . . 7.8 9. My Little Margie, WSB, M.-F. . . 7.8 	<p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. News, Misc. (11 p.m.), WBEN, M.-F. . . 14.7 2. Mickey Mouse Club, WGR, M.-F. . . 13.6 3. Guiding Light, WBEN, M.-F. . . 12.4 4. Sports, Misc. (11:15 p.m.), WBEN, M.-F. . . 11.5 5. Search for Tomorrow, WBEN, M.-F. . . 11.1 6. News, Weather (11 p.m.), WGR, M.F. . . 10.8 7. Love of Life, WBEN, M.-F. . . 10.7 8. Arthur Godfrey, WBEN, M.-Th. . . 10.4 9. CBS News, WBEN, M.-F. . . 10.3 10. Range Rider, WBEN, M., W., F. . . 10.1 	<p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. Mickey Mouse Club, KMBC, M.-F. . . 12.4 2. 10:00 News, Sports, KMBC, M.-F. . . 11.7 3. CBS News, KCMO, M.-F. . . 9.4 4. Famous Playhouse, WDAF, W., Th. . . 9.3 5. Movie, Misc., KMBC, T.-F. . . 9.1 6. Three Star News-Weather (6 p.m.), KCMO, M.-F. . . 8.9 7. Search for Tomorrow, KCMO, M.-F. . . 8.5 8. Guiding Light, KCMO, M.-F. . . 8.3 9. Early Show, KCMO, M.-F. . . 8.2 10. Love of Life, KCMO, M.-F. . . 7.9 10. My Little Margie, KMBC, M.-F. . . 7.9 	<p>TOP MULTI-WEEKLY SHOWS</p> <ol style="list-style-type: none"> 1. Mickey Mouse Club, WISN, M.-F. . . 11.8 2. Patti Page, Misc., WTMJ, W., F. . . 11.5 3. Sports Picture (6 p.m.), WTMJ, M.-F. . . 10.5 4. News, Weather (6:15 p.m.), WTMJ, M.-F. . . 10.0 4. News, Misc. (10:15 p.m.), WTMJ, M.-F. . . 10.0 6. CBS News, WXIX, M.-F. . . 9.3 7. Cartoon Maravan, Misc., WTMJ, M.-F. . . 9.1 8. Queen for a Day, WTMJ, M.-F. . . 9.0 9. Foreman Tom, Misc., WTMJ, M.-F. . . 8.8 10. 6 o'Clock Report, WXIX, M.-F. . . 8.6
<p>TOP FEATURE FILMS</p> <p>Once Weekly</p> <ol style="list-style-type: none"> 1. John Wayne, WSB, S.-12:1:00 . . 9.3 2. Movie, WLW-A, Th.-9:00-10:00 . . 8.5 3. Action Theater, WSB, S.-3:45-4:45 . . 7.5 4. Boots and Saddles Playhouse, WAGA, S.-5:00-6:00 p.m. . . 7.0 5. Movie, WLW-A, S.-3:30-4:30 . . 3.9 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. Armchair Playhouse, WSB, M.-S.-W-1:00-4:30 . . 9.4 2. Late Show, WLW-A, S. & Su.-11:00-12 midnight . . 9.1 3. Movie Matinee, WAGA, M.-F. 5:00-6:00 . . 6.8 4. Movie, WLW-A, M.-F.-4:00-5:00 . . 5.7 5. Movie, WLW-A, M.-F.-10:15-11:30 . . 4.6 	<p>TOP FEATURE FILMS</p> <p>Once Weekly</p> <ol style="list-style-type: none"> 1. Weekend Matinee, WGR, S.-6:00-7:00 p.m. . . 9.7 2. Molson's Theater, WBEN, F.-11:30-12 M. . . 9.5 3. Saturday Playhouse, WBEN, S.-11:30-12 M. . . 8.5 4. Adventure Playhouse, WGR, S.-1:00-2:00 p.m. . . 8.3 5. Film, WBEN, Su.-3:30-4:30 p.m. . . 7.2 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. 11:30 Theater, WBEN, M., T., Th., Su.-11:30-12 M. . . 8.3 2. Mid-Day Matinee, WGR, M., T., W., F.-1:00-2:00 p.m. . . 6.0 3. Erie Playhouse, WBUF, M., Th. & Su.-7:30-10:30 p.m. . . 4.8 4. Million & Movie, WBUF, M.-Su.-5:30-7:00 p.m. & 11:15-12:00 p.m. . . 4.1 	<p>TOP FEATURE FILMS</p> <p>Once Weekly</p> <ol style="list-style-type: none"> 1. Saturday Movie, KMBC, S.-6:00-7:00 p.m. . . 11.0 2. Friday Movie, KMBC, F.-10:15-11:45 p.m. . . 10.9 3. Masterpiece Movie, KMBC, Su.-10:30-12 Mid. . . 10.8 4. Stay Home Movie, KMBC, S.-11:00-12 Mid. . . 9.8 5. Thursday Movie, KMBC, Th.-10:15-11:45 p.m. . . 9.6 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. Million 5 Movie, KCMO, S., Su.-10:00-11:45 p.m. & 2-2:45 p.m. . . 10.6 2. Early Show, KCMO, M.-F. 4:15-6:00 . . 8.2 3. Studio 5, KCMO, M.-F.-11:00-12:00 Mid. . . 7.7 4. Theater of Romance, KCMO, M.-F.-3:00-4:15 p.m. . . 5.4 	<p>TOP FEATURE FILMS</p> <p>Once Weekly</p> <ol style="list-style-type: none"> 1. Saturday Night Theater, WTMJ, S.-8:45-10:00 p.m. . . 11.5 2. Sunday Night Cinema, WXIX, S.-10:15-11:30 p.m. . . 10.5 3. Western Movie, WTMJ, S.-11:00-12:00 N. . . 7.2 4. Western Adventure, WXIX, S.-11:00-12:00 N. . . 6.6 5. Picture for a Sunday Afternoon, WXIX, Su.-12:1:00 p.m. . . 6.3 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. Late Show, WXIX, M.-Su.-11:15-12:00 M. . . 5.7 2. Early Show, WXIX, M.-F.-4:30-6:00 p.m. . . 5.2 3. Cinema 6, WITI, M.-S.-7:30-9:30 p.m. . . 4.9 3. 6 Million 5 Movie, WITI, M.-Su.-10:00-11:30 p.m. . . 4.9 5. 6 Gun Playhouse, WITI, M.-F.-6:30-7:30 p.m. . . 3.5 5. Channel 12 Theater, WISN, M.-F.-11:00-12:00 M. . . 3.5
<p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. Superman (Flamingo), WSB, F.-7:00 . . 17.9 2. Man Behind the Badge (MCA), WSB, Su.-2:30 . . 17.0 3. Racket Squad (ABC), WSB, Su.-10:00 . . 16.2 4. Waterfront (MCA), WAGA, Th.-9:30 . . 14.5 5. Celebrity Playhouse (Screen Gems), WSB, Su.-2:00 . . 14.2 6. Great Gildersleeve (NBC), WSB, W.-9:30 . . 13.5 7. Dr. Hudson's Secret Journal (MCA), WSB, Su.-10:30 . . 13.0 8. I Spy (Guild), WAGA, W.-10:00 . . 12.5 9. Susie (TPA), WSB, M. & W.-7:00 . . 12.2 9. Highway Patrol (Ziv), WAGA, F.-10:00 . . 12.2 9. City Detective (MCA), WSB, S.-10:00 . . 12.2 12. Confidential File (Guild), WSB, S.-10:30 . . 11.5 12. Man Called X (Ziv), WAGA, Su.-10:00 . . 11.5 14. Mr. District Attorney (Ziv), WAGA, W.-10:30 . . 11.2 15. Little Rascals (Interstate), WSB, M.-F.-4:30 . . 9.7 16. Count of Monte Cristo (TPA), WAGA, Th.-10:00 . . 9.5 16. Cisco Kid (Ziv), WAGA, S.-6:00 . . 9.5 	<p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. Dr. Hudson's Secret Journal (MCA), WGR, S.-10:30 . . 22.0 2. Douglas Fairbanks Presents (ABC), WBEN, Th.-10:30 . . 19.5 3. Man Called X (Ziv), WBEN, M.-9:30 . . 18.5 4. San Francisco Beat (CBS), WGR, M.-9:30 . . 17.9 5. Public Defender (Interstate), WGR, M.-9:00 . . 16.8 6. Cisco Kid (Ziv), WBEN, Th.-7:00 . . 16.0 7. Waterfront (MCA), WGS, S.-7:30 . . 15.5 8. I Spy (Guild), WGR, M.-10:00 . . 15.4 9. Greatest Sports Thrills (Wink), WBUF, F.-10:45 . . 15.0 10. Annie Oakley (CBS), WBEN, T.-7:00 . . 14.9 11. I Led Three Lives (Ziv), WGR, M.-10:30 . . 14.7 12. Wild Bill Hickok (Flamingo), WGR, F.-6:00 . . 12.7 13. Highway Patrol (Ziv), WGR, T.-10:30 . . 12.5 13. Superman (Flamingo), WBEN, W.-7:00 . . 12.5 15. Liberate (Guild), WGR, Su.-6:30 . . 11.9 	<p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. Studio 57 (MCA), KCMO, T.-8:30 . . 26.5 2. Mr. District Attorney (Ziv), KCMO, T.-10:00 . . 23.4 3. Waterfront (MCA), WDAF, W.-8:30 . . 18.2 4. Highway Patrol (Ziv), KMBC, Th.-7:30 . . 17.0 5. Steve Donovan, Western Marshall (NBC), KMBC, F.-7:00 . . 16.5 6. Badge 714 (NBC), KCMO, F.-10:00 . . 16.0 7. Dateline Europe (Official), KMBC, Th.-8:00 . . 15.4 8. Superman (Flamingo), KMBC, T.-6:00 . . 15.2 9. Your TV Theater (Ziv), KMBC, S.-7:30 . . 15.0 10. City Detective (MCA), KCMO, Th.-8:30 . . 14.7 10. Annie Oakley (CBS), KMBC, F.-6:00 . . 14.7 10. The Falcon (NBC), KSMO, Su.-10:00 . . 14.7 13. Life of Riley (NBC), KMBC, Su.-8:00 . . 14.4 14. Flamingo Theater (Flamingo), KMBC, F.-9:30 . . 14.2 14. I Spy (Guild), KMBC, Su.-6:30 . . 14.2 	<p>TOP SYNDICATED FILMS</p> <ol style="list-style-type: none"> 1. Dr. Hudson's Secret Journal (MCA), WTMJ, Th.-7:00 . . 18.5 1. I Led Three Lives (Ziv), WTMJ, Su.-9:00 . . 18.5 3. Douglas Fairbanks Presents (ABC), WTMJ, W.-8:30 . . 18.4 4. Crunch and Des (NBC), WTMJ, W.-9:30 . . 14.4 4. City Detective (MCA), WXIX, W.-10:00 . . 14.4 6. Life of Riley (NBC), WXIX, Th.-7:00 . . 14.2 7. The Whistler (CBS), WXIX, T.-10:00 . . 14.0 8. Your TV Theater (Ziv), WTMJ, F.-9:30 . . 13.7 9. Annie Oakley (CBS), WTMJ, Th.-6:30 . . 13.5 10. Highway Patrol (Ziv), WTMJ, Th.-10:30 . . 12.5 11. Waterfront (MCA), WXIX, M.-10:00 . . 11.7 11. Mr. and Mrs. North (Shubert), WXIX, W.-10:30 . . 11.7 13. Patti Page (Oldsmobile), WTMJ, W. & F.-10:00 . . 11.5

News Yarn Pix For ABC Film

NEW YORK—ABC Film Syndication starts production October 15 on a dramatic series based on news stories written by foreign correspondents. The Overseas Press Club will have final script approval on the half-hour episodes, which will be ready for sale late in January on a national or regional basis.

Bernard Luber and Derel Producing Associates will produce the show, with Edward Sutherland directing. Bob Considine, Helen Zotos, Pierre Huss, Morrill Cody and Larry Blackman are among

Landsberg Dies at 42; Arnold Subs Pro Tem

HOLLYWOOD—Klaus Landsberg, longtime manager of KTLA here and vice-president of Paramount TV, died last week at 42. Lou Arnold has been appointed acting head of the station pending reorganization.

the correspondents who have contributed stories. Thirteen stanzas will be completed by January.

Hildegard Neff stars in the first show as Tatiana, a sister of Anastasia, who claims to be the only living heir to the Czar of Russia. Script, by Mel Goldberg, is based on a news story by George Herald. Filming locations will include London and Munich.

Meeker Rep Firm Adds to Personnel, Names 3 Veepees

NEW YORK — The Meeker Company, radio-TV station rep, has expanded its staff to increase service. It appointed three vice-presidents: Louis J. F. Moore for radio; Edgar B. Fillion, TV, and Carl Jewett, Midwest operations. Promotions also included Vic Piano to director of sales development and promotion; Chuck Standard, Eastern TV sales manager, and Norm Cissna, manager of Midwest sales development.

Additions include Paul Murray and Mrs. Mimi von Zelowitz. This personnel expansion follows the firm's recent physical expansion.

TCF to Shoot Pilot Of 'Perry Mason'

HOLLYWOOD — TCF Television Productions, 20th-Fox subsidiary, plans a five-day shooting schedule next week on a pilot of "Perry Mason," a projected hour-long series starring Raymond Burr. The pilot is being shot for CBS-TV.

Exec producer Gail Patrick Jackson and producer Ben Brady will handle the Erle Stanley Gardner series.

Miss Ramsey to SG

NEW YORK — Screen Gems has hired its first saleswoman for its syndicated sales department. She's Jeanne Ramsey, who comes to them from the J. W. Rike agency in Corpus Christi, Tex.

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.

Buying statistics for each market are derived from Sales Management's annual "Survey of Buying Power." For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York.

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.

MINNEAPOLIS-ST. PAUL

4 TV STATIONS—362,300 TV HOMES
Population—1,247,600 (13th in U. S.)
Buying Income—\$2,361,663,000 (12th)
Retail Sales—\$1,657,379,000 (13th)
Food Sales—\$337,686,000 (14th)
Drug Sales—\$54,010,000 (14th)
Automotive—\$290,446,000 (13th)
Above figures include following counties: Anoka, Dakota, Hennepin and Ramsey Cos., Minn.

TOP NETWORK SHOWS

- 1. Ed Sullivan, WCCO, Su.39.9
2. \$64,000 Question, WCCO, T.32.4
3. \$64,000 Challenge, WCCO, Su.25.9
4. Lux Video Theater, KSTP, Th.25.3
5. Jackie Gleason, WCCO, S.25.2
6. Lawrence Welk, WTCN, S.24.2
7. Best of Groucho, KSTP, Th.24.0
8. Phil Silvers, WCCO, T.23.4
9. Dragnet, KSTP, Th.22.7
10. Boxing, KSTP, F.20.3

TOP MULTI-WEEKLY SHOWS

- 1. Today's Headlines (10 p.m.), KSTP, M.-F.17.8
2. Weather, Sports (10:15 p.m.), KSTP, M.-F.15.3
3. Mickey Mouse Club, WTCN, M.-F.11.5
4. News, Weather 10:30 p.m., WCCO, M.-F.10.9
5. CBS News, WCCO, M.-F.10.1
6. C. Adams, Sports (6 p.m.), WCCO, M.-F.9.7
7. Art Linkletter, WCCO, M.-F.9.1
8. News-John Daly (6:15 p.m.), WTCN, M.-F.8.9
9. Search for Tomorrow, WCCO, M.-F.8.9
8. Weather, News, Misc. (6 p.m.), WTCN, M.-F.8.9

TOP FEATURE FILMS

Once Weekly

- 1. Masterpiece Theater, WCCO, Su.-10:00-11:45 p.m.16.8
2. Million \$ Theater, WCCO, Su.-10:30-12 Mid.7.0
3. Action Theater, WTCN, Su.-2:30-4:00 p.m.5.8
4. Double Feature, KSTP, S.-11:00 a.m.-2:30 p.m.5.4
5. Rocket Theater, KEYD, Th.-9:00-10:30 p.m.5.3

Multi-Weekly

- 1. Early Movie, WTCN, M.-Th., S., Su.-10:00-12 Mid.7.2
2. Movie Time, KEYD, M.-T., 6:00-7:15 p.m.4.9
3. Nite Cap Theater, KEYD, M., W., Th., S., Su.-10:30-12 Mid.4.3
4. Midday Matinee, WTCN, M.-F., 3:00-4:15 p.m.4.6

TOP SYNDICATED FILMS

- 1. Crossover (Official), WCCO, Su.-8:3021.5
2. Famous Fights (Wink), KSTP, F.-8:4520.3
3. I Search for Adventure (Bagnall), WCCO, T.-8:3019.0
4. Man Behind the Badge (MCA), KSTP, F.-9:3018.4
5. Life of Riley (NBC), KSTP, M.-8:3017.4
6. Highway Patrol (Ziv), WCCO, S.-10:0016.5
7. Dr. Hudson's Secret Journal (MCA), WCCO, Th.-7:0015.9
8. Rosemary Clooney (MCA), WCCO, M.-9:0014.2
9. I Led Three Lives (Ziv), KSTP, W.-8:3014.0
10. Wild Bill Hickok (Flamingo), WCCO, S.-6:0013.5
11. Mr. District Attorney (Ziv), KSTP, W.-10:3012.0
12. Hopalong Cassidy (NBC), WCCO, S.-6:3011.9
13. Badge 714 (NBC), KSTP, T.-10:3011.8
14. City Detective (MCA), KSTP, Th.-10:3011.7
15. Judge Roy Bean (Screencraft), WCCO, Su.-2:0011.5
16. Studio 57 (MCA), KSTP, W.-9:3011.0

PHILADELPHIA

4 TV STATIONS—1,124,300 TV HOMES
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 and Philadelphia Cos., Pa.

TOP NETWORK SHOWS

- 1. \$64,000 Challenge, WCAU, Su.30.3
2. \$64,000 Question, WCAU, T.29.0
3. What's My Line? WCAU, Su.26.9
4. Ed Sullivan, WCAU, Su.25.2
5. Boxing, WRCV, F.25.1
6. Studio One Summer Theater, WCAU, M.22.3
7. Lux Video Theater, WRCV, Th.21.8
8. Gunsmoke, WCAU, S.21.3
9. Jackie Gleason, WCAU, S.21.2
10. Vic Damone, WCAU, M.21.0

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WFIL, M.-F.12.6
2. News, Weather (11 p.m.), WCAU, M.-F.12.3
3. Guiding Light, WCAU, M.-F.11.9
4. Search for Tomorrow, WCAU, M.-F.11.6
5. Love of Life, WCAU, M.-F.11.4
6. Valiant Lady, WCAU, M.-F.11.1
7. Fun House, WRCV, M.-F.10.6
8. Arthur Godfrey, WCAU, M.-Th.10.1
9. Art Linkletter, WCAU, M.-F.9.6
10. Sports, Misc. (11:15 p.m.), WCAU, M.-F.9.5
11. Starr Theater, WIL, M.-F.9.5

TOP FEATURE FILMS

Once Weekly

- 1. Command Performance, WCAU, Su.-1:00-4:30 p.m.15.2
2. Ford Film Playhouse, WFIL, S.-10:30-12:00 M.13.4
3. Rainout Theater, WFIL, Su.-1:00 4:00 p.m.9.2
4. Stage "S," WFIL, T.-10:30-11:45 p.m.8.9
5. Academy Theater, WRCV, Su.-1:00-2:00 p.m.5.5

Multi-Weekly

- 1. Starr Theater, WFIL, M.-F.-6:00-7:00 p.m.9.5
2. Late Show, WCAU, M.-Th.-11:15-12:00 M.7.7
3. Summer Feature Festival, WCAU, F. & S.-1:15-12:00 M.7.6
4. Award Theater, WRCV, M.-F.-6:30-7:30 p.m.7.1
5. Hollywood Playhouse, WRCV, M.-F.-1:00-2:30 p.m.6.0

TOP SYNDICATED FILMS

- 1. Waterfront (MCA), WCAU, Su.-6:3016.9
2. Victory at Sea (NBC), WCAU, S.-10:3014.7
3. Superman (Flamingo), WCAU, M.-7:0013.4
4. Annie Oakley (CBS), WCAU, S.-5:3013.0
5. Douglas Fairbanks Presents (ABC), WCAU, Th.-10:3012.5
6. Sky King (Nabisco), WCAU, S.-5:0012.2
7. San Francisco Beat (CBS), WRCV, W.-10:3011.9
8. Highway Patrol (Ziv), WCAU, W.-7:3010.4
9. Little Rascals (Interstate), WRCV, M.-S.-6:0010.3
10. Crunch and Des (NBC), WCAU, F.-7:0010.2
11. Looney Tunes (Guild), WCAU, S.-10:00 a.m.9.7
12. Great Gildersleeve (NBC), WCAU, T.-7:308.9
13. Wild Bill Hickok (Flamingo), WCAU, T.-7:008.7
13. Badge 714 (NBC), WCAU, W.-7:008.7

ST. LOUIS

3 TV STATIONS—535,400 TV HOMES
Population—1,849,200 (9th in U. S.)
Buying Income—\$3,353,779,000 (11th)
Retail Sales—\$2,195,732,000 (10th)
Food Sales—\$512,449,000 (9th)
Drug Sales—\$72,618,000 (11th)
Automotive—\$428,952,000 (9th)
Above figures include following counties: Madison and Clair, Ill.; St. Louis City, St. Louis and St. Charles, Mo.

TOP NETWORK SHOWS

- 1. \$64,000 Question, KWK, T.34.5
2. \$64,000 Challenge, KWK, Su.27.2
3. Ed Sullivan, KWK, Su.26.1
4. What's My Line? KWK, Su.26.0
5. Phil Silvers, KWK, T.25.2
6. Navy Log, KWK, T.23.5
7. Alfred Hitchcock, KWK, Su.23.0
8. G.E. Theater, KWK, Su.22.7
9. Lux Video Theater, KSD, Th.21.4
10. I've Got a Secret, KWK, W.20.9

TOP MULTI-WEEKLY SHOWS

- 1. News Caravan, KSD, M.-F.11.5
2. Mickey Mouse Club, KWK, M.-F.11.0
3. News, Misc. (11 p.m.), KSD, M.-F.10.4
3. News, Weather (11 p.m.), KWK, M., W.10.4
5. Search for Tomorrow, KWK, M.-F.10.3
6. Guiding Light, KWK, M.-F.10.0
7. Love of Life, KWK, M.-F.9.8
8. News, Weather (6 p.m.), KWK, M.-F.9.6
9. Valiant Lady, KWK, M.-F.9.3
10. Wrangler's Club, KSD, M.-F.8.9

TOP FEATURE FILMS

Once Weekly

- 1. 1st Run Theater, KWK, S.-9:30-11:00 p.m.15.1
2. Double Feature Western, KWK, S.-2:15-4:30 p.m.9.8
3. Million \$ Movie, KTVI, Su.-10:00-11:15 p.m.4.1

Multi-Weekly

- 1. Feature Film, KWK, F. & Su.-10:00-11:30 p.m., 4:00-5:00 p.m.10.1
2. Movie, KWK, S. & Su.-12:00-1:30 p.m., 11:30-12 Mid.9.6
3. KWK Theater, KWK, M., W., S.-11:15-12 Mid.7.6
4. Feature Film, KSD, M.-F, S.-11:15-12 Mid., 5:00-6:00 p.m.6.9
5. Movie, KTVI, S. & Su.-3:30-4:30 p.m., 8:00-9:30 p.m.4.6

TOP SYNDICATED FILMS

- 1. Inspector Mark Saber (Thompson), KWK, 9:30u23.2
2. Code Three (ABC), KSD, S.-9:0017.9
3. Highway Patrol (Ziv), KWK, Th.-9:30u17.7
4. Man Called X (Ziv), KSD, Th.-10:0017.2
5. Code Three (ABC), KSD, F.-10:0017.0
6. Badge 714 (NBC), KSD, M.-9:3016.9
7. Man Behind the Badge (MCA), KSD, S.-10:0016.3
8. Mr. District Attorney (Ziv), KSD, M.-10:0016.0
9. Celebrity Playhouse (Screen Gems), KSD, T.-9:3015.5
9. Death Valley Days (Pacific Borax), KWK, W.-10:30u15.5
11. I Married Joan (Interstate), KSD, W.-9:3015.0
12. Confidential File (Guild), KWK, Su.-10:00u14.7
13. I Led Three Lives (Ziv), KSD, W.-10:0014.0
14. Racket Squad (ABC), KSD, T.-10:3012.8
15. Science Fiction Theater (Ziv), KSD, T.-10:0012.4
16. Uncovered (Thompson), KWK, M.-10:00u12.2
17. Annie Oakley (CBS), KWK, S.-6:00u11.9
18. Studio 57 (MCA), KSD, W.-10:3011.0

SAN DIEGO, CALIF.

3 TV STATIONS—227,500 TV HOMES
Population—826,200 (19th in U. S.)
Buying Income—\$1,551,950,000 (20th)
Retail Sales—\$882,813,000 (26th)
Food Sales—\$199,062,000 (25th)
Drug Sales—\$26,708,000 (29th)
Automotive—\$182,503,000 (25th)
Above figures include following counties: San Diego

TOP NETWORK SHOWS

- 1. \$64,000 Question, KFMB, T.37.0
2. Ed Sullivan, KFMB, Su.36.4
3. What's My Line? KFMB, Su.35.4
4. G.E. Theater, KFMB, Su.32.7
5. Alfred Hitchcock, KFMB, Su.30.0
6. Boxing, KFMB, W.27.6
7. \$64,000 Challenge, KFMB, Su.26.7
8. Private Secretary, KFMB, Su.26.5
9. Jackie Gleason, KFMB, S.25.4
10. Climax! KFMB, Th.25.3

TOP MULTI-WEEKLY SHOWS

- 1. People in the News (7:30 p.m.), KFMB, M.-F.20.0
2. Newsreel, Weather, News (7:45 p.m.), KFMB, M., T., Th., F.18.3
3. Mickey Mouse Club, KFMB, M.-F.13.8
4. News Caravan, KFSD, M.-F.11.7
5. Queen for a Day, KFSD, M.-F.10.7
6. Johnny Jet, XETV, M.-F.10.2
7. Movie, KFSD, T., W.9.4
8. Art Linkletter, KFMB, M.-F.9.3
9. J. Down's Express, KFSD, M.-F.9.0
10. Roy Rogers, KFSD, M., W., F.8.4

TOP FEATURE FILMS

Once Weekly

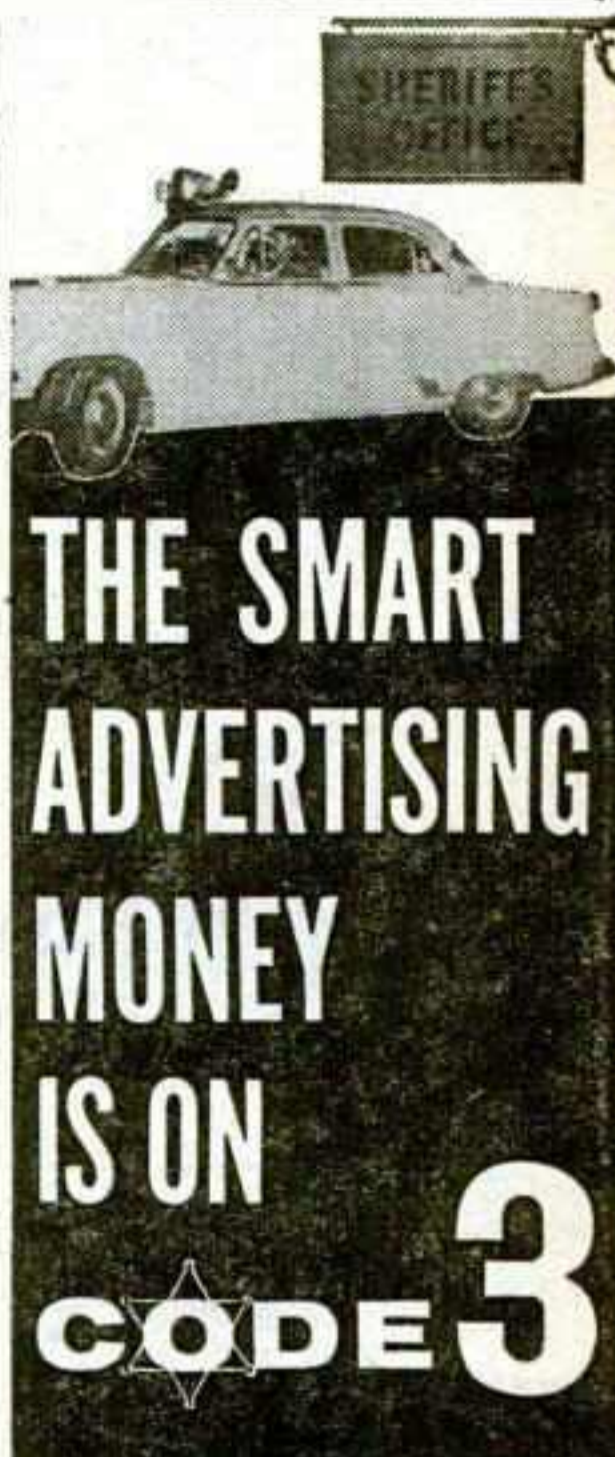
- 1. Wednesday Night Movie, KFSD, W.-6:00-7:45 p.m.12.1
2. Premiere Theater, KFSD, Su.-3:00-5:00 p.m.10.3
3. Saturday Matinee Theater, KFSD, S.-1:15-2:30 p.m.8.5
4. Premiere Theater, KFMB, F.-10:30-12 Mid.8.3
5. John Wayne, XETV, S.-6:00-7:00 p.m.8.2
5. Masterpiece Playhouse, KFMB, S.-10:30-12 Mid.8.2

Multi-Weekly

- 1. Million \$ Movie, KFMB, S. & Su.-4:00-5:30 p.m.8.0
2. Pantry Playhouse, KFSD, M.-F.-2:30-4 p.m.7.2
3. Afternoon Show, KFMB, M.-F.-2:00-3:00 p.m.3.9
4. Cinema Chief, XETV, M.-F.-2:30-4:00 p.m.2.2

TOP SYNDICATED FILMS

- 1. Superman (Flamingo), KFMB, M.-7:0018.2
2. Code Three (ABC), KFMB, W.-9:3018.0
2. Badge 714 (NBC), KFMB, S.-9:3018.0
4. Crunch and Des (NBC), KFSD, F.-8:3017.2
5. Wild Bill Hickok (Flamingo), KFMB, T.-6:0016.5
6. Dr. Hudson's Secret Journal (MCA), KFMB, Th.-7:0016.2
7. Death Valley Days (Pacific Borax), KFMB, T.-10:0013.8
8. Highway Patrol (Ziv), XETV, F.-8:00u13.7
9. Celebrity Playhouse (Screen Gems), KFSD, F.-10:0013.2
10. Times Square Playhouse (Ziv), KFSD, S.-10:0012.8
11. Annie Oakley (CBS), KFMB, M.-6:0012.5
11. I Led Three Lives (Ziv), XETV, F.-8:30u12.5
13. Confidential File (Guild), KFSD, W.-10:3012.0
14. Science Fiction Theater (Ziv), XETV, M.-8:30u11.9
15. Ray Milland (MCA), KESD, F.-10:3011.5
16. Doug Fairbanks Presents (ABC), KFMB, M.-10:0011.4
17. Cisco Kid (Ziv), XETV, M.-7:30u11.2



THE SMART ADVERTISING MONEY IS ON CODE 3

Brewers: Liebmann, Miller, Stroh
Coffee Roasters: Fleming, Dining Car
Bakers: National Biscuit, Mrs. Smith's Pies
Appliances: Crosley-Bendix
Various: Lee Optical, Petri Wine, Gem Jewelry, Signal Oil, Top Value Stamps

Hundreds of thousands of advertising dollars have been allocated for CODE 3 by some of the country's smartest, most successful advertisers!

Many choice markets are already gone — others going fast! For big-time advertising results, put your advertising dollars on CODE 3.

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ABC FILM SYNDICATION, INC.
10 East 44th Street, New York City
OXford 7-5880



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

M-G-M Prepping For TV Entry

HOLLYWOOD — M-G-M has begun streamlining its operation in conjunction with its entry into the TV film field. For many years the most elaborately staffed studio in operation, the company is now cutting back on its personnel and is reportedly concluding negotiations to sell off part of the lot. Portion severed would be used for a subdivision development. The move is apparently aimed at chopping off part of the huge overhead cost and reducing the extra stage space not needed for TV production or the relatively few features now being turned out.

THIS WEEK'S FILM BUYS

- CBS-TV FILM SALES
BRAVE EAGLE
WMSD, Wilmington, N. C.: The Younger Set, Inc.
WMAL, Washington: Adv. TBA
SAN FRANCISCO BEAT
WBNS, Columbus, O.: Sealy Mattress
KHAS, Hastings, Neb.: Adv. TBA
RANGE RIDER
WITN, Washington: Adv. TBA
WKNB, New Britain, Conn.: Martin Rosol
GENE AUTRY
WITN, Washington: Adv. TBA
WDAY, Fargo, N. D.: Quality Bakers
INS-TELENEWS
THIS WEEK IN SPORTS
WKOW, Madison, Wis.; WTAR, Norfolk: Adv. TBA
Vigule Film Productions; San Juan, P. R.
MCA-TV
RAY MILLAND
KOB, Albuquerque, N. M.: Pepsi-Cola
DR. HUDSON'S SECRET JOURNAL
KOB, Albuquerque, N. M.: Bowman Biscuit (R)
NBC TELEVISION FILM
HOPALONG CASSIDY
KJEO, Fresno, Calif.: Producers Dairy
NATIONAL TELEFILM ASSOCIATES
SHERIFF OF COCHISE
KOOL, Phoenix, Ariz.: Arizona Brewing and Los Angeles Soap
SCREEN GEMS
CELEBRITY THEATER
KJEO, Fresno, Calif.: Falstaff
YOUR ALL STAR THEATER
WTAP, Parkersburg, W. Va.: Adv. TBA
TELEVISION PROGRAMS OF AMERICA
SUSI
KOOL, Phoenix, Ariz.: Bakins Van & Storage
ZIV TELEVISION PROGRAMS
DR. CHRISTIAN
KJEO, Fresno, Calif.: Sears

STAR PERFORMANCE ANGELA LANSBURY. "Word for the whole wonderful series, Old Boy! Going fastest. Best tell our friends to call The Man From Official, today!" "Popular is the word for Angela, Pip!" OFFICIAL FILMS, INC. 25 West 45th St., New York 36, N.Y. PLaza 7-0100

TEAMING

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industrial films
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television division

TV COMMERCIAL AND INDUSTRIAL FILM DEPARTMENT

4000 Warner Blvd. • Burbank, California

Telephone: HOLLYWOOD 9-1251

WALTER BIEN, Executive in charge

New York Office, 321 West 44th Street, Telephone Circle 6-1000 Ext. 464

Some Clues to What Makes BBD&O Tick

Not including account men, there are within the radio-TV department of Batten, Barton, Durstine & Osborn about 100 people who work on commercials, as against a half dozen whose work involves programming. This is a clue to the importance of the sponsor's message in an ad agency whose TV billings are close to the \$70,000,000 mark.

The department has its own artists (about 20 of them) and its own copywriters (about 45 of them) under the aegis of Vice-President Art Bellaire.

A former newspaper and radio man, Bellaire joined BBD&O in 1943, was assigned to the radio copy group in 1945, named head of TV-radio copy in 1951 and got his veepee stripes in 1954.

Production is split up between a live and a film department. Live production is headed by Al Cant-



BELLAIRE

well. He has four supervisors under him, one in charge of radio production, one for TV closed circuit, one for network participating programs and one for local TV programs. The live department has 25 producers, assigned by brand.

Live Shows

In addition to producing commercials, Cantwell's department also oversees production of the clients' live shows.

Cantwell is a radio veteran of WDNC, Durham, N. C. In five years with the station he served as announcer, producer, writer, singer and news editor. He was also an indie packager. Prior to his present assignment, he was the agency's supervisor for the "General Electric Theater."

Head of the 11-man film department is Bernie Haber. He has two assistant heads, who, in addition to handling accounts of their own, also split up supervision of the other producers in the department.

Haber is personally in charge of all Lucky Strike commercials. He joined BBD&O in 1948, before which he was with Campus Film Productions.

Last year, BBD&O was responsible for the production of 402 TV film commercials. They were filmed by from 15 to 18 different production firms.

A contract to film a commercial or a series of commercials is not necessarily given to the company that turns in the lowest bid. To be sure, cost is one of the factors, but BBD&O's choice is not made on that alone.

Production Talent

Perhaps the most important factor is the production talent the firm has. The agency has learned to rely on certain directors and certain cameramen and certain other specific people for certain types of commercials.

Often, the people the agency wants are free lancers. In such a case, BBD&O will insist that the outside producer hire those people for the job it is awarding.

Another important factor is the studio facilities the production firm has and their availability. If the agency finds that a producer is too tied up with other work, it may bypass that firm—at least for the job then being awarded.

The initiation of a TV commercial begins in the offices of the TV account supervisor and the client to which he is assigned. The order for the commercial is turned over to the TV copy and art departments, where copy and storyboards



CANTWELL

are created. These are turned over to either the live or film production departments, where they are then handled by the producers assigned account supervisor and the client to those brands. Within the framework of the department, producers enjoy considerable autonomy in the handling of their brands.

Supervision

Thru the various stages of the entire process, approval is, of course, given by the account supervisors and the clients.

The two production departments are serviced by a couple of smaller operations within the over-all radio-TV department. There is the TV-radio job control desk. There is a desk that keeps tabs on payments and provisions under the talent guild contracts. And there is a three-person casting department for commercials, altho in the final instance selection of on-camera talent is made by the producer together with the client.



HABER

Location Shooting Lots of Trouble; Studio Gimmicks Are Often Better

By BOP SPIELMAN

Should TV advertisers use location production to obtain authenticity in commercials? If so, when and how? And what are the cost factors involved?

Some sponsors, feeling that they want to convey to the audience a scene exactly as it is, will insist on shooting on location, no matter what the cost. Generally, producers agree, this practice leads to a good deal of waste.

In many instances, according to Cecil Underwood, general manager of the commercial division at Hal Roach Studios, a location scene may be extremely difficult to obtain. When it is finally put on the screen, it may turn out to be less realistic than the same footage produced at the studio itself.

This isn't to say that location production in instances is not valid, or necessary. But, as Underwood points out, location production merely for the sake of location doesn't make much sense.

As a whole, location shooting does not increase costs, tho this

depends almost completely on the individual situation. Cost factors involved are these:

WEATHER. This is the single most important element. Rain, haze, cloud cover, wind can delay production, or even wipe an entire day off the slate. Most producers, therefore, get enough weather reports to stage a Normandy landing before venturing forth. Roach, on a recent job in Northern California, had to wait four days before receiving the "clear" signal and flying crews up there. For a sponsor or agency with a deadline to meet, going on location is obviously a gamble.

TRANSPORTATION. Where is the spot to be shot? Is it to be two blocks from the studio, or across the continent? Crew and cast must be flown or motored in. If this—including production—can't be done in one day cost will skyrocket. How many actors are involved? If more than one or two, cost is likely to go up. Incidentals, such as dressing rooms, and lavatories from which the sponsor will

receive no benefit, must be constructed if no facilities are available.

LIGHTING. Auxiliary lighting often must be used, either to supplement natural light or to eliminate shadows. In night shots, which are of the greatest difficulty, lights may cost as much as \$1,000.

LICENSES. Most communities require the purchase of licenses before permitting a film company to shoot.

OTHER FACTORS. These vary. For instance, if the location is in a populated area, policemen and watchmen will have to be hired. On night production (which could obviously be done during the day on stage) crews receive premium pay. At times a location, such as a house, must even be repainted before the cameras go into action. Releases must be obtained from every person, and the owners of every building, which is recorded on the film, either intentionally or accidentally.

Certain types of commercials
(Continued on page 29)

FALL SPOTLIGHT ON

television commercials

Time Is Now for Experiments In Hue TV, Says Van Praag

Much Must Be Done to Prepare For Day When Color Hits Peak

By WILLIAM VAN PRAAG
President, Van Praag Productions

As one who was an early believer in color television, and who is yet to bear the financial fruits of his labor, I constantly see vistas of hues and do's.

When color TV was first presented, we decided that the time to experiment was now and not when color was at its peak. This we have done, but with some misgivings. We found it necessary to force people into doing things that they had never done before. We found that suppliers were not too interested in helping, due to the lucrative black and white market. After all, color TV was something of the future.

Even today, the lack of talented technicians in color film creates quite a problem. The unwillingness of groups to develop this talent, to run schools and educate the technicians, is unforgivable. The unwillingness of many suppliers to invest in the future of the industry is a disgrace.

Take the raw stock suppliers. In the early stages of black and white television, we asked for a quick stock, one that could be used in competition with live TV. Many

years later, with the beginning of the color era in television in sight, we are blessed with a fast stock. This same condition is in existence today. We in color television film still need the same fast stock, but this time we require it in color. I suppose we hear the murmurings that they "are working on it." But if they follow their general pattern, it will be the old, old story of too little and too late.

If tomorrow the industry were to devote 25 per cent of all future



VAN PRAAG

production of television on film to color, it would be wholly unmanned and unequal to the task.

What of the future of color TV? I can get anyone in the industry to say that color is coming. Innumerable executives are willing to preach its virtues and predict the golden era. But generally I would say that the motion picture industry for television had better get off its haunches and realize that color television is blossoming NOW. It has no way to go but up. Those who refuse to recognize that eventually color will take over completely are fooling themselves. Those who do nothing about it will be left at the gate. And those who stand by and say "let it happen, then we'll prepare" had better look for a new field of endeavor.

There were many in 1950 who said TV would have no affect on the motion picture industry. Some six years later, the television film industry has become responsible for the majority of the film work being done in America.

Three C's

I am a member of the CCC, 1956 version. Today these three C's face me at every turn. What are they? COLOR, COMPATIBLE and COST. As one of the big users of color footage for television, the three C's in 35mm. keep me busy about 15 per cent of the time. Next year it will be double.

COLOR itself, the first C. There is nothing that has the magnitude of color. From his very beginning in the cave with his crude attempts at art, man has been intrigued by color. And as he progressed, he discovered that there were three primary colors: red, blue and yellow. He discovered that by combining these primary colors, any desired color effect could be attained. These are the so-called pigment colors.

Later he discovered a fascinating thing. Theoretically, white light was composed of a proper balance of three primary colors also. But in light, the primary colors are red, blue and green. These are known as the primary colors of light. When any two are mixed, the result is complementary to the third. For example, by mixing red light and green light, we get yellow light. By mixing red light with blue light, we get magenta. By mixing green light and blue light, we get cyan. Thus, the blending of the proper amounts of these three primary colors of light will result in any desired color. The removal of all three will result in black.

As we progressed further, we
(Continued on page 29)

SPOOKY GIRDLE-BRA ADS

Latex Busts Thru TV Bra Barrier With Biggest Client Entry So Far

By BOB BERNSTEIN

The heavy saturation campaign of International Latex is the strongest entry to date of brassiere and girdle advertisers into television. But it doesn't mean that stations, networks and citizen groups putting any more comfortable about putting such products on the home screen.

Previous excursions by Exquisite Form, Sarong, Flexes, Maidenform, Playtex, Question Mark and other brands proved short and unsatisfactory. The breaking of the bra barrier in the fall of 1950 brought many companies into TV, but low ratings and continued head-shaking hurried them out.

The new International Latex schedule, launched August 1, calls for 70 spot commercials a week, 52 weeks a year for five years, in each of the nation's 100 major market areas. The company expects to triple its business within two years thru these spot films, which have been created with both eyes on the taboo lists.

Topper Method

Playtex bras and girdles, leading items for International Latex, are now displayed via a technique created by Don McClure, the firm's director of film. McClure has dubbed it the "Topper" Method, because it utilizes the vanish-reappear technique made famous by the "Topper" films. They used to call it ectoplasm.

McClure avoids the danger zone of showing real live females wearing lingerie before your very eyes. He does this by filming his girls fully dressed and then causing them to fade away while their undies remain floating thru the scenery.

Of the three existing ways to accomplish this, rolescope, rear projection and lens cutouts, he chose the second as being most original and least costly.

Despite the fact that protests have been negligible, International Latex doesn't feel that the breach between stations and sponsors has decreased in the torso field. An executive of another bra-and-girdle company that tried TV briefly sums it up this way:

"The networks underestimate the age level of the home viewers. Only after women's products considered even more shocking arrive in force on TV will bras be accepted as decent enough for Mom and Dad to look at together."

Until September, 1954, brassieres were considered too intimate to be advertised on network radio or TV in Class A time. ABC-TV did carry such commercials twice before, for Exquisite Form in 1950 late at night and for Maidenform in 1951, Saturdays at noon.

Both campaigns were on sharply limited networks and had numerous rejections from individual stations, in spite of agency efforts to woo them with personal visits in 42 States. And the commercials, which were live, covered the models with so many veils and layers of netting that the product could hardly be seen.

Exquisite Form was discouraged by network restrictions, which prevented the girls from moving even one inch to demonstrate the virtues of the product, and by thousands of angry letters labeling a girl in a sweater as indecent. Its sponsor-

ship of "The Robbins Nest" halted after 13 weeks.

Firm Depressed

Maidenform was equally depressed. Its one-minute dream sequences on "The Faith Baldwin Theater of Romance" were eventually okayed by 51 stations, but the sales department found that women didn't want to buy bras worn by frozen statues.

Sarong tied in with Gimbel's department store, New York, in 1954 for a brief series of TV spots using an early form of the ectoplasm technique. "We'll be back in TV when the networks relax their hidebound rules," says Bob Hall, vice-president in charge of advertising for Sarong, Inc.

Each station, network, religious

(Continued on page 28)

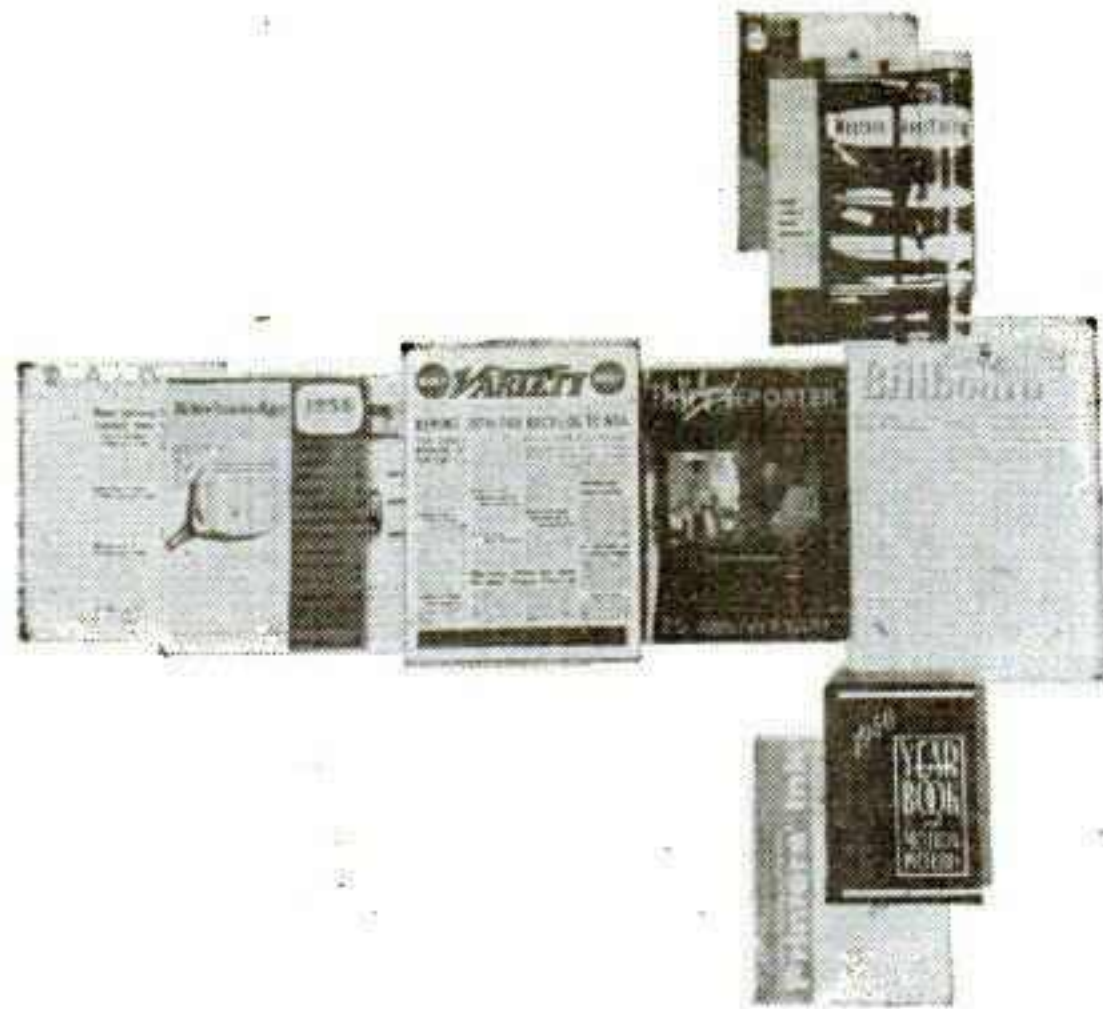


PLAYTEX' "NOW YOU SEE HER . . .



. . . NOW YOU DON'T"

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K & S FILMS, INC.

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HOTTER THAN EVER

Electric Shaver Competition Sparked by New TV Entries



REMINGTON'S CAR WASH



SCHICK'S NIMMO

By LEON MORSE

Competition for electric shaver sales is becoming more heated than ever this year. Besides the old and established firms such as Remington, Schick and Sunbeam, a new comer, Norelco, subsidiary of North American Phillips Company, entered the market and network TV in 1956. Now two more

companies are about to make the plunge. Ronson will get off the ground this fall and Bulova will follow in the near future.

Both are expected to provide tough competition because their distribution facilities are impressive and they can shift their shavers into jewelry stores without any

difficulty. And all will be on network TV.

One of the keys to how well sales hold up for the electric shavers will obviously be their TV commercials.

The Schick commercials, featuring their veteran salesman, Bill Nimmo, are now offering something new—colors for men. Four distinct colors—hunter red, buckskin beige, fairway green and snow white — are being pitched. This, of course, is in addition to Schick's "breakfast to bedtime" theme, which emphasizes the thorough shave given by the Schick 25.

Free Razors

Schick last season went in for a singing commercial featuring a bearded man. It also made merchandising news this spring by giving free shavers for one week to those boys who had reached the age of 17 that week. And in late August, it offered the same deal to 21-year-olds. Schick sponsors alternate weeks of "Robert Montgomery Presents" on NBC-TV.

Remington, which is said to have the largest share of the market, stresses demonstration. It's newest and most successful commercial vividly demonstrates the speed with which the shaver can be used. It shows a man driving in for a car wash and taking a shave at the same time. He enters with a beard. The car gets a cleaning. He shaves. And both look as good as new in the space of a few moments.

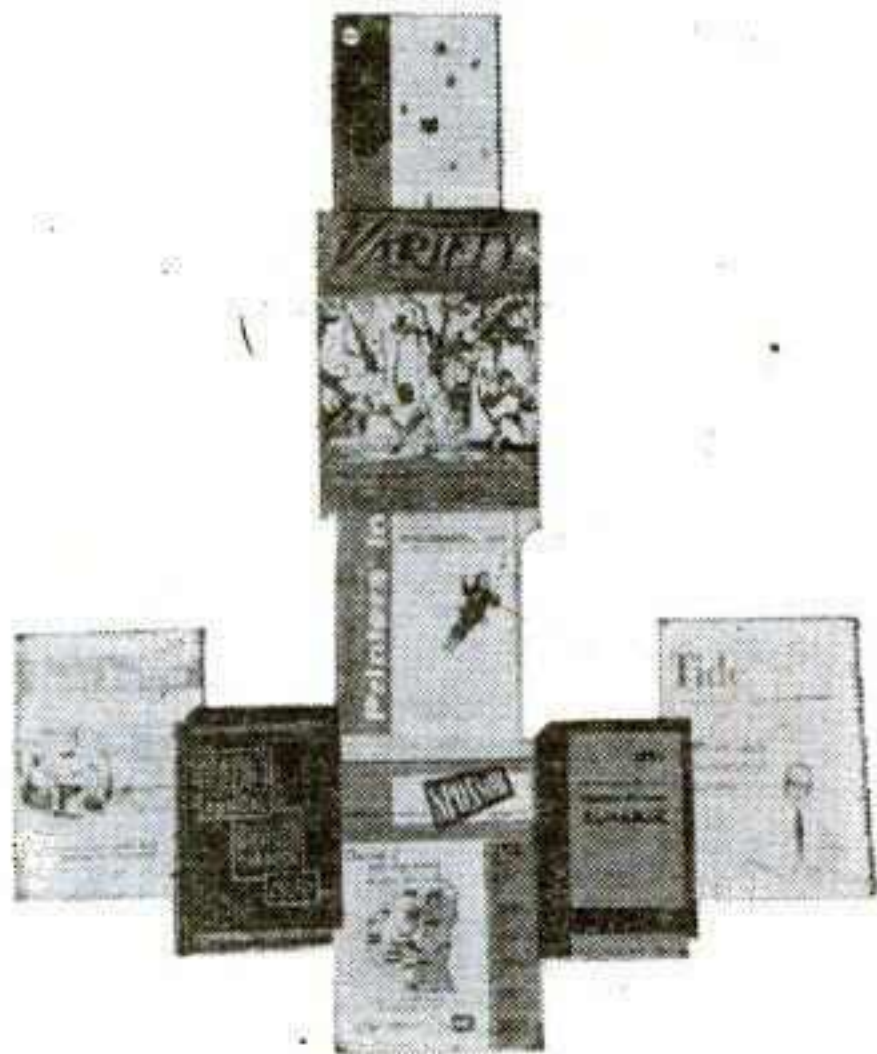
Remington this spring offered some marionette commercials featuring Gil and Cora Baird. One of its earlier commercials shaved the fuzz from a peach, another demonstration of the gentleness of the product.

The agency for Remington, Young & Rubicam, uses a combination of live and film. The car wash commercial is on film, but whenever possible live commercials are used. Dick Stark is the announcer. Remington is co-sponsor of "What's My Line?" and "Gunsmoke," both on CBS-TV.

'Golden Glide'

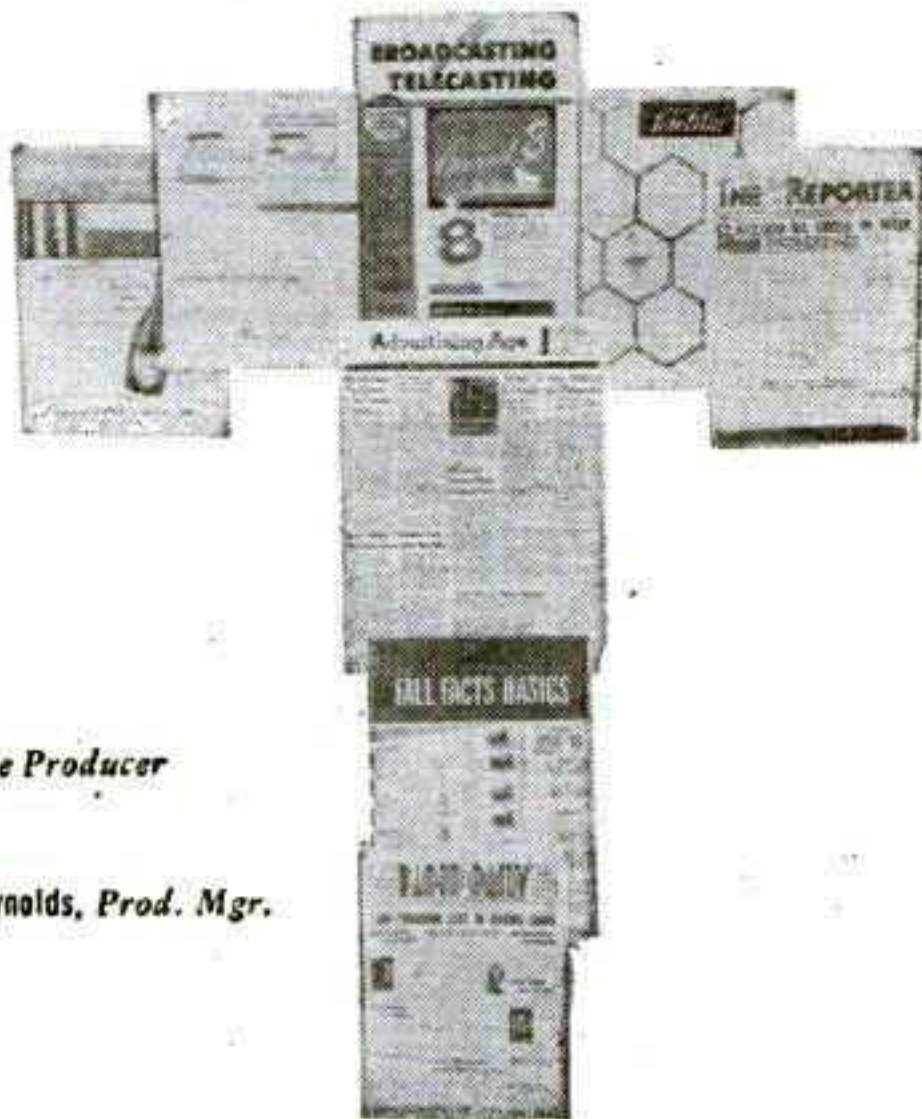
Sunbeam's "Golden Glide" Shavemaster got its most recent exposure on NBC-TV's convention coverage. The main point of the pitch was that the head design of this shaver (lots of little holes) make it possible to cut the beard at the level of the skin. The story

(Continued on page 28)

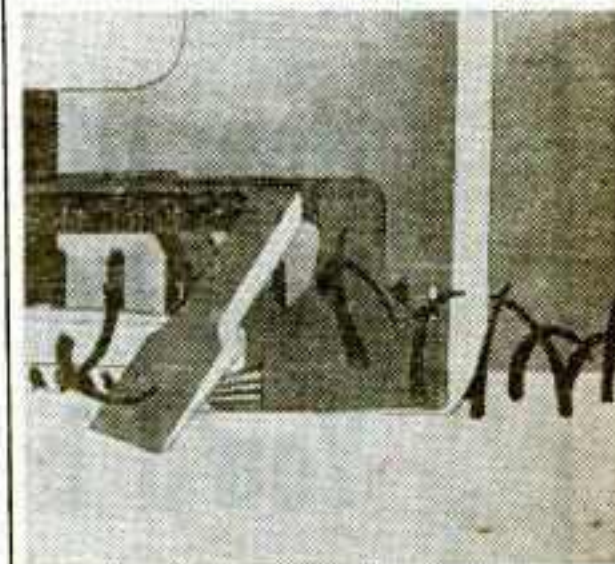


to HAL ROACH STUDIOS

When you aim at sales targets through television, anything but the very best is wide of its mark. Be certain that your film message scores a sales hit every time. HAL ROACH STUDIOS' creative talents, skilled craftsmen, unsurpassed facilities, and years of commercial experience assure you those extra sales values. Let us demonstrate how they will add greater marksmanship to your tv campaign



HAL ROACH, JR., Owner-President and Executive Producer
S. S. VAN KEUREN, Vice-President and General Manager
Cecil Underwood, Managing Dir., Commercial Div. Jack Reynolds, Prod. Mgr.



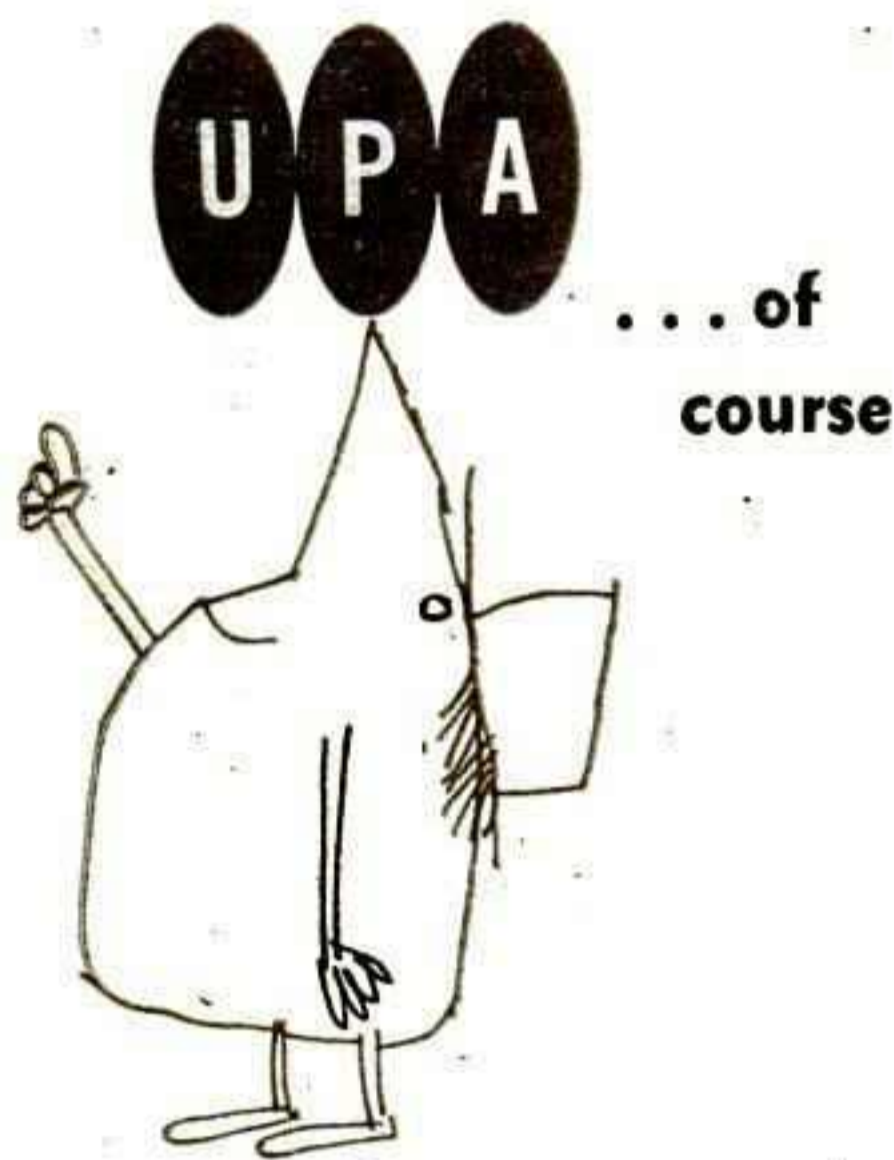
NORELCO'S ROTARY ACTION

FILM COSTS SLASHED!

Guaranteed RAPIDWELD process restores used, worn film, removes scratches — RAPIDTREAT protects new film. Add hundreds of showings to any film! Cut costs drastically! See how Rapid's unusual low cost saves thousands of film dollars for top-name clients — and precious hundreds for smaller accounts. Send for VALUABLE informative booklet ON FILM CARE.

'The Film Doctors' Rapid FILM TECHNIQUE, INC. 37-02V 27th St., Long Island City 1, N. Y. Phone: ST 4-4601

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★ ★ ★ ★ ★

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be done...and done
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**With a little time and
money.**

**How little time?
How little money?
You'd be surprised!**

**But you've got to see us
to find out.**

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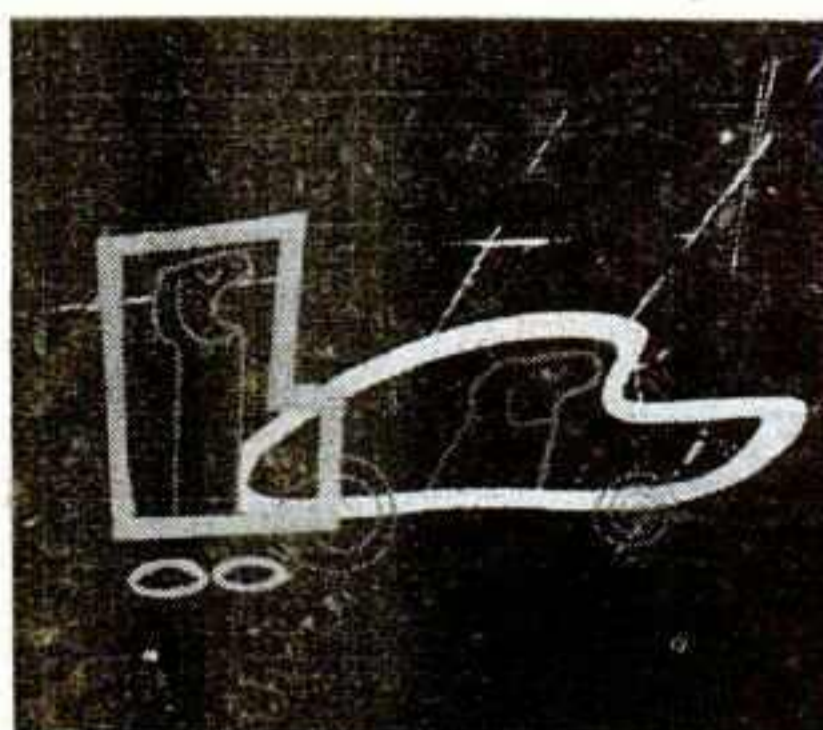
★ ★ ★ ★ ★

SNAPSHOTS

... a quick look at some interesting commercials that went on the air in the past three months

SUPER PERMALUBE OIL

Advertiser: American Oil
Agency: Joseph Katz
Producer: Storyboard
Time: 20, 60 Seconds
Placement: Spots and programs
Distribution: East Coast



Color spruces up this series of commercials for Amco's Super Permalube motor oil which borders on the surrealistic. Backgrounded by an all-star jazz combo led by Dizzie Gillespie, the animated blurbs depict the woes of an old-fashioned car traveling a ribboned highway. Frequently the driver must stop for gas, while a modern, streamlined car zooms past him. But he discovers his problem is lack of the proper motor oil. With that corrected, the old car is magically transformed into a sleek modern design. All of this is told with big splashes of color and rocking jazz.

CHESTERFIELD

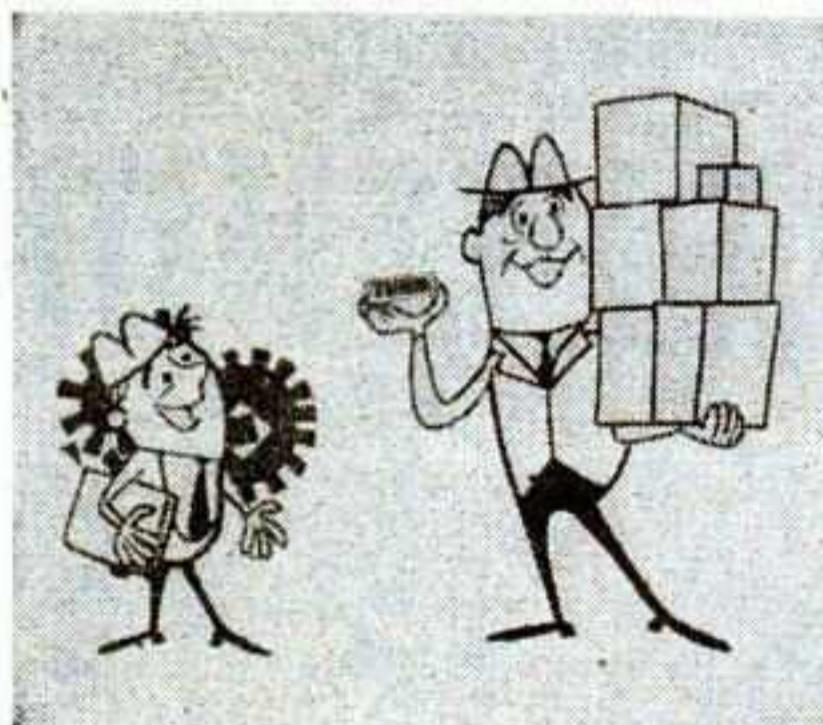
Advertiser: Liggett & Myers
Agency: McCann-Erickson
Producer: ATV Productions
Time: 20, 45, 60 seconds
Placement: "Dragnet," "Gunsmoke" & spots
Distribution: National



To a catchy theme with a solid beat, Chesterfield extols the value of Accu-ray. These live-action, one-minute commercials are tabbed "Young Adult Appeal" with dancing and swimming in a country club setting, "Carnival" with plenty of action and lights, "Party" with 60 extras in a living room setting and "Baseball," which was shot at Fenway Park in Boston. The first three have also been cut to 45-second versions. Additionally, there are two 20-second blurbs tagged "Venetian Blind" and "Masquerade," making nine in the series. Dave Lippencott's music, the same thru each blurb, has plenty of zing, as does the series' action.

TUMS

Advertiser: Lewis-Howe
Agency: J. Walter Thompson
Producer: Playhouse Pictures
Time: 60, 20, 8 seconds
Placement: Spot
Distribution: National



The theme of this spot is "Borrowing a Tums." A little man with an upset stomach stops to ask a shopper, loaded down with packages, if he has a Tums. The shopper tells the little man to reach in his pocket, but, as it turns out, they are not there. The packages are then exchanged, and, after an exhaustive search, a Tums is found. The original 60-second spot has also been broken into 20-second and eight-second series.

CONTADINA TOMATO PASTE

Advertiser: Hershel California Fruit Products
Agency: Erlsacher, Wheeler & Staff
Producer: Ray Patin Productions
Time: 20 seconds
Placement: Spot
Distribution: National



Stan Freberg makes his first on-camera appearance in this off-beat spot, which, tho live action, has the appearance and humor of an animated cartoon because of the treatment it is given. In an 18th century setting, Freberg, who wrote the commercial, is seen at the piano playing a quiet minuet. Suddenly he breaks into his inextinguishable hot rhythm, singing the jingle, "Who put eight great tomatoes in that itty-bitty can." The spot winds up real wild.

PRUDENTIAL LIFE INSURANCE

Advertiser: The Prudential Insurance Company of America
Agency: Calkins & Holden
Producer: Sarra
Time: 2 minutes
Placement: "You Are There"
Distribution: National



Announcer Bill Shipley has a dream in which he shows up at a CBS studio to deliver a commercial on Prudential's family insurance, but he can't remember his lines. He takes his position before the camera and starts to deliver the pitch, but fluffs one key line after another. And every time he does, the assistant director pushes up another big cue card reminding him of another big sales point. After Shipley has sweat his way thru the spiel he takes another good look at the cue cards to make sure the policy is really as good as he said it was.

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

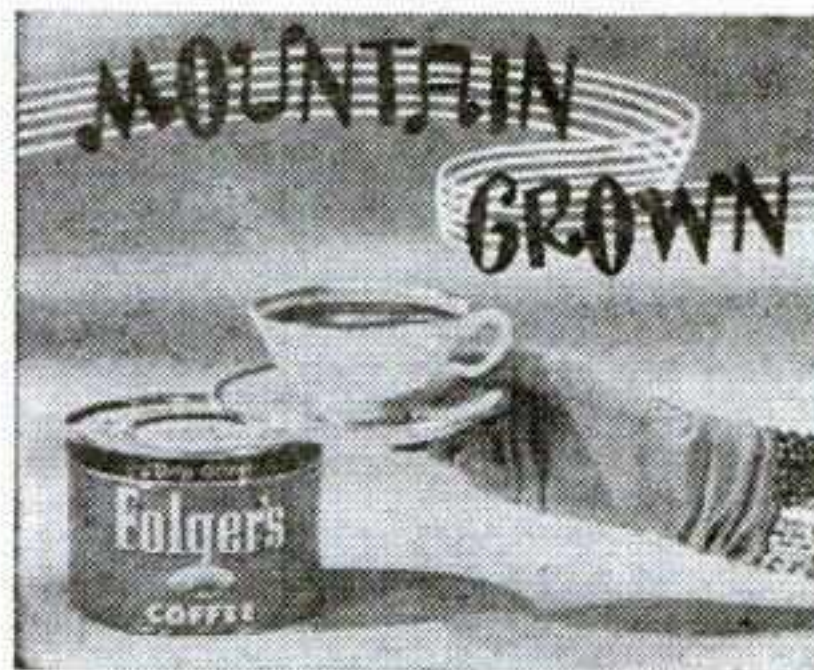


Eye-stopping live action . . . smooth continuity . . . a clever jingle! These are the elements that put sell into a series of spots for American Family Flakes! Product identification is very strong, with good package display throughout each one minute commercial. A well cast housewife in a realistic home setting shows soft, fluffy, immaculately clean clothes, as voice-over emphasizes that this is "the soap that loves your clothes." Produced by SARRA for THE PROCTER & GAMBLE COMPANY through H. W. KASTOR & SONS ADVERTISING CO., INC.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



Modern, stylized animation of musical notes and instruments is intricately woven into an original, fully orchestrated musical background which creates the mood for this new Folger's Coffee series. The elegantly gloved feminine hand, which appears in Folger's print advertising, is used to give visual evidence that Folger's Coffee is "distinctively different." These eight and twenty second spots by SARRA are striking examples of powerful advertising in compact form. Produced by SARRA for J. A. FOLGER & CO., through CUNNINGHAM & WALSH, INC.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



In this arresting, two-minute spot for Prudential, the announcer, Bill Shipley, tells of a dream in which he has forgotten his lines. In this tense situation, he is rescued by the prompter's cards which indelibly print the Prudential message on the viewer's mind. Restraint and "soft sell" characterize the commercial in all respects. This spot is one of a series that will be seen on "You Are There" and on the new "Air Power" show. Produced by SARRA for THE PRUDENTIAL INSURANCE COMPANY OF AMERICA through CALKINS & HOLDEN, INC.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



Here's a brand-new group of spots with the vigor and sparkle that keeps audiences looking! Every second works for Wesson Oil, with good photography and smooth continuity. Product-in-use shots take full advantage of the label to display the name "Wesson Oil." This commercial is part of a continuing series that may be seen on "Valiant Lady," the Bob Crosby show or the new Sid Caesar show. (If you'd like to see other recent SARRA commercials, drop a line to SARRA and ask for Reel 5.) Produced by SARRA for WESSON OIL & SNOW DRIFT SALES CO., through the FITZGERALD ADVERTISING AGENCY, INC.

SARRA, INC.

New York: 200 East 56th Street

Chicago: 16 East Ontario Street

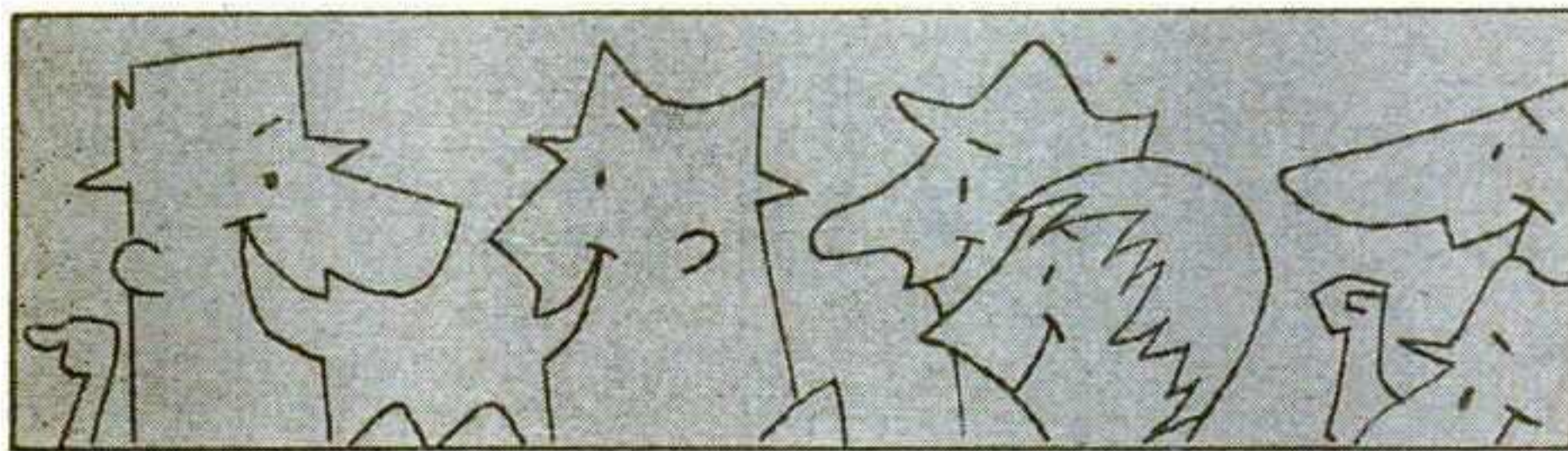


SARRA's creative teams bring imagination and selling know-how to every assignment. That's because these groups of specialists are primarily advertising men who keep one goal foremost in mind . . . sales! Experience in effective visual selling is what you buy when SARRA tackles your problem. That's why SARRA's list of clients looks like the Who's Who of business and industry.

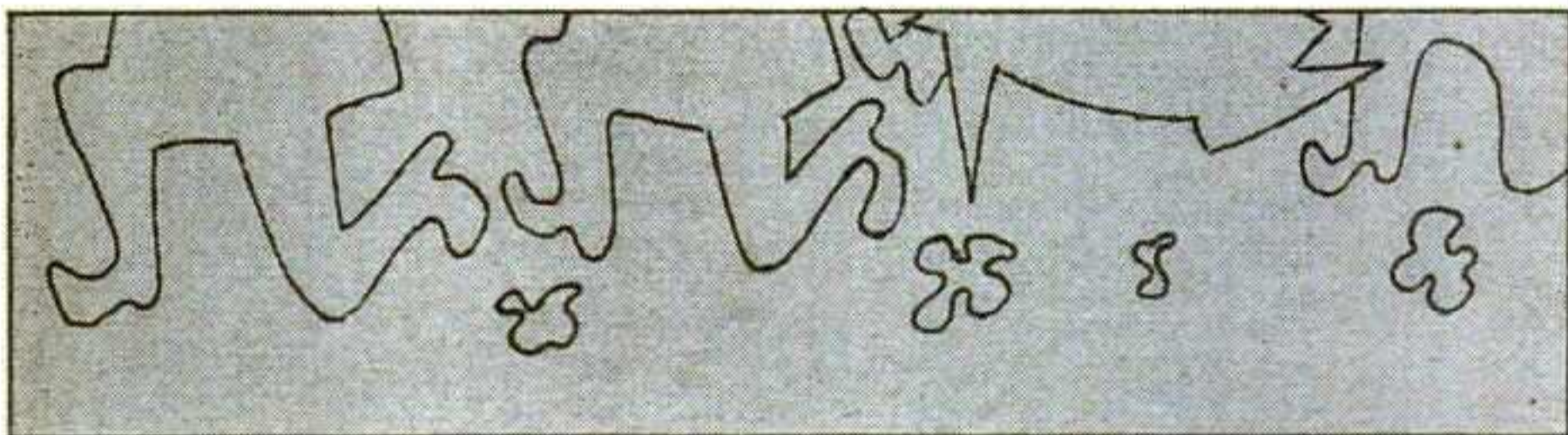
SARRA, INC.

New York: 200 East 56th Street

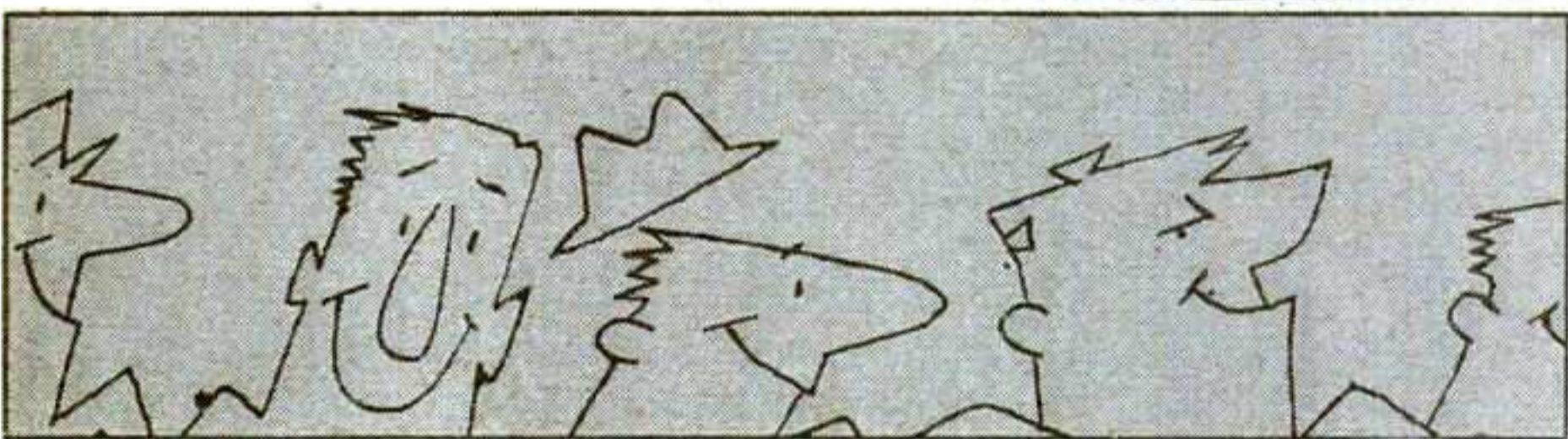
Chicago: 16 East Ontario Street



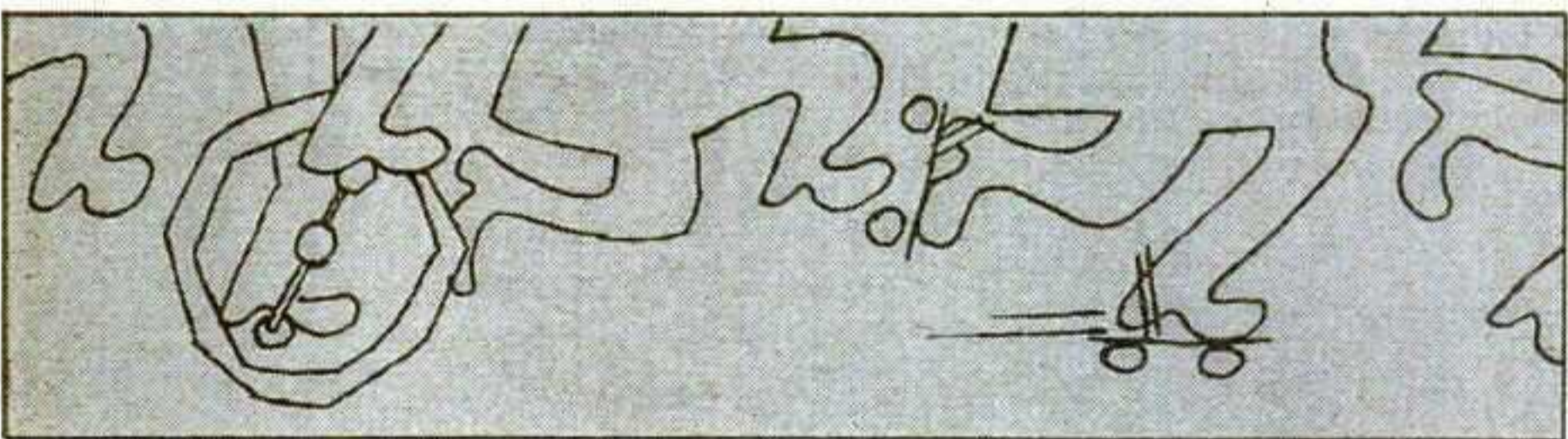
CONTENTED CLIENTS



RETURN TO KLING



AGAIN AND AGAIN FOR



QUALITY, CREATIVITY AND SERVICE..

KLING

FILM PRODUCTIONS

CHICAGO • 1058 WEST WASHINGTON BOULEVARD • SEELEY 8-4181
 HOLLYWOOD • 1416 NORTH LA BREA • HOLLYWOOD 3-2141

Spectacular Blurbs Aid Plugs Generally

The commercials on the spectaculars have had a salutary influence upon advertisers and their agencies. These commercials, produced for the Ford Motor Company, the Radio Corporation of America, the various divisions of General Motors, including Oldsmobile, Pontiac, Guide Lamp and Delco-Remy; Sunbeam, United States Rubber and a number of other advertisers sponsoring spectaculars, have resulted in more

planning, bigger budgets, more attention to detail and, in general, a higher and more refined type of blurb.

Neither film nor live predominates in spectacular commercials. The automotive companies, probably the most important single group of spectacular clients, rely upon a blending of both techniques. Their film generally consists of footage of their cars on the road, which is one method of demonstrating the assets of the vehicle.

As can be expected, spectacular commercials are generally more expensive. Many of them, of course, are in color. It is a rule of thumb that commercials are expected to cost about 10 per cent of the sponsor's total budget, time and talent, for a network program.

Spectacular commercials can run between 12 and 15 per cent. Their cost is estimated at between \$8,000 and \$15,000 each, with a few running as high as \$20,000. In some unusual cases spectacular commercials have cost as much as \$75,000.

Most of the spectacular commercials run between two and two and a half minutes. The Ford spectacular commercials run from two and a half to five minutes. Their

(Continued on page 27)

AT COMPTON

Gibson Shoots Spec Blurbs For RC Cola

The term spectacular has come to the TV commercial, and rightly so, with a series of Royal Crown Cola blurbs done for Nehi bottlers. Nicholas Gibson, formerly of Walt Disney, UPA Pictures and Warner Bros., is the producer-artist at Compton Advertising who guided the series.

At a cost of about \$33,000, Compton turned out in a matter of 10 days two one-minute spots called "Mardi Gras" and "Court Jester." The cost for "Mardi Gras" alone ran to about \$25,000.

Of the two, "Mardi Gras," with its 31 separate scenes and a mix involving six different sound tracks, is the more extensive. Set in New Orleans with balloons, serpentine, confetti and lavish costumes, "Mardi Gras" explodes to Dixieland jazz. The music, written by Jerry Jerome, is played by a combo of eight musicians from Benny Goodman's band.

Entertainment combined with hard-sell is a plus feature of this series. With a cast of 24 dancers in a merry-making scene which appears to be more like a production number, the sales story might seem obscured. It is not. Use of Royal Crown on a table groaning with food, being served as refreshment or shown in huge display size as the center of activity keep the message visually alive, aided, rather than deterred by the bubbling sparkle around it. There are 14 product shots in the film.

Court Jester

The "Court Jester" commercial, utilizing a cast of eight, is more modest but combines gay costum-

ing and decorative backdrops that keep it in the lavish vein. Both commercials were cut according to musical phrasing to 20-second ID's. By the end of last month, these spec commercials had been placed in 150 markets, with more being set.

Under the progressive leadership of Warren Schloat, veepee in charge of production, Gibson began the writing of the commercial with Pearl Grayson one Wednesday night, on Thursday the script was okayed by the sponsor and casting begun. Producer Gibson laid out each shot in rough sketch, much in the Hitchcock-Hollywood technique, and Don Gilman began construction of the sets on Saturday of that week.

Construction of props and sets continued thru the following Wednesday, simultaneously with the writing and recording of music, renting of costumes, casting, etc. Shooting, under Bernie Rubin's direction, wrapped up the films by Friday, making a 10-day schedule in all.

Bunny Cooper, Miss Royal Crown, is featured in both, with John Mac Kay in "Mardi Gras" and Bill Weslow in "Court Jester." They were filmed by Television Graphics in New York.



ROYAL CROWN'S "MARDI GRAS"

UNITED'S BRAZZIL



WITH
**NEW BUILD-UP
 SELECTION FEATURE**

Arrows Flash to Lite

SELECT-A-ROW

Choice of 3 Spot Numbers

Up to 15 Numbers to Select from

New 4-Corners Score for 5-in-Line

4th and 5th Ball Selections

3-IN-LINE ★ 4-IN-LINE

5-IN-LINE SCORES

**LITE-A-NAME
 PENNANT
 FEATURE**

EXTRA BALLS

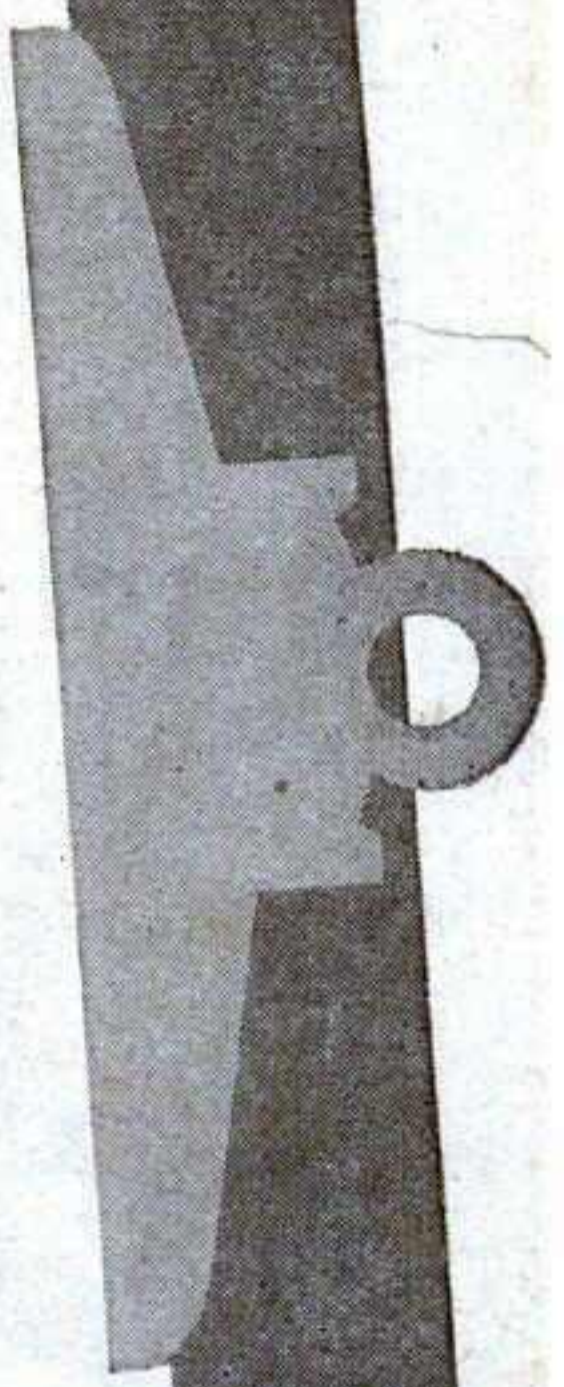
**SEE YOUR
 DISTRIBUTOR**

UNITED
 OPERATORS
 ARE
 SUCCESSFUL
 OPERATORS



UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

6-Player Shuffle-Alley Bowlers • In-Line Games • Pool Games • Novelty Games



THE OBJECTIVE

Greater operating profits
in every location

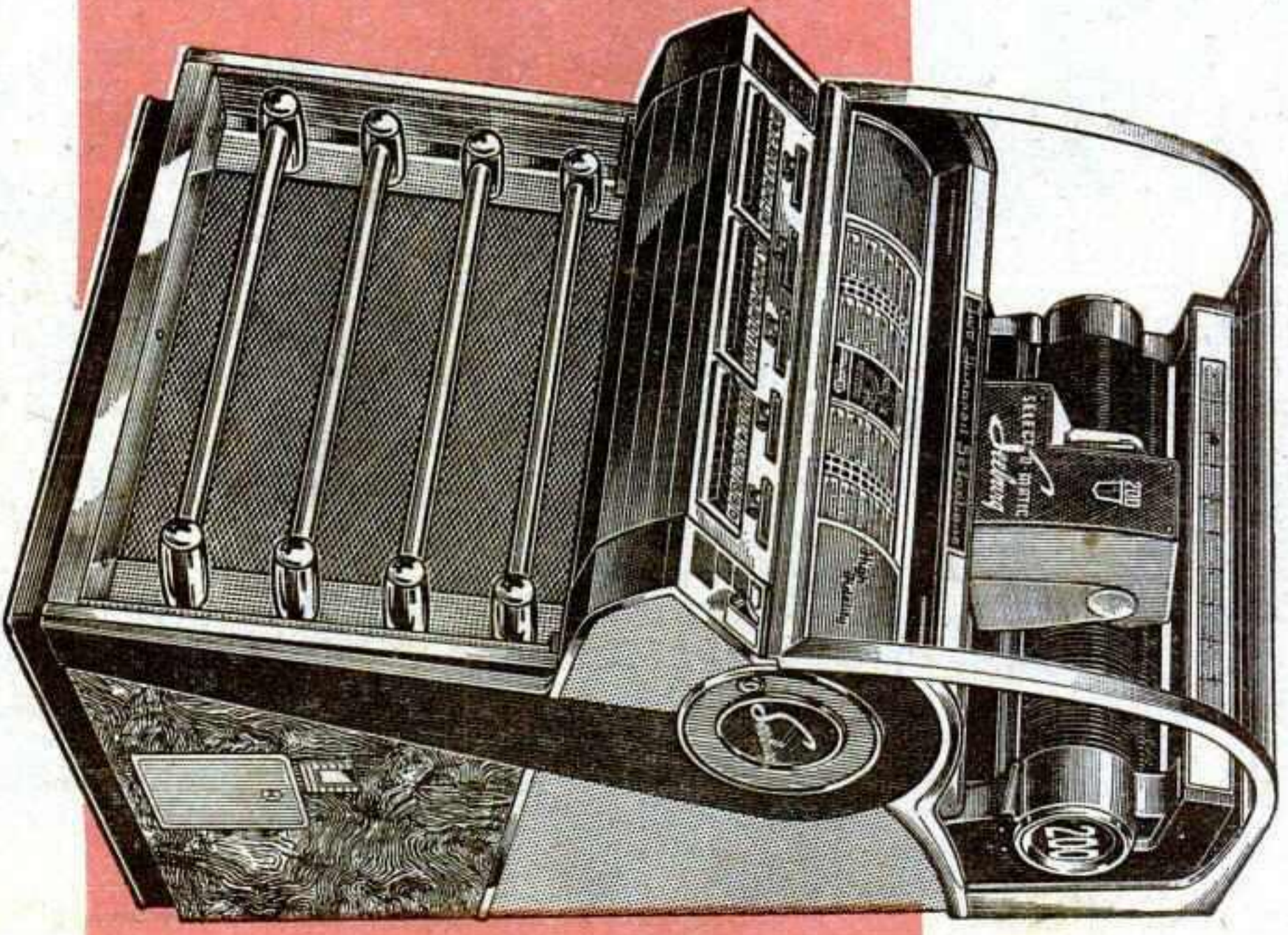
THE METHOD

Proper programming to
provide "Music for everyone"

THE ANSWER

The Seeburg V-200
...the World's First
Dual Music System

The Seeburg V-200 merchandises music the modern way. The Dual Credit System permits programming singles (hit tunes) at one price and E. P.'s (standards and show tunes) at a proportionately higher price to compensate the operator for the additional time required to play E. P. records.



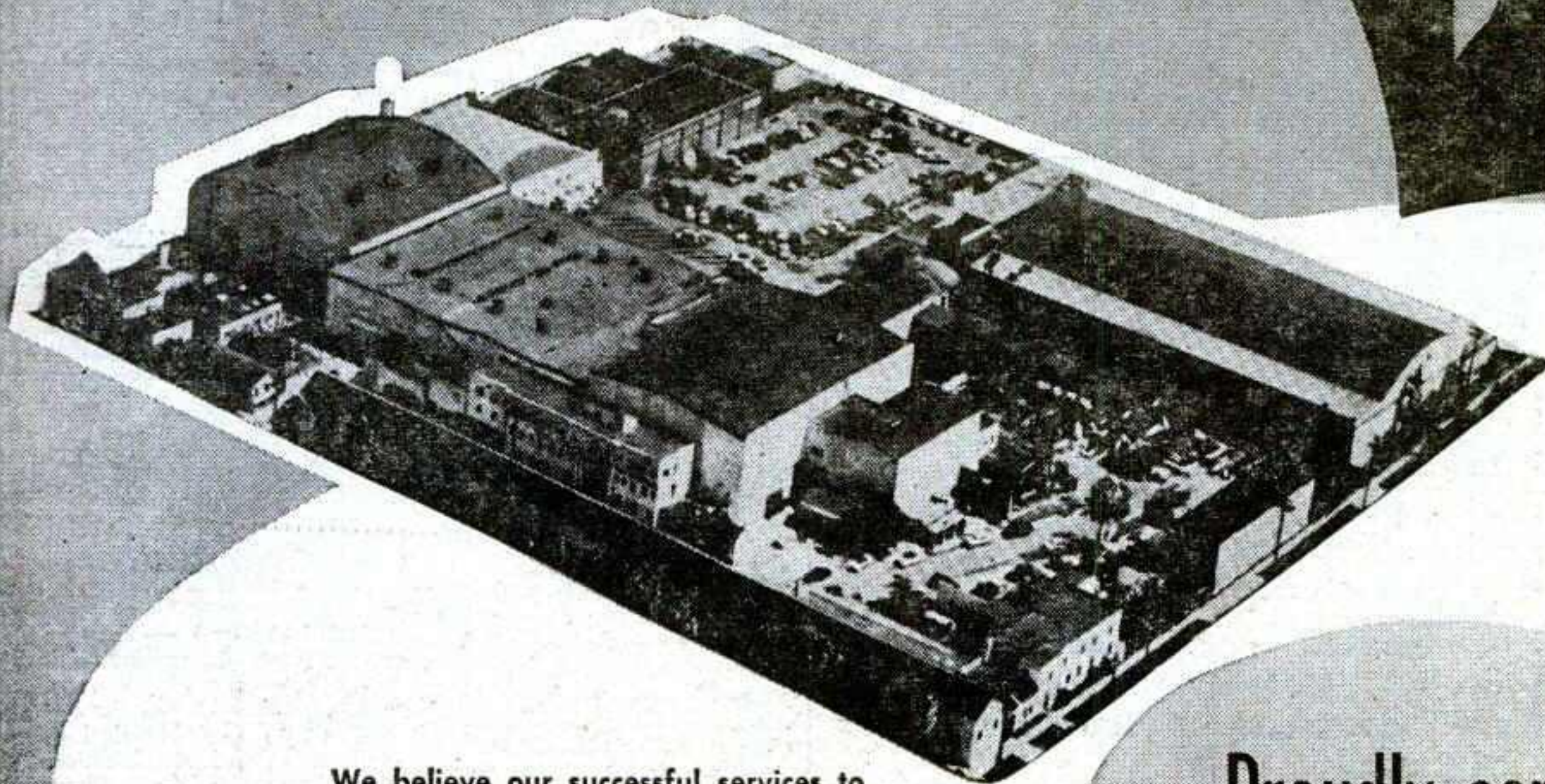
America's Finest and Most Complete Music Systems

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois

Roland Reed

TV, INC.

Makers of America's Finest
TELEVISION COMMERCIALS



We believe our successful services to these organizations to be based on these factors:

(1) Outstanding personnel—hand-picked for their knowledge of the specialized needs of our clients.

(2) Facilities — the most complete creative and technical facilities that money can buy, located in the heart of the film center.

(3) Experience and know-how — built on a solid foundation of many years in the field of creative motion picture production.

Proudly serving

These Great Names of American Industry

- American Motors • American Tobacco Co.
- American Viscose Corp. • Blue Cross
- Chevrolet • Chrysler
- Colgate-Palmolive • Dodge
- Douglas Aircraft • Ford *
- Frigidaire • The International Silver Co.
- National Carbon Co. • Pontiac
- Procter & Gamble • Raytheon
- Regal Pale • Safeway
- Sears, Roebuck & Co. • Shell Oil Company
- Standard Oil Co. of Calif. • Stewart-Warner Corp.
- U. S. Steel • Westinghouse
- and others

WE INVITE

your inquiries on any phase of TV film commercials or industrials. No obligation, of course.

HOLLYWOOD — 650 North Bronson Ave.
— Hollywood 2-7142



ROLAND REED

PRODUCTIONS, INC.

MAKERS OF THE WORLD'S FINEST
INDUSTRIAL AND PUBLIC RELATIONS FILMS

Creative Ingenuity and Outstanding Quality

... the two key ingredients for successful motion picture production, are embodied in films by

Lance Productions, Inc.

315 West 57th St., New York, N. Y. Plaza 7-6167

... with fully equipped studio, complete facilities and an experienced staff for the production of

Effective Commercials From Storyboard to Release Print

and an unmatched record of success in the development and production of

Documentary Films for Top-Rated Industrial Clients

GIVE TO DAMON RUNYON CANCER FUND

Who Should Order the Prints, Who Should Ship Spots? Debate Goes On

Producers, ad agencies and traffic service companies agree that efforts toward simplification, consolidation and perfection in the shipping of spot commercials have proved increasingly successful over the past year. The big problem remaining is the sharp disagreement over who is to control the prints and who is to ship them.

The missing commercial which was air-expressed weeks ago but never received by the local station still plagues them, as do the forgetful receptionist, the plane delayed by fog and the last-minute rush order from Brazil. But these irritations are diminishing and certainly fade in the light of the current controversy over the production and shipping of release prints.

The conflict began when Modern TV, a division of Modern Talking Picture Service, created a

new service in the summer of 1955 that offered ad agencies the chance to deal with only one source in the ordering and handling of all prints of a film commercial after the original answer print.

Modern's Service

This print procurement department was encouraged in its formation by three ad agencies, which were particularly anxious to relieve themselves of the burden of endless time and space devoted to spot reproduction and mailing. Modern TV now performs these services for 17 agencies and 81 products represented by them.

Producers of commercials protested that the result of this centralization would be inferior prints. Members of the Film Producers Association of New York, who produce the bulk of TV commercials, attribute this "increasing problem to a loss of control among producers of finished negatives which are being consigned to service organizations for mass production."

FPA statements underscoring this theme have been issued since June, but Modern TV's business seems in no danger of suffering. Figures for this year indicate a 50 per cent increase over 1955, which saw a 100 per cent rise over 1954. Under the guidance of J. R. Ritenour, vice-president and head of Modern TV, the MTPS division has steadily expanded its activities and list of clients.

Country Doctor

Organized in 1951 with three employees, Modern TV now has a staff of 78 occupied with "solving agency problems, acting as consultant and friend and providing efficient 'traffick' services." Ritenour, who put the 'k' in traffick with the same aplomb with which he ventured into print procurement, looks upon his company as a country doctor, on call at all times and for all agency film handling ailments.

The case for Modern TV's newest service rests on these points: 1. It eliminates middle men and saves the agency time, money and headaches. 2. It can represent all of the agency's productions, whereas each producer can represent only the film he himself has made. 3. It assumes all financial risks of printing and shipping. 4. It offers corollary services, such as storing and shipping props and costumes for live commercials, use of its vast film library and traffic in electrical transcriptions, industrial films and features of any length.

Producers' Case

The case for the film producers is based largely on the contention that no one can get subsequent prints of as high quality as the man who made the negative. FPA claims that optimum quality images and sound tracks are best attained when the individual producer deals directly with his film processing lab.

In support of this belief, Transfilm, Inc., a leading producer of film commercials, points to color, which demands perfect fidelity, as the key issue. Transfilm estimates that 15 per cent of its business today is color film, and predicts that figure will rise to 75 per cent within two years.

Transfilm Service

Transfilm, which often ships 500 print orders in two days, bows to no one in the services it preforms. Everyone engaged in spot shipping, in fact, uses the same air and rail facilities and keeps the same cross-indexed files for high efficiency. When Modern TV points to its fixed rates and to agency criticism of producers' arithmetic on bids and bills, Transfilm replies, "They may be cheaper but they're less artistic."

FPA is now recommending a

"compromise plan" by which Bonded TV Film Service, a rival organization to Modern TV, would serve as a central shipping and record-keeping house for agencies but leave the negatives and printing to individual producers.

On Fence

Agency thinking at this point in the debate is undecided, and doesn't see it in terms of art vs. thrift anyhow.

Whichever way they go, they won't return to the chore of handling spot shipping themselves. As one man from Leo Burnett Company puts it, "The bigger the billings get, the harder and more costly it would be for us to assume the job again."

Meanwhile, more and more agencies are turning the job over to such firms as Modern TV and Bonded, in the knowledge that a specialist in shipping gets film there fastest and safest. It only costs an agency \$1,000,000 a year, which happens to be a bargain.

TOUGH LOOK

Majors' Entry Stiffens Coast Competition

HOLLYWOOD — Stepped-up competitions in the offing for West Coast producers of TV commercials with the entry of three more majors into the field during the summer months. Additionally, there has been some realignment of firms already in the field.

It's to be noted that the majors, Warner Bros., RKO Pathe and TCF-TV, are launching their commercial ventures on a considerably different footing than when they entered the TV entertainment film business. The personnel now are all coming from experienced commercial ranks, and, in the case of the latter two majors, there are tie-ups with production companies already firmly established.

Ad agencies, sobered and become sophisticated thru previous experiences, aren't battering at the doors of the big firms. A trickle of business has started, however, and there's no doubt but that, when they've proved themselves, the companies will become powerful factors in the industry. Universal TV, for example, which started production five years ago, is expected to turn out about 1,000 spots this season.

Warner's commercial division, which in the few weeks of its operation has done some production for J. Walter Thompson, is said to be planning a volume operation. It's not quite clear yet as to just what the details of this are. But apparently, Walter Bien, who heads the operation and was previously at Universal, is of the opinion that quality spots can be turned out at lower cost on such a basis. It's understood there have already been some production test runs.

A tremendous advantage which Warner has is that of size and centralization. With 19 stages available, sets can be constructed and left up for weeks. The same is true for lighting. Animation, special effects and lab work can all be done on the lot. An agency producer, provided with an office there, would almost not have to move from his desk to supervise the operation from storyboard to answer print.

RKO Pathe, which is just setting
(Continued on page 28)

ANIMATION

is just one reason for producing your award-winning, sales-getting TV commercials at Jamieson Film Company in Dallas!

Everything here is under one roof — sound stage, mobile units, labs, recording studios — with complete facilities to produce the absolute tops in animation, opticals, and highest quality films—color or black and white, 35 mm. or 16 mm.

Forty years of motion picture production and a staff of creative, highly skilled film technicians remove the guess work from film results or cost estimates in advance.

Ask any of the hundreds of important national and regional advertisers we serve ... or send for the illustrated brochure about Jamieson today!

Please send me FREE brochure described above.

NAME _____

ADDRESS _____

CITY _____ STATE _____

**JAMIESON
FILM COMPANY**

3825 Bryan • Dallas
Motion Picture Producers Since 1916

ONE OF AMERICA'S LEADING
TELEVISION COMMERCIAL PRODUCERS

Owen Murphy Productions, Inc.

Recent Clients:
Firestone Tire & Rubber Co.
American Bakeries Co.
American Tobacco Co.
Whitehall
Pharmaceutical Co.
Hills Bros.' Coffee

723 SEVENTH AVENUE • NEW YORK 19, N. Y. • PLAZA 7-8144

AID PLUGS SPECTACULAR BLURBS

Continued from page 24

length depends on the message to be conveyed.

Practically all the filmed spectacular blurbs are reused in one form or another. RCA cuts them into 30, 50 and 60-second spots. Occasionally, they are also cut into 10 and 20-second spots. In this way high cost of these plugs is amortized.

The spectacular commercial gives an advertiser a chance to expand the scope of his message and to give more details about the product. It also makes it possible to increase the entertainment content

of the commercial and consequently to get the attention of viewers who might not be interested in sales pitches that are more direct. For the producer of the commercial, more time makes it possible to be more ambitious and imaginative.

Naturally, spectacular commercials are tied into the subject matter of the program whenever possible. Eddie Fisher's "Ford Star Jubilee" program used several Ford commercials which related to the show, a history of music. Ilka Chase did a spectacular commer-

cial on the "Ford Star Jubilee's" show "Together With Music." Miss Chase has a sophisticated style of delivery, and Mary Martin and Noel Coward, the stars of the show, also appeal to sophisticates.

These spectacular commercials have shown many sponsors and agencies what can be done with the form. Some of them have learned that it may be the better part of wisdom to spend more on their blurbs, instead of indulging in false economy on the most important part of their TV operations—the sales messages.

storyboard INC.


35 WEST 53RD ST. • NEW YORK 19, N. Y. • JU 6-3288

ADMEN OF EVERY KIND ENDORSE THE BILLBOARD AS A
TOP SELLING FORCE


My daddy works in this


studio...  (HE draws)

They make *ANIMATED COMMERCIALS

I SEE them on T.V. 

MOMMY and I  go out and

buy the things WE SEE  on them...



 *daddy spelt this)

RAY PATIN
PRODUCTIONS
6650 SUNSET BOULEVARD HOLLYWOOD 28, CALIFORNIA

*My daddy
DREW these...

- BAKERS CHOCOLATE
- GULF OIL COMPANY
- JELLO INSTANT PUDDING
- Young & Rubicam, Inc.
- SPERRY DRIFTED SNOW FLOUR
- GUILD WINE
- Dancer, Fitzgerald & Sample
- BUDWEISER BEER
- D'Arcy Advertising Company
- TONI HOME PERMANENT
- DEEP MAGIC CLEANSER
- North Advertising Company
- CROCKER-ANGLO NATIONAL BANK
- CONTADINA TOMATO PASTE
- Brisacher, Wheeler and Staff
- KEN-L-RATION
- STRIDE (WAX)
- Needham, Louis and Brorby
- PABST BEER
- GREEN GIANT PEAS
- Leo Burnett Company, Inc.
- PET MILK
- RALSTON-PURINA COMPANY
- Gardner Advertising Company
- MAHATMA-WATER MAID RICE
- JAX BEER
- Fitzgerald Advertising Agency
- SCOTCH TAPE
- M. J. B. COFFEE
- Batten, Barton, Durstine & Osborne
- HELENE CURTIS SPRAY NET
- HEILEMAN'S BEER
- Earle Ludgin & Company
- BARDAHL OIL
- RAINIER BEER
- Miller, Mackay, Hoeck and Hartung
- OLYMPIA BEER
- Batsford, Constantine and Gardner
- DUTCH CLEANSER
- Weiss and Geller, Inc.
- HUDEPOHL BEER
- Stockton-West-Burkhart, Inc.
- O'KEEFE & MERRITT RANGES
- RICHFIELD OIL COMPANY
- Hixson & Jorgensen, Inc.


6650 SUNSET BOULEVARD
HOLLYWOOD 28, CALIFORNIA

Latex Cracks TV Bra Barriers

• Continued from page 20

group, fraternal organization and viewer has a special set of do's and don'ts, making bra-and-girdle storyboards among the most difficult compositions of any creative field. Continuity departments of the networks now favor a case-by-case coverage of all commercials, but the detailed lists of taboos still exist.

Word Taboos

The number of words whose use is forbidden, for example, has increased rather than diminished. Among them are pants, bust, chest, lift, uplift, cup, flat, round, separated, padded, firm concave, convex, pelvic, hippy, ride up, plunge down, spread and cling to, as well as more obvious ones.

This makes it pretty difficult for a sponsor to get his message across.

Some companies keep coming back for more, however. Exquisite Form retreated to magazines after

"The Robbins Nest," but returned to TV late in 1954 on "Stop the Music," using three ballerinas and an animated sprite at a cost of \$25,000 per two minutes of commercial.

After a heroic 39-week stint, Exquisite Form again retired to the printed word, which draws no letters of complaint. Now, after some tests in Washington, it is back on ABC-TV's "Afternoon Film Festival" for 13 weeks with Janet Tyler (former Du Mont now ABC weather girl) and a dummy. The dummy wears the bras.

Enlightenment

The two solutions of Playtex and Exquisite Form, today's only two national TV advertisers in the lingerie industry, represent thousands of hours of trial and error approaches to the problem of overcoming TV's diffidence, which takes the word "unmentionables"

literally. The consensus among the manufacturers is that until network brass adopts a more enlightened attitude, television for them will be just a supplementary means of communications.

As for station managers, as one undies king put it, "They are poor little sheep who have lost their way, bra, bra, bra..."

Hotter'n Ever

• Continued from page 21

is told by an animated vertical line named Harry the Whisker, who appears on a board diagram introduced by an announcer. Harry goes into a song and dance demonstrating that when a whisker is surrounded by one of the holes in the Golden Glide, the skin around the whisker is pressed down so that the blade "Sweeps Harry right off his feet." Sunbeam will use college football on NBC this fall.

The Norelco shaver, said to be the fastest growing shaver in the

Coast Competition Stiffens

• Continued from page 26

up production in the West (tho the New York studios have been in the business for years) has formed a working partnership with Fred Niles Film. Niles, who headquarters in Chicago, will handle animated production at the Culver City lot, while RKO does the live shooting.

At the same time, the RKO Pathe sales office in New York will become simultaneously a Niles office, and the same is true for the Niles office in Chicago. This will give the combine both sales and production facilities in all three major commercial centers.

In a similar deal, TCF-TV has become affiliated with All-Scope

United States, works on a rotary action principle. Using technical animation, the commercial shows its slashing action in contrast to the cutting action of other shavers. Animation also shows that beards don't grown in rows like corn, but in scattered directions which can be best served by the rotary action of the Norelco. Also mentioned is the quietness of the shaver.

All shavers use demonstration commercials. But whereas Sunbeam and Norelco concentrate on showing the mechanical action of their products and how they work for the consumer, Remington and Schick try to demonstrate the effect of the products—speed, the length of time the shave will last.

Pictures, with production on commercials already begun. This is not as embracing as the RKO-Niles association, and one of the problems the firm still has to work out is that of Eastern and Midwestern representation. Gordon S. Mitchell heads the operation.

Other realignments here are as follows:

Gail Papineaux, previous head of the Kling organization in Hollywood, has formed LaBrea Productions, taking most of the Kling staff with him.

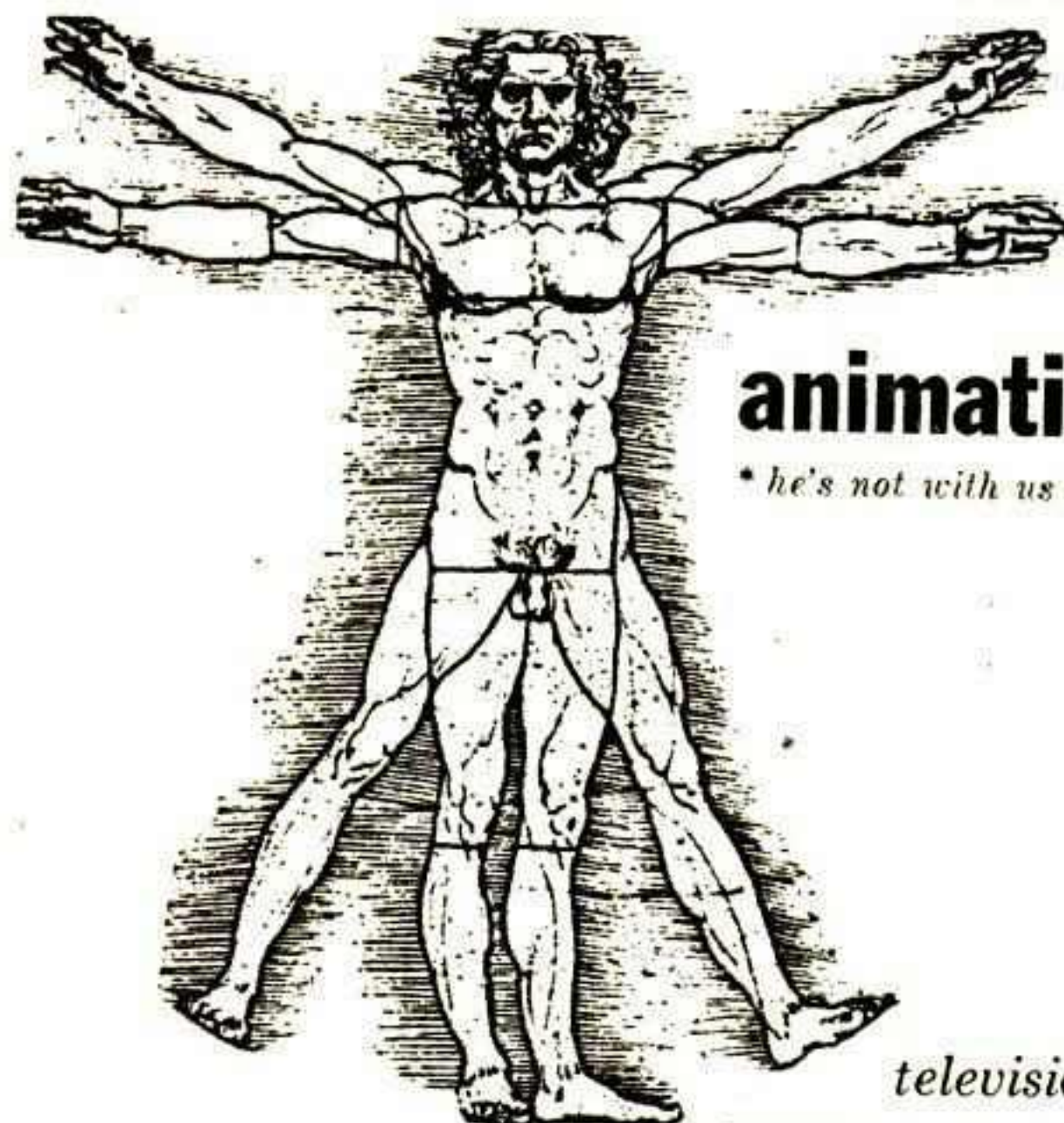
Eddie Yuhl, who joined his North American Productions with Kling to form Kling California, pulled out after a few weeks of the association and re-established North American.

This has left the status of Kling California somewhat uncertain, with Jack Fennimore from the Kling Chicago headquarters now on the Coast surveying the situation.

McGowan Productions, previously located at Kling, is building its own three-stage studio, and will probably be more active in the commercial business than in the past.

Quartet Films, headed by Les Goldman, consists of the former West Coast staff of Storyboard, Inc., which closed its offices here.

Filmways, Inc., New York company, has established a Hollywood branch helmed by Stanley Frazen, previously with McCadden.



DRAWING BY
LEONARDO
DA VINCI

animation inc.

* he's not with us but we have others

television commercials

8564 melrose ave. hollywood

SAN FRANCISCO • CHICAGO • NEW YORK • DETROIT

SUPER SALESMEN

Animated by Song Ads' staff to Song Ads' music—now on TV sets across the U.S.
Let's get together on your product!



SONG AD
Film-Radio Productions
6000 Sunset Blvd. • HO 5-6181
Hollywood 28, California

FOR THOSE
WHO CAN
AFFORD

THE FINEST

Quality...

in the East it's...

MOVIELAB

- ROUND-THCLOCK SERVICES
- NEGATIVE DEVELOPING
- FIRST PRINT DEPARTMENT
- ULTRA VIOLET AND FLASH PATCH PRINTING
- 16MM AND 35MM RELEASE PRINTING
- KODACHROME PRINTING
- 63 EDITING ROOMS
- SPECIAL TV SERVICES
- For Color it's

Rainbowlab Inc.

MOVIELAB FILM LABORATORIES, INC.

MOVIELAB BUILDING 619 W. 54th St., N.Y. C. 19 • JUdson 6-0360

Time Is Now for Experiments

• Continued from page 19

developed methods of separating these colors of light. This was the birth of color film.

Separating Hues

There are several methods for separating these three primary colors of light. One uses three different black and white bases and a die transfer. This is known as the Additive System. Later there was developed a multi-layered film on a single base for recording separate primary colors of light. This is referred to as the Subtractive System. Most color film systems in use today work on one of those two principles.

There is nothing as potent in advertising as color television. The full beauty and movement of TV pictures can powerfully charm the public as no other medium can. In fact, color has a far greater affect on our moods, tempers and general well-being than most of us realize. The moods that cannot be achieved in black and white can be achieved in color.

Good color rendition over the airways requires more skill than black and white. It is important that film producers work with the engineers to be certain that the colors sent out are correct. I have seen engineers on a test run show me a most satisfying picture, the only difficulty being that what was originally a yellow was now a beautiful pink. Here is where the film producer must work closely with the television stations. Color chips or anything that can properly aid the shader to reach the required hues must be used. It is no longer a question of satisfactory pictures, but rather of satisfactory colors.

Incidentally, it is interesting to note the variations in color that appear on the different receivers in the studios. Some standard should be set.

Viewer Problem

I have met very few individuals who are capable of tuning in a color set properly. We have all had trouble with people who say, "It did not look right on my set." What can we do about it? As far

as I'm concerned, the only thing we can do is send the picture out at the correct settings so that we see the best effect in the studio and then hope that the people at home are good engineers. I do feel, however, that there is a sore need for a campaign on "how to tune your color set." A campaign of this nature by the advertiser would more than pay for itself. Proper color identification of a product is as important as logo identification.

Compatible

This brings us to our second C-COMPATIBLE. In the course of making color commercials at the present time and in the past few years, the overwhelming predominance of viewers with black and white sets necessitated our thinking more in the terms of black and white than in color. What red will give the proper gray-scale reading with what green? Red and green contrast very well as colors, but it is possible—with certain shades of each—for them to scan approximately the same on the gray scale. Net result: no contrast. Compatible television has been a problem in the past, and I am sure it will continue to be a problem in the future.

Now for the last C-COST. Just where are we on costs in color TV? Today we are on the high side. I estimate, however, that the cost of color TV, once the era has reached its peak, should not exceed 25 per cent more than our black-and-white pictures of today, assuming that labor costs remain the same. The greater majority of color commercials that we have made have been for the spectaculars and high-priced shows. The sponsor wants commercials in keeping with his show: Spectacular commercials to go with spectacular shows. Spectaculars are expensive and so are the commercials.

Cost Reduction

The methods of printing color film for TV have given us maximum quality, but, unfortunately, not minimum costs. As color progresses, these methods will become

standard procedure, and costs in turn will be reduced.

Today color film stock costs approximately three times that of black and white. But we must assume that with the increased use of color stock, these prices will also come down.

We can never expect, however, that the price of color will ever be as low as black and white. Complex opticals in color require the equivalent of three fine grains of black and white, one to cover each of the primary colors of light. That means that opticals and special effects have to be run thru the machines not once but three times. This is a cost and time factor in itself, and has been one of the great drawbacks in color.

The quality of the picture once it passes thru this stage is certainly not comparable to a print off the

original negative. You can notice this even in feature pictures. (They merely cut in the actual length of the optical and revert to the original negative for printing.) Bear in mind, there are more opticals and special effects in the average TV commercial than in most feature films.

Stock Need

There is a great need for a stock that would be the equivalent of the single fine grain that we have in black and white. We have attempted on various occasions to bypass the separation positive stage. I am afraid that I cannot report the results of these experiments as coming up to the standards that TV requires, but I have hopes for the future.

There were some in 1955 who said that color TV will not be felt for many years to come. CCC-

COLOR, COMPATIBLE, COST—adds up to COLOR TELEVISION. I feel it right now, don't you?

Location Pains

• Continued from page 19

must be shot on location. The most frequent of these are those of automotive products, requiring movement. Technical devices, or large scale construction projects, which cannot be re-created or dummied up in the studio, demand location. So do local people and local color.

More often than not, however, a location sequence can be done just as well if not better in the studio, according to Jack Reynolds, who heads Roach production.

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For all your film needs call Sydney Banks, Garry Keeley or Reg Batten at

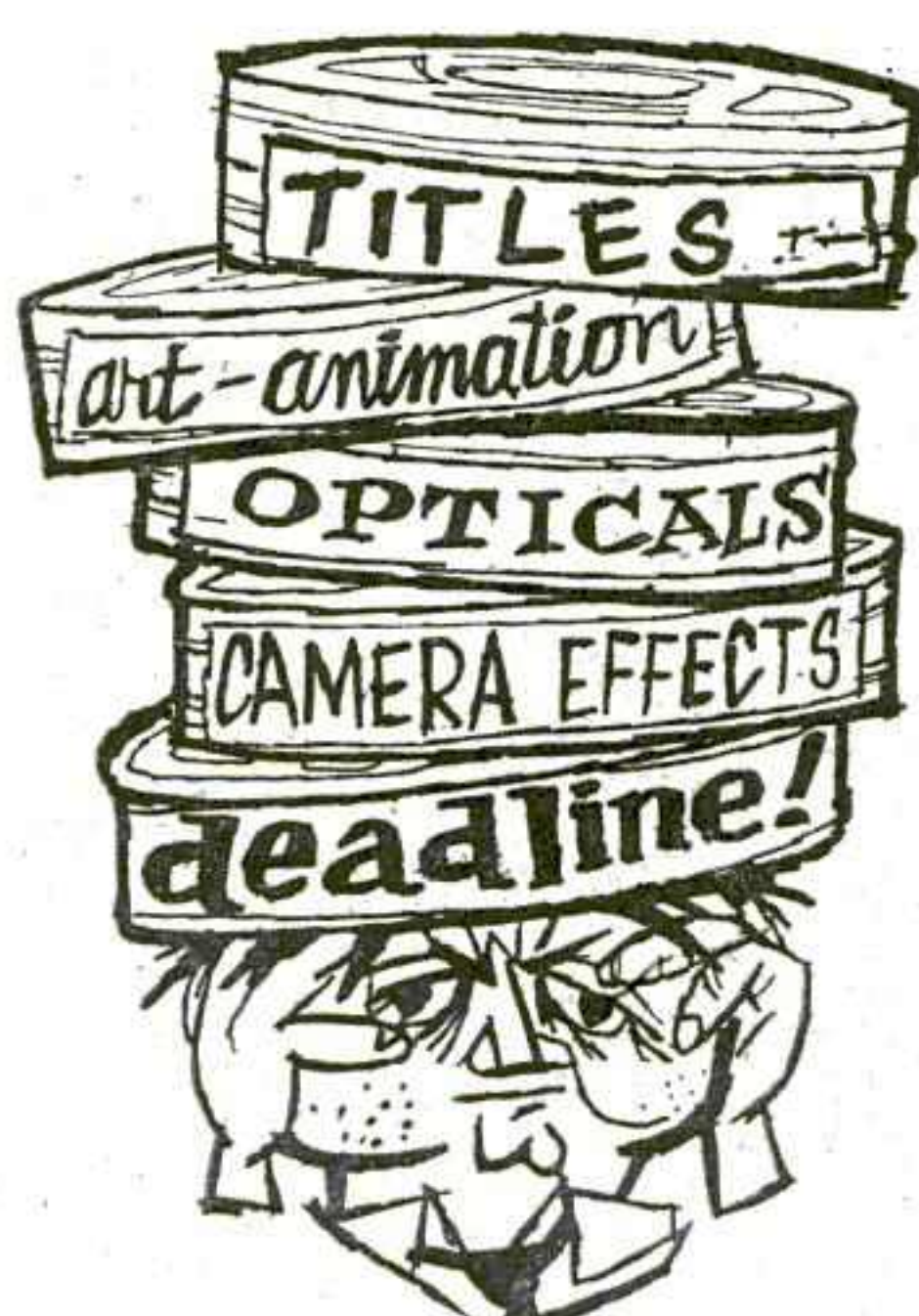
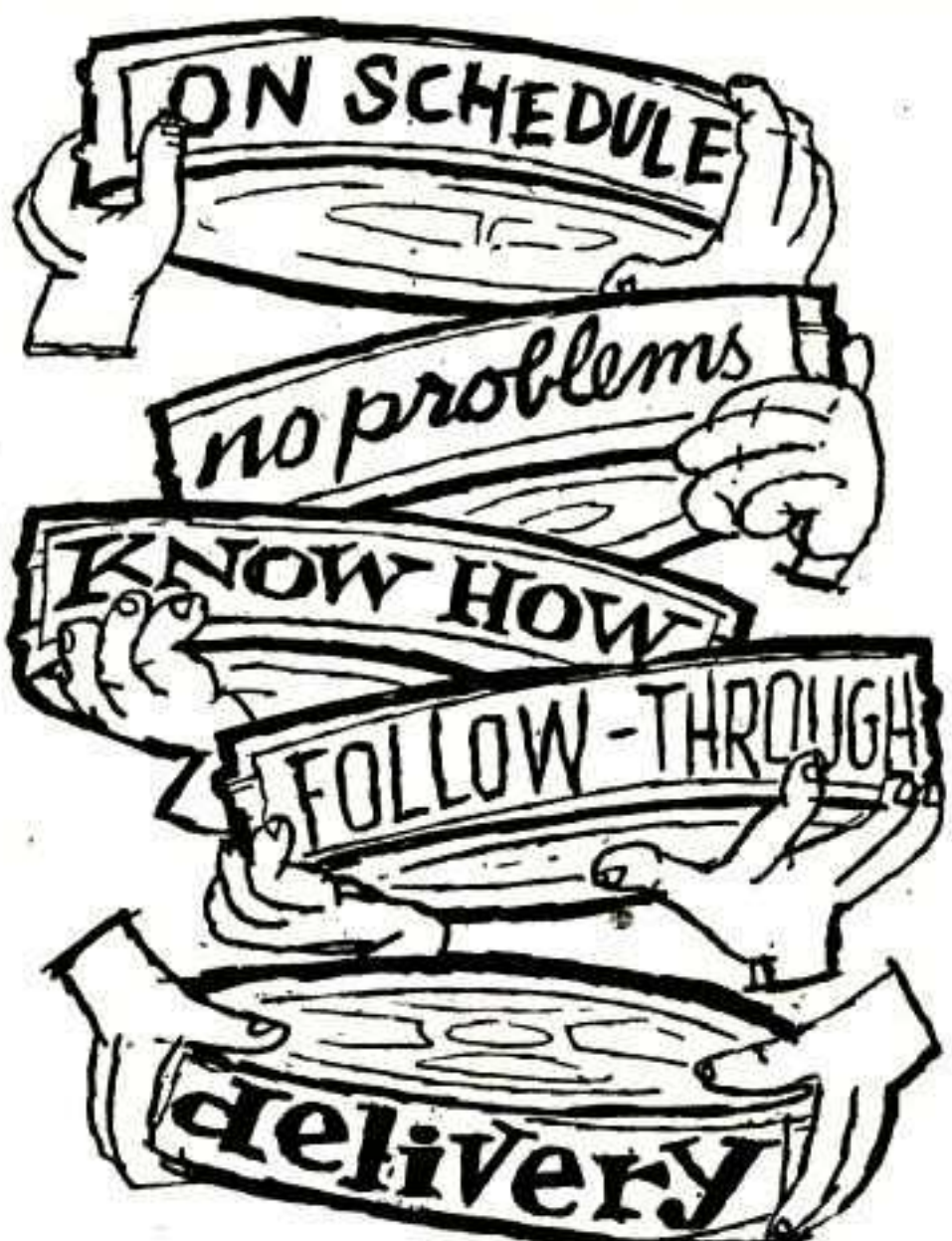



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HEARINGS PROVOKE SOME CENSURE BUT MORE LAUGHS

Congressional Antitrust Probe Adds Up to Headline Hunting Ball

By BILL SIMON
NEW YORK—The Celler Committee (the special subcommittee of the House of Representatives in connection with the study of antitrust laws), investigating possible violations of the antitrust laws by the big radio and TV networks, dipped into the music phase last week and, amidst all of the sinister allegations, came up with a load of laughs for the trade. If, as it has been suggested, the committee was hunting headlines, the expedition was a roaring success. Broadcast Music, Inc., came in for a heavy clobbering at the hands of several stalwart members of the American Society of Composers, Authors and Publishers, summoned by the allegedly "friendly" committee. The dailies had a field day with the utterances of veteran showman Billy Rose and with some sensational allegations hurled against BMI and Columbia Records' Mitch Miller by Frank Sinatra. The latter's spleen, vented in a telegram to the Committee, was read into the record. (See separate story.)

FRANK SENDS A KISS BY WIRE

NEW YORK—An especially vibrant note was injected into the Celler Committee hearings here last Wednesday (19) when Frank Sinatra wired the Congressional group from Las Vegas, blasting the "by-gosh" off Columbia Records, BMI and particularly Columbia's artists and repertoire man, Mitch Miller. The blast made most of the national wire-services. Sinatra, referring to his three-year contractual period at Columbia, tagged it as "a subsidiary of the Columbia Broadcasting Corporation," claimed that Miller took away his freedom of selection of material and "by design or coincidence began to present many, many inferior songs, all curiously bearing the BMI label." He credited Miller with the subsequent decline of his fortunes. "It is now a matter of record that since I have associated myself with Capitol Records, a company free of

(Continued on page 36)

M-G-M Preps Jazz Pkg.

NEW YORK—M-G-M Records is moving into the jazz package field with the upcoming release of five new albums. A special insignia has been designed, which will appear on each cover, thus tying all five together as a package. A special display has been set for dealer use. Groups include those of Buddy De Franco, the Stu Phillips Sextet, Preacher Rollo and the Saints, the Cass Harrison Trio and Leonard Feather's West Coast and East Coast stars. No EP's will be issued on any of the material.

many segments of the industry, including some top ASCAP officials who decried the appearances of members Rose, Stanley Adams (writer and ex-president of ASCAP) and tunesmith Jack Lawrence posing as representatives of the Society. (ASCAP's general counsel Herman Finkelstein also testified.) One high-ranking ASCAP board member, who asked that his name be withheld, told The Billboard: "These men do not represent ASCAP. None of this business is authorized by the Society. They are speaking as individual writers. ASCAP is composed of publishers as well as writers, and you don't see any publishers among the witnesses."

The same party continued: "The most stupid thing in the world to

me is for Billy Rose to say that Oscar Hammerstein and Irving Berlin can't get their songs played. If the Committee wanted such information, why didn't it call Hammerstein and Berlin. Rose has been over in Russia for two months and now he comes back and tells everybody what's going on here in the music business. If we have a hit, everybody plays it." But understanding, he said, "I'm not defending BMI. They're not running a legitimate business like ASCAP. They make deals all over the place, and they've got a lot of lousy songs."

The same board member was embarrassed by the Committee's acceptance of the Sinatra wire as evidence. "It's not fair to quote

(Continued on page 36)

Merc. LP Vol. Up 100% Via 1c Sales

NEW YORK — Mercury Records' 1-cent LP merchandising plan this summer increased the label's album sales well over 100 per cent, with more than 1,000,000 12-inch LP's (pop, classical and jazz) sold as a direct result of the promotion, according to veepee - treasurer, Irvin Steinberg.

The promotion, marking the first use of the 1-cent premium sales plan in the disk field, called for the presentation of a premium coupon by dealers to every purchaser of a \$3.98 Mercury LP during June and July. The coupons entitled buyers to purchase two more LP's (any in the Mercury or Em-Arco catalog) for \$3.99-\$3.98 for one and 1 cent for the other. The coupons could be used anytime before August 31, and Mercury reports 304,000 consumers redeemed them. Each redemption represented the sale of three Mercury LP's. In line with this, Steinberg notes that the label is also "achieving a constantly greater percentage of the industry's LP dollar volume."

On the basis of the success of the 1-cent LP merchandising plan,

Pacific Jazz Sampler Sales

HOLLYWOOD—Coast jazz indie Pacific Jazz Records last week reported total sales to date of 37,000 "Assorted Flavors of Pacific Jazz," introductory package recently released in conjunction with the firm's summer plan.

Net result, according to Pacific Jazz President Dick Bock, has been a 300 per cent increase in catalog sales during the company's 45-day program, with back-orders for an additional 18,000 jazz introductory packages. Unique feature of the firm's sales plan was that dealers had to stock the company's entire line to enable them to purchase the "loss leader" package, a departure from accepted industry policy.

Mercury's artist and repertoire chief Art Talmadge has stepped up the number of LP releases scheduled for the balance of 1956 and through 1957. The label will release 30 albums per month for the rest of this year and will put 50 new packages on the market to kick off its 1957 LP release schedule next January.

RCA LAUNCHES NEW DEEJAY EP SERVICE

NEW YORK—RCA Victor (as exclusively predicted in The Billboard, August 25) last week launched its new EP service for disk jockeys, whereby spinners will henceforth receive singles in EP form (two single releases in one package) rather than a separate disk for each single release.

The move is particularly feasible at this time, according to RCA

Contemporary Tells Dealers Of Fall Plans

HOLLYWOOD—Contemporary Records last week disclosed its fall plan to record dealers, offering what amounts to a 10 per cent discount for dealers participating in the program thru October 15.

Called the Contemporary "five-plus-five" plan, dealers who purchase one each of five new package releases, plus any five in the Contemporary catalog, will receive one 12-inch LP free from their distributors. Once qualified, a dealer may receive one free LP with every 10 additional packages purchased. Latter may be new releases or catalog merchandise, in any quantity or combination of numbers.

The plan is not applicable to Good Time Jazz merchandise, and according to the firm's letter to dealers, need not be passed on to the consumer. The five new releases offered include two packages by Shelly Manne, two by Lennie Niehaus and a new Barney Kessel album.

Gogi Grant Sets Own Pubbing Firm

NEW YORK — Thrush Gogi Grant, top-selling artist on the young Era label, is now in the publishing business. Miss Grant's firm will be called Granmore Music, Inc., and it will be affiliated with the American Society of Composers, Authors and Publishers.

Associates of the thrush in the enterprise are publisher Dave Dreyer, veteran tunesmith Gerald Marks and Miss Grant's manager, Jack Morton.

C. P. MacGregor Plans to Enter Pop Disk Field

HOLLYWOOD — C. P. MacGregor, the oldest recording and disk processing firm in Los Angeles, will enter the popular record business shortly, according to General Manager Ed Lowery.

Firm up until now has restricted its commercial disk activity to the square dance and Western fields, and via its line-up of 35 distributors throughout the country, plans on adding a full line of pop singles and albums. Frank Messina has been named to handle the firm's music department.

Lowery averred that eight 12-inch LP's have already been recorded and that he is currently lining up talent, with first releases expected by the end of next month. MacGregor at one time handled a sizable transcription business, owning disk rights to masters recorded by many name artists now on major labels.

Accessories Division Set By Capitol

HOLLYWOOD—Capitol Records spotlighted disk accessory products here last week with the creation of a new accessories promotion department, naming Elbert (Al) Allison to head its operations. Allison, formerly with Capitol's Chicago branch, and more recently a special accessories sales representative, will be responsible for establishing and maintaining an effective field promotion program covering all accessory products

(Continued on page 36)

Goodman Named Promotion Mgr.

NEW YORK — Stanley L. Goodman has been named sales promotion manager of Decca Records. A graduate of the Wharton School of the University of Pennsylvania, Goodman joined Decca in 1941. He previously has served as branch manager, merchandise manager of phonographs and accessories and market research director.

BIZ 20% AHEAD OF '55

Demands Cue Heavy Album Release From Granz Firms

HOLLYWOOD — Increased distributor demands for new albums has cued the heaviest release schedule in the history of the Norman Granz disk firms, Clef, Verve, Norgan and Down Home Records, with a total of 28 packages issued the firm's distributors thus far this month.

Bernie Silverman, national sales manager of the company, averred that sales thus far are running more than 20 per cent ahead of last year, and that he currently has approximately 75 additional new albums in production which it is

hoped will be released before the end of the year.

Verve last week released its first Bing Crosby package, "Bing Sings Whilst Bregman Swings," and also its first package pairing Louis Armstrong and Ella Fitzgerald. A strong consumer advertising campaign, in addition to special dealer and distributor sales aids have also been prepared.

In an effort to gain further disk jockey exposure of its package product, the Granz firms will shortly release its "Deejay," a speci-

(Continued on page 36)

DECCAGRAM:

CAVALLARO'S NEW "AUTUMN CONCERTO" (30076) SMASH SINGLE FOLLOW-UP TO "DUCHIN STORY" (DL 8289)...NEW CARMEN MCRAE "NAMELY YOU" (30075) MOST COMMERCIAL YET!...REGARDS...DECCA DAN

TALENT SHOWCASING

Col. and Victor Pioneer New Artist Promotion

NEW YORK—A new concept in record talent promotion—designed to acquaint radio-TV and film talent scouts, booking agencies and the press with a label's new artists, via talent showcase programs is shaping up in the industry.

Columbia Records introduced its new talent to the trade in a special "Sounds of the Future" show at the Park-Sheraton Hotel here last Tuesday (18) night, and RCA Victor is readying the first in a series of "RCA Victor Slave Market" presentations, which will bow sometime next month (tentative date October 16) at the Johnny Victor Theater.

The Columbia talent preview was the brain-child of the label's single-sales director Dick Linke, while the Victor show is under the supervision of artist-promotion exec, Bernie Miller.

Altho Columbia is the first major label to showcase its new artists in this manner, the idea was actually introduced to the disk business by Atlantic Records last winter, when the heretofore rhythm and blues company presented its new jazz pactees, Chris Connor and the Modern Jazz Quartet, in a special performance for the trade. The gimmick has been utilized on quite an elaborate scale by other industries for years, and is especially prevalent in the fashion and automotive fields.

The Victor "Slave Market" shows will be produced on a lavish scale, with extensive rehearsals and special choreography. New talent for the show, which will be held every six weeks, will be culled from Victor, Vik and Groove, with the latter label's new jazz canary, Ann Gilbert, one of those defi-

nately slated to appear on the first program.

Columbia President Goddard Lieberson emceed "Sounds of the Future" last week in a gracious and witty manner. The new talent showcased against Boyd Raeburn's solid ork backing, included canary Eileen Rodgers, jazz trumpeter Wild Bill Davison, warbler Richard Wilson, pianist Villegas, singer Johnny Mathis, ork leader Ray Conniff, Raeburn's band thrush Ginny Powell and the Collins Kids, a country and western duo. All were received enthusiastically by the crowd, with the Collins Kids (pretty 14-year-old fem and her bouncy younger brother) scoring particularly well.

After the new talent performed, Columbia's older artists (in terms of company service), Tony Bennett and Jerry Vale took over the floor for a couple of show-wise warbling sessions, with Bennett, utilizing most of his nitery act, closing the show in sock style. Also present, but not performing, were Rex Harrison, British movie actress Kay Kendall (whose dog was finally carted out to the checkroom by Harrison), Mitch Miller, Percy Faith, Frankie Laine. Also present and performing was CBS-TV star Jackie Gleason, who records for Capitol but was all over the Columbia bandstand Tuesday night to hilarious effect.

Columbia was expecting a turnout of 300, but almost twice that many showed up, including Walter Winchell, Earl Wilson and other Broadway columnists, local newspapermen, key disk jockeys, radio and TV station execs, network casting directors and producers, and representatives from practically every prominent consumer and trade magazine.

Rise of Local Shows Puts Deejaays In Even Rougher Race for Ratings

Policy Revamps on Top Hits or LP's Cause Upsets; Pluggers in the Middle

Continued from page 1

in June and in Boston and Chicago last July. The Baltimore station, WCAO, was recently disaffiliated from CBS.

Top Hits Out

Westinghouse, which recently pulled out of its NBC radio affiliations, also takes a more relaxed view of the programming picture, according to its national program chief, Bill Kaland. In reference to the "top hits" policy, Kaland said, "It's an amateur's way of programming and works only in relation to how poor the competition is in a given market. Lists are important. They mirror the tastes of the public, but they must be augmented with a generous supply of new releases and a memory for the old songs." Westinghouse stations include WBZ, Boston; KDKA, Pittsburgh, and WOWO, Fort Wayne, Ind.

One of the frankest advocates of the "top hits" format is KLAC, Los Angeles, which kicked up quite a stir locally last month when it inaugurated its new policy, pledging the airing of only the "30 Top Tunes," plus a few standards. The programming came about as the result of a year's survey undertaken by station's prexy, Mortimer Hall, which determined, according to Hall, "That the majority of listeners want to hear only the best-selling records and an occasional standard of yesteryear. So from now on KLAC will present only these top records around the clock. In this manner every listener will know what he can expect in the way of programming from our station."

Other L. A. stations and local record promotion men were openly critical of the KLAC policy. Veteran disk jockey Al Jarvis, for instance, told Roger Beck, local Mirror-News columnist, that it would "turn radio into a juke box."

KLAC Critics

George Baron, KDAY general manager, commented, "This destroys the deejay's individuality. It's censorship." Mark Haas, KMPC, said, "It's been tried before and never lasted." Bob Bacon, indie disk promotion man, asked, "What happens to the new tunes? How will a new song ever get into

the top 30 if the jockeys aren't allowed to play it?"

Meanwhile, other stations are branching out into the LP and standards field in a big way. The most recent example is WOR's "Music From Studio X," here, which features uninterrupted music Monday thru Saturday from 9:05 p.m. to 1 a.m. (with commercials spotted only on the hour and half hour) and on Sunday from 1:30 p.m. to 5 p.m. The show is programmed more than 90 per cent from LP's, with show tunes and romantic mood music preferred. Ratings for the time period have practically doubled since the show was launched last July. (See separate story this issue.)

Midwest Keys

Key Midwestern stations such as WERE, Cleveland, and WKMH, Detroit, are still "new-release conscious," as are most Boston and Pittsburgh stations. Pluggers also report that a flexible balance is still struck between the "top hits," new releases and LP's on WNEW, WRCA and WCBS here.

Meanwhile, Manhattan station WMGM, which has devoted a minimum of 50 per cent of its programming to the "top 40" for the last two years, reports that ratings have steadily improved during that

period. The station plays the "top 40" records compiled from its own weekly survey every night in its late afternoon and early evening time period.

In line with this, record promotion men note that the indies are "list-happy" these days, with either jockeys or their stations mailing out local "Hits of the Week" lists compiled from listener requests to local dealers and record labels.

Some of the lists put out by the station are rather elaborate, pointing up the increased competition in the indie radio field on even this promotional level.

List Mailers

Stations and/or disk jockeys sending out weekly record lists include: Buddy Deane, WITH, Baltimore; WAIT, Chicago; Bob Ansell, WCUE, Akron; Tom Edwards, WERE, Cleveland; WGN, Chicago; WCKY, Cincinnati; Don Bell, KRNT, Des Moines; KOSI, Denver; KLIF, Dallas; KGKO, Dallas; KELP, El Paso, Tex.; WTAC, Flint, Mich.; KXYZ, Houston; KLBS, Houston.

Also Paul Cowley, WKLO, Louisville, who also lists the number of spins each disk received that week; Kenny Vincent, WEOL, Elyria, O.; KVOL, Lafayette, La. (Continued on page 34)

Rizek Creditors Want Showdown

TRENTON, N. J.—Scene of the latest developments in the mystery of the Ponzi-like dealings of James Rizek and his battle with the creditors of his crumbling financial empire, shifted to the chambers of Federal Referee in Bankruptcy Charles Weelans in this state capital city this week. The first hearing on petitions brought by a number of creditors of Rizek and various firms in which he was a principal was held here Wednesday (19).

At this session only one witness, CPA Rudolph Merson, testified. Merson produced certain bank deposit slips to show that Rizek had in a very short period deposited \$147,000 to his personal account. There was no indication where the money came from. In another case, Merson showed a May bank statement for the ABC Trading Co., in which Rizek was a one-third owner, indicating deposits for the month of \$228,000 with a balance at the end of the month of \$987. Checks for \$136,000, \$9,000 and \$84,000 were issued direct to Rizek from the account.

As far as is now known, one of the few profitable operations controlled by Rizek is the Jabberwock, discount record store in New Brunswick. During the hearing, Referee Weelans reserved decision on a motion by receiver Benjamin Kleinberg to extend receivership to include this store. Rizek's attorney, Morris Spritzer, said this would force the Jabberwock to

close, even tho it's doing a land-office business.

Attorneys for the Times-Columbian (Continued on page 38)

PRESLEY JUGGERNAUT ROLLS

Merchandising Campaign Expected To Top \$20 Mil Sales by Year End

By JOEL FRIEDMAN

HOLLYWOOD — A merchandising campaign expected to eclipse sales of \$20,000,000 worth of goods before the end of the year, and which it is hoped will pale by comparison such staunch competitors as Mickey Mouse, Hopalong Cassidy and Davy Crockett, is currently gathering steam behind the music industry's most controversial and at present its most successful figure, Elvis Presley.

Teenagers throught the country will be treated to a barrage of merchandise the likes of which has never before been produced in connection with a music business personality.

Organized under the aegis of H. G. Saperstein & Associates in conjunction with Presley and the latter's personal manager, Col. Tom Parker, 18 licensees are currently producing a variety of approximately 30 products, all in the Elvis

Presley motif and all bearing either his name or likeness. Presley's guitar has also become somewhat of a trademark. Merchandise includes such items as hats, T-

LIP ROUGE TO ROCK 'N' ROLL

HOLLYWOOD — The female teenage species will soon have available the means with which they can be more closely identified with their idol Elvis Presley.

A new lipstick, to be called the "Teenagers Lipstick," will shortly be marketed in connection with the Presley merchandising campaign. Lipstick will be available in three shades, "heartbreak pink," "hound dog orange" and "tutti frutti red."

Anybody for tennis?

shirts, blue jeans, kerchiefs, bobby-sox, canvas sneakers, skirts, blouses, belts, purses, billfolds, wallets, charm bracelets, necklaces, magazines, gloves, mittens, a statue, book-ends, a guitar, lipstick, cologne, stuffed "hound-dogs," stuffed dancing dolls, stationery, greeting cards, sweaters and most recently, a soft drink. A glow-in-the-dark picture of Elvis, whose image lasts for two hours after the lights have been turned off, is also available.

Stores handling the merchandise include Sears, Roebuck, Montgomery Ward, W. T. Grant, Woolworth's, Kresge, AMC Stores, Macy's, Allied Department Stores, H. L. Green, Rexall, Whalen and others.

Saperstein plans on restricting the number of licensees and also the number of products, latter in line with the plan to derive more (Continued on page 34)

Introduced by board of directors member Warren Barker, the resolution reads: "Be it resolved, that Local 47 adopts and requests and urges the International Executive Board of the AFM to adopt a policy favoring the enactment of a tariff on the importation of recorded music that would protect the American musicians, and that the Federation use all efforts to gain favorable action on such legislation by a campaign similar in scope and detail to the campaign recently conducted to obtain the elimination of the 20 per cent cabaret tax."

Vs. Foreign Canned Music

"Be it further resolved that Local 47 requests and urges the International Executive Board of the AFM to modify or eliminate the 5 per cent trust fund payments now required on new TV films with music scored by American musicians, and enact a new policy and conditions for such recording which would encourage and permit the use of American musicians in this work now lost to foreign canned music."

Local 47 apparently is continuing its fight against canned music thru its house organ, Overature. Current issue lists live and canned music TV shows, and shows only 19 shows in the former category as opposed to 98 canned music shows. Similar efforts on the part of Local 47 in re-canned music and the 5 per cent TV film formula were made and beaten down at the last convention of the AFM.

On another front, Local 47 President John te Groen joined other entertainment industry factions seeking repeal of the 20 per cent amusement tax, in appealing to California congressional repre- (Continued on page 36)

the big

3



**BING
SINGS
WHILST
BREGMAN
SWINGS**

THIS IS A PANORAMIC TRUE
HIGH FIDELITY RECORD

Verve
Records

bing sings whilst bregman swings

The Song Is You
Mountain Greenery
Cheek To Cheek
'Deed I Do
MG V-2020

Heat Wave
Blue Room
Have You Met Miss Jones?
I've Got Five Dollars

They All Laughed
Nice Work If You Can Get It
September In The Rain
Jeepers Creepers

Verve
Records

THE 3 GREATEST ARTISTS IN THE HISTORY OF RECORDING BUSINESS



Verve

A PANORAMIC TRUE
HIGH FIDELITY RECORD

MG V-4003

ELLA and LOUIS

Can't We Be Friends
 Isn't This A Lovely Day
 They Can't Take That Away
 From Me

Moonlight In Vermont
 Under A Blanket Of Blue
 Tenderly
 A Foggy Day

Stars Fell On Alabama
 Cheek To Cheek
 The Nearness Of You
 April In Paris

MG V-4003

**OSCAR PETERSON, piano; HERB ELLIS, guitar;
RAY BROWN, bass and BUDDY RICH, drums**

451 NO. CANON DRIVE, BEVERLY HILLS, CALIF.

'BEANSTALK' RECORDINGS

No Original-Cast Diskings But Saturation for Sure

HOLLYWOOD—Tho it's doubtful there will be an original-cast album from the soundtrack of the upcoming NBC-TV spectacular, "Jack and the Beanstalk," the original score thus far has already been guaranteed a saturation wax campaign. A total of 21 singles and an album have already been recorded, with additional records expected to be cut on the Helen Deutch-Jerry Livingston score.

Conflicting artist contract impede an original cast deal, tho negotiations have been entered into by a number of firms in the hopes that clearances could be gained. Spectacular, set for showing on November 12, stars Peggy King, Joel

Gray, Celeste Holm, Cyri Ritchard, Arnold Stang and Billy Gilbert. Miss King is under contract to Columbia, Gray signed to Coral and Miss Holm has a deal pending with Verve Records.

Eight singles and an album are on Unique, three on RCA Victor, one on Columbia, eight on Golden, one on Decca, and two on M-G-M. Other records on Coral, Capitol and RCA Victor are expected.

Interesting aspect of the "Beanstalk" production is the organization of Remington Music, jointly owned by writers Deutch and Livingston in co-operation with Chappell Music, to publish the score. Special arrangements regarding copyright ownership of the songs are reported to have been made by Chappell with the writers.

PODIUM JAZZ

Sock Start For JATP At Carnegie

NEW YORK—Musically speaking, the latest version of Jazz at the Philharmonic is the best to date. At the box office, it got off to a sensational start, selling out two shows at Carnegie Hall (8:30 p.m. and midnight) last Saturday (15), for a gross of \$24,900.

Norman Granz, for the first time, laid heavy stress on the modern idiom, altho he had his usual troupe of honkers on hand to whip up excitement in the gallery. Recognizing the increasingly evident maturation of jazz audiences, Granz exceeded all of his previous talent nuts, mainly with the addition of the Modern Jazz Quartet. Modern solo stars Dizzy Gillespie, Sonny Stitt and Stan Getz played with the MJQ rhythm so that these virtuosi could concentrate on their advanced music rather than get caught up in a caterwauling session as in past years. Gillespie especially was superb in the opening concert. The crowd obviously ate up the MJQ offerings, listening quietly and intensely thruout, then tearing the roof off with applause.

Program began with the swing cats, Flip Phillips, Illinois Jacquet and Roy Eldridge, backed by Oscar Peterson, Herb Ellis, Ray Brown and Jo Jones (this year replacing Buddy Rich). Group closed its set with the usual go-go-go forensics and obviously pleased a good seg of the audience, despite the fact that their music is getting mighty frayed at the edges. MJQ and then the modern stars followed.

After intermission it was Gene Krupa Quartet. Krupa tore loose on his standard "Drum Boogie" and got the loudest reaction of the evening for the loudest contribution. The crowd was also attentive to the quieter, but no less propulsive offerings of the Oscar Peterson Trio.

The incomparable Ella Fitzgerald wrapped things up, and who could ask for anything more?

Granz's souvenir program, always a big source of added revenue to the impresario, carries effective plugs for the recordings of his crew, and a gracious plug for the Atlantic album by the MJQ. This year Granz included a polite, but firm little essay entitled "How to Act at a Jazz Concert." Apparently it had a good effect.

Tour opened cold this year in Carnegie, skipping the traditional Thursday break-in at Hartford. (Hartford was scheduled to get the show Monday [14].) Troupe will cross the country, playing 35 concerts in 31 days. It figures to do great business and hype interest in jazz disks en route.

Bill Simon.

Series of Biz Meets for Dot

HOLLYWOOD—A series of business discussions to deal with Dot Records' domestic and foreign expansion, the firm's new package program and the speeding of releases and service will be held here at Dot headquarters October 15-17.

To be helmed by Dot President Randy Wood, company personnel thruout the country are being called in to attend the meetings. Latter include Henry Onorati and Mickey Addy, New York; Bob Smith and Sandy Harbin, Chicago; Morty Weisling, Detroit; Weber Parrish, Nashville; Jerry Johnson, Los Angeles; Jim Coyle, Indianapolis, and Gil Brown, Gallatin, Tenn.

M-G-M Disks Push 'Sex' Pic

NEW YORK—M-G-M Records has tied in with its pic-producing parent company to push the flick, "The Opposite Sex," and the tunes in its score.

Starlets, armed with sample disks of Art Mooney's "Rock and Roll Tumbleweed" and the King's IV disk of "Now Baby, Now," both from the film, will make the rounds of disk jockeys and TV shows across the nation, plugging the record and the pic. Mooney himself, who is featured in the film, later will take to the road on a promotion jaunt.

The diskery has also made

Cadence Puts Kornheiser in Top Sales Slot

NEW YORK—Bob Kornheiser, promotion chief of Cadence Records, has been appointed sales manager for the label. Concurrently, Cadence prexy, Archie Bleyer, has signed Jane Gibbs to handle the label's disk jockey promotion in the New York area.

Mrs. Gibbs, a free-lance dee-jay plugger, will continue to handle other accounts here, including Liberty Records. Meanwhile her sister, Cadence exec Bobbi Dietlerle, left for the West Coast Friday (21) to take a 10-day swing around the dee-jay-dealer distributor circuit.

Cadence has operated without an official sales director since last December, when Joe Delaney resigned from the post. Kornheiser will continue to supervise the label's national promotion, in line with Bleyer's policy of co-ordinating sales and sales promotion as closely as possible.

Injunct'n Halts 'Whistler' Use

HOLLYWOOD—A preliminary injunction granted to composer Don Robertson last week halted the broadcast and other use of Burgermeister beer commercials allegedly based on the song, "The Happy Whistler."

Federal Judge William C. Mathes granted Robertson and Birchwood Music Company the injunction after two days of argument between Robertson and the defendants, the San Francisco Brewing Company, BBD&O; Song Ads, Inc., and approximately 30 radio stations. Judge Mathes ordered the brewery and agency to withdraw the commercial pending trial, or cut out the alleged parts of their jingle infringing on "Happy Whistler."

The original complaint, filed by attorney Arthur S. Katz, charged the defendants with the unauthorized recording and public performance of portions of the composition, the latter subsequently broadcast as a radio commercial in behalf of Burgermeister beer. Exemplary damages of \$50,000 was asked from each defendant.

another tie-in with the "Rin Tin Tin" TV show on a new disking by James Brown, who plays Lt. Rip Masters in the series. Brown's version of the song "Forward Ho," is being rushed out by the label in a special sleeve showing action shots from the show.

Presley Juggernaut Rolls

Continued from page 31

commercial longevity and less competition among manufacturers of the Presley goods. Previously responsible for the merchandising in connection with Super-Circus, Ding-Dong School, Lassie, Lone Ranger, Jim Bowie, Wyatt Eary and others, Saperstein estimates that four million charm bracelets, 120 thousand pair of blue jeans (which are black), and 240 thousand T-shirts have been sold thus far for example.

Indications are, says Saperstein, that Presley sales will continue to build thru this year with no signs of a let-down at all. Tie-in promotions are currently being planned in connection with Presley's two upcoming pictures, "Love Me Tender" at 20th-Fox and "Lonesome Cowboy" for Paramount. A close watch is constantly kept on Presley's record sales, since, says

Saperstein, his disk popularity is the chief barometer. Saperstein is also handling the Elvis Presley fan club, with approximately 200,000 members, a good majority of whom send money in addition to their fan letters, asking for anything "Presley."

Biggest problem of the Presley merchandising campaign is a production one according to Saperstein, with licensees subcontracting a good deal of their work in order to fill orders.

A one-shot magazine titled "Elvis Presley Answers Back" to be sold at 50 cents will shortly hit the stands, with RCA record distributors expected to handle the book also. RCA's distributors, says Saperstein, have asked to handle any item of Presley merchandise as long as there is no size problem to contend with.

Deejays in Rougher Race

Continued from page 31

WTMJ, Milwaukee; WRIT, Milwaukee; WMPS, Memphis; WGH, Norfolk; WOLF, Syracuse; WFBL, Syracuse.

And KENT, Shreveport, La.; Dave Dreis, KENT, Shreveport, La.; WHHH, Dick Drury, Warren, O.; WTIK, New Orleans; WHIL, Medford, Mass.; WOGY, Minneapolis; WFBR, Baltimore; KOWH, Omaha; WJBK, Detroit; WDSU, New Orleans; WNOE, New Orleans; Larry Kane, KNUZ, Houston; Chuck Brinkman, WJER, Dover, O.; KVOA, Tucson, Ariz.; Ed Ferland, WHEC, Rochester, N. Y.; Jim Winters, WABI, Bangor, Me.; WLOL, Minneapolis.

Best Policy

Some stations have incorporated a "best new release" selection on these lists, thereby offering the somewhat discouraged pluggers a chance to break thru the "top hits" barrier once in a while. Ed Ferland, at WHEC, Rochester, N. Y., for instance, has a teen-age panel vote the "record most likely to succeed" out of each week's new releases, and the winning disk is spun at least once a day on every WHEC record show the following week.

Mary Lou O'Brien, KTBS, Shreveport, La., has a similar teen-age panel show, "Tops for Teens," with the winning record spotlighted the next week on every KTBS disk show.

The five disk jockeys at WTOA, Boston, each nominate a candidate for "best new release" honors and

play the disk every hour on the hour on their own shows for a week. Then, on Saturdays, Ed Penney plays all five disk nominees and asks the public to vote the winner. The chosen "Hit Tune of the Week" then is played every hour on the hour over Penney's daily show, thus each nominated record gets 10 plays per week and the winner gets another 20 the next week.

A co-op "pick" plan has been set up by deejays at WNRI, Woonsocket, R. I., and WICE, Providence, with jockeys at both stations voting (from each week's new releases) the "Pick of the Week," which then receives as many as 10 plays a day on both stations.

Altho it can't be confirmed, one record plugger insists he was informed by KLIF, Dallas, that the only way to get a new release played on the station was to give the outlet a one-week exclusive, guaranteeing the disk would not be made available to any other Dallas station during that period.

PLYMOUTH \$\$

Ray Anthony To Headline Tele Stanza

HOLLYWOOD—Maestro Ray Anthony joined the ranks of TV bandleaders last week, signing a contract to headline a one-hour musical teleshow for the Plymouth division of Chrysler Corporation.

Frank Leahy, former head football coach at Notre Dame, will be featured on the show, scheduled for 10 p.m., E.D.T., Fridays on the ABC-TV network beginning October 12. Leahy will be seen in the role of host as well as in special sport features. The Anthony orchestra will be augmented for the weekly show, with additional featured talent to be announced shortly.

Tagged "The Ray Anthony Show," the program will originate live from Hollywood, with plans to "travel the show extensively on behalf of Plymouth dealers," according to Jack M. Minor, vice-president in charge of sales for Plymouth.

Plymouth co-sponsors with Dodge the new Monday night "Top Tunes and New Faces" show by Lawrence Welk, with Dodge continuing the weekly Saturday Welk teleshow.

Capitol Holds Sales Confabs

HOLLYWOOD—Capitol Records district sales managers met here last week (19-20) in a series of conferences discussing sales, promotion and merchandising plans for the balance of 1956 and early 1957. Attending the meetings were Irv Jerome, New York; Max Callison, Detroit; George Gerken, Chicago; Don Comstock, Atlanta, and Bob Camp, Los Angeles.

Sessions were conducted by Capitol President Glenn Wallichs, Lloyd Dunn, vice-president in charge of sales and merchandising; Mike Maitland, national director of sales, and Gordon Fraser, national director of merchandising.

HOLLYWOOD—Los Angeles Superior Court last week approved a four-year recording contract binding the Six Teens to Flip Records. The court's blessings were needed since the three girls and three boys comprising the vocal group are minors. The Six Teens caught the nation's ear with their recording of "A Casual Look" for the Flip label.

'Saucer' Twins In Own Office

NEW YORK—Bob Buchanan and Dick Goodman, the "Flying Saucer" twins, have taken an office and now intend to institutionalize their Luniverse label. Naturally enough, their office is upstairs of Hanson's Drug Store, site of the phone booth where Buchanan reportedly wrote most of his orders for the controversial "Saucer" disk.

Luniverse, according to its founders, will specialize in "teen-ager music." New artists already signed are a thrush, Joanie Dunn, and a group, the Vol-Tones. This week, the label will issue its second Goodman-Buchanan disk, a coupling of "Public Opinion" and "Buchanan and Goodman On Trial." The cats have used the same dubbing gimmick as on "Saucer," but this time, reportedly, they have used imitations and live music backgrounds instead of dubbing from commercial disks.

It's also reported that the team will have its own phone in the new office, altho neither partner expects ever to be found there. Presumably they can be reached at Hanson's every afternoon between 4 and 5 p.m.

ASCAP Coast Meet Oct. 15

HOLLYWOOD—The semi-annual West Coast meeting of the American Society of Composers, Authors and Publishers (ASCAP) will be held at the Beverly Hills Hotel here October 15. Meet will be an afternoon business session only.

ASCAP executives scheduled to address the Coast contingent of writers and publishers include President Paul Cunningham; Jack Yellen, chairman of the executive committee; Herman Finkelstein and George Hoffman. L. Wolfie Gilbert, chairman of the Coast committee, will preside.

parade of hits

- 15486—THE GREEN DOOR—JIM LOWE
- 15481—THE FOOL—SANFORD CLARK
- 15490—FRIENDLY PERSUASION—CHAINS OF LOVE—PAT BOONE
- 15492—NOW IS THE HOUR—A HEART WITHOUT A SWEETHEART—GALE STORM
- 15489—KA-DING-DONG—INTO EACH LIFE SOME RAIN MUST FALL—THE HILLTOPPERS
- 15488—HEART AND SOUL—DIXIELAND BAND—JOHNNY MADDOX
- 15491—WHEN THE WHITE LILACS BLOOM AGAIN—SPANISH DIARY—BILLY VAUGHN
- 15497—ONE MINT JULIP—I'M WAITING FOR SHIPS THAT NEVER COME IN—MAC WISEMEN
- 15485—APE CALL—NERVOUS NORVUS
- 15493—CASUAL LOOK—LORRY RAINE
- 15472—I ALMOST LOST MY MIND—PAT BOONE
- 15496—COOL IT BABY—BALLROOM BABY—DICK LORY
- 1286—HONKY TONK TEARS—LET THE WHOLE WORLD TALK—JIMMY NEWMAN
- 15501—PLEASE DON'T LEAVE ME—STILL—THE FONTAINE SISTERS

ALBUMS

- DLP 3030—"HOWDY"—PAT BOONE DLP 3012—"GOLDEN INSTRUMENTALS"—BILLY VAUGHN
 DLP 3012—PAT BOONE — DEP 1053—"PAT ON MIKE"—PAT BOONE
 DEP 1049—PAT BOONE

NEW RELEASES

- 15498—SPIN THE WHEEL—ROCKY ROAD—THE SCHOLARS
 15500—THE FANG—THE BULLFROG HOP—NERVOUS NORVUS

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181
 THE NATION'S BEST SELLING RECORDS

"YOU DON'T KNOW ME"

Recorded by
EDDY ARNOLD—RCA-Victor
KYLE KIMBRO—Camden
CARMEN McRAE—Decca
JERRY VALE—Columbia

(Artist shown alphabetically by name)

Hill and Range Songs, Inc.

GUY LOMBARDO

"LOVE ME SWEET AND LOVE ME LONG"

Capitol #3540

SNYDER MUSIC CORP.
 6308 Sunset Blvd., Hollywood 28, Calif.

A Solid Ballad Hit!

EV'RY DAY OF MY LIFE

MILLER MUSIC CORPORATION

TEEN AGE GOODNIGHT

THE CHORDETTES
 Cadence
 THE AMERICANS
 Crest

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

7 Big Records

"THE GIANT"

(THIS THEN IS TEXAS)

M. WITMARK & SONS, NEW YORK

LOVE IS A GREAT BIG NOthin'

DICK HAYMES

First Single Release on Capitol

Bourne, Inc.
 136 W. 52d St. N. Y. C., N. Y.

Hearings Net Mixed Reactions

Continued from page 30

a man's telegram and not permit somebody to cross-examine him."

Rose's Accusations

Rose, who appeared before the Committee on Tuesday (18), accused BMI of "muddying up the airways" with "Rock and Roll and other musical monstrosities." "These," he said, "are obscene junk, pretty much on a level with dirty comic magazines." Mr. Rose, a prominent songwriter in the 1920's hasn't been writing during the past 25 years, having made his lasting contribution to American culture with such immortal works as "Barney Google With the Goo-Goo Googley Eyes," "Does the Spearmint Lose Its Flavor on the Bedpost Over Night," "Don't Bring Lulu," "More Than You Know," etc. One of his tunes from the 1920's, "Tonight You Belong to Me," currently is No. 6 on The Billboard's Honor Roll of Hits, having been revived on the indie Liberty label by Patience and Prudence. These young 'uns, ages 11 and 14, sing Rose's opening lines, about which one publisher-parent commented: "They must be singing to their tricycle, what else?" Their recording this week is also No. 6 on the Most Played by Disk Jockeys chart. A second version of the tune, by Lawrence Welk and the Lennon Sisters, also made the Retail Best Selling Chart this week.

Rose, under examination, opined that General David Sarnoff, chairman of the board of RCA and NBC, probably wasn't aware of the discriminatory deeds of his lower echelon executives in keeping ASCAP music from being recorded and played. Asked to define "lower echelon," he said this would be \$40,000-a-year men. A number of RCA Victor-execs, who, it is reported, make less than that amount, were upset to learn that

they were lower than "lower" in the hierarchy.

Carl Haverlin, BMI president, appeared before the committee voluntarily to submit facts regarding network performances of ASCAP as opposed to BMI material. He suggested that the Committee should select "any week or any month of any quarter or any year, and instruct BMI to select the logs from its files to fit that period, to make analysis and submission thereof; to ask the American Society to take the duplicate logs, which according to my understanding they have, to make similar marks, similar summaries and similar analysis, and send them to you."

Haverlin concluded: "It is my conviction that in whatever period you may select, you will find that this ratio of three to one, four to one, indeed five to one, will continue, and then I think it will be clear to this committee, as it seems clear to me, that ASCAP not being satisfied with this dominant ratio of four and five to one would indeed like to do away with our performance." "When Chairman Celler queried: "Would you be willing to let our staff go over your records?" Haverlin replied: "Yes."

Tradesters generally were miffed thruout the week at the manner in which the hearings were being conducted, altho they were advised that this was standard procedure for such committees. Witnesses get no guarantees, and there is no cross-examination permitted.

Apparently some of the questions came as no surprise to the ASCAP witnesses. Most of their replies were read from prepared statements.

The network hearings will continue this week, altho it was not known at press time whether or not other denizens of the music world would be called to testify.

Biz 20% Ahead

Continued from page 30

ally designed 12-inch LP featuring selections from Verve, Clef and Norgran Albums. Latter is tailored to the demands of a jockey, with appropriate information showing title, album, artist, publisher credits, time, etc. It will be sold to jockeys thru Granz's distributors at \$1.

Granz meanwhile added singer Charlie Fuqua and the Ink Spots to a term contract, and will record an album of songs made famous by the original Ink Spots. Also in preparation is a special Spike Jones package titled "Spike Jones Presents a Christmas Spectacular," featuring the Jud Conlon singers and the Jones unit minus its usual tomfoolery.

On another front, Granz last week racked up a total gross of \$88,000 in the first five playing dates of the 17th Annual Jazz at the Philharmonic tour. Dates played thus far include New York, Boston, Montreal, Cleveland and Pittsburgh.

Accessories Div.

Continued from page 30

handled by Capitol. Among his duties will be the responsibility for on-the-job training of company sales personnel in proper sales techniques. He will report to accessories sales manager Joe Bour.

In another announcement, Geoffrey Racine, vice-president of Capitol Records Distributing Corporation and national branch operations manager, disclosed the transfer of Vaughn Tidemand from branch operations manager in Minneapolis to a similar post in Detroit. Dick Clemence was also named branch operations manager in Cleveland, moving from Detroit. Gene Benson has been named to replace Tidemand.

FRANK SENDS A KISS BY WIRE

Continued from page 30

broadcasting affiliations, my career is again financially, creatively and artistically healthy. My career as a successful recording artist was based on material from the catalog of ASCAP . . . and will always be based on the catalog of ASCAP."

Columbia rapidly countered with some statistics: The diskery pointed out that under Miller's aegis, Sinatra recorded a total of 57 selections, of which only five were in BMI. These included "Goodnight, Irene"; "I Hear a Rhapsody," "Poinciana," "Chattanooga Shoe-Shine Boy," and "That's How Much I Love You, Baby." His early rock 'n' roll hit, "The Hucklebuck," is in ASCAP. Eleven of the remaining 52 tunes were published by Sinatra's own ASCAP publishing house, Barton Music.

When Sinatra joined Capitol, on the heels of his "From Here to Eternity" flick success, his first hit disk was "Young at Heart," a BMI copyright. In his three years and nine months with Capitol, Sinatra has cut at least 11 BMI tunes. "Learnin' the Blues" also was BMI.

Columbia President Goddard Lieberman got into the fray, issuing a statement that, "No song is ever recorded by Columbia Records because of its performing rights society affiliation." Lieberman observed that Mr. Sinatra's career with Columbia followed his general career with all its ups and downs, and that Columbia was fortunate enough to enjoy many of these ups, and also suffered some of the problems of his downs. Lieberman added: "I'm glad to say that Frank is once more on top and it is more likely that his performance would enhance the success of a song than, as his statement suggests, a song would account for his success." A tradester added, "I don't think Frank knows his ASCAP from his BMI."

HOLLYWOOD — Queried as to the circumstances of Sinatra's statement, Hank Sanicola, Sinatra's personal manager, declared that the singer's statement was meant to be directed at Mitch Miller rather than BMI.

Sanicola is currently negotiating with BMI for a new contract for the Sinatra BMI publishing firms, and acknowledged that he had discussions with Bob Burton, vice-president and general manager of BMI, in this connection in Hollywood one day last week. Sanicola told The Billboard that contract negotiations were not consummated.

Reached at the Sands Hotel, Las Vegas, where Sinatra is currently appearing, Sanicola said in re Mitch Miller: "I fought him all the way. He wanted us to do what he wanted. On the last recording date, in fact, on the last couple of recording dates, I would not allow him into the studio. This (the Sinatra telegram) is not actually directed at BMI but at Miller."

Asked why Sinatra had sent the telegram, Sanicola said: "That's Frank's statement and he'll stand by it."

According to a spokesman, "We're trying to determine what percentage of records released here have been cut abroad, etc."

ANOTHER BMI PIN-UP HIT

HONKY TONK

Recorded by
BILL DOGGETT . . . King
RUSTY BRYANT . . . Dot

Published by
BILLACE MUSIC CO.



Recorded by

ELVIS PRESLEY

RCA VICTOR

"HOUND DOG"

Elvis Presley Music, Inc., and
 Lion Publishing Company, Inc.

"I WANT YOU, I NEED YOU, I LOVE YOU"

ELVIS PRESLEY MUSIC, INC.

Sole Selling Agent:

Hill & Range Songs, Inc.

The Four Voices

THE LIES THAT BIND

Columbia

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

HERE'S ONE TO PLAY—

"ALL NIGHT LONG"

Dolores Fredericks

DECCA 29999

Valleybrook PUBLICATIONS INC.
 112 E. 5th Street
 CHESTER, PENNA.

GUY LOMBARDO

"LOVE ME SWEET AND LOVE ME LONG"

Capitol #3540

SNYDER MUSIC CORP.
 6308 Sunset Blvd., Hollywood 28, Calif.

A cute novelty with a lilting beat!

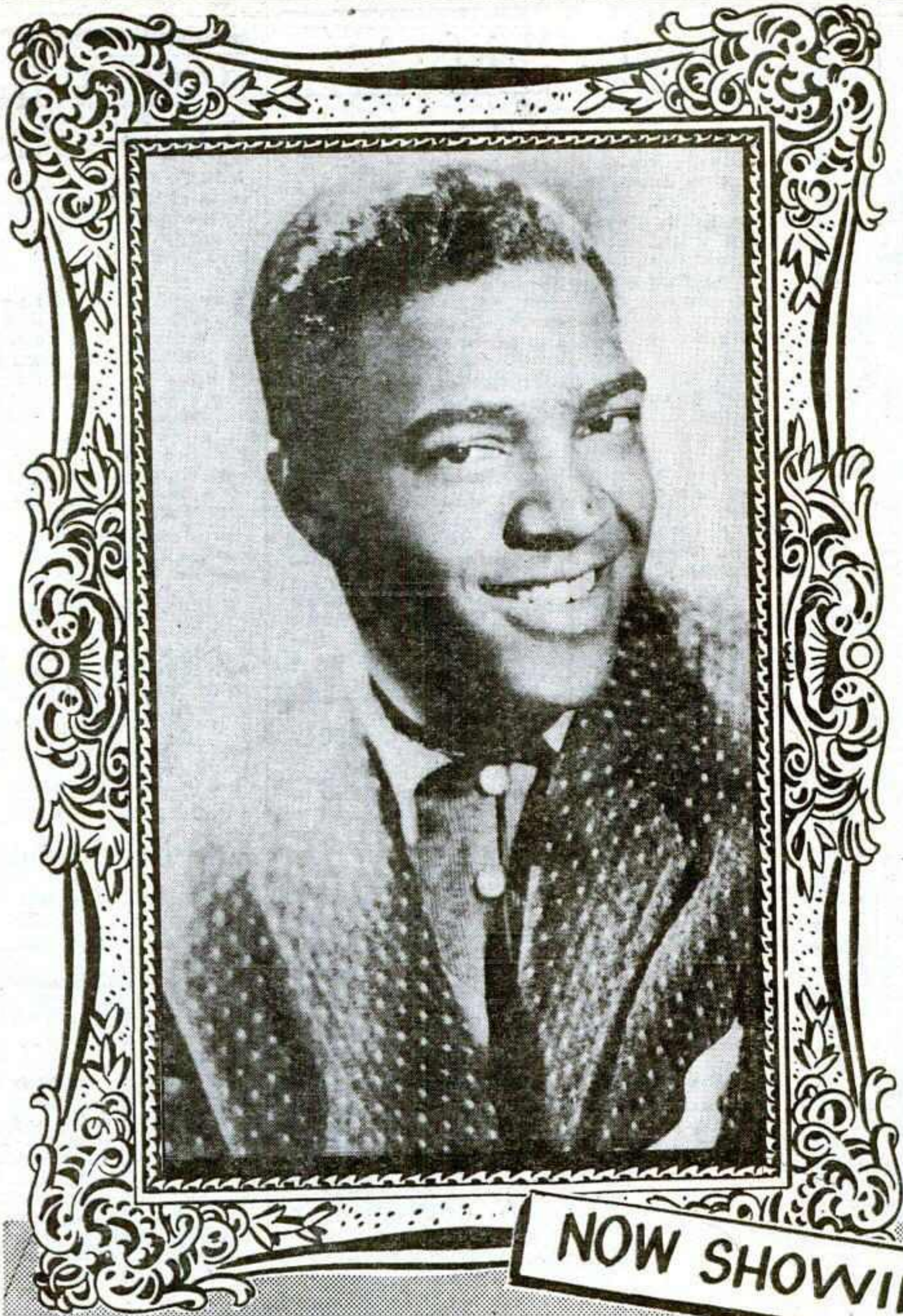
WAIT LITTLE DARLING

Recorded by

KAY CEE JONES

on Decca

MILLS MUSIC, INC.



**TWO
TREMENDOUS
FOLLOW-UPS TO
"TREASURE OF LOVE."**

**... ON THE MARKET
TWO WEEKS, AND
BOTH SIDES
SKY-ROCKETING**

**Clyde
McPhatter's**

NOW SHOWING

The Ballad Side

**'I'M
LONLEY
TONIGHT'**

and

The Rhythm Side

**'THIRTY
DAYS'**

ATLANTIC 1106

ATLANTIC RECORDING CORPORATION
157 WEST 57th St. NEW YORK 19, N. Y.

Ampex Sues Goody On Fair Trade Cut

NEW YORK—The Goody Audio Center and its proprietor, Sam Goody, have been named in a complaint filed in New York Supreme Court by the Ampex Corporation of Redwood City, California.

The action stems from an advertisement run by Goody in the August 12 issue of the New York Times, in which, it is alleged, the Ampex Model 600 tape recorder and playback machine was offered at a price, according to the complaint, "Known by the defendants to be lower than that established under the plaintiff's fair trade agreements." According to the record, the unit, with a list price of \$545, was offered for \$381.50, or about 30 per cent off list.

The complaint also claims that the plaintiff had previously notified the Goody organization that the "commodities are subject to the fair trade agreements and that advertising or offering them for sale at prices lower than those established would be actionable." It is further alleged that the offerings were not made on items for the purpose of closing out the defendant's stock or on items that were damaged or on which the value had in any way deteriorated.

Ampex, in the action, states that the continuance of the practice by Goody threatens "Irreparable damage" to its goodwill and its trademark. A permanent injunction restraining Goody from further promoting sale of any Ampex items at below agreed upon fair trade prices will be sought.

A motion for a temporary injunction will be argued in the Supreme Court here Monday (24).

Philip Gundy, Ampex veepee, in an affidavit, said that his company has agreements with about 500 dealers thruout the country, of which 23 are in New York State and eight in New York County. Since Ampex works on a direct factory to dealer distribution set-up, and since there was never any agreement between Goody and Ampex, there was some question in the trade as to where Goody had obtained the merchandise.

The case is not the first wherein Goody has been involved in alleged fair trade violations. In

1948, when LP's were making their bow, and were incidentally fair-traded, he was brought up on charges by Columbia Records, but the case was nullified when certain Fair Trade law provisions were changed. Later, in 1950, another hassle found Goody locking horns with Dario Soria of Cetra Records, which action later also involved Angel and Capitol.

Commenting on the current action, Abe Lowenthal, Goody's attorney, said that when the Model 600 was advertised, it had been withdrawn from the Ampex line for more than four months. The implicit thought was that since the model was no longer an official part of the company's line of products, it could no longer be considered as coming under the provisions of the fair trade law.

Michaelis to Unveil Own Label, AMI

NEW YORK—Arnold Michaelis, who resigned from Columbia's Masterworks Division last week, is bringing out his own record label, AMI. His first LP Release (an interview with Adlai Stevenson, cut last June at the Democratic nominee's Libertyville, Ill., farm) will be released immediately.

The Stevenson album is first in a series of LP interviews (human interest and non-political) which Michaelis plans to record with well-known personalities. Next in the series will be an informal gabfest with President Eisenhower. Michaelis also plans to produce a TV version of the series, either live or on film.

The recording exec, one-time CBS producer, originated the interview-LP concept while at Columbia. His interview with Bruno Walter was utilized by the label in its current promotional drive on the conductor's packages. Dealers have been urged to present copies of the interview-album (presented gratis by Columbia) as a bonus-present to their favorite long-haired customers.

Dealer Briefs

"We use a premium to pull traffic into the dealer's store," said David Kutner, Motorola's director of merchandising, at a recent meeting of the Premium Advertising Association of America. Kutner cited his company's Christmas gift-wrap package, used last year by dealers, as a successful traffic builder. Packet contained enough paper, ribbons, stickers, etc., to wrap 20 presents. Final tally showed 250,000 gift-wrap kits—a \$2.25 value—sold at the bargain rate of 98 cents. This year, according to Kutner, the company is offering a football, valued at \$4.95, autographed by famous quarterback Otto Graham, for \$1.95. Motorola feels that this, too, will prove itself as a heavy fall traffic stimulator.

Oliver Martin, Martin's Music Store in Franklin, N. H., says he has sold out all his old 78 r.p.m. disks and will stock them no more. "We figure what little we lose will be made up in the sale of new machines. We talk down the 78's and take the attitude they are as passe as the old wax cylinders." Martin also claims that picture record sleeves help to sell more records, "like

RCA did with 'Hound Dog' by Presley," he said.

Chicago area V-M phono dealers—150 of them—were wined and dined at an all-expense weekend by the firm September 14, 15, 16 at the Northern Hotel, Three Lakes, Wis. The dealers were each winners in a sales contest sponsored by V-M and its Chicago area distributor, which lasted from June 1 to August 15.

David and John Bach are the new owners of Stephenson Music Company, 408 North Main Street, Austin, Minn. The interesting part of the story is that the two are eighth generation descendants of Johann Sebastian Bach, with the same musical bent as their ancestor. The Minnesota branch of the family has been in the music business since 1892. The new store will carry hi-fi and tape equipment and will have a complete disk section.

Rizek Creditors

Continued from page 31
bia and All-State Distributors were present at the hearings and both claimed that the Jabberwock owed their clients money for records. In the case of Times-Columbia, the amount involved was believed to be about \$77,000.

Sherman Koenig, one of the owners of the All-State firm, admitted that a volume of packaged disks had been ordered by Jabberwock, but declined comment on the amount involved or on other aspects of the case. He did say, however, that his company's position was "slightly different" from that of some other distrib creditors.

It was also learned that Sam Goody, who already had made a voluntary appearance before Middlesex County Prosecutor Warren Wilentz, in connection with the same case last week, had been slated as the first witness in the bankruptcy hearing. Goody, thru his attorney, Abe Lowenthal, sought and was granted a postponement until October 8.

Rating Up on 'Studio X' Show

NEW YORK — LP programming pays off rating-wise, according to a recent Pulse survey here. WOR's new four-hour disk show "Music From Studio X" has upped ratings in its time period 18 per cent since it was launched last July.

The 9 p.m. to 1 a.m. show, which features romantic mood music and show tunes programmed almost exclusively from LP's, chalked up an average Pulse rating over its four-hour period each night last month of 8.3 with 23 per cent share of the total radio audience. Thus WOR tied with CBS for No. 1 rating honors among non-baseball shows in that time period. Last June the station was fourth.

A special survey conducted by WOR's research chief, Bob Hoffman, also indicated that "Studio X's" audience is 94 per cent adult. WOR program director Bob Smith has obtained special permission from various publishers to air certain original-cast Broadway show albums in their entirety, including "My Fair Lady," and this feature is among the highest rated segs on the program. "Music From Studio X," also carried on the Mutual network, was one of the first innovations introduced by Bob Leder, when he moved over from WINS to become manager of WOR earlier this year.

RCA Launches

Continued from page 30
per jockey-kit for new pop releases and 65 cents for c.&w. Now, however, pop and c.&w. releases are packaged in one master kit, priced at \$1. Thus the new plan offers considerable saving to distributors as well as to the label itself. The storage space saving possibilities for stations, of course, is obvious.

Victor's first jockey-EP release spotlights four new singles on two EP's, but the label expects to increase the weekly output of disks shortly. Outstanding feature of Victor's Siamese-single is a broad middle "platform" for cueing.

Some of the major labels (Capitol, Columbia) are considering the adoption of similar deejay EP service projects, but, at the writing, none actually has put such a plan into production.

PROMOTION +

V-M's Fall Dealers Aids

BENTON HARBOR, Mich.—Dealers of V-M phonographs and tape equipment will get the backing this fall of one of the company's most ambitious promotion campaigns in history.

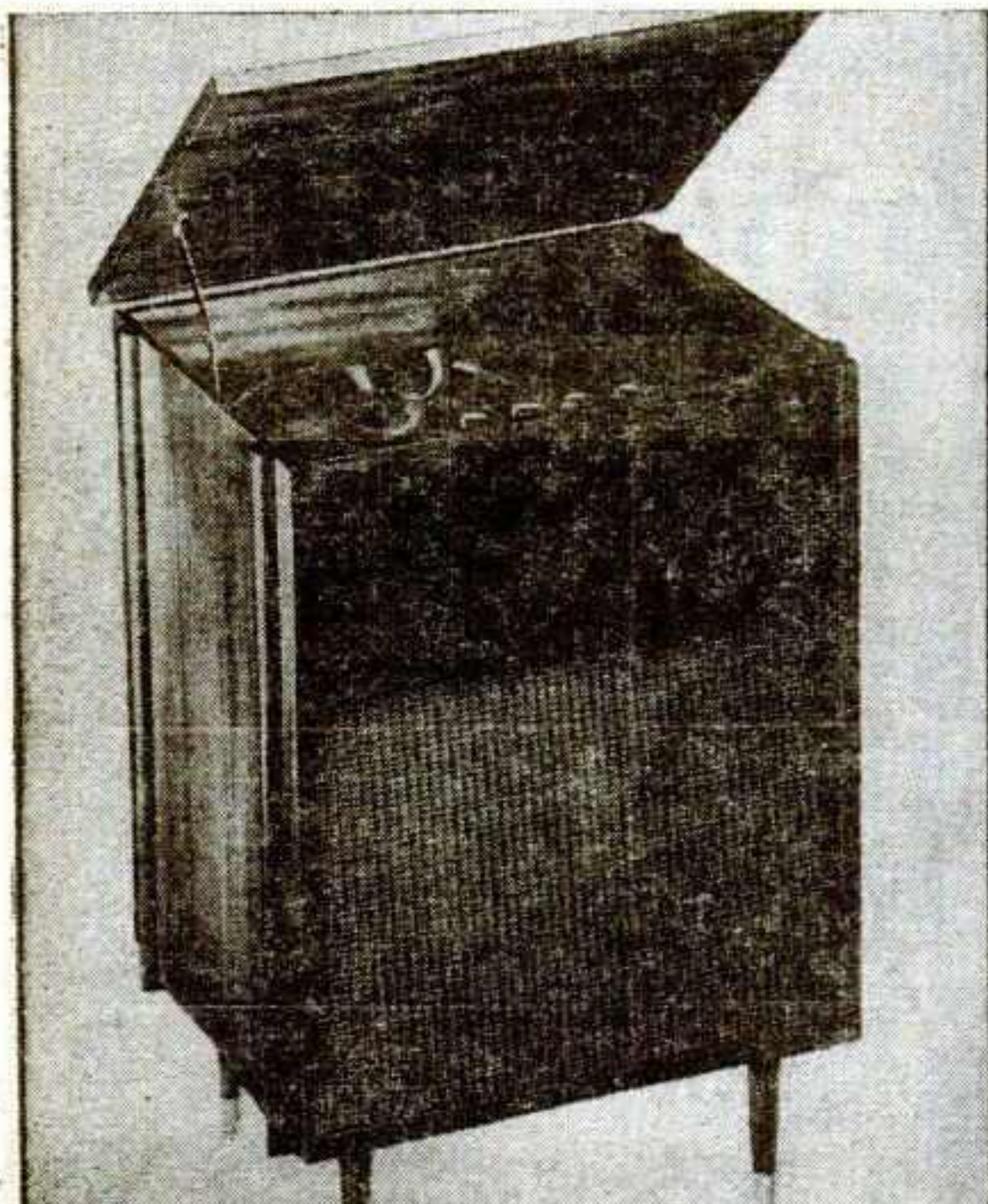
Gene Miller, V-M sales promotion chief, said the theme of the promotion will be, "Have a Ball This Fall." Dealers will get special display material with a grid-iron motif. There are wall and window banners, price cards, pennants and wrap-around carton covers which turn shipping cartons into model display stands. These are printed in three different color combinations.

One of the angles stressed in the campaign is "after the game" fun. These and other themes will be put over via a magazine schedule including American Weekly, Parade, Life, McCall's, Seventeen, Scholastic Roto, Sports Illustrated, The New Yorker, Holiday, Harpers and the National Geographic. The company also has earmarked additional funds for outdoor, radio, TV, movie trailer and newspaper co-op advertising this fall, as well as for a trade paper campaign.

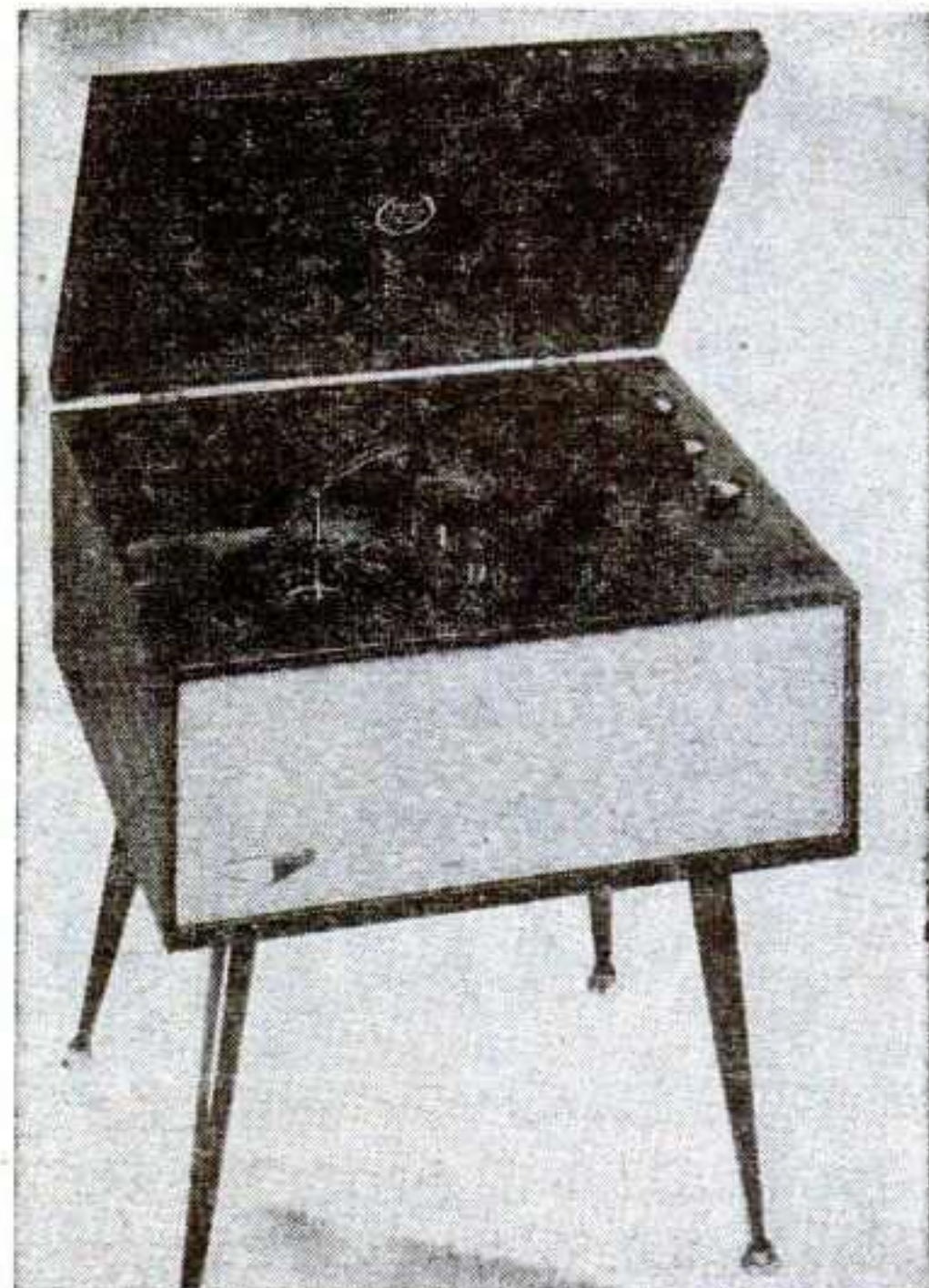
Ampex Unveils De Luxe Model

NEW YORK—Ampex Corporation of Redwood City, Calif., unveiled its new tape player and recorder equipment, including the de luxe model A423 Console Music System at a special preview at Toots Shor's restaurant here, Tuesday (18).

Described as "a completely new concept in home music systems," the A423 incorporates in one console unit a stereophonic tape player with built-in separate amplifiers and speaker systems. The unit also contains an AM-FM radio, three-speed record changer, and a professional-type microphone which can be used for monaural tape recording of any radio program received on the set. Retail price of the de luxe unit, which will be exhibited at the upcoming New York hi-fi show, is \$1,470.



Decca's Model DP-204 phonograph, one of the firm's initial line of hi-fi equipment, contains a four-speed changer, four speakers and a compartment for optional installation of the firm's Model DR-100 tuner. Available in mahogany at \$199.95, the unit also comes housed in blond and walnut at slightly higher prices.



The Music Chamber console (Model 1363), a member of Philco's family of six new hi-fi phonographs. The instrument is equipped with a four-speed changer, two speakers, bass and treble controls and a jack for tuner or tape recorder. Suggested retail prices are in mahogany, \$139.95, and in blond, \$149.95.

America's Fastest Selling Records



DECCA
RECORDS

Decca's Great Arranger-Conductor

Jack Fleiss

Comes through with 2 BIG Instrumentals—

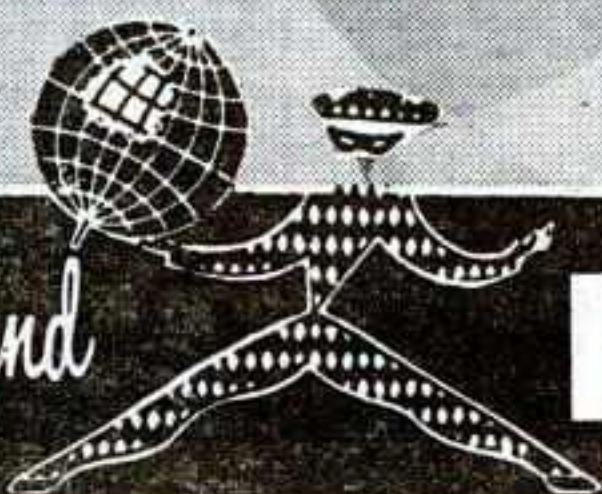
I'LL
ALWAYS
BE IN LOVE
WITH
YOU

WALTZ
OF
TEARS



DECCA 30086 • 9-30086

A New World of Sound



DECCA records

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Pop Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

- 1. CALYPSO—Harry Belafonte... RCA Victor LPM 1248
2. MY FAIR LADY—Original Cast... Columbia OL 5090
3. THE KING AND I—Sound Track... Capitol W 740
4. THE EDDY DUCHIN STORY—Sound Track... Decca DL 8289
5. ELVIS PRESLEY... RCA Victor LPM 1254
6. HIGH SOCIETY—Sound Track... Capitol W 750
7. SONG FOR SWINGIN' LOVERS—Frank Sinatra... Capitol W 653
8. BELAFONTE—Harry Belafonte... RCA Victor LPM 1150
9. THE PLATTERS... Mercury MG 20146
10. OKLAHOMA!—Sound Track... Capitol SAO 595
11. CAROUSEL—Sound Track... Capitol W 694
12. FOUR FRESHMEN AND FIVE TROMBONES... Capitol T 683
13. SAY IT WITH MUSIC—Lawrence Welk... Coral CRL 57041
14. SOLO MOOD—Paul Weston... Columbia CL 879
15. THE MISTY MISS CHRISTY—June Christy... Capitol T 725

Pop Albums Coming Up Strong

A listing of newer pop albums showing strong trade action, compiled thru a survey of all major markets. These albums figure strongly as potential entries on the national best selling pop albums chart.

- 1. Blue Jean Bop... Gene Vincent Capitol T 764
2. Howdy... Pat Boone Dot DLP 3030
3. Pat Boone... Pat Boone Dot DLP 3012
4. On the Sunnyside... The Four Lads Columbia CL 912
5. Lonely Girl... Julie London Liberty LRP 3012

Most Played by Jockeys

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. HIGH SOCIETY—Sound Track... Capitol W 750
2. ON THE SUNNY SIDE—Four Lads... Columbia CL 912
3. SONGS FOR SWINGIN' LOVERS—Frank Sinatra... Capitol W 653
4. MY FAIR LADY—Original Cast... Columbia OL 5090
5. SOLO MOOD—P. Weston... Columbia CL 879
6. SWINGIN' FOR TWO—Don Cherry... Columbia CL 893
7. EDDY DUCHIN STORY—Sound Track... Decca DL-8289
8. CALYPSO—Harry Belafonte... RCA Victor LPM 1248
9. COLE PORTER SONG BOOK—Ella Fitzgerald... Verve MG-4001-2

Review Spotlight on...

Classical Albums

SCHUMANN: PIANO CONCERTO; KINDERSCENEN (1-12") — Walter Gieseking, Piano; Philharmonia Orchestra; Herbert von Karajan, Cond. Angel 35321

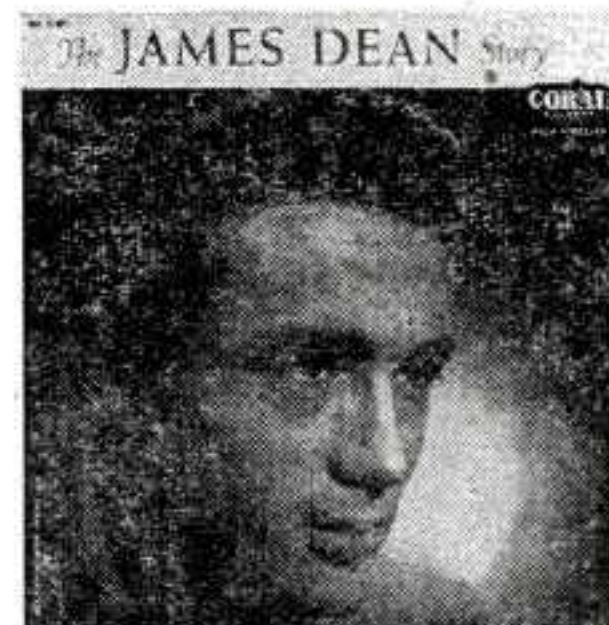
An outstanding new recording of the Schumann concerto under superior sound conditions has been desirable for some time. Gieseking's is a satisfying combination of bravura and musical elements—marvelously reproduced. In the "Kinderscenen," Gieseking approaches the tenderness and sensitivity of Novaes' interpretation. Lively traffic predicted on this.

Rhythm & Blues Albums

FATS DOMINO (1-12")—Imperial LP 9009

Rock and roll pop fans, as well as rhythm and blues customers should go for this LP (Domino's second album) in a big sales-way. It spotlights 12 sock vocals on as many swinging tunes, including his current best selling single "When My Dream Boat Comes Home," "I'm in Love Again," and "My Blue Heaven."

Album Cover of the Week



THE JAMES DEAN STORY—With the flick, "Giant," due for a posthumous showing, this cover should be a natural tie-in. The attraction of Dean, large as it is today, easily could build to even greater proportions after the release of the flick in the dealer's locale.

Reviews and Ratings of New Albums

Popular

AROUND THE WORLD IN ONE NIGHT (1-12")... Seeco SS2 (Sampler)

A dozen samples of as many of the label's LP's dedicated to international rhythms and songs. Material included is representative of Latin-American, Caribbean and European spots, each titled "One Night in So-and-So," adding up to a musical travelogue with a tie-in (Pan-American) cover. LP can do right well sales-wise at the \$1.49 sampler price tag, and titillate interest in the individual albums represented at the same time.

LET'S GET LOST: DON CORNELL SINGS SOFTLY (1-12")... Coral CRL 57045

Don Cornell, noted for his ability to "belt out" a song, "sings softly" here, and with considerable effectiveness. Backed with melodic lushness by Carretta's ork, Cornell warbles with tender sincerity on such sure-fire romantic standards as "If I Had You," "Autumn Leaves" and "As Time Goes By." Interesting style-switch offers good conversation take-off point for jocks.

THE JAMES DEAN STORY (1-12")... Coral CRL 57099

Here's the latest entry in the musical wake for the late movie actor James Dean wax stakes. Style in a mauldin groove, the LP spotlights two Coral orks — George Cates, Dick Jacobs and warbler Jimmy Wakely on themes from Dean movies and special Dean songs (several issued previously as singles) integrated with narration by Steve Allen, Bill Randle, and Gigi Perreau. Hal accompaniment, of course. Eye-catching photo of Dean on cover makes this a solid commercial bet for sales to susceptible teen-agers.

MAKE BELIEVE... Freddy Martin Ork (1-12")... Camden CAL 315

The Freddy Martin brand of music is always a good bet for listening or dancing and this low-priced reissue set should fill the bill nicely for either of those purposes. Part of Camden's "Designed for Dancing" series of packages, this includes dance floor favorites like "Make Believe," "All the Things You Are," "Smoke Gets in Your Eyes," "The Way You Look Tonight" and "She Didn't Say Yes."

STARDUST... Tex Beneke Ork (1-12")... Camden CAL 316

This is one of the label's reissue (from Victor) "Designed for Dancing" series and it qualifies as a worthwhile buy for that purpose. The bargain price is keyed to the younger dance enthusiasts and Beneke's smooth danceable style always wears well on the turntable. This selection

Classical

GERSHWIN: RHAPSODY IN BLUE; CONCERTO IN F (1-12")—Jesus Maria Sanroma, Piano; Boston Pops Orchestra; Otto Klemperer, Cond. Angel 35328

Here's a quality album offering in the low-priced field (\$1.98), which should rack up impressive sales returns. The package was a top money-maker over the years on the RCA Victor label. Performances are excellent, and Gershwin, of course, has a strong appeal for beginning collectors and pop fans, thus giving LP pull in two markets.

BETHOVEN: SYMPHONY NO. 3 ("Eroica") (1-12")—Philharmonia Orchestra; Otto Klemperer, Cond. Angel 35328

Since Toscanini's nonpareil interpretation of the "Eroica," none (except for some tastes, possibly Furtwangler) has come along to rival it as much as this one does. The trick is to blend vigor with control, and Klemperer achieves this on a heroic scale. Sound-wise, the Angel disk scores a couple of points over Victor's Toscanini. Its sales potential should not be underestimated.

DVORAK: SYMPHONY NO. 5 IN E MINOR (FROM THE NEW WORLD) (1-12") — RIAS Symphony Orchestra; Ferenc Fricsay, Cond. Decca DL 9845

This is Decca's competition to Columbia's recently released version by Ormandy and the Philadelphia orchestra. The sound is meticulously splendid, but the reading by Fricsay is heavier-handed and in consequence lacks the delicacy of shading of Ormandy's batoneering. However, this Deutsche Grammophon edition will undoubtedly have its advocates. This is no recording to sell short and dealers should stock accordingly.

Semi-Classical

THE PRESIDENT'S FAVORITE MUSIC (1-12")—Victor LM 2071

A very smart and timely notion on the part of the label. The nine selections included (classical, sacred and pop) were personally chosen by the President and combined for this plattering. Aside from the content, which is broad enough in scope for popular appeal, the packaging is a sure attention-getter. Cover is a photo of Ike and Mamie, and back features a personal tribute to music and musicians signed by the President. Another very smart promotion is a back cover listing of some 25 LP's under the head of "Some Other Eisenhower Favorites," a natural spark for buyer interest in classical and pop fields.

Includes "Stardust," "Lazy River," "East of the Sun," "Blue Champagne" and "Bye Bye Blues" among others.

IN LOVE AGAIN... Henri Rene Ork (1-12")... Camden CAL 312

Rene features a reissue selection of lush orkings which make happy accompaniment for romantic jockey (Continued on page 44)

Jazz

JAY AND KAI PLUS 6... J. J. Johnson and Kai Winding Trombone Octet (1-12")... Columbia CL 892

Using six orthodox trombones and two bass trombones (and rhythm section) Johnson and Winding get all the variety of sound necessary to make a satisfying ensemble. The material consists of familiar standards and three special items written by Jay or Kai. A compendium of trombone playing that is a natural extension of what Jay and Kai have been doing as a successful duo. The Johnson-Winding fans will gobble this up.

DRUM BOOGIE... Gene Krupa Trio and Sextet (1-12")... Clef MG 703

Krupa's name still commands top sales and this conversion, with its flashy title and cover, should be a money maker for any shop. Sources of material are the old C-121 (trio with Teddy Napoleon and Charlie Ventura) and C-152 (sextet with Charlie Shavers, T. Wilson, W. Smith, etc.) The title tune track will sell it to the fans immediately. Plenty of drum soloing throughout.

THE DRUM SUITE... Manny Albam-Ernie Wilkins Ork (1-12")... Victor LPM 1279

An interesting experiment is this composition for four drums and big band. Osie Johnson, Don Lamond, Teddy Sommer and Gus Johnson are the soloists, and they give an impressive display of drum technique. It is, actually, a series of melodic, swinging sketches in which each drum's part is completely written out, and contributes solidly to the work of horns and reeds. This is a real tour de force for composers Albam and Wilkins—and jazz customers ought to respond with little prodding.

CLIFFORD BROWN MEMORIAL ALBUM... Blue Note BLP 1526

Two sessions cut in 1953 and issued originally on two 10-inch LP's are coupled on this disk. The late Brown blew as well here as on most of his later, successful sets, and this set now should enjoy a long, healthy sales life. One side co-features Gigi Gryce, Charlie Rouse, John Lewis, Percy Heath and Art Blakey. Flip has Lou Donaldson and Philly Joe Jones. An excellent outgoing modern program.

THE HAWK IN FI-FI... Coleman Hawkins, Tenor Saxophone (1-12")... RCA Victor LPM 1281

Arranger Billy Byers, with considerable versatility, sets the talents of the "Hawk" in three different frameworks in this LP: a shouting big band set-up, a string and brass ensemble, then strings alone. His light, (Continued on page 45)

 Wonderful Singer named
 Fran  Warren has just
 released a great Song 
 on the Unique  Label.
 The title is "My Guy"  and
 the record  number is 357.
 Please listen  'cause we're
 sure you'll agree this is
 material for the charts. 



Stan Borden, Sales Mgr.
UNIQUE RECORDS
 A SUBSIDIARY OF
RKO TELERADIO PICTURES, Inc.
 1697 Broadway, New York, N. Y.
 IN CANADA—SPARTON RECORDS



*The
Only
NEW
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**EDDIE
HEYWOOD**

NOW on RCA Victor Records

**LOST
LOVE**

and

MOZAMBIQUE


20/47-6674

with

JOE REISMAN

and his orchestra

Your customers will hear these "New Orthophonic" High Fidelity Recordings best on an RCA Victor "New Orthophonic" High Fidelity "Victrola"

America's favorite speed...  45 RPM

RCA VICTOR



NEW GLENN MILLER PROMOTION FROM RCA VICTOR



"Moonlight Serenade," "String of Pearls," "Little Brown Jug." 60 all-time hits like these are packed into Glenn Miller's Limited Edition No. 1. These same selections are part of a fabulous deal to help you sell more fabulous 45 "Victrolas" than ever before.



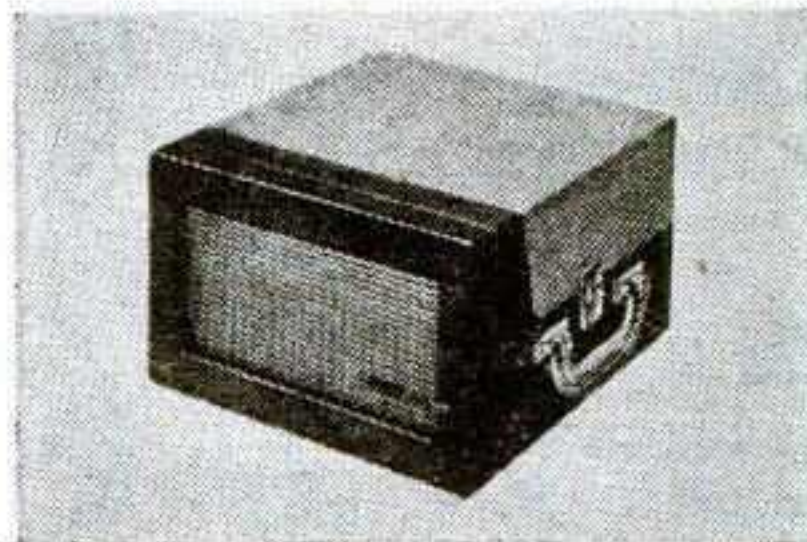
NOW YOU CAN OFFER YOUR CUSTOMERS

60 ALL-TIME HITS FROM LIMITED EDITION No. 1— A SELL-OUT AT \$24.95—FOR ONLY \$5

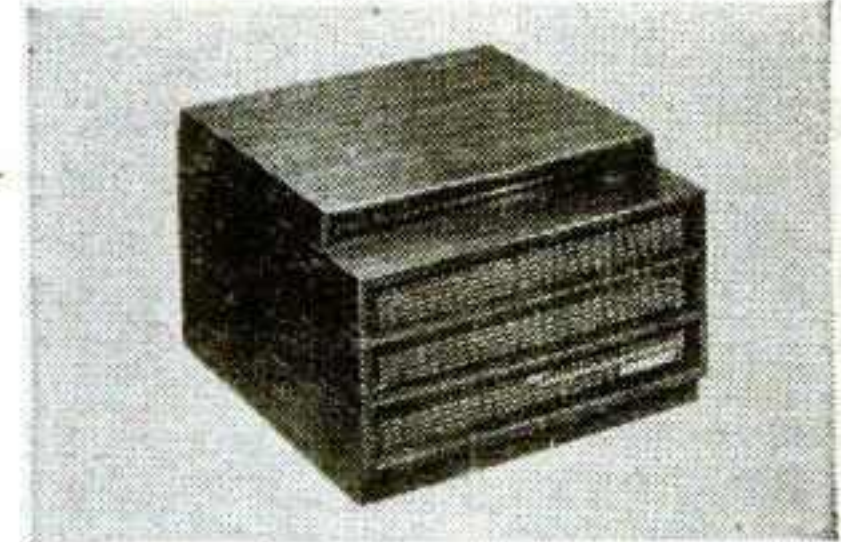
WHEN THEY BUY ONE OF THESE BEAUTIFUL NEW 45 "VICTROLAS"



Automatic 45 "Victrola"®. Charcoal gray-and-coral, black-and-gray, or antique white-and-flame red. (7EY1) \$29.95. Larger speaker, more powerful performance, model 7EY2. Two-tone gray or two-tone green. \$36.95.



Portable Automatic 45 "Victrola"®. Plays up to 14 records. Rich "Golden Throat" tone. Choice of brown-and-tan or two-tone green (6EY3) \$39.95.



High Fidelity for \$79.95! The *Mark VIII*, new 45 "Victrola"®. With multiple speakers. Mahogany, maple or light rift oak finishes. Model 7HF45.

Look at the Selling Points you can talk up with the FABULOUS "45"—the most popular, most trouble-free record system ever!

- More music for less money
- Easiest to play
- All the music you want—when you want it
- Almost 2 hours of music with one loading
- Records last longer
- Saves space

Make your move now to step up profits and store traffic with this value-loaded promotion from RCA Victor. Just playing one of these great Glenn Miller selections is enough to start you on a sale of another "Victrola"®. And the best way to close that sale is by demonstrating the tremendous advantages of

RCA Victor's fabulous "45" record playing system. You'll get plenty of backing too, because RCA Victor is driving this promotion home with two-fisted national advertising in print, radio and TV! To get in on this sensational new promotion—phone or wire your RCA Victor distributor right now!



© RCA trademark for record players.

Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher in far West and South.

Reviews and Ratings of New Popular Albums

Continued from page 40

segs, a candlelit meal or simply for hand holding. The spotlight's on love and the ork weaves the proper spell with such offerings as "You Are the One," "Wunderbar," "Intermezzo," "Song From Moulin Rouge" and "Moonlight Sonata." An attractive entry in the label's "Mood Music" series, especially at \$1.98.

SKITCH HENDERSON PLAYS LATIN-AMERICAN FAVORITES . . . 76
(1-12")
Secco SCLP 401

Admirers of Henderson pianistics will get pleasant listening out of this packaging of 20-odd assorted Latin-American tunes, projected with trio backing in easy-on-the-ear-mood vein. No keyboard pyrotechnics here. Just easy-going, sure-fingered technique. Henderson's TV popularity and likely plugs on the Steve Allen show ought to give the album a good send-off counter-wise. Deejays could use chunks of it to evening listening advantage.

ONE NIGHT IN PARIS . . . 76
(1-12")
Secco SCLP 9092

ONE NIGHT IN QUISQUEYA . . . 72
(1-12")
Secco SCLP 9091

ONE NIGHT IN LISBON . . . 70
(1-12")
Secco SCLP 9089

Paris locale takes top spot of these three LP's. A wide variety of Gallic tunes on the cocktail combo beam are projected for good atmosphere via a solid accordion lead. Latter two, spotlighting music of Santo Dmango and Portugal respectively, are gaited to a more specialized audience. The "Quisqueya" is a collection of caribbean rhythms, vocal and instrumental, by varied artists. The Lisbon album is on a completely romantic kick, featuring a fine guitar with trio backing. Over-all of the packages obviously catches the moods and temperaments of the nationalities presented.

DREAM WITH THE ELLIOT LAWRENCE ORCHESTRA . . . 75
(1-12")
Fantasy 226

Lawrence plays dreamy, danceable mood music which should appeal to the college kids. Includes such favorites as: "I'm Always Chasing Rainbows," "Chopin's Prelude," "Dream," "Reverie," and "If You Are But a Dream." Good late-hour deejay material, and cover is effective display item.

BANJO ON MY KNEES . . . 74
Happy Harts (Singing Banjo) Band
(1-12")
Kapp KL 1047

Here's a minstrel show on wax with group singing 25 standards (mostly written in the early 1900's) with banjo accompaniment. A colorful and nostalgic package using a showboat theme both on the cover and in the presentation. Should find a market anywhere.

MEMORIES OF YOU . . . 74
Guy Lupar Ork, Riviera Dance Ork
(1-12")
Camden CAL 314

Another of the label's bargain-priced "Mood Music" series, this package also qualifies as dance fare. The Lupar ork plays a dozen of the fine old tunes in a pleasantly up-dated rhythmic style. Tunes include "A Fine Romance," "Heartaches," "Me and My Shadow" and "Moonglow." Attractive cover features a montage of photos of that "special" gal in different moods, which keys nicely in to the "Memories of You" idea.

UKULELE IKE SINGS AGAIN . . . 73
Wonderland Jazz Band (1-12")
Disneyland WDL 3003

This package is pure nostalgic and not at all calculated to reach the kiddies despite the Disneyland label. Cliff Edwards had his heyday in the vaude and legit circuit of the roaring twenties and every tune in this selection reached the peak of hitdom in that era. Tunes include "Sleepy Time Gal," "Five Foot Two Eyes of Blue," "Swingin' Down the Lane," etc. For those who think "The old songs are the best songs" this is great stuff.

HOAGY CARMICHAEL'S BALLADS FOR DANCING IN A ROMANTIC MOOD . . . 73
Bob Sharples Ork (1-12")
Coral CRL 57034

Bob Sharples contributes lightly romantic instrumental wup-ups of 12 memorable Hoagy Carmichael compositions, including "Skyline," "Stardust," and "The Nearness of You." Pleasant, danceable mood music for sentimental deejay sessions.

THE DELTA RHYTHM BOYS . . . 72
(1-12")
Camden CAL 313

Always a well-represented group in vocal circles, the Delta boys bring

out of the mothballs a group of their older diskings, all of a standard caste. "Blue Heaven," "You're Mine, You," "If You Are But a Dream," "September Song" and "St. Louis Blues" are samples. Decca recently issued a full-price set by the boys but this package should grab up a profitable share of sales.

SMOKE DREAMS . . . 72

The intimate voice of Ronnie Deauville, under the direction of Lloyd Shaffer (1-12")
Era 20002

Deauville, the one-time Ray Anthony vocalist, sings in a soft, intimate style that's bound to appeal to the distaffers particularly, as well as to romance-bound couples. Of the 13 tunes, a dozen are solid, time-tested standards like "I Kiss Your Hand Madame," "Love Is Here to Stay," "I Concentrate on You," etc. The small, quiet quintet backing is smartly selected to spotlight the whispery voice to best advantage. Reclining lady on the cover is a lulu.

CHA CHA CHA . . . 72

Pedro Garcia and his Del Prado Ork (1-12")
Audio Fidelity AFLP 1810

A startling cover-photo of a disembodied pair of gams (fem. of course.) make this LP (priced at \$5.95) a sock display item. Pedro Garcia and his Del Prado orchestra paint some vivid, highly rhythmic terp patterns in hip-

swinging cha cha cha tempo. Cut with a claimed total frequency rage of 16 CPS to 25,000 CPS, the album carries strong appeal for hi-fi fans.

BRAVO . . . 71

Los Chavales de Espana (1-12")
Secco SCLP 9079

The "Kids From Spain" go to town on a dozen favorite cafe numbers which showcase Iberian versatility. Baritone Louis Tomayo and tenor Pepe Lara get billing on solos, and pianist Manolo Palos is likewise featured. This is fine sound, and album should rate attention from ole set and from group's cafe, and stage following.

MADRID AFTER DARK . . . 70

Federico Lamore Ork (1-12")
M-G-M E 3356

Here's a nicely orchestrated series of what are described as Spanish "pop"

standards—the tunes frequently heard in the gayer spots of nocturnal Madrid. It's not purely dance music, nor is it quiet enough for mood or background use, but as colorful and attractive listening it rates well. Selections include the "Habanera," "Spanish Dance No. 5," etc. A very attractive senorita adorns the cover.

THE NAUGHTY NINETIES IN HI-FI . . . 70

Bee and Ray Goman and Company (1-12")
San Francisco M 33011

An interesting, appealing package of old songs and comedy routines, plus some powerful banjo strumming, all with the "Gay '90's" flavor. Recorded on the premises of the artists' club in San Francisco, it includes comedy bits that border on the risque. The audience lends to its nostalgic enchantment. It could be a standard seller, tho air use is doubtful.

LIBERTY RECORDS

DEALERS—Ask Your Distributor NOW, About ... Which Includes These



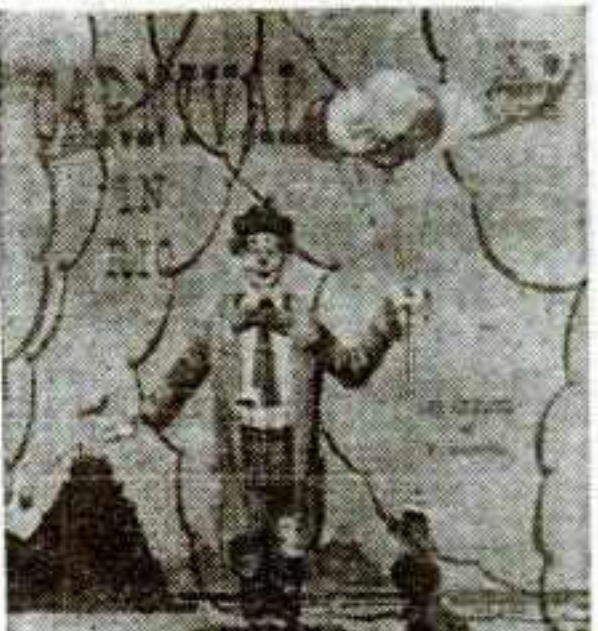
SL-9001—SWINGIN' WITH THE STARR
Kay Starr with Jazz All Stars



LRP-3016—POWERHOUSE
Bobby Hammock Quartet



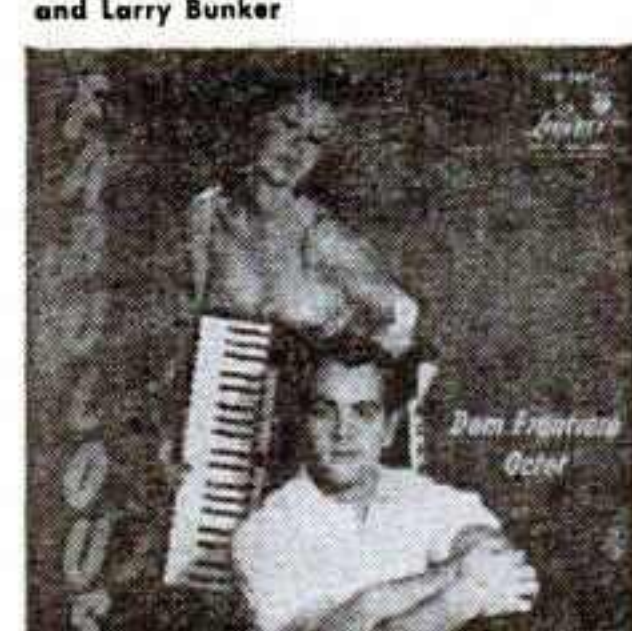
LJH-6008—SMORGASBORD
Bobby Enevoldsen featuring Howard Roberts, Dan Heath, Marty Paich, Red Mitchell and Larry Bunker



LRP-3020—CARNIVAL IN RIO
Leo Arnaud and Orchestra



LJH-6012—VIBERATIONS
(Red Norvo in Hi-Fi)



LRP-3015—FABULOUS!!!!
Dom Frontiere Octet

Plus . . . Plus . . . Plus

- SL-9003—ROMANTIC PLACES**
(An Organ Excursion in Hi-Fi)
John Duffy at the Mighty Wurlitzer
- LJH-6011—THE BROTHERS NASH**
Ted and Dick Nash
- LRP-3001—MUCHO CHA CHA CHA**
Don Swan and his Orchestra
- LRP-3002—BOBBY TROUP AND HIS TRIO**
- LRP-3003—RARE—BUT WELL DONE**
The Jimmy Rowles Trio
- LRP-3004—JOHN DUFFY AT THE MIGHTY COLUMBIA SQUARE WURLITZER**
- LRP-3005—NIGHTFALL**
Harry Sukman at the Steinway Concert Grand
- LRP-3006—JULIE IS HER NAME**
Julie London Featuring Barney Kessel

- LRP-3007—V. I. P. (VERY IMPORTANT PIANIST)**
The Conley Graves Trio
- LRP-3008—ALEXANDER THE GREAT**
Tommy Alexander and his Orchestra
- LRP-3009—SPECTRA-SONIC-SOUNDS!**
Leo Arnaud and his Orchestra
- LRP-3010—TI AMO**
Songs of Love by Carl Coccomio
- LRP-3012—LONELY GIRL**
Julie London with Al Viola, Guitar
- LRP-3014—OUR NEW NELLIE**
Nellie Lutcher with Russ Garcia and Orchestra
- LJH-6001—JAZZ IN HOLLYWOOD**
Jazz All Stars
- LJH-6002—DOM FRONTIERE SEXTET**

Watch LIBERTY for the Biggest Album NEWS of 1956
And destined to become the year's Fastest Selling Package



Reviews and Ratings of New Jazz Albums

Continued from page 40

fluid tone and sensitive approach (try "Little Girl Blue," for example), are a delight that will not be lost on pop customers. There is also a new working-over of Hawkins memorable "Body and Soul" solo that will occasion much interest.

LESTER'S HERE77

Lester Young, Tenor Saxophone (1-12")
Norgran MG N 1071
Package consists of four sides converted from Clef C-124, plus several singles. Latter are with Jessie Drakes, trumpet; Gildo Mahones, piano, etc. The Clef date had John Lewis, piano; Gene Ramey, bass; Jo Jones, drums.

Material rates with the best the "Prez" has done in recent years and should sell steadily if not spectacularly.

THE VINCE GUARALDI TRIO77

(1-12")
Fan.asy 225
Altho sales are unlikely to be spectacular, this is one of the pleasant surprises of the month. Guaraldi is a young San Francisco pianist who has been getting rave notices with the Woody Herman band. Evidence here says he's a tasteful, authoritative and facile modernist, and that he swings.

Further, he has a sense of humor. Guitarist Eddie Duran and bassist Dean Reilly are worthy colleagues. Try their version of John Lewis' "Django" for a real delight.

BONGO SESSION76

(1-12")
Tampa TP 21
Fanciers of Latin polyrhythms, particularly as applied to modern jazz, can have a ball with this one. Anchor man is ace drummer Shelly Manne, with bongo virtuoso Mike Pacheco, plus Carlos Vidal on congas, etc. Bop and Latin numbers are mixed, and suggested demo tracks are Miles Davis' "Move" or Tizol's "Caravan." Hi-fi bugs will like the display of timbres.

INTRODUCING KENNY BURRELL....76

(1-12")
Blue Note BLP 1523
This is another of those Blue Note "firsts" that should become valuable inventory in time. Burrell certainly

is one of the coming guitarists, Tommy Flanagan (last with Ella Fitzgerald), one of the coming pianists, and Paul Chambers (at 20) one of the better bassists. Then there are veterans Kenny Clarke on drums, and Candido on conga drum. The latter two duet on one fascinating equipment-tester called "Rhythmorama." Jazz jocks will like "Fugue 'N Blues."

GROOVIN' HIGH75

Stan Getz, Tenor Saxophone (1-12")
Modern LMP 1202
The Getz name on the cover would lead one to think this is a Getz set, and that should sell a fair amount of copies. Actually, there isn't enough Getz in the tracks to warrant the tag. Set is part of the 1948 "Just Jazz" concert, and other names here are Wardell Gray, Sonny Criss, Willie Smith, C. Shavers, H. McGhee, Red Norvo, Oscar Moore, etc. Things aren't too well organized, and the liner data doesn't straighten out the soloists.

IN A JAZZ MOOD74

Charlie Ventura Ork (1-12")
Norgran MG N 1073
Some of the selections are reissued from N-8 and Clef C-118. Some, featuring Ventura's saxes with vocal group, are newly issued, apparently. Ventura, in his restrained ballads, is appealing. In most of the up-tempo numbers he is merely flashy and tasteless. Dyed-in-the-wool Ventura fans will find him true to form, and moderate sales should result therefrom. "Yesterdays" is a good one for jocks.

COSMOPOLITE 73

Benny Carter Ork (1-12")
Norgran MG N 1070
Material is converted from Norgran N-10 and Clef C-141. New 12-inch carries "pretty" material by the alto saxophonist - arranger, mostly with string backgrounds. Sophisticated jazz that can serve for mood segs. Includes such as "Street Scene," "Symphony," etc. Sales will depend on individual dealer conviction and effort.

PRES AND SWEETS72

Lester Young, Harry Edison (1-12")
Norgran MG N 1043
Lester (Pres) Young is less than a ghost of his once great self in this spotty set. Poor tone and feeble invention will scare off all but the fanatical followers. Edison's trumpet is not enough of an attraction. Best part is the rhythm section, with Oscar Peterson, Buddy Rich, Ray Brown and Herb Ellis. Good cover is a sales factor here.

WAY OUT WARDELL70

Wardell Gray, Tenor Sax (1-12")
Modern LMP 1204
Set is part of the 1948 "Just Jazz" concert which also produced the concurrently released Stan Getz "Groovin' High" set. The late tenor sax man is starred no more than are a flock of others, including Erroll Garner, Vido Musso, Howard McGhee, Ernie Royal, and an unbilled alto man. The notes offer little enlightenment, and the jazz is only occasionally worthwhile. Nothing here that anyone's likely to break down the doors for.

ENGLISH JAZZ69

John Keating and All-Stars (1-12")
Bally BAL 12001

FRENCH JAZZ64

Claude Bolling and All-Stars (1-12")
Bally BAL 12003

SWISS JAZZ60

Hazy Osterwald Sextet (1-12")
Bally BAL 12004
Three of five sets of European jazz issued by Bally via Zodiac Music, international publishing firm. The English set easily is the best of this trio, demonstrating the most ease and flexibility with the modern American idiom, as practiced by the Ted Heath band, with whom most of the men are associated. The French crew borrows from Ellington heavily, and only pianist Bolling demonstrates much real solo flair. The Swiss product is related to the blandest West Coast writing, with little solo individuality. There are 12 originals on each disk, which means each track is short, and also the absence of standards keeps both players and listeners in relatively unfamiliar territory. Market for these is limited to a handful of curiosity seekers. Jazz jocks might give a whirl to "Gibraltar Rocks" on the English set; has the flavor of "Castle Rock."

Rhythm & Blues

PLAS JOHNSON72

(1-12")
Tampa TP 24
The West Coast counterpart of Sam (The Man) Taylor turns in a good batch of honk tenor sax performances that should please the teen terp set. Tempos are varied, and the style is most familiar, and the style is most familiar. Rock and roll deejays can use any of the tracks for a change-of-pace.

RELIGIOUSRELIGIOUS

THE WORD IN REVIEW80

(1-12")
Word WLPD 1 (Sampler)
The Word label has developed a substantial catalog of numerous types of religious offerings and this package is an effort to showcase the material available. Here are selected recordings of great and reverent works by the Bison Glee Club, the Fisk Jubilee Sings, the Augustana Choir, the Calvary Chorus, the Trebelaires Trio, not to mention several well-trained religious solo voices. The \$1.98 price tag makes it an attractive retail item.

THE BISON GLEE CLUB76

Warren Angell, Director (1-12")
Word W 3005
The Bison Glee Club is a mixed choir of student voices from the Oklahoma Baptist University. This recorded program is entirely religious with 13 selections ranging from anthems to spirituals to hymns. The singing is done with spirit and vigor, and considering the familiarity of the material—"Gloria in Excelsis," "Battle Hymn of the Republic," etc.—the album could be a consistent seller in the right circles. Group is directed by Warren Angell, a former member of the Fred Waring troupe.



LIBERTY RECORDS "Fabulous 31" Plan...

Terrific New Albums



LRP-3011—Songs for a LAZY AFTERNOON
Rod McKuen with Orchestra directed by Barney Kessel



LJH-6010—JAZZ—SAN FRANCISCO STYLE
Virgil Gonsalves Quintet



LRP-3018—SIDEWALKS OF PARIS
Rud Wharton and the Muesette Street Players



LJH-6013—BUDDY CHILDERS QUARTET



SL-9004—ALONG THE DIXIELAND HI-FI WAY
Jerry Colonna plays trombone with his Dixie Highwayman

Plus . . . Plus . . . Plus

<p>LJH-6003—HERBIE HARPER—BUD SHANK—BOB GORDON</p> <p>LJH-6004—MR. CLARINET Abe Most</p> <p>LJH-6005—HOLLYWOOD SAXOPHONE QUARTET</p> <p>LJH-6006—JAZZ MAD Steve White</p> <p>LJH-6007—SHADES OF THINGS TO COME Jack Millman All Stars</p> <p>LJH-6009—SAM'S SONGS Buddy Childers Quintet</p> <p>LSX-1001—CRY ME A RIVER Julie London with Russ Garcia and his Orchestra</p> <p>LRP-3013—AUTUMN RHAPSODY Ami Aloni at the Harpsichord and Piano</p>	<p>LEP-1-3006—JULIE IS HER NAME Julie London with Barney Kessel</p> <p>LEP-2-3006—JULIE IS HER NAME Julie London with Barney Kessel</p> <p>LEP-3-3006—JULIE IS HER NAME Julie London with Barney Kessel</p> <p>LEP-1-3012—LONELY GIRL Julie London with Al Viola</p> <p>LEP-2-3012—LONELY GIRL Julie London with Al Viola</p> <p>LEP-3-3012—LONELY GIRL Julie London with Al Viola</p> <p>LEP-1-3014—OUR NEW NELLIE Nellie Lutcher with Russ Garcia and his Orchestra</p> <p>LEP-2-3014—OUR NEW NELLIE Nellie Lutcher with Russ Garcia and his Orchestra</p> <p>LEP-3-3014—OUR NEW NELLIE Nellie Lutcher with Russ Garcia and his Orchestra</p>	
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Watch LIBERTY's extensive Album Release Program

RECORDS, Inc.
Hollywood 28, Calif. HO 2-0811

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending September 19

This Week	Last Week	Weeks on Chart
1. Don't Be Cruel	2	8
By Otis Blackwell—Published by Elvis Presley & Shalimar (BMD) BEST SELLING RECORD: E. Presley, Vic 20-6604.		
2. Canadian Sunset	3	11
By Eddie Heywood & Norman Gimbel—Published by Meridian (BMD) BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537. RECORD AVAILABLE: A. Williams, Cadence 1296.		
3. My Prayer	1	12
By Boulanger & Kennedy—Published by Skidmore (ASCAP) BEST SELLING RECORD: Platters, Mercury 70893. RECORD AVAILABLE: Ink Spots, Dec 29991.		
4. Whatever Will Be Will Be (Que Sera Sera)	4	14
By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.		
5. Hound Dog	5	9
By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604. RECORDS AVAILABLE: F. Bell-Bellboys, Mercury 70919; W. M. Thornton, Peacock 1612.		

This Week	Last Week	Weeks on Chart
6. Tonight You Belong to Me	7	6
By Billy Rose & Lee David—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORDS: Patience & Prudence, Liberty 55022; Lennon Sisters-L. Welk, Coral 61701. RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Tonettes, Modern 997.		
7. Allegheny Moon	6	14
By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70878. RECORDS AVAILABLE: G. Martin Five, Dec 30022; B. Regis, Vic-20-6551; L. Welk-Lennon Sisters, Coral 61679.		
8. Song for a Summer Night	8	8
By R. Allen—Published by April (ASCAP) BEST SELLING RECORD: M. Miller, Col 40730.		
8. Honky Tonk	10	5
By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) BEST SELLING RECORD: B. Doggett, King 4950.		
10. Soft Summer Breeze	9	8
By Eddie Heywood & Judy Spencer—Published by Regent (BMI) BEST SELLING RECORD: E. Heywood, Mercury 70863. RECORDS AVAILABLE: R. Brown, Dec 30054; Diamonds, Mercury 70934.		

Second Ten

11. Fool	12	7
By Naomi Ford—Published by Debra Music (BMI) BEST SELLING RECORD: S. Clark, Dot 15481. RECORD AVAILABLE: E. Gallahads, Jubilee 5252.		
11. When the White Lilies Bloom Again	14	4
By Doele-Potter—Published by Harms, Inc. (ASCAP) BEST SELLING RECORD: H. Zacharias, Dec 30039. RECORDS AVAILABLE: L. Holmes, M-G-M 12317; B. Vaughn, Dot 15491; L. Welk, Coral 61701; F. ZaBach, Mercury 70936.		
13. Just Walking in the Rain	11	3
By Bragg & Riley—Published by Golden West Melodies (BMI) BEST SELLING RECORD: J. Ray, Col 40729. RECORD AVAILABLE: J. Killen, Abbott 3024.		
14. You Don't Know Me	17	10
By C. Walker & E. Arnold—Published by Hill & Range (BMI) BEST SELLING RECORD: J. Vale, Col 40710. RECORDS AVAILABLE: E. Arnold, Vic 20-6502; C. McRae, Dec 29949.		
15. I Almost Lost My Mind	13	17
By Hunter—Published by Hill & Range (BMI) BEST SELLING RECORD: P. Boone, Dot 15472. RECORD AVAILABLE: I. J. Hunter, M-G-M 10578.		

15. Wayward Wind	11	22
By Stan Lebusk-Herb Newman—Published by Warman (BMI) BEST SELLING RECORD: G. Grant, Era 1013. RECORDS AVAILABLE: T. Ritter, Cap 3430; J. Valentine, M-G-M 12267.		
17. Flying Saucer	15	8
By Buchanan & Goodman—Published by Luniverse BEST SELLING RECORD: Buchanan & Goodman, Luniverse 101.		
18. Happiness Street	19	5
By Mack Wolfson & Eddie White—Published by Planetary (ASCAP) BEST SELLING RECORDS: T. Bennett, Col 40726; G. Gibbs, Mercury 70920.		
19. In the Middle of the House	18	3
By Bob Hilliard—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: V. Monroe, Vic 20-6619. RECORDS AVAILABLE: M. Berle, Coral 61691; R. Draper, Mercury 70921.		
20. True Love	-	1
By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORD: Bing Crosby-Grace Kelly, Cap. RECORDS AVAILABLE: J. Powell, Verve 2018; K. Kallen, Dec 29959.		

Third Ten

21. After the Lights Go Down Low	21	5
By Allen White & LeRay Lovett—Published by Harvard (BMI) RECORD AVAILABLE: A. Hibbler, Dec 29982.		
22. Friendly Persuasion	28	2
By Webster-Thomkin—Published by Lee Feist (ASCAP) RECORDS AVAILABLE: P. Boone, Dot 15490; L. Busch, Cap 3520; G. Cates, Coral 61702; Four Aces, Dec 30041; M. Legrand, Col 40751; A. Perkins, Epic 9181; D. Rose, M-G-M 12336.		
23. Be-Bop-a-Lula	22	14
By Sheriff Tex Davis-Gene Vincent—Published by Lowery Enterprises (BMI) RECORD AVAILABLE: G. Vincent, Cap 3450.		
23. I Want You, I Need You, I Love You	16	17
By Maurice Mysels & Ira Kosloff—Published by Elvis Presley Music (BMI) RECORD AVAILABLE: E. Presley, Vic 20-6540.		
25. Ka Ding Dong	28	2
By Gordon-McDermott—Published by Greta Music (BMI) RECORDS AVAILABLE: Diamonds, Mercury 70934; G-Clefs, Pilgrim 715; Hilltoppers, Dot 15489.		

25. St. Therese of the Roses	25	2
By Arthur Strauss-Remus Harris—Published by Dennis (BMI) RECORD AVAILABLE: B. Ward, Dec 29933.		
25. Green Door	-	1
By Davis & Moore—Published by Trinity (BMI) RECORD AVAILABLE: J. Lowe, Dot 15486.		
28. Rip It Up	30	6
By Blackwell & Marascalco—Published by Venice (BMI) RECORDS AVAILABLE: Little Richard, Specialty 579; B. Haley, Dec 30028.		
29. Walk Hand in Hand	-	19
By J. Cowell—Published by Republic (BMI) RECORDS AVAILABLE: T. Martin, Vic 20-6493; D. Vaughn, Kapp 143; A. Williams, Cadence 1288.		
30. That's All There Is to That	25	9
By Clyde Otis & Kelly Owens—Published by Meridian (BMI) RECORD AVAILABLE: Nat (King) Cole, Cap 3456.		

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

**ANOTHER RECORD-BREAKING
MILESTONE * for**

ELVIS PRESLEY

856,327

**ORDERS on
"LOVE ME TENDER"**

(From the 20th Century Fox CinemaScope Production "Love Me Tender")

and

"ANYWAY YOU WANT ME"

20/47-6643

*** A WEEK BEFORE RELEASE**

by the time you read this, orders will be well over a 1,000,000



Best Sellers in Stores

For survey week ending September 19

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. 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	Leading Side on Top	Last Week	Weeks on Chart
1.	DON'T BE CRUEL (BMI)—E. Presley.	1	9
	HOUND DOG (BMI)—Vic 20-6604		
2.	MY PRAYER (ASCAP)—Platters.	2	12
	Heaven on Earth (ASCAP)—Mercury 70893		
3.	CANADIAN SUNSET (BMI)—		
	H. Winterhalter..... 4 10		
	This Is Real (ASCAP)—Vic 20-6537		
4.	WHATEVER WILL BE, WILL BE		
	(ASCAP)—Doris Day..... 3 13		
	I Gotta Sing Away These Blues (BMI)—Col 40704		
5.	HONKY TONK (PARTS I & II)—		
	B. Doggett..... 6 6		
	King 4950—BMI		
6.	TONIGHT YOU BELONG TO ME		
	(ASCAP)—Patience & Prudence..... 5 6		
	A Smile and a Ribbon (ASCAP)—Liberty 55022		
7.	FOOL (BMI)—S. Clark.	7	8
	Lonesome for a Letter (BMI)—Dot 15481		
8.	JUST WALKING IN THE RAIN		
	(BMI)—J. Ray..... 10 4		
	In the Candlelight (ASCAP)—Col 40729		
9.	ALLEGHENY MOON (ASCAP)—		
	P. Page..... 8 13		
	Strangest Romance (ASCAP)—Mercury 70878		
10.	CANADIAN SUNSET (BMI)—		
	A. Williams..... 11 5		
	High Upon a Mountain (ASCAP)—Cadence 1297		
11.	SOFT SUMMER BREEZE (BMI)—		
	E. Heywood..... 13 11		
	Heywood's Bounce (BMI)—Mercury 70863		
12.	SONG FOR A SUMMER NIGHT		
	(PARTS I & II) (ASCAP)—M. Miller 12 8		
	Col 40730—ASCAP		
13.	FLYING SAUCER—		
	Buchanan & Goodman..... 9 8		
	Luniverse 101		
14.	YOU DON'T KNOW ME (BMI)—		
	J. Vale..... 15 9		
	Enchanted (ASCAP)—Col 40710		
15.	CHAINS OF LOVE (BMI)—P. Boone.	22	2
	FRIENDLY PERSUASION (ASCAP)—		
	Dot 15490		
16.	GREEN DOOR (BMI)—J. Lowe.	—	1
	(Story of) The Little Man in Chinatown (BMI)—Dot 15486		
17.	BE-BOP-A-LULA (BMI)—G. Vincent.	14	15
	Woman Love (BMI)—Cap 3450		
18.	I WANT YOU, I NEED YOU, I LOVE		
	YOU (BMI)—E. Presley..... 16 18		
	My Baby Left Me (BMI)—Vic 20-6540		
19.	WHEN THE WHITE LILACS BLOOM		
	AGAIN (ASCAP)—H. Zacharias..... 19 3		
	Blue Blues (BMI)—Dec 30039		
20.	ST. THERESE OF THE ROSES		
	(BMI)—B. Ward..... 23 2		
	Home Is Where You Hang Your Heart (BMI)—Dec 29933		
21.	TONIGHT YOU BELONG TO ME		
	(ASCAP)—Lennon Sisters-L. Welk... — 1		
	When the White Lilacs Bloom Again (ASCAP) Coral 61701		
22.	BUS STOP SONG (ASCAP)—Four Lads	17	2
	HOUSE WITH LOVE IN IT		
	(ASCAP)—Col 40736		
23.	AFTER THE LIGHTS GO DOWN		
	LOW (BMI)—A. Hibbler..... 20 3		
	I Was Telling Her About You (ASCAP)—Dec 29982		
24.	MIRACLE OF LOVE (ASCAP)—		
	E. Rodgers..... 24 2		
	Unwanted Heart (ASCAP)—Col 40708		
25.	I ALMOST LOST MY MIND (BMI)—		
	P. Boone..... 18 16		
	I'm in Love With You (BMI)—Dot 15472		

Most Played in Juke Boxes

For survey week ending September 19

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play 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	Leading Side on Top	Last Week	Weeks on Chart
1.	HOUND DOG (BMI)—E. Presley..... 1 8		
	DON'T BE CRUEL (BMI)—Vic 20-6604		
2.	MY PRAYER (ASCAP)—Platters..... 2 11		
	Heaven on Earth (ASCAP)—Mercury 70893		
3.	WHATEVER WILL BE, WILL BE		
	(ASCAP)—Doris Day..... 3 10		
	I Gotta Sing Away These Blues (BMI)—Col 40704		
4.	CANADIAN SUNSET (BMI)—		
	H. Winterhalter-E. Heywood..... 4 7		
	This Is Real (ASCAP)—Vic 20-6537		
5.	ALLEGHENY MOON (ASCAP)—		
	P. Page..... 5 13		
	Strangest Romance (ASCAP)—Mercury 70878		
6.	TONIGHT YOU BELONG TO ME		
	(ASCAP)—Patience & Prudence..... 6 4		
	A Smile and a Ribbon (ASCAP)—Liberty 55022		
7.	FOOL (BMI)—S. Clark..... 8 6		
	Lonesome For a Letter (BMI)—Dot 15481		
8.	HONKY TONK (PARTS I & II) (BMI)—		
	B. Doggett..... 12 3		
	King 4950		
9.	CANADIAN SUNSET (BMI)—		
	A. Williams..... 10 4		
	The Mountain (ASCAP)—Cadence 1297		
9.	I ALMOST LOST MY MIND (BMI)		
	—P. Boone..... 7 16		
	I'm In Love With You (BMI)—Dot 15472		
11.	SONG FOR A SUMMER NIGHT		
	(PARTS I & II) (ASCAP)—M. Miller..... 13 6		
	Columbia 40730		
12.	FLYING SAUCER (PARTS I & II)—		
	Buchanan & Goodman..... 11 6		
	Luniverse 101		
13.	I WANT YOU, I NEED YOU, I LOVE		
	YOU (BMI)—E. Presley..... 8 17		
	My Baby Left Me (BMI)—Vic 20-6540		
14.	YOU DON'T KNOW ME (BMI)—J. Vale. 18 4		
	Enchanted (ASCAP)—Col 40710		
14.	SOFT SUMMER BREEZE (BMI)—		
	E. Heywood..... 15 4		
	Heywood's Bounce (BMI)—Mercury 70863		
14.	JUST WALKING IN THE RAIN		
	(BMI)—J. Ray..... 18 2		
	In the Candlelight (ASCAP)—Col 40729		
17.	BE-BOP-A-LULA (BMI)—G. Vincent... 13 12		
	Woman Love (BMI)—Cap 3450		
18.	WHEN THE WHITE LILACS BLOOM		
	AGAIN (ASCAP)—B. Vaughn..... — 1		
	Spanish Diary (ASCAP)—Dot 15491		
19.	WAYWARD WIND (BMI)—G. Grant... 15 18		
	No More Than Forever (ASCAP)—Era 1013		
19.	WHEN MY DREAMBOAT COMES		
	HOME (ASCAP)—F. Domino..... — 4		
	So Long (BMI)—Imperial 5316		

Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Leading Side on Top	Last Week	Weeks on Chart
1.	Allegheny Moon (Oxford)..... 2 14		
2.	Whatever Will Be, Will Be (Que Sera Sera)		
	(Artists Music)..... 1 12		
3.	Canadian Sunset (Meridian)..... 3 8		
4.	Soft Summer Breeze (Repent)..... 5 5		
5.	Song for a Summer Night (April)..... 6 6		
6.	Tonight You Belong to Me (Mills)..... 9 4		
7.	My Prayer (Shapiro-Bernstein)..... 4 11		
8.	Don't Be Cruel (Presley-Shalimar)..... 8 2		
9.	Wayward Wind (Warman)..... 7 8		
10.	Hound Dog (Presley-Lion)..... 10 6		
11.	Happiness Street (Planetary)..... 15 2		
11.	You Don't Know Me (Hill & Range)..... — 1		
13.	True Love (Buxton Hill)..... — 1		
14.	Walk Hand in Hand (Republic)..... 14 20		
15.	When the White Lilacs Bloom Again (Harms)..... — 1		

Most Played by Jockeys

For survey week ending September 19

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

This Week	Leading Side on Top	Last Week	Weeks on Chart
1.	DON'T BE CRUEL (BMI)—E. Presley.. 1 8		
	Hound Dog (BMI)—Vic 20-6604		
2.	MY PRAYER (ASCAP)—Platters..... 2 12		
	Heaven on Earth (ASCAP)—Mercury 70893		
3.	CANADIAN SUNSET (BMI)—		
	H. Winterhalter-E. Heywood..... 4 10		
	This Is Real (ASCAP)—Vic 20-6537		
4.	WHATEVER WILL BE, WILL BE		
	(ASCAP)—Doris Day..... 3 13		
	Away These Blues (BMI)—Col 40704		
5.	HOUND DOG (BMI)—E. Presley..... 5 9		
	Don't Be Cruel (BMI)—Vic 20-6604		
6.	TONIGHT YOU BELONG TO ME		
	(ASCAP)—Patience & Prudence..... 7 6		
	A Smile and a Ribbon (ASCAP)—Liberty 55022		
7.	CANADIAN SUNSET (BMI)—		
	A. Williams..... 9 7		
	High Upon a Mountain (ASCAP)—Cadence 1297		
8.	SONG FOR A SUMMER NIGHT		
	(PARTS I & II)—M. Miller..... 8 8		
	Col 40730		
9.	HONKY TONK (PARTS I & II)—		
	B. Doggett..... 13 2		
	King 4950		
10.	ALLEGHENY MOON (ASCAP)—		
	P. Page..... 6 14		
	Strangest Romance (ASCAP)—Mercury 70878		
11.	JUST WALKING IN THE RAIN		
	(BMI)—J. Ray..... — 1		
	In the Candlelight (ASCAP)—Col 40729		
12.	FRIENDLY PERSUASION (ASCAP)		
	P. Boone..... 18 2		
	Chains of Love (ASCAP)—Dot 15490		
13.	AFTER THE LIGHTS GO DOWN		
	LOW (BMI)—A. Hibbler..... 10 5		
	I Was Telling Her About You (ASCAP)—Dec 29982		
14.	SOFT SUMMER BREEZE (BMI)—		
	E. Heywood..... 14 7		
	Heywood's Bounce (BMI)—Mercury 70863		
15.	YOU DON'T KNOW ME (BMI)		
	J. Vale..... 20 7		
	Enchanted (ASCAP)—Col 40710		
16.	IN THE MIDDLE OF THE HOUSE		
	(ASCAP)—V. Monroe..... 11 3		
	Rollin' Heart (BMI)—Vic 20-6619		
17.	WHEN THE WHITE LILACS BLOOM		
	AGAIN (ASCAP)—H. Zacharias..... 12 3		
	Blue Blues (BMI)—Dec 30039		
18.	FROM THE CANDY STORE OF THE		
	CORNER (ASCAP)—T. Bennett..... 15 3		
	Happiness Street (ASCAP)—Col 40726		
19.	FOOL (BMI)—S. Clark..... 16 5		
	Lonesome for a Letter (BMI)—Dot 15481		
20.	HOUSE WITH LOVE IN IT (ASCAP)		
	Four Lads..... — 1		
	Bus Stop Song (ASCAP)—Col 40736		
21.	WHEN THE WHITE LILACS BLOOM		
	AGAIN (ASCAP)—B. Vaughn..... — 1		
	Spanish Diary (ASCAP)—Dot 15491		
22.	ST. THERESE OF THE ROSES		
	(BMI)—B. Ward..... 18 3		
	Home Is Where You Hang Your Heart (BMI)—Dec 29933		
23.	GREEN DOOR (BMI)—J. Lowe..... — 1		
	(The Story of) The Little Man in Chinatown (BMI)—Dot 15486		
24.	BUS STOP SONG (ASCAP)—Four Lads. — 1		
	House With Love in It (ASCAP)—Col 40736		
25.	I ALMOST LOST MY MIND (BMI)—		
	P. Boone..... 17 16		
	I'm in Love With You (BMI)—Dot 15472		

A DOUBLE SIDED SMASH! TAKE YOUR PICK!

*"Mama From
The Train"*

"Every Time"

"Every Time"

*"Mama From
The Train"*



*"Mama From
The Train"*

"Every Time"

PATTI PAGE

MERCURY 70971



MGM Records

Hot Selling Singles

JONI JAMES
GIVE US THIS DAY
 and
 HOW LUCKY YOU ARE
 MGM 12288 • K12288

ART MOONEY
GIANT ROCK AND ROLL
 TUMBLEWEED
 (From the Warner Bros. Film)
 (From the MGM Film "The Opposite Sex")
 MCM 12320 • K12320

EP EXTRA!
 SPECIAL SINGLE
 POCKET EXTENDED
 PLAY SET OF
 Music from
"GIANT"
 X1342

Plugged on 'RIN TIN TIN' TV Show

JAMES BROWN
 as Lt. Rip Masters
 singing

FORWARD HO!
 and
HO!
 GHOST TOWN
 MGM 12350 • K12350

BIG!

THE CLOVERLEAFS

STEP RIGHT UP AND SAY HOWDY WITH **PLENTY OF MONEY AND YOU**

MGM 12337 • K12337

SPECIAL!— LEROY **HOLMES**
FIRST and BEST!
 & His Orch.
BABY DOLL (From Warner Bros. Film)
 and
THE MAID OF NOVGOROD
 MGM 12352 • K12352

DICK HYMAN and SAM (THE MAN) TAYLOR
CHLO-E BLUES IN MY HEART
 MGM 12325 • K12325

DAVID ROSE & His Orch.
FRIENDLY PERSUASION
 AND
THERE'S NEVER BEEN ANYONE ELSE BUT YOU
 MGM 12386 • K12336

CONNIE FRANCIS
MY SAILOR BOY | **EVERYONE NEEDS SOMEONE**
 MGM 12335 • K12335

DEAN JONES
THIS LAND (From Producers' Showcase TV Prod. "The Lord Don't Play Favorites")
 and **YOU CAN'T RUN AWAY FROM IT**
 MGM 12323 • K12323

TONI CARROLL
GOODNIGHT, MY LOVE, GOODNIGHT | **THINK TWICE**
 MGM 12322 • K12322

BETTY MADIGAN
WHERE IN THE WORLD
 and **TEST OF TIME**
 MGM 12318 • K12318

DON GIBSON
I BELIEVED IN YOU | **WHAT A FOOL I WAS TO FALL**
 MGM 12331 • K12331

Territorial Best Sellers

For survey week ending September 19

Listings are based on late reports secured from top dealers in each of the markets listed.

- Atlanta**
- Canadian Sunset
 - H. Winterhalter-E. Heywood, Vic.
 - My Prayer, Platters, Mer.
 - Don't Be Cruel, E. Presley, Vic.
 - Tonight You Belong to Me Patience & Prudence, Lbt.
 - Just Walking in the Rain, J. Ray, Col.
 - Song for a Summer Night M. Miller, Col.
 - True Love, B. Crosby-G. Kelly, Cap.
 - Whatever Will Be, Will Be Doris Day, Col.
 - You Don't Know Me, J. Vale, Col.

- Baltimore**
- Honky Tonk, B. Doggett, Kng.
 - Don't Be Cruel, E. Presley, Vic.
 - St. Therese of the Roses, B. Ward, Dec.
 - My Prayer, Platters, Mer.
 - Canadian Sunset E. Heywood-H. Winterhalter, Vic.
 - Tonight You Belong to Me Patience & Prudence, Lbt.
 - Green Door, J. Lowe, Dot
 - In the Still of the Night, Satins, Emb.
 - Whatever Will Be, Will Be Doris Day, Col.

- Boston**
- Don't Be Cruel, E. Presley, Vic.
 - Canadian Sunset E. Heywood-H. Winterhalter, Vic.
 - Just Walking in the Rain, J. Ray, Col.
 - St. Therese of the Roses, B. Ward, Dec.
 - Honky Tonk, B. Doggett, Kng.
 - Whatever Will Be, Will Be Doris Day, Col.
 - After the Lights Go Down Low A. Hibbler, Dec.
 - Hound Dog, E. Presley, Vic.
 - My Prayer, Platters, Mer.
 - In the Middle of the House V. Monroe, Vic.

- Buffalo**
- My Prayer, Platters, Mer.
 - Honky Tonk, B. Doggett, Kng.
 - Hound Dog, E. Presley, Vic.
 - Don't Be Cruel, E. Presley, Vic.
 - Chains of Love, P. Boone, Dot
 - Allegheny Moon, P. Page, Mer.
 - Whatever Will Be, Will Be Doris Day, Col.
 - Be-Bop-a-Lula, G. Vincent, Cap.

- Chicago**
- Hound Dog, E. Presley, Vic.
 - Canadian Sunset, A. Williams, Cdc.
 - Don't Be Cruel, E. Presley, Vic.
 - Honky Tonk, B. Doggett, Kng.
 - Tonight You Belong to Me Patience & Prudence, Lbt.
 - Canadian Sunset E. Heywood-H. Winterhalter, Vic.
 - Flying Saucer Buchanan & Goodman, Lun.
 - Soft Summer Breeze, E. Heywood, Mer.
 - My Prayer, Platters, Mer.
 - Fool, S. Clark, Dot

- Cincinnati**
- Canadian Sunset E. Heywood-H. Winterhalter, Vic.
 - Don't Be Cruel, E. Presley, Vic.
 - Tonight You Belong to Me Lennon Sisters-L. Welk, Cor.
 - Honky Tonk, B. Doggett, Kng.
 - Hound Dog, E. Presley, Vic.
 - Whatever Will Be, Will Be Doris Day, Col.
 - My Prayer, Platters, Mer.
 - Soft Summer Breeze, E. Heywood, Mer.
 - True Love, B. Crosby-G. Kelly, Cap.
 - Tonight You Belong to Me Patience & Prudence, Lbt.

- Cleveland**
- Don't Be Cruel, E. Presley, Vic.
 - Honky Tonk, B. Doggett, Kng.
 - True Love, J. Powell, Vrv.
 - Whatever Will Be, Will Be Doris Day, Col.
 - I Walk the Line, J. Cash, Sun
 - Hound Dog, E. Presley, Vic.
 - Canadian Sunset E. Heywood-H. Winterhalter, Vic.
 - Every Day of My Life McGuire Sisters, Cor.
 - Green Door, J. Lowe, Dot
 - Just Walking in the Rain, J. Ray, Col.

- Dallas-Fort Worth**
- Don't Be Cruel, E. Presley, Vic.
 - Canadian Sunset E. Heywood-H. Winterhalter, Vic.
 - Whatever Will Be, Will Be Doris Day, Col.
 - Out of Sight, Out of Mind Five Keys, Cap.
 - Hound Dog, E. Presley, Vic.
 - My Prayer, Platters, Mer.
 - Allegheny Moon, P. Page, Mer.
 - That's All There is to That N. (King) Cole, Cap.
 - Let the Good Times Roll Shirley & Lee, Ala.

- Denver**
- Don't Be Cruel, E. Presley, Vic.
 - Canadian Sunset E. Heywood-H. Winterhalter, Vic.
 - Just Walking in the Rain, J. Ray, Col.
 - Honky Tonk, B. Doggett, Kng.
 - Fool, S. Clark, Dot
 - Hound Dog, E. Presley, Vic.
 - Song for a Summer Night M. Miller, Col.
 - You Don't Know Me, J. Vale, Col.
 - Be-Bop-a-Lula, G. Vincent, Cap.

- Detroit**
- Honky Tonk, B. Doggett, Kng.
 - Don't Be Cruel, E. Presley, Vic.
 - Just Walking in the Rain, J. Ray, Col.
 - When the White Lilacs Bloom Again H. Zacharias, Dec.

- Hound Dog, E. Presley, Vic.
- Tonight You Belong to Me Patience & Prudence, Lbt.
- Tonight You Belong to Me Tracey Twins, Rsv.
- My Prayer, Platters, Mer.
- House With Love in It, Four Lads, Col.
- Canadian Sunset E. Heywood-H. Winterhalter, Vic.

- Kansas City**
- Just Walking in the Rain, J. Ray, Col.
 - Don't Be Cruel, E. Presley, Vic.
 - Hound Dog, E. Presley, Vic.
 - Miracle of Love, E. Rodgers, Col.
 - You Don't Know Me, J. Vale, Col.
 - Tonight You Belong to Me Patience & Prudence, Lbt.
 - Whatever Will Be, Will Be Doris Day, Col.
 - Heart and Soul, J. Maddox, Dot
 - My Prayer, Platters, Mer.
 - Soft Summer Breeze, E. Heywood, Mer.

- Los Angeles**
- My Prayer, Platters, Mer.
 - Whatever Will Be, Will Be Doris Day, Col.
 - Hound Dog, E. Presley, Vic.
 - Don't Be Cruel, E. Presley, Vic.
 - Tonight You Belong to Me Patience & Prudence, Lbt.
 - Allegheny Moon, P. Page, Mer.
 - On the Street Where You Live V. Damone, Col.

- Milwaukee**
- Don't Be Cruel, E. Presley, Vic.
 - Fool, S. Clark, Dot
 - Hound Dog, E. Presley, Vic.
 - Tonight You Belong to Me Patience & Prudence, Lbt.
 - Bus Stop Song, Four Lads, Col.
 - Whatever Will Be, Will Be Doris Day, Col.
 - Canadian Sunset E. Heywood-H. Winterhalter, Vic.
 - When the White Lilacs Bloom Again H. Zacharias, Dec.

- Minneapolis-St. Paul**
- Just Walking in the Rain, J. Ray, Col.
 - Honky Tonk, B. Doggett, Kng.
 - Don't Be Cruel, E. Presley, Vic.
 - Miracle of Love, E. Rodgers, Col.
 - Fool, S. Clark, Dot
 - Hound Dog, E. Presley, Vic.
 - My Prayer, Platters, Mer.
 - Tonight You Belong to Me Patience & Prudence, Lbt.
 - Green Door, J. Lowe, Dot
 - Rip It Up, B. Haley, Dec.

- New Orleans**
- Don't Be Cruel, E. Presley, Vic.
 - Whatever Will Be, Will Be Doris Day, Col.
 - My Prayer, Platters, Mer.
 - Fool, S. Clark, Dot
 - Hound Dog, E. Presley, Vic.
 - Canadian Sunset E. Heywood-H. Winterhalter, Vic.
 - Just Walking in the Rain, J. Ray, Col.
 - Honky Tonk, B. Doggett, Kng.
 - You Don't Know Me, J. Vale, Col.
 - Rip It Up, B. Haley, Dec.

- New York**
- My Prayer, Platters, Mer.
 - Canadian Sunset E. Heywood-H. Winterhalter, Vic.
 - Whatever Will Be, Will Be Doris Day, Col.
 - Don't Be Cruel, E. Presley, Vic.
 - Hound Dog, E. Presley, Vic.
 - Allegheny Moon, P. Page, Mer.
 - Tonight You Belong to Me Patience & Prudence, Lbt.
 - Flying Saucer Buchanan & Goodman, Lun.
 - Song for a Summer Night M. Miller, Col.
 - On the Street Where You Live V. Damone, Col.

- Philadelphia**
- Whatever Will Be, Will Be Doris Day, Col.
 - Don't Be Cruel, E. Presley, Vic.
 - My Prayer, Platters, Mer.
 - Tonight You Belong to Me Patience & Prudence, Lbt.
 - Canadian Sunset, A. Williams, Cdc.
 - Canadian Sunset E. Heywood-H. Winterhalter, Vic.
 - Hound Dog, E. Presley, Vic.
 - Honky Tonk, B. Doggett, Kng.

- Pittsburgh**
- Hound Dog, E. Presley, Vic.
 - Honky Tonk, B. Doggett, Kng.
 - Don't Be Cruel, E. Presley, Vic.
 - Tonight You Belong to Me Patience & Prudence, Lbt.
 - Canadian Sunset, A. Williams, Cdc.
 - Friendly Persuasion, P. Boone, Dot
 - See Saw, Moonglows, Chs.
 - Just Walking in the Rain, J. Ray, Col.
 - Whatever Will Be, Will Be Doris Day, Col.
 - My Prayer, Platters, Mer.

- St. Louis**
- Don't Be Cruel, E. Presley, Vic.
 - Tonight You Belong to Me Patience & Prudence, Lbt.
 - Whatever Will Be, Will Be Doris Day, Col.
 - Fool, S. Clark, Dot
 - Hound Dog, E. Presley, Vic.
 - Italian Theme, C. Stapleton, Lon.
 - My Prayer, Platters, Mer.
 - Soft Summer Breeze, E. Heywood, Mer.
 - When the White Lilacs Bloom Again H. Zacharias, Dec.
 - Be-Bop-a-Lula, G. Vincent, Cap.

(Continued on page 56)

First.. "TRANSFUSION"
 Then... "APE CALL"
 and Now **LIGHTNING STRIKES** the 3rd Time
 with another **2 Sided Smash!**

NERVOUS NORVUS



**THE
 FANG**

**THE
 BULL
 FROG
 HOP**
 #15500

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 THE NATION'S BEST SELLING RECORDS

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

RECENT POP RELEASES

Coming up Strong

The Billboard's weekly survey of top volume dealer sales indicates these recent releases are gaining sales strength and have the best chance of hitting Billboard's best seller charts.

1. **Let the Good Times Roll . . . Shirley and Lee**
(BMI) Aladdin 3325
2. **I'll Remember (In the Still of the Night)**
..... **Five Satins**
(BMI) Ember 1005
3. **True Love . . . Bing Crosby and Grace Kelly**
Well Did You Evah
..... **Bing Crosby and Frank Sinatra**
(ASCAP) (ASCAP) Capitol 3507
4. **Out of Sight . . . The Five Keys**
(BMI) Capitol 3502
5. **In the Middle of the House . . Vaughn Monroe**
(ASCAP) RCA Victor 6619
6. **You'll Never, Never Know**
It Isn't Right . . . The Platters
(BMI) (BMI) Mercury 70949
7. **Blue Moon . . . Elvis Presley**
(ASCAP) RCA Victor 6640
8. **In the Middle of the House . . Rusty Draper**
(ASCAP) Mercury 70921
9. **The Italian Theme . . . Cyril Stapleton**
(ASCAP) London 1672
10. **The ABC's of Love**
..... **Frankie Lymon and the Teen-Agers**
(BMI) Gee 1022

This Week's Best Buys

Special telephone reports indicate these recent releases have broken out in one or more key areas. They do not yet have wide enough sales strength to show in Billboard's national survey and therefore do not rate a "Coming Up Strong" listing.

THE ABC'S OF LOVE (Kahl, BMI) — Frankie Lymon and the Teen-Agers—Gee 1022—Lymon, who climbs on the charts in quick fashion, is following the loot-laden trend with his latest release, just out a couple of weeks. The 13-year-old soprano's belting style with this solid jump piece has racked up fast action across the board. All major markets reported and predicted a solid hit on this one. A previous Billboard "Spotlight" pick.

TRUE LOVE (Buxton Hill, ASCAP)—Bing Crosby and Grace Kelly
WELL DID YOU EVAH (Buxton Hill, ASCAP)—Bing Crosby and Frank Sinatra—Capitol 3507—These two tunes, both from the "High Society" flick, are undoubtedly capitalizing on the flick's success thruout the country. The disk has been cut over a month and the trend has followed the release of the film in all markets. It has now registered very strong on all fronts and is just off the charts. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

POP RECORDS

- THE FONTAINE SISTERS . . . Dot 15501 STILL**
(Progressive, BMI)
PLEASE DON'T LEAVE ME (Commodore, BMI)
Chicks take two sides out of the r.&b. world and project them with knowing phrasing and the big beat. A solid coupling for the teen set. "Still" was done originally by Lavern Baker while Fats Domino had cut "Please." A potent performance by the trio with real "down" rock and roll backing.
- PERCY FAITH . . . Columbia 40764 BABY DOLL**
(Remick Music, ASCAP)
The Faith ork has a strong instrumental, title song from a new flick, with an incessant figure in the background that sets off this smooth melody. Should catch on. Smartly arranged, it builds with a good beat and commercializes on the catchiness of the tune. Flip is "The Vagabond King Waltz" (Famous, ASCAP).
- FATS DOMINO . . . Imperial 5407 BLUEBERRY HILL**
(Chappell, ASCAP)
HONEY CHILE (Reeve, BMI)
This disk was spotlighted in last week's Rhythm & Blues section.
- GENE VINCENT . . . Capitol 3558 BLUE JEAN BOP**
(Ardmore Music, ASCAP)
WHO SLAPPED JOHN (Central Songs, BMI)
See Spotlight in Country & Western section.
- EDDIE HEYWOOD . . . RCA Victor 6674 LOST LOVE**
(Meridian Music, BMI)
Artist, with two disks riding the charts, has another strong entry in "Lost Love." His talented tickling on the ivories and the smart backing supplied by the Joe Reisman ork give this nocturne the proper flavoring. Flip is "Mozambique" (Meridian Music, BMI). Both sides were written by Heywood.
- MARIO LANZA . . . RCA Victor 6664 LOVE IN A HOME**
(Commander, ASCAP)
The tenor, in a smooth, relaxed fashion, takes the tune from the forthcoming legit musical, "L'il Abner," and gives it a most sincere warbling. Should pleasantly surprise his fans with this highly commercial piece of wax. Doris Day's version was a "Spotlight" last week. Flip is "Do You Wonder" (Sheriton Music, ASCAP).

POP DISK JOCKEY PROGRAMMING

- STEVE LAWRENCE . . . Coral 61708 IF YOU WOULD SAY**
YOU'RE MINE (Stratton, BMI)
NEVER MIND (Valando, ASCAP)
The TV baritone sings out in fine style on both sides for a disk that should rate plenty of play. "Never Mind" is a lyrical ballad which features his handsome warbling, while the flip, Lawrence's own tune, is a dramatic ballad with effective backing.
- JACK PLEIS ORK . . . Decca 30086 I'LL ALWAYS BE IN LOVE WITH YOU**
(ASCAP)
THE WALTZ OF TEARS
Pleis, with his deft and tasteful piano solo work on a dreamy instrumental version of the lovely oldie, "I'll Always, etc.," and his sensitive interpretation of the tender "Waltz," has two strong sides for the turntables. Artist cut the former tune several years ago on London but new version is powerful wax for today's market.
- JOE FINGERS CARR . . . Capitol 3541 LA LA COLLETTE**
(Criterion, ASCAP)
I'M A LITTLE ECHO (Movietown, BMI)
Carr's piano and ork carrying the Gallic topside. Flip is a bouncy little tune with unbilled fem solo and male counter chorus carrying the ball. It's a pleasant novelty. This disk is an obvious juke and deejay candidate. Should rack up substantial counter sales also.

POP TALENT

- JOYCE HAHN . . . Cadence 1298 I GOTTA KNOW**
(Acuff-Rose, BMI)
THE GRASS WAS GREENER (Republic, BMI)
The label's new Canadian canary makes her debut with two sides that show her versatility. On "I Gotta Know" she chirps with suitable vivacity on a bouncy rock-a-billy ditty with a tricky beat, alternating effectively between a slow and fast tempo. With the flip she pulls a style-change and thrushes with smooth sweetness and purity on a moving ballad.

Reviews and Ratings * *

KITTY KALLEN
The Lonely One 83
DECCA 30049 — The thrush sings a haunting off-beat theme with considerable dramatic effect and tasteful phrasing. Unusual material for the canary. (Harvard, BMI)
How About Me? 80
Wistful thrushing on the lovely old

Berlin ballad. However, jockeys may spin flip more at first so they can chat about gal's style switch. (Berlin, ASCAP)

DAVID WHITFIELD
My Son John 79
LONDON 1668—A big production number gives Whitfield the opportunity to
(Continued on page 62)

*REVIEW SPOTLIGHT

In the opinion of the Billboard's editorial staff, these new releases rate special attention from the entire music industry. They are tops, and unless qualified for specific markets, are assigned a 90 to 100 rating*.

**REVIEWS & RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

90-100, Tops	60- 69, Satisfactory
80- 89, Excellent	50- 59, Limited
70- 79, Good	0- 49, Poor

September Release

HITS are a habit on



... from The Billboard September 22nd.

Spotlight on ...

SEE SAW (Arc Music, BMI) DON CORNELL... Coral 61721 FROM THE BOTTOM OF MY HEART (Rush Music, BMI) A two-sided possibility that seems destined for quick action on all fronts (dealers, jockeys and ops). Cornell covers the Moon-glow's r.&b. version of "See Saw" and zestfully maintains the fast pace necessary to put it over. On the flip he has another exciting tune which is very similar to the Clovers' r.&b. version (see r.&b. Spotlight).

DON CORNELL

See Saw

and

From the Bottom of My Heart

61721



STEVE ALLEN

Stardust

and

The Golden Wedding Waltz

61707



THE LANCERS

Never Leave Me

and

I Came Back

61712



"Billboard Spotlight Pick"

ALAN DALE

I Cry More

and

Test of Time

61699

"In England's Top Ten"

MEL TORME

Mountain Greenery

and

Bernie's Tune

61709



STEVE LAWRENCE

If You Would Say

and

Never Mind

61708



HOAGY CARMICHAEL

I Walk the Line

and

Flight to Hong Kong

61717



DANNY WALKER

Have Mercy on a Fool Like Me

and

How Would You Have Me

61698



AMES BROS.

Tumbling Tumbleweeds

and

Hawaiian War Chant

65515



Star of "Lassie"

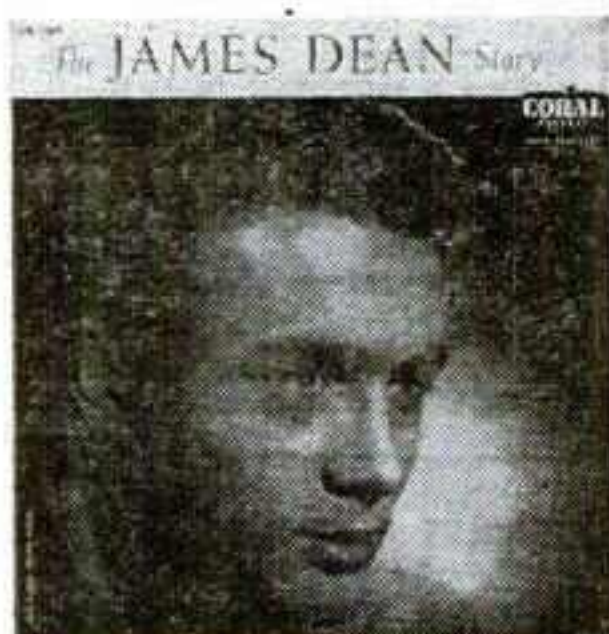
TOMMY RETTIG

What Is a Mom

and

What Is a Dad

61704



A GREAT ALBUM IN MEMORY OF A GREAT STAR

THE JAMES DEAN STORY

with

STEVE ALLEN, BILL RANDLE, GIGI PERREAU, DICK JACOBS, GEORGE CATES, JIMMY WAKELY

57099

CORAL RECORDS America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

KING HOT PARADE

HONKY TONK

BILL DOGGETT KING 4950

LITTLE WILLIE JOHN

DO SOMETHING FOR ME

b/w MY NERVES KING 4960

STILL ON TOP FEVER KING 4935

OTIS WILLIAMS AND HIS CHARMS

WHIRLWIND

b/w

I'D LIKE TO THANK YOU MR. D.J.

DE LUXE 6097

JAMES BROWN & FAMOUS FLAMES

COMING UP FAST FEDERAL 12277

HOLD MY BABY'S HAND

STILL A TOP SELLER FEDERAL 12258

PLEASE, PLEASE, PLEASE

OTHER HOT RELEASES

EARL (CONNELLY) KING
THEY TELL ME
b/w
I CALL ON YOU
KING 4959

BOBBIE AND RONALD
YOU'RE MINE OH MINE
b/w
WHEN OH WHEN
KING 4961

DON RENO - RED SMILEY
HEN SCRATCHIN' STOMP
b/w
CRUEL LOVE
KING 4962

MAC CURTIS
THE LOW ROAD
b/w
YOU AIN'T TREATIN' ME RIGHT
KING 4965

BOB TEMPLE
VIM VAM VAMOOSIE
b/w
COME BACK COME BACK
KING 4958

THE MIDNIGHTERS
TORE UP OVER YOU
b/w
EARLY ONE MORNING
FEDERAL 12270

BILLY GAYLES
IF I HAD NEVER KNOWN YOU
b/w
I'M TORE UP
FEDERAL 12265

LUTHER BOND AND THE EMERALDS
I CRY
b/w
HE LOVES YOU BABY
FEDERAL 12279

DISTRIBUTED BY KING RECORDS

KING-FEDERAL-DE LUXE

THE TOP 100

For survey week ending September 19

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning to show action in the field.

Table with 3 columns: Pos., Song, Artist, Label, Last Week. Lists top 100 records including 'DON'T BE CRUEL' by E. Presley, 'MY PRAYER' by Platters, 'HOUND DOG' by E. Presley, etc.

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.



"I believe that 'TWO DIFFERENT WORLDS' by ROGER WILLIAMS with Jane Morgan is one of the great records of our time, and I am sure that it will take its place alongside 'Autumn Leaves' as a million record seller."

Dave Kapp

"Two Different Worlds"

Recorded by

ROGER WILLIAMS
with **JANE MORGAN**

coupled with

"Nights in Verona"

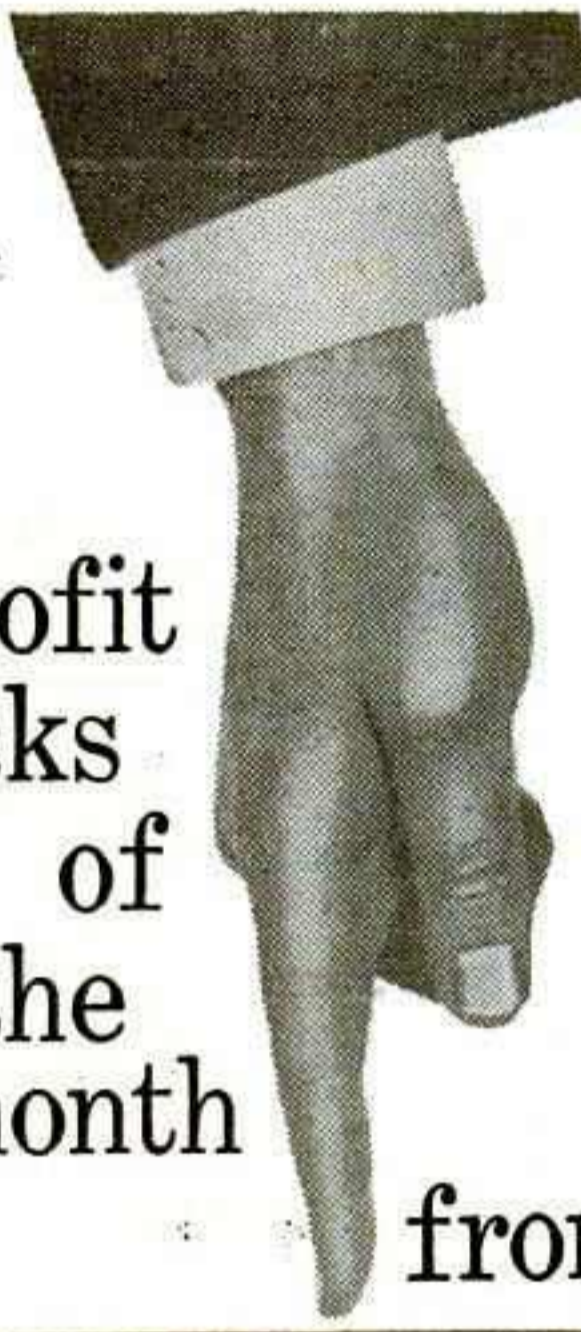
by **ROGER WILLIAMS**

ORCHESTRA AND CHORUS DIRECTED BY HAL KANNER

Kapp #161




KAPP RECORDS, INC., 119 WEST 57th ST. NEW YORK 19, N. Y.



profit
picks
of
the
month

from



records

BIG NAME RECORDINGS AT 1/2 THE BIG NAME PRICE!

only \$1.98 for each 12" Long Play; 79¢ for each 45 EP



12 top jazz selections featuring such top name stars as: Dinah Shore; Lena Horne; Sidney Bechet and Henry Levine. 12" Long Play (CAL-321) \$1.98



A perfect combination of talents. Connie Haines, with an all-star orch. led by Matty Matlock, in "New Orthophonic" High Fidelity Sound. 45 EP (CAE-334) 79¢



Jeanette MacDonald sings 12 of the great songs she made famous. 12" Long Play (CAL-325) \$1.98; two 4-selection 45 EP's (CAE-361, CAE-362) 79¢ each.



Hits from 3 Broadway successes! In "New Orthophonic" High Fidelity. 12" Long Play (CAL-319) \$1.98; three 4-selection 45 EP's (CAE-357, 375, 307) 79¢ ea.



One of the "Met's" most celebrated baritone singers sings 11 famous selections, including arias by Verdi and Gounod. A real collector's item! 12" Long Play (CAL-320) \$1.98.



Ralph Flanagan and His Orch. 12 tunes . . . 11 by Rodgers and Hammerstein. In High Fidelity. 12" Long Play (CAL-322) \$1.98; 4-selection 45 EP (CAE-358) 79¢

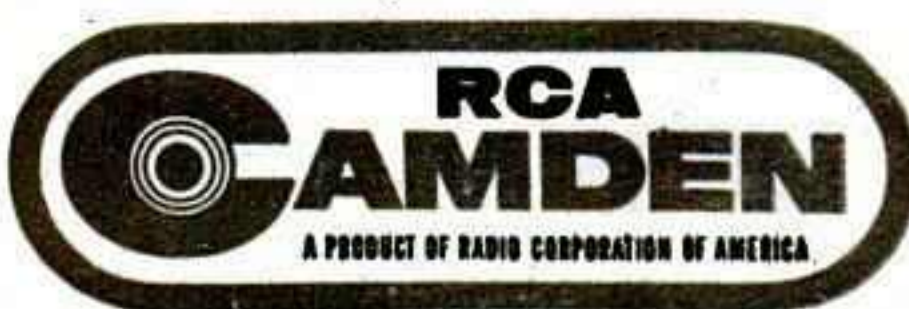


Value galore! 12 Latin favorites designed for dancing by Xavier Cugat and His Orch. 12" Long Play (CAL-323) \$1.98; 4-selection 45 EP (CAE-359) 79¢



Gorgeous 4-color cover! 13 mood selections in "New Orthophonic" High Fidelity! 12" Long Play (CAL-324) \$1.98; 4-selection 45 EP (CAE-360) 79¢

Order through
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Record Distributor NOW!



Nationally Advertised Prices—Optional

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
Allegheny Moon (R)—Oxford—ASCAP	Allegheny Moon (R)—Oxford—ASCAP
Bus Stop Song (R) (F)—Miller—ASCAP	Canadian Sunset (R)—Meridian—BMI
By the Fountains of Rome (R)—Chappell—ASCAP	Come One, Come All (R)—Starstan—ASCAP
Canadian Sunset (R)—Meridian—BMI	Cry, Oh! Sky (R)—Starstan—ASCAP
Endless (R)—Tee Kaye—ASCAP	Don't Be Cruel (R)—Presley & Shalimar—BMI
Friendly Persuasion (R) (F)—Feist—ASCAP	Earthbound (R)—Mellin—BMI
Giant (R) (F)—Witmark—ASCAP	For Better or for Worse (R)—Starstan—ASCAP
Happiness Street (R)—Planetary—ASCAP	Friendly Persuasion (R) (F)—Feist—ASCAP
I Could Have Danced All Night (R) (M)—Chappell—ASCAP	Good Book (R)—Starstan—ASCAP
If I Had My Druthers (R)—Commander—ASCAP	Happiness Street (R)—Planetary—ASCAP
My Prayer (R)—Shapiro-Bernstein—ASCAP	Hound Dog (R)—Presley & Lion—BMI
Namely You (R)—Commander—ASCAP	I Could Have Danced All Night (R) (M)—Chappell—ASCAP
Now, Baby, Now (R)—Robbins—ASCAP	Just Love Me (R)—Trinity—BMI
On the Street Where You Live (R) (M)—Chappell—ASCAP	Love, Love, Love (R)—Progressive—BMI
One Finger Piano (R)—E. B. Marks—BMI	My Prayer (R)—Shapiro-Bernstein—ASCAP
Rebel in Town (R)—Saunders—ASCAP	Never Saw a Better Day (R)—Starstan—ASCAP
Sadie's Shawl (R)—Roncom—ASCAP	On the Street Where You Live (R) (M)—Chappell—ASCAP
Somebody Up There Likes Me (R) (F)—Feist—ASCAP	Poor People of Paris (R)—Connelly—ASCAP
Summer Sweetheart (R)—E. B. Marks—BMI	Rain, Rain (R)—Starstan—ASCAP
Test of Time (R)—Paramount—ASCAP	Solitaire Man (R)—Starstan—ASCAP
That's All There Is to That (R)—Meridian—ASCAP	Somebody Up There Likes Me (R) (F)—Feist—ASCAP
Tonight You Belong to Me (R)—Bregman, Mocco & Conn—ASCAP	Things I Never Had (R)—Starstan—ASCAP
True Love (R) (F)—Buxton Hill—ASCAP	This Land (R)—Starstan—ASCAP
War and Peace (R) (F)—Famous—ASCAP	Tonight You Belong to Me (R)—Bregman, Mocco & Conn—ASCAP
Whatever Will Be, Will Be (R) (F)—Artists—ASCAP	Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
When the White Lilacs Bloom Again (R)—Harms—ASCAP	When the White Lilacs Bloom Again (R)—Harms—ASCAP
Where in the World (R)—Broadcast—BMI	With a Lemonade (R)—Starstan—ASCAP
You Can't Run Away From It (R) (F)—Columbia Pic—ASCAP	You Don't Know Me (R)—Hill & Range—BMI
You're Sensational (R) (F)—Buxton Hill—ASCAP	Your Place in the Sun (R)—Pera—BMI
	You're in Love (R)—Thunderbird—ASCAP

Best Selling Sheet Music in Britain

(For Week Ending September 19)

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.

Whatever Will Be, Will Be—Melcher-Toff (Artists)	By the Fountains of Rome—Sterling (Chappell)
Walk Hand in Hand—Duchess (Republic)	You Are My First Love—Grosvenor (Kassner)
Lay Down Your Arms—Francis Day (Howie Richmond)	Hot Diggity—Peter Maurice (Roncom)
Mountain Greenery—New World (Harms)	The Wayward Wind—Lafleur (Warman)
Who Are We?—Bourne (Thunderbird)	My September Love—Bron
A Sweet Old-Fashioned Girl—Campbell-Connelly (Valyr)	Born to Be With You—Morris (Mayfair)
Why Do Fools Fall in Love?—Chappell (Patricia)	Believe in Me—Macmelodies (France)
The Birds and the Bees—Maddox (Famous)	Out of Town—Kassner (Kassner)
Serenade—Blossom (Harms)	Autumn Concerto—Macmelodies (Symphony)
	More—Berry (Shapiro-Bernstein)
	Ivory Tower—E. H. Morris (E. H. Morris)

Best Selling Pop Records in Britain

(For Week Ending September 19)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1. LAY DOWN YOUR ARMS—Anne Shelton (Philips)		2
2. WHATEVER WILL BE, WILL BE—Doris Day (Philips)		1
3. ROCKIN' THROUGH THE RYE—Bill Haley Comets (Brunswick)		6
4. YING TONG/BLOODNOK'S ROCK 'N' ROLL—Goons (Decca)		9
5. GREAT PRETENDER—The Platters (Mercury)		7
6. WALK HAND IN HAND—Tony Martin (HMV)		3
7. WHY DO FOOLS FALL IN LOVE?—Teen-Agers (Columbia)		5
8. SWEET OLD-FASHIONED GIRL—Teresa Brewer (Vogue/Coral)		4
9. BRING A LITTLE WATER SYLVIE/DEAD OR ALIVE—Lonnie Donegan (Pye-Nixa)		14
10. MOUNTAIN GREENERY—Mel Torme (Vogue/Coral)		8
11. SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)		13
12. WOMAN IN LOVE—Frankie Laine (Philips)		14
13. HOUND DOG—Elvis Presley (HMV)		—
14. SERENADE—Slim Whitman (London)		11
15. BORN TO BE WITH YOU—Chordettes (London)		15
16. I WANT YOU, I NEED YOU, I LOVE YOU—Elvis Presley (HMV)		12
17. FOUNTAINS OF ROME—Edmund Hockridge (Pye-Nixa)		18
17. ROCK AROUND THE CLOCK—Bill Haley Comets (Brunswick)		—
19. I ALMOST LOST MY MIND—Pat Boone (London)		17
20. I'LL BE HOME—Pat Boone (London)		16

Territorial Best Sellers

Continued from page 50

San Francisco	Toronto
1. My Prayer, Platters, Mer.	1. Hound Dog, E. Presley, Vic.
2. Hound Dog, E. Presley, Vic.	2. My Prayer, Platters, Mer.
3. Canadian Sunset	3. Don't Be Cruel, E. Presley, Vic.
E. Heywood-H. Winterhalter, Vic.	4. Whatever Will Be, Will Be
4. Don't Be Cruel, E. Presley, Vic.	Doris Day, Col.
5. Whatever Will Be, Will Be	6. My Prayer, Platters, Mer.
Doris Day, Col.	7. Canadian Sunset
6. Allegheny Moon, P. Page, Mer.	E. Heywood-H. Winterhalter, Vic.
7. Honky Tonk, B. Doggett, Kng.	8. Miracle of Love, E. Rodgers, Col.
8. Tonight You Belong to Me	9. Soft Summer Breeze, E. Heywood, Mer.
Patience & Prudence, Lbt.	
9. Song for a Summer Night	
M. Miller, Col.	
Seattle	
1. Don't Be Cruel, E. Presley, Vic.	
2. Honky Tonk, B. Doggett, Kng.	

STEPPING OUT!!

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MGM 12353

M-G-M Records

ELVIS PRESLEY



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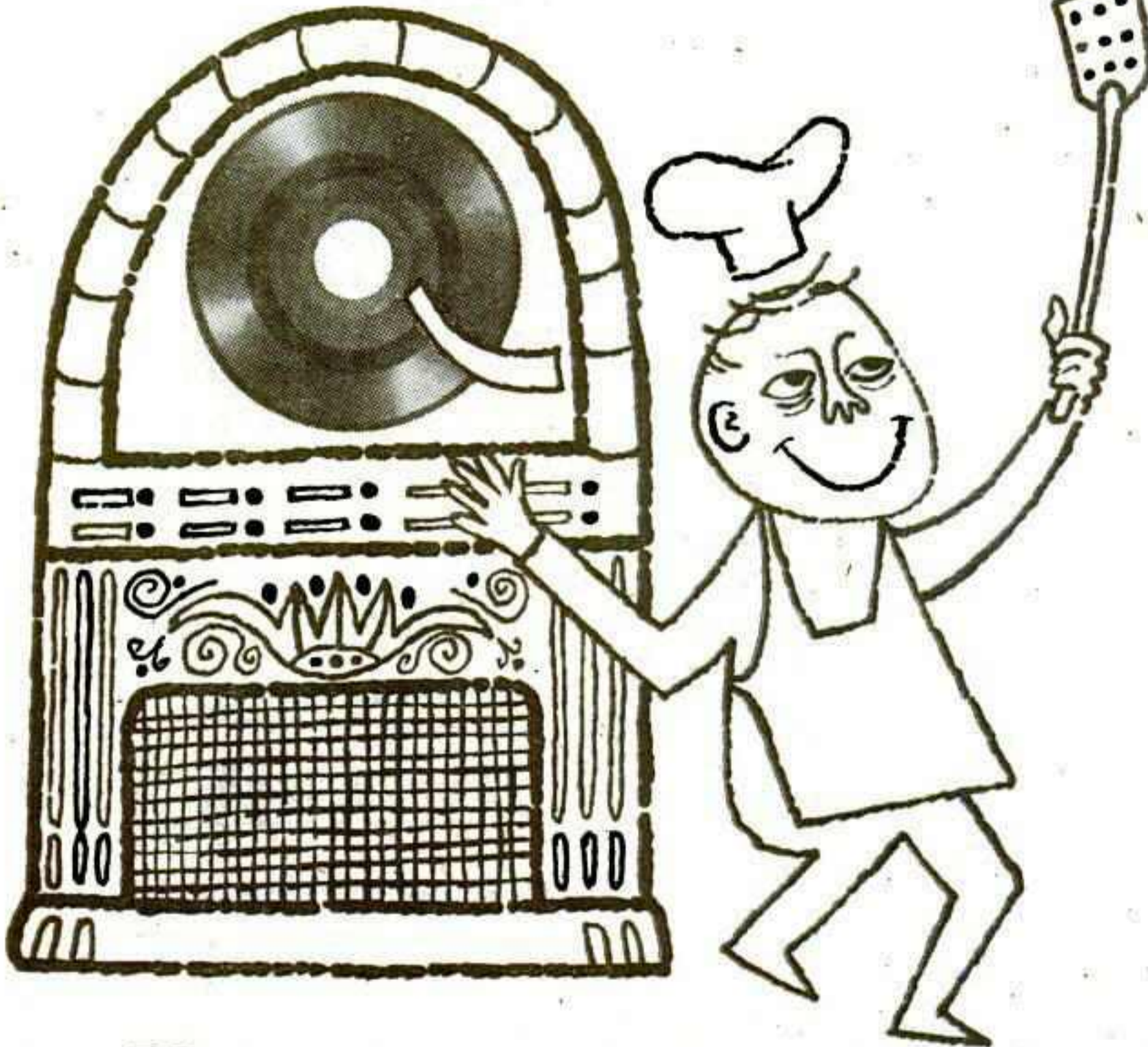
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VOX JOX

By JUNE BUNDY

RANDLE - LOWE PALSHIP: Deejay Bill Randle, WERE, Cleveland, who has air-hopped to Manhattan every week for the past two years to do a four-hour Saturday afternoon show over WCBS, New York, has decided to get some rest, and WCBs mid-morning jock Jim Lowe takes over the Saturday ainer here, effective September 29.

At the same time, Lowe has a new across-the-board program from 11:30 to 11:45 a.m. on the CBS Manhattan flagship, giving the deejay-recording artist three local shows over WCBS and a Saturday night live-jazz ainer over the CBS network.

When Randle signed the WCBS deal two years ago, plans called for him ultimately to take over a daily strip on the station. However, the deal never jelled, since WCBS failed to reach an agreement with WERE on the division of Randle's time between here and Cleveland. Meanwhile Randle has signed his WCBS successor to do a guest spot on his local Cleveland TV show this week. The jockey has also made Lowe's current Dot record, "The Green Door" (A Billboard Best Buy last week), his No. 1 plug-platter for the past couple of weeks.

YESTERYEAR'S TOPS—

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

SEPTEMBER 28, 1946

1. To Each His Own
2. Five Minutes More
3. South America, Take It Away
4. Surrender
5. Rumors Are Flying
6. They Say It's Wonderful
7. If You Were the Only Girl
8. I Don't Know Why (I Just Do)
9. I Got the Sun in the Morning
10. Doin' What Comes Natur'ly

SEPTEMBER 29, 1951

1. Because of You
2. Come On-a My House
3. I Get Ideas
4. Too Young
5. Loveliest Night of the Year
6. World is Waiting for the Sunrise
7. Cold, Cold Heart
8. Sweet Violets
9. Shanghai
10. In the Cool, Cool, Cool of the Evening

THIS 'N' THAT: Lonny Starr, WNEW, New York, is on a culture kick, and is tipping his listeners off on the whereabouts of various neighborhood art exhibits. Last week, for instance, he plugged a watercolor exhibit by Billboard artist Erwin (Lee) Lebowitz. . . . The first series of summer dances staged by WLOL, Minneapolis-St. Paul (in co-operation with Pepsi-Cola), at the Excelsior Amusement Park Ballroom was so successful that the station is already planning another series for next year. Special discount admission tickets were made available in the area's record shops and at Pepsi dealers, while deejays Leigh Kamman, Dan Anderson, Steve Cannon, Bob Bradley and Jerry Cunning acted as emcees.

ROCK AND ROLL: Douglass (Jocko) Henderson, WOV, New York, is helping combat juvenile delinquency via "five extra commandments" for members of his "1280 Rocket Fan Club." The "commandments" cover regular attendance at school, helping around the house, etc. At the same time, "Jocko" is running a "Go to Church on Sunday" campaign. . . . On September 27 WAOK will honor

(Continued on page 60)

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All Labels

All Hits

45 RPM 55c
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Single EP's 91c

NO EXTRA CHARGES
FREE TITLE STRIP SERVICE
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"LAY DOWN YOUR ARMS"

"TEEN AGE GOOD NIGHT"



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RECORDS

THE NEW ONE BY THE
SIX TEENS

"Afar Into the Night"

B/W "Send Me Flowers"

NO. 317

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orchestra conducted by DAVID TERRY

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"HE MADE YOU MINE"



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 59—200.
AUTO LITHO
 Jensen Beach 1, Florida

VOX JOX

• Continued from page 58

Zenas (Daddy) Sears on his 10th anniversary as a deejay. Musicians

and artists in the Atlanta area will present a two-hour show in his honor during a WAOK Day at a local fair. Sears, who in April, 1946, started the first deejay program in Atlanta especially for the Negro market, is now program director and part owner of the station. . . . Buddy Tolliver, WWSA, Harrisonburg, Va., is spinning r.&b. disks on "Buddy's Beat" from midnight to 1 a.m. on Saturday.

CHANGE OF THEME:

New music librarian at WCUE, Akron, is Chick Watkins, who also emcees a couple of weekend shows. . . . Frank Carroll has replaced Jack Murphy on the "1350 Club" over WPCT, Danielson, Conn. . . . Deejay-librarian Art Pierce, WEAU, Plattsburg, N. Y., advises that his station (under the new management of Al Spokes, formerly with WJOY, Burlington, Vt.), is putting the accent on music with The Billboard's music charts serving as programming guides for many shows.

Don Sherman, formerly with WAFB, Baton Rouge, La., now has two nightly shows over WBOS, Boston. . . . Program director-deejay Norman Wain, WDOK, Cleveland, has signed Ronnie Barrett, formerly with WGAR, same city. Barrett has taken over WDOK's early-morning spot. At the same time, Bill Reid has moved into WDOK's late afternoon time slot. Reid also emcees at 6:10-8 p.m. show, which features album music only. Wain, who pilots WKOK's 2-6 p.m. seg, recently staged a contest, whereby 25 Elvis Presley records were awarded for the 25 best descriptions of the

rock and roll king. Winning tags included "Ugh," "Sexsational," and "Smoochy."

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:

- Rochester, N. Y. "Whatever Will Be, Will Be," Doris Day, Columbia.
- Raleigh, N. C. "A Rose and a Baby Ruth," George Hamilton IV and the Country Gentlemen, Colonial.
- Phoenix, Ariz. "Don't Be Cruel," Elvis Presley, Victor.
- Hutchinson, Kan. "Canadian Sunset," Andy Williams, Cadence.
- Little Rock "My Prayer," Platters, Mercury.
- Grand Rapids, Mich. "Friendly Persuasion," Pat Boone, Dot.
- Fort Worth "Wayward Wind, Gogi Grant, Era.

CLIFTON'S LAST SHOW: Jack Clifton, 29-year-old program director of WCUE, Akron, died September 8 of cancer, following an illness of seven months. However, on the day of his funeral, the late jockey's "Sunshine Club" was aired for the last time, via a special memorial show, made up of tapes from his past programs. Clifton, who served as WCUE program director for the last four years, started his radio career over WBRE, Wilkes Barre, Pa., when he was 17. At one time he was free-lancing for three Northwestern Ohio radio stations at one time, plus emceeing a TV show. Clifton's "Sunshine Club" emanated from his home studios in Cuyahoga Falls, and some 8,000 fans were members at his death.

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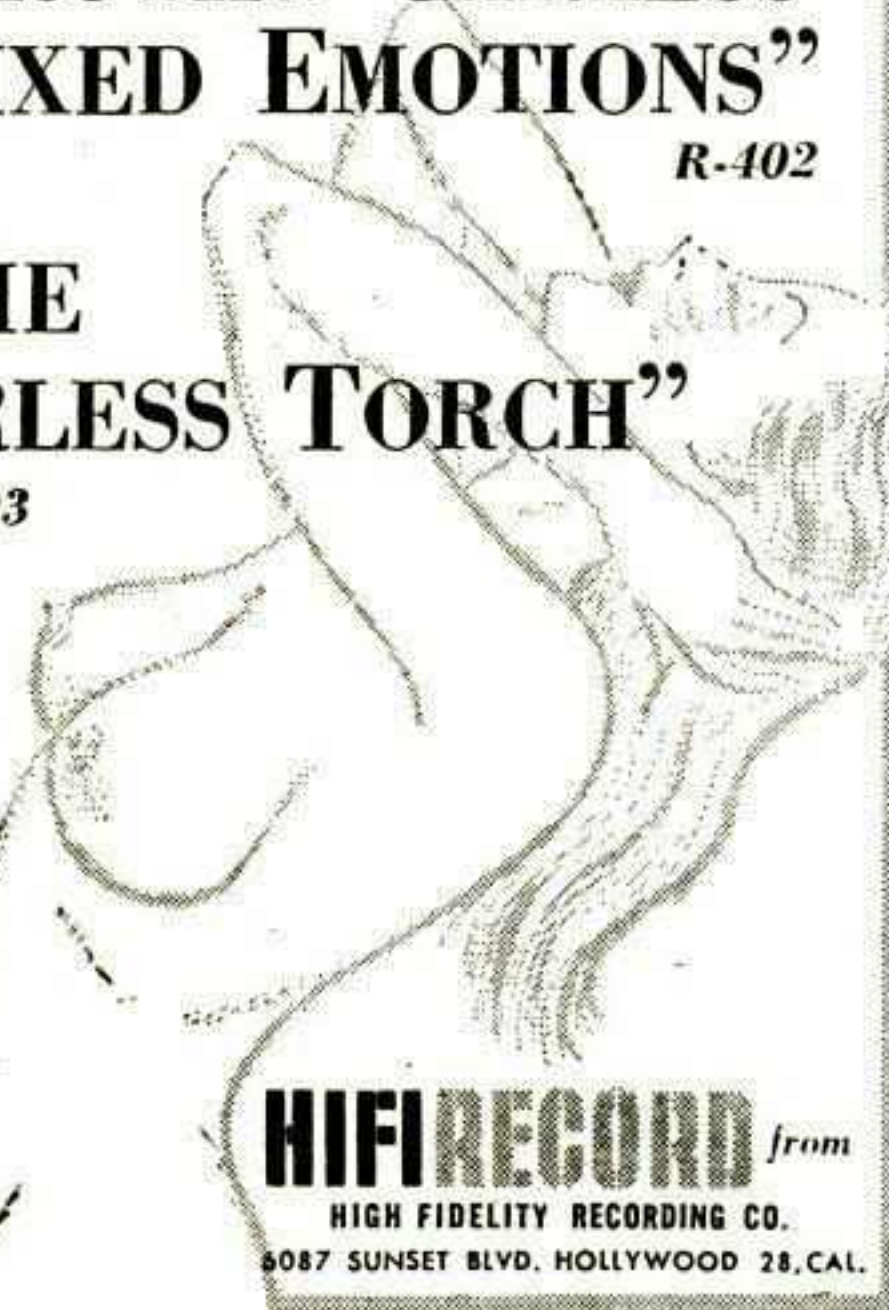
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Everybody's been saying "Why doesn't somebody get Ginny Gibson on pops... she'd be sensational!" We have—and she is! "Two Innocent Hearts" is already hitting the hit lists everywhere! Another sock song...another sock singer—
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The original recording with the harpsichord sound.

CYRIL STAPLETON
ITALIAN
THEME

1672

THE HIT!

CASHBOX: "Sure Shot"

Bob Sharples

SADIE'S
SHAWL

1661



TED HEATH
THE FAITHFUL
HUSSAR

1675

The Cash Box
Sleeper of the Week

The stirring voice of David Whitfield is in top form as he belts out a fabulous, heart rending new dramatic ballad that could be his biggest hit to date. It's an emotional song about a man's admiration for his child and it goes under the title "My Son John" Roland Shaw assists the star with a big and beautiful backing. The song is climbing England's best seller list by leaps and bounds and should soon be doing the same on our lists. Bottom half, "My Unfinished Symphony" is a big production affair powerfully fashioned. Top deck has the goods.

NEW RELEASE! **DAVID WHITFIELD**
MY SON JOHN
MY UNFINISHED SYMPHONY

1668



RECENT RELEASES THAT ARE MOVING UP

VERA LYNN

EVERY DAY OF MY LIFE
COME BACK TO ME

1688

RENEE MARTZ

THE SONG THAT GOD SINGS

THE LARGE LARGE HOUSE 1685

JOHNNY DOUGLAS AND HIS ORCHESTRA

BY THE FOUNTAINS OF ROME
BALLET OF MADIERA

1683

THE ROLAND SHAW ORCHESTRA

TRAILS END

YOU'RE ONLY YOUNG ONCE

1679

JO MOUTET AND HIS ORCHESTRA

LOVE THEME FROM "LA STRADA"

ZAMPANO

1687

JACK PLEIS AND HIS PIANO

I'LL ALWAYS BE IN LOVE WITH YOU

THE SHIEK OF ARABY

1696

NEW RELEASE!

LITA ROZA

INNISMORE

NO TIME FOR TEARS

1686



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the
ORIGINAL
and the
HIT!

**VINCE
MARTIN**

AND THE
TARRIERS

**CINDY,
OH
CINDY**

ONLY IF YOU PRAISE
THE LORD

GLORY #247

Glory RECORDS

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NEW YORK CITY 36, N. Y.

CI 6-4318

• Reviews of New Pop Records

• Continued from page 52

belt. Carries great appeal for the older set. (Warock, ASCAP)
My Unfinished Symphony...78
A pleasant melody sung by Whitfield in his Lanza-type style. Good programming piece. (Shapiro-Bernstein, ASCAP)

THE HIGHLIGHTS

City of Angels.....79
BALLY 1016—Very effective side in the genre of "St. Therese of the Roses," etc. Good tenor lead and group could kick up a full in both pop and r.&b. fields. (Valleydale, BMI)
Listen, My Love...68
A more routine side, in the rock and roll ballad vein. (World, ASCAP)

LURLEAN HUNTER

Bye Bye Blackbird.....78
VIK 0231—A very slow but highly sensitive treatment of the class standard. Miss Hunter, who also plays piano, sings this in mellow style and Sid Bass and ork back her nicely. Deejays will latch on to this. (Remick, ASCAP)
Story of Love...76
Miss Hunter hands this good piece of material a wistful, soft-lights type of reading with another pleasing Sid Bass backing. Makes a strong coupling and another good deejay choice. (Peer, BMI)

ROSEMARY CLOONEY

You Are My Sunshine.....78
COLUMBIA 40760 — Miss Clooney teams with Carl Smith, Gene Autry, Don Cherry, the Collins Kids and the Tunesmiths in this happy revival of the country classic. Worth plenty of juke and jock action. (Peer, BMI)
Nobody's Darling But Mine...74
From the label's "Country Spectacular" album comes this great old country tune. Miss Clooney gives it a haunting and weepy reading. Jocks will certainly spin it. (Leeds, ASCAP)

HENRY CORDING

Rock and Roll Mops.....77
COLUMBIA 40762 — This Francis version of rock and roll should be a natural for jocks who like a chuckle. The cats (really Henri Salvador and Michel LeGrand) get on a real knock-out kick. A wild side. (Blackwood, BMI)
Hiccough Rock (Rock-Hoquet)...77
The hiccup sound effects here will probably flip listeners. Otherwise it's more of those crazy gallic lyrics and a swinging band and honking tenor that keeps up the frantic pace. (Blackwood, BMI)

THE DE CASTRO SISTERS

It's Yours.....76
VICTOR 6661—This is a nice, easy-going ballad that spotlights the gals singing the pretty chords on the first outing on the label. Harmonies are the selling point. (Southern, ASCAP)
Don't Call Me Sweetie...75
A bright rhythmic job with male vocal help to keep the ditty clicking along. Sales punch, however, is limited. (Houston, BMI)

EDITH ADAMS

There May Be a Love.....76
UNIQUE 349 — Here's a melodic little confession of love, intoned for listenable results by Miss Adams on her first release for the label. (Jary, BMI)
Sailor Man...71
A bright but innocuous bit of upbeat material. The mood is happy enough but the flip has more to offer. (Lamas, ASCAP)

EDDIE HEYWOOD

Rainfall.....76
M-G-M 12334—Rare is the label that doesn't have some Heywood in the can these days, and good, breezy piano jazz sides like this can cash in on his current vogue. This one is especially interesting. (Regent, BMI)
Perdido (Lost)...70
Fairly simple styling of the jazz standard. (Tempo, ASCAP)

CONNIE FRANCIS

Everyone Needs Someone.....76
M-G-M 12335—Philosophical waltzer is chirped in a style that recalls Joni James. Simple, effective material that merits spins. (B. F. Wood, ASCAP)
My Sailor Boy...68
Teen-ager's guy is a submarine cat. Item is a rock and roll-style waltz. A laborious production. (Miller, ASCAP)

GUY LOMBARDO ORK

Cannon Ball.....75
CAPITOL 3540—Old-fashioned rag-time with trimmings. Twin pianos are featured to fine advantage and sound it ditto. Somewhat off the Lombardo sweet-stuff beam, but good juke and deejay material. (Shawnee, ASCAP)
Love Me Sweet
and **Love Me Long**...74
Maestro and ork on more familiar kick, with Kenny Gardner and the Trio featured on vocal. Good danceable and listening projection. Otherwise, same comment as above. (Snyder, ASCAP)

STEVE ALLEN ORK

The Golden Wedding Waltz.....75
CORAL 61707—Pretty, commercial waltz played by Allen with Wayne King-style orking plus humming soprano voice. Danceable, nostalgic material that will benefit as the title gets known thru vocal use elsewhere. (Miller, ASCAP)
Star Dust...74
Serviceable side featuring Allen's "commercial" style piano, soprano and ork as on flip. Standard juke fare, and album material more than a singles seller in stores. (Mills, ASCAP)

WILLIAM LEWIS

Buona Sera.....75
VIK 0230—Lewis displays his sensitive, well-oiled legit styled tenor pipes on a bright, up-tempo Latin tune. Voice is clean and true and results are pleasant listening. (Templeton, ASCAP)
There's Never Been
Anyone Else But You...74
The label's new tenor sings the ballad tune from the last of the James Dean pix, "Giant." An agreeable version and it may come in for a share of play due to the solid pic exploitation. (MPHC, ASCAP)

KEN ERRAIR

I Want to Love While I'm Young....75
CAPITOL 3539—Errair, a former member of the Four Freshmen, steps out as a soloist with a modern ballad that's enhanced by his pleasant styling. He also plays a trumpet solo. (T-C Pub. Corp.)
I Ain't Goin' Nowhere...73
Here he takes an Arthur Hamilton-Frank Loesser rhythm tune and gives it a clear-toned swinging vocal that registers. Could be a talent to watch. (Saunders Pub., ASCAP)

DON, DICK 'N' JIMMY

Two Voices in the Night.....75
VERVE 2020—Trio blends pleasantly on a remarkably well-arranged ballad for solid ear appeal. Ork backing is particularly effective. A very likeable, well-cut side, which can provoke buyer interest. Jocks should take note. (Artists, ASCAP)
That's the Way I Feel...72
Another ballad on a heavier beat. Boys do not get quite as far with this one, nor is the ork as effective. However, it's a good try. (Leeds, ASCAP)

DENISE LOR

Claim to Fame.....75
LIBERTY 55026—The former Mercury thrush cuts her first side on the new label. It's an r.&b.-type tune and the gal sings with plenty of vigor. Backing by Russ Garcia is tops. Worthwhile material for jocks and jukes. (Paxton, ASCAP)
With Every Breath I Take...72
Miss Lor gets a lot of expression into her reading of this standard tune. Has a nice, slow, danceable beat. (Famous, ASCAP)

THE KING'S IV

Now! Baby, Now!.....74
M-G-M 12339 — Quartet belts out rhythm item from the pic, "The Opposite Sex," for fine effect. Arrangement and ork backing is exceptionally good and should snare counter attention. (Robbins, ASCAP)
The World Goes On...73
Group chants slower beat ballad on pleasant listening beam. Plattering know-how has gone into this and jocks can get spinning values out of both this and the flip. (White Way, ASCAP)

VICTOR YOUNG

Rebecca.....74
DECCA 30056—The old Academy Award film is being reissued, and this lush instrumental theme is highlighted on new sound track. Fine mood music for romantic jock segs. (ASCAP)
The Wonder of You...72
Sweet, sentimental string-instrumental wrap-up on a pretty, slow-paced theme. (Young, ASCAP)

LEROY HOLMES ORK

Baby Doll.....74
M-G-M 12352—Title tune from the forthcoming flick gets a sensitive reading from the Holmes ork, but the disk has a powerful competitor in the Percy Faith version. Limited possibilities. (Remick, ASCAP)
The Maid of Novgorod...72
Instrumental is from the flick, "War and Peace." Slavic flavor hands this some programming value. (Famous, ASCAP)

RUSS ARNO

Everyday of My Life.....74
LIBERTY 55029—A pleasant enough melody but not the oldie of the same title. Arno gives a romantic reading with gal group filling in pretty choral spots. (Miller, BMI)
Repeat After Me...70
Here's a three-quarter time entry with Arno doing a take-off bit on the marriage ceremony. Fem chorus does the repeating. Engaging but light on potential. (Fairway, BMI)

(Continued on page 64)

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A SWEETHEART**
JUDY KILEEN

Abbott 3024

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ANSWER THE PHONE
IF YOU SEE
MY LOVE DANCING**
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ROMELLE FAY

Fabor 4014

C & W

**BIRDS OF A FEATHER
YOU CONDEMN
THIS WOMAN**
BILL BRADLEY

Fabor 140

C & W

DON'T YOU KNOW

(don't you know)

**IF YOU KNOW
WHAT I KNOW**
TOM TALL &
RUCKUS TYLER

Fabor 139

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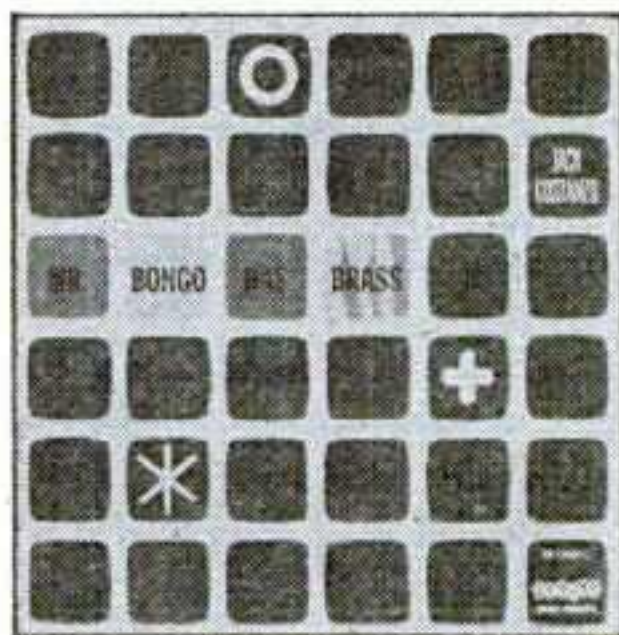


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(ZP 12005) _____

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ADDRESS.....

CITY..... STATE.....

• **Reviews of New Pop Records**

• *Continued from page 62*

THE SUNNYSIDERS

Humdinger73
 DECCA 30027—Gay group warbling in solid community sing-style on the jaunty rhythm-novelty with some stand-out banjo solo work. Good juke wax by the "Mr. Banjo" crew. (American Academy of Music, ASCAP)
Oh Me Oh My Oh72
 Similar fare, with similar potential. (Mills, ASCAP)

JOHNNY DOUGLAS ORK

By the Fountains of Rome73
 LONDON 1683—Strong orchestration surrounds the group singing. Tune has natural appeal—i.e. a love story in Rome. Could be a good one for the Douglas troupe.
Ballet of Madeira72
 A highly pleasing instrumental, smartly arranged and beautifully played by the Douglas ork. For solid deejay programming.

BOBBY DARIN

The Greatest Builder73
 DECCA 30031—Young singer puts a lot of heart into slow tempo ballad with religious overtones. Chorus is helpful and ork backing competent. This is not great material of its type, but superior over-all direction rates attention to it. (Songsmiths, ASCAP)
Hear Them Bells71
 Another church-type item, with singer on faster tempo beam. Material again isn't hefty on message, but can help carry the better side. (Herbert, BMI)

FRED ASTAIRE

Just Like Taking Candy From a Baby71
 VERVE 2019—Astaire tosses his hat in the platter ring again with a vocal on one of his own tunes. Good rhythm ballad material backed with similar ork arrangement, but considerably dated in conception. Not likely to do much, except via customers addicted to nostalgic Astairitis. (Mills, ASCAP)
Sweet Sorrow70
 Slow, sweet ballad projection here on another sample of singer's clefting. Pleasant hearing, but commercial chances rate about same as flip. (Mills, ASCAP)

BELMONTE ORK

The Lonely One71
 COLUMBIA 40763—This new tune has a slow, slightly mystic quality in the "Gloomy Sunday" groove. Vocalist Barry Frank sings it here in pleasant enough style, but the Kitty Kallen competition will likely steal plays. (Harvard, BMI)
Mucho Merengue68
 The ork gives out with a sharp bit of terp material. It's nicely scored and should be welcome fare for the devotees of this beat. (Harvard, BMI)

MIKE HAMILTON ORK

Sands of Gold70
 DECCA 29983 — Romantic strings highlight lush instrumental wrap-up of a melodic theme, penned by Webb Pierce, the c.&w. star. (Cedarwood, BMI)
I'm Glad69
 Another lyrical instrumental interpretation of a pretty Webb Pierce ballad. (Cedarwood, BMI)

BONNIE LAKE AND HER BEAUS

Miracle of Love70
 DECCA 30081—Miss Lake and Her Beaus cut this side a year ago, but it was shelved until Eileen Rogers' version of the ballad hit. Group does a nice job, but release is a bit late to catch many spins. (Valyr, ASCAP)
As Simple As That68
 Delicate piping by thrush and able choral backing by the Beaus on a pretty ballad with a swiny tempo. (Hansen, ASCAP)

LEE GOTCH SINGERS

The Bus Stop Song69
 (A Paper of Pins)
 FABOR 4015—The singers have a tasteful version of the film song. Chorus is backed by a string accompaniment of simplicity and charm. (Miller, ASCAP)
I'll Hold You Close66
 A tender lyric, slow in tempo, praising the domestic virtues of love and home. Comes off as a fair side, but not exciting. (Dandelion, BMI)

BOB KAMES

Tell Me You're My True Love67
 BALLY 1010—Kames, on the console, and the Baron Bros. vocal group deliver a pleasant oom pah tune. (Monitor, ASCAP)
The Swiss Bell Waltz67
 Vocal group, with female yodeler in background, merrily floats thru this waltz-type tune with strong console backing. (Valleydate, BMI)

RONNY DRAPER TRIO

"X" Marks the Spot65
 EMBLEM 209—Draper sings the cute lyrics, and his trio registers instrumentally, but side is only fair commercially. (Southern, BMI)
Lock, Lock, Lock Your Heart64
 Material weak here, but trio comes over. (Alameda, BMI)

Capitol Inks D. Milhaud

HOLLYWOOD—Capitol Records continued the expansion of its classical talent roster last week with the signing of composer Darius Milhaud to conduct the Concerts Arts Orchestra in his own compositions.

Milhaud presented the American premiere of his opera "David" at the Hollywood Bowl last week (22), with Capitol expected to record the opera in the near future. Album repertoire chief Francis Scott disclosed the acquisition of Milhaud, which followed on the heels of Capitol's inking of Leopold Stokowski (The Billboard, September 15).

Also inked by Capitol was a teenage male quartet to be billed at the Four Preps.

Camden Preps Kidisk Album

NEW YORK—RCA Camden is readying a 12-inch children's LP, which will retail at \$1.98. The album, tagged "An Hour of Favorite Stories for Children," features "Pe Wee the Piccolo" and eight other children's stories by Paul Wing.

D. J. Finn, RCA Camden merchandise manager, opines that since the usual 25-cent kidisk offers about four minutes of entertainment, the LP is a \$4.20 value. The package will be marketed thru rack jobber outlets and dealers.

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• C&W Best Sellers in Stores

For survey week ending September 19

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		Last Week	Weeks on Chart
1.	DON'T BE CRUEL (BMI)—E. Presley HOUND DOG (BMI)—Vic 20-6604	2	9
2.	CRAZY ARMS (BMI)—R. Price You Done Me Wrong (BMI)—Col 21510	1	17
3.	I WALK THE LINE (BMI)—J. Cash Get Rhythm (BMI)—Sun 241	3	17
4.	SEARCHING (BMI)—K. Wells I'd Rather Stay Home (BMI)—Dec 29956	4	13
5.	SWEET DREAMS (BMI)—F. Young Until I Met You (BMI)—Cap 3443	5	15
6.	DOORSTEP TO HEAVEN (BMI)—C. Smith YOU ARE THE ONE (BMI)—Col 21522	6	10
7.	BE-BOP-A-LULA (BMI)—G. Vincent Woman Love (BMI)—Cap 3450	7	13
8.	SINGING THE BLUES (BMI)—M. Robbins I Can't Quit (BMI)—Col 21545	11	2
9.	I'M A ONE-WOMAN MAN (BMI)—J. Horton I Don't Like I Did (BMI)—Col 21538	14	4
10.	CONSCIENCE, I'M GUILTY (BMI)—H. Snow Hula Rock (BMI)—Vic 20-6578	9	9
11.	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley My Baby Left Me (BMI)—Vic 20-6540	8	18
12.	I TAKE THE CHANCE (BMI)—J. E. & M. Brown Goo Goo Dada (BMI)—Vic 20-6480	12	17
13.	MY LIPS ARE SEALED (BMI)—J. Reeves Pickin' a Chicken (BMI)—Vic 20-6517	13	8
14.	YOU DON'T KNOW ME (BMI)—E. Arnold Rockin' Mockin' Bird (BMI)—Vic 20-6502	10	5
15.	ANY OLD TIME (BMI)—W. Pierce We'll Find a Way (BMI)—Dec 29974	15	9

• Most Played C&W in Juke Boxes

For survey week ending September 19

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week		Last Week	Weeks on Chart
1.	DON'T BE CRUEL (BMI)—E. Presley HOUND DOG (BMI)—Vic 20-6604	1	7
2.	I WALK THE LINE—J. Cash Get Rhythm (BMI)—Sun 241	2	14
3.	CRAZY ARMS (BMI)—R. Price You Done Me Wrong (BMI)—Col 21510	3	14
4.	SEARCHING (BMI)—K. Wells I'd Rather Stay Home (BMI)—Dec 29956	4	12
5.	HULA ROCK (BMI)—H. Snow CONSCIENCE, I'M GUILTY (BMI)—Vic 20-6578	9	3
6.	BE-BOP-A-LULA (BMI)—G. Vincent Woman Love (BMI)—Cap 3450	5	9
7.	I WANT YOU, I NEED YOU, I LOVE YOU (BMI)—E. Presley My Baby Left Me (BMI)—Vic 20-6540	8	18
8.	SWEET DREAMS (BMI)—F. Young Until I Met You (BMI)—Cap 3443	6	10
9.	YOU ARE THE ONE (BMI)—C. Smith Doorstep to Heaven (BMI)—Col 21522	7	4
10.	POOR MAN'S RICHES (BMI)—B. Barnes Those Who Know (BMI)—Starday 262	—	1
10.	SINGING THE BLUES (BMI)—M. Robbins I Can't Quit (BMI)—Col 21545	—	1

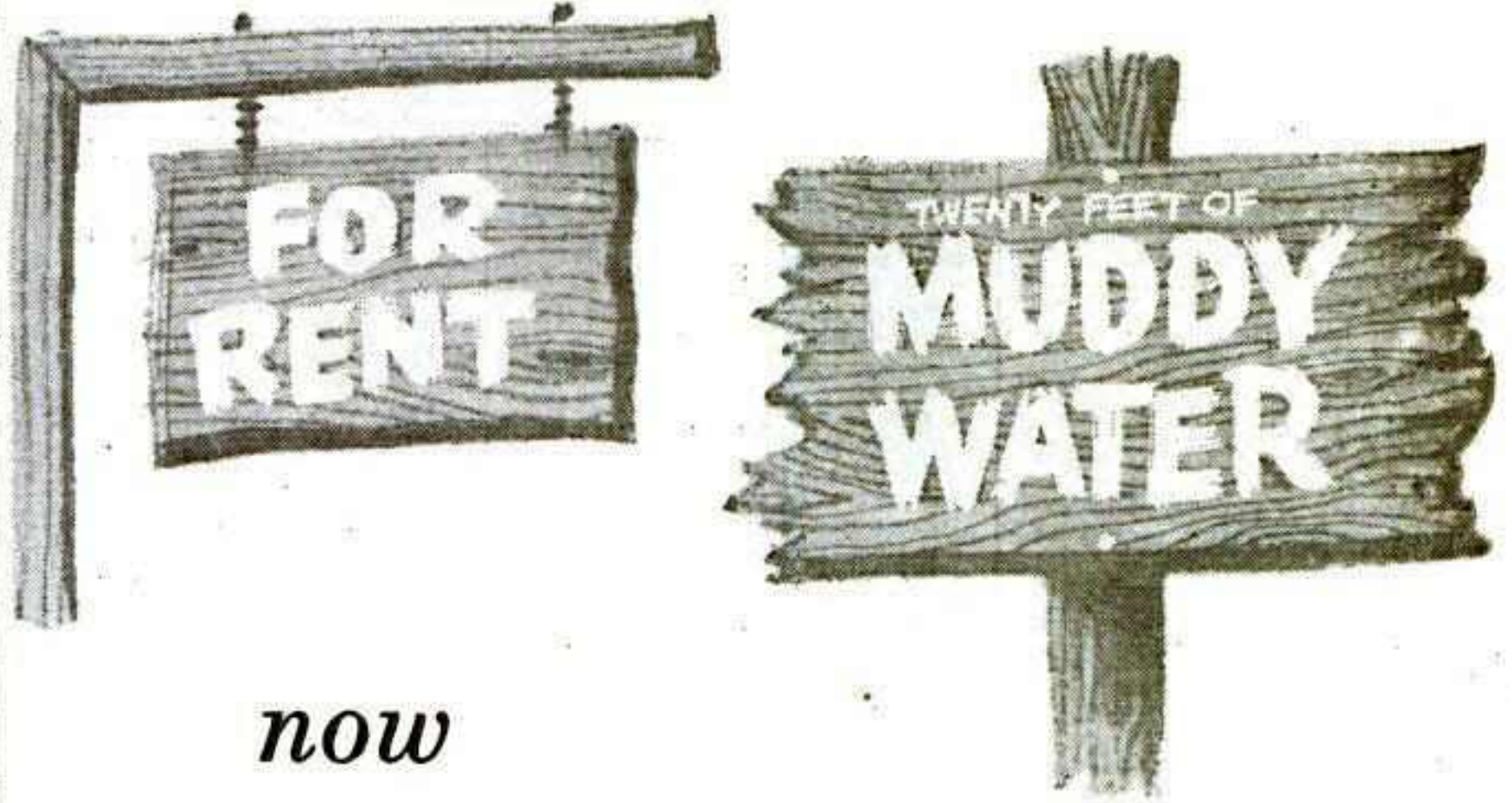
• Most Played C&W by Jockeys

For survey week ending September 19

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week		Last Week	Weeks on Chart
1.	CRAZY ARMS—R. Price Col 21510—BMI	1	19
2.	I WALK THE LINE—J. Cash Sun 241—BMI	2	17
3.	DON'T BE CRUEL—E. Presley Vic 20-6604—BMI	3	7
4.	SWEET DREAMS—F. Young Cap 3443—BMI	6	14
5.	YOU ARE THE ONE—C. Smith Col 21522—BMI	4	13
6.	HOUND DOG—E. Presley Vic 20-6604—BMI	7	7
7.	SEARCHING—K. Wells Dec 29956—BMI	5	12
8.	SINGING THE BLUES—M. Robbins Col 21545—BMI	8	2
9.	I'M A ONE-WOMAN MAN—J. Horton Col 21538—BMI	12	4
10.	ANY OLD TIME—W. Pierce Dec 29974—BMI	—	10
11.	CONSCIENCE, I'M GUILTY—H. Snow Victor 20-6578—BMI	9	5
12.	YOU GOTTA BE MY BABY—G. Jones Starday 247—BMI	10	5
13.	MY LIPS ARE SEALED—J. Reeves Vic 20-6517—BMI	—	11
14.	CHEATED TOO—W. Lee & S. Cooper Hickory 1051—BMI	—	1
15.	ACCORDING TO MY HEART—J. Reeves Vic 20-6620—BMI	—	1

First these 2 hits —



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SONNYY JAMES

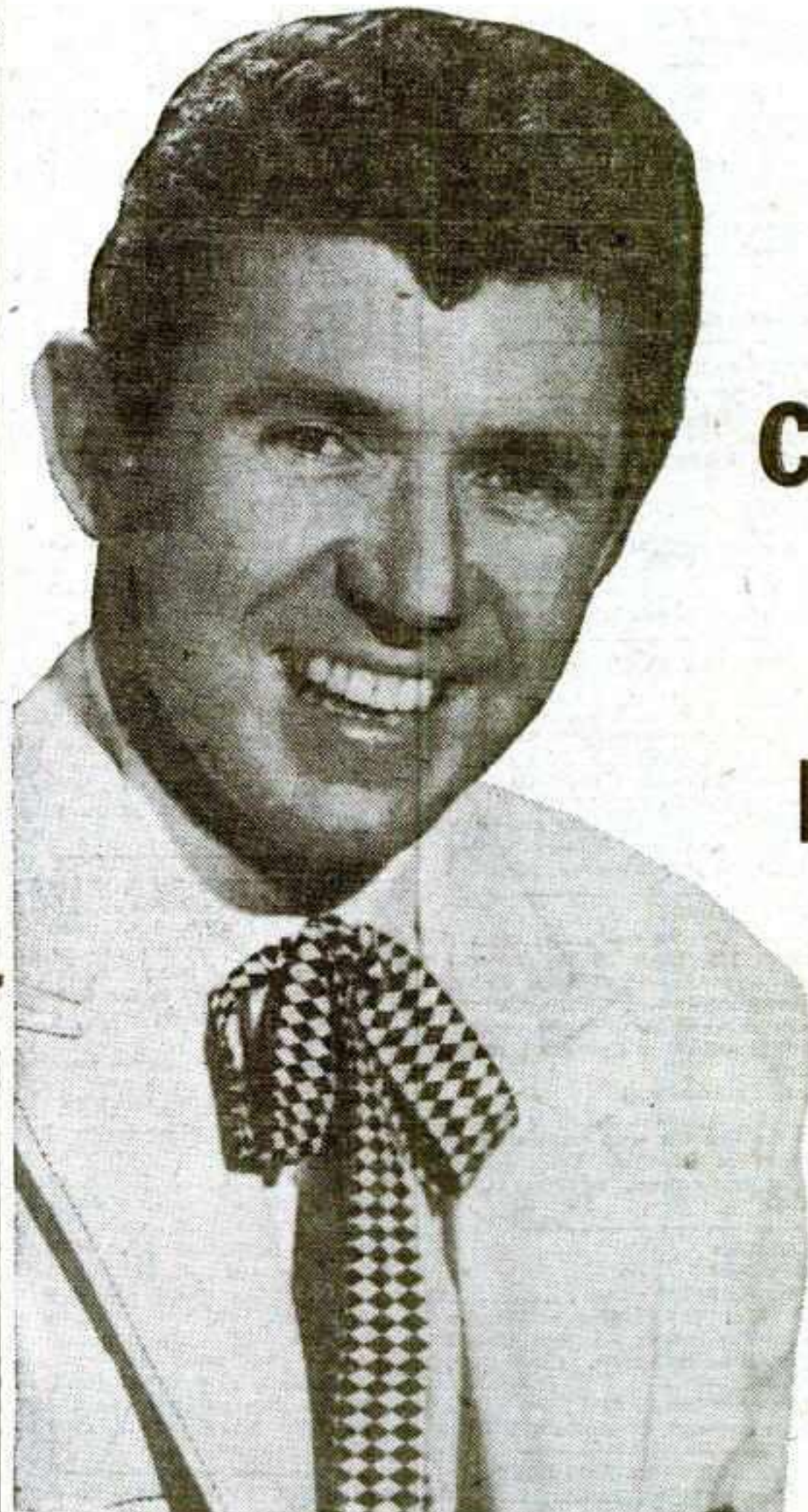
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THE CAT CAME BACK

and

HELLO OLD BROKEN HEART

record no. 3542



Sonny James now appearing on Ozark Jubilee ABC-TV and Big D Jamboree CBS Radio

Reviews of New C&W Records

BONNY JAMES
Hello, Old Broken Heart 83
 CAPITOL 3542—Gentle, plaintive, danceable three-beat cry-ballad is a fine vehicle for James. Could take the warbler back in the big money. (Central Songs, BMI)
The Cat Came Back...78
 Unusual folk-style novelty tells an amusing tale. Music and conception have a "Casey Jones" quality. Some spinners will like it for a change-up. (Beechwood, BMI)

JUSTIN TUBB
I'm Just Fool Enough 80
 DECCA 30062—The junior Tubb has a great heartbreak quality on this tune of his own cleffing. Performance rates well and the side merits a share of spins. (Tubb, BMI)
It Takes a Lot o' Heart...80
 Here's a philosophical piece written in a smart upbeat waltz tempo. The lad has a most pleasant quality and this stacks up on even terms with the flip. (Hill & Range, BMI)

MAC CURTIS
The Low Road 78
 KING 4965—This is a strong side, both by virtue of vocal delivery and novel instrumental backing of the beat. Can become a counter seller of stature and is a sharp bet for deejay spins. (Armo, BMI)
You Ain't Treatin' Me Right...76
 Singer is on another sharp beat here, practically in the rock and roll groove. Personality again comes thru. The flip has more originality, but this side can spark plenty of interest. (Armo, BMI)

ARTHUR SMITH
More Foolish Questions 77
 M-G-M 12330—A sock sequel to

Smith's old hit, "Foolish Questions." Tongue-in-cheek reading of an amusing novelty. (Vogel, ASCAP)
Blue Rock...72
 Infectious rhythm instrumental on a listenable theme with a swiny beat. (Lynn, BMI)

EDDIE BOND
Boppin' Bonnie 77
 MERCURY 70941—Lively rockabilly chant has the power to stir some teen-age action. Heavy beat in back is a big factor. (Alpine, BMI)
Baby, Baby, Baby...70
 This slower opus is a more routine blues slice. Power is in the flip. (Hi-Lo, BMI)

JAYCEE HILL
A Love So Fine 76
 EPIC 9185—Hill sings with appealing sincerity and a catch in his throat on a touching ballad with a rock-a-billy flavor. (Goldenbell, ASCAP)
Romp Stompin' Boogie...75
 Excellent rock-a-billy vocalizing on an exuberant rhythm item. (Goldenbell, ASCAP)

HANK WILLIAMS
Blue Love (in My Heart) 76
 M-G-M 12332—The late Hank Williams sings tenderly (with guitar accompaniment) on a gentle weeper. Williams' loyal following should enjoy, altho it's not top-notch Williams wax. (Milene, ASCAP)
Singing Waterfall...75
 Same comment. (Acuff-Rose, BMI)

BILL AND MARY REID
Your Sweet Loving Man 76
 COLUMBIA 21557—Duo, in country harmonizing style, gives a top performance, with powerful strumming to add impetus. Tune is commercial and the rendition can cash in. (Golden West, BMI)
I Love Him, Too...73
 Thrush takes it alone with this sad story and warbles with sincerity. With fine backing and good material she has a side that can move. (Golden West, BMI)

DANNY ROSS
You're Not in Love 75
 MINOR 104—Good material allows singer to tell off errant gal friend as to what love really means. Side has a lot of imagination in treatment and can sell handily in its field. Good item for stores catering to c.&w. trade. (TNT, BMI)
Why Did I Doubt You?...73
 Singer on similar lament pitch. Material is solid and gets good projection, but flip gets the platter nod. (TNT, BMI)

THE EDDIE HILL TRIO
Unredeemed Diamonds 75
 COLUMBIA 21556—A weeper with clever theme that Hill sings with fervor. Group, which joins him on the chorus, adds impact for a strong waxing. (Cedarwood, BMI)
I'm Worried...68
 On this upbeat tune, Hill leads the group thru a fair piece of material. (Cedarwood, BMI)

COUNTRY PARTNERS
You'll Forget 74
 VICTOR 6665—Bill Price is the warbler on this tune written by the Louvin Brothers. Deeply traditional styling, with brother harmony, tags this for hill-country sales. (Acuff-Rose, BMI)
Pleasure Kisses...74
 Another good territorial entry. More harmony than solo warbling on this one. (Acuff-Rose, BMI)

PEE WEE KING BAND
Ballroom Baby 74
 VICTOR 6666—A sprightly paced tune with vocal and smart backing putting it across. Should go well in the boxes. (Golden West, BMI)
Absolutely Positively...70
 Group harmonizes a cute ditty with a brisk pace and effective backing for a solid flip. (Ridgeway, BMI)

PECK TOUCHTON
My Baby Ain't Around 73
 SARG 146—Lively country material gets a good send-off from singer. Should draw better than moderate sales response in territorial bracket. Side is well cut and projected. (CHS, BMI)
I'm Just a Standby...71
 Categorical lament, which is not up to the flip, but good material nonetheless in its field. Commercially, rates same comment as above. (CHS, BMI)

DON GIBSON
What a Fool
I Was to Fall (for You) 71
 M-G-M 12331—Plaintive warbling on a moving weeper. Gibson panned material on both sides. (Acuff-Rose, BMI)
I Believed in You...72
 Same comment. (Acuff-Rose, BMI)

THE MADDOX BROS. AND ROSE
Paul Bunyan Love 72
 COLUMBIA 21559—One of several versions of the tune based on the prowess of the legendary folk hero.

C&W Territorial Best Sellers

For survey week ending September 19

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Don't Be Cruel, E. Presley, Vic.
2. I Walk the Line, J. Cash, Sun
3. Hound Dog, E. Presley, Vic.
4. Crazy Arms, R. Price, Col.
5. Searching, K. Wells, Dec.

Charlotte

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Don't Be Cruel, E. Presley, Vic.
4. Sweet Dreams, F. Young, Cap.
5. Hound Dog, E. Presley, Vic.
6. Searching, K. Wells, Dec.

Dallas-Fort Worth

1. Crazy Arms, R. Price, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. Hound Dog, E. Presley, Vic.
5. I'm a One-Woman Man, J. Horton, Col.
6. I Can't Quit, M. Robbins, Col.

Houston

1. Poor Man's Riches, B. Barnes, Sdy.
2. I'm a One-Woman Man, J. Horton, Col.
3. Crazy Arms, R. Price, Col.
4. Hound Dog, E. Presley, Vic.
5. I Walk the Line, J. Cash, Sun
6. Don't Be Cruel, E. Presley, Vic.
7. Fool, S. Clark, Dot
8. Honky Tonk Man, J. Horton, Col.
9. Sweet Dreams, F. Young, Cap.
10. Without Your Love, B. Lord, Col.

Memphis

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. I Walk the Line, J. Cash, Sun
4. Conscience, I'm Guilty, H. Snow, Vic.
5. You Gotta Be My Baby, G. Jones, Sdy.
6. Don't Be Cruel, E. Presley, Vic.
7. I'm Sorry I'm Not Sorry
C. Perkins, Sun
8. According to Your Heart
J. Reeves, Vic.

Nashville

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Singing the Blues, M. Robbins, Col.
4. Hound Dog, E. Presley, Vic.
5. Don't Be Cruel, E. Presley, Vic.
6. Sweet Dreams, F. Young, Cap.
7. According to Your Heart
J. Reeves, Vic.
8. Conscience, I'm Guilty, H. Snow, Vic.
9. Just as Long as You Love Me
J. E. & M. Brown, Vic.

New Orleans

1. Crazy Arms, R. Price, Col.
2. Searching, K. Wells, Dec.
3. You Are the One, C. Smith, Col.
4. I Walk the Line, J. Cash, Sun
5. Fool, S. Clark, Dot

Richmond, Va.

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Hound Dog, E. Presley, Vic.
4. Don't Be Cruel, E. Presley, Vic.
5. Be-Bop-a-Lula, G. Vincent, Cap.

St. Louis

1. Don't Be Cruel, E. Presley, Vic.
2. Crazy Arms, R. Price, Col.
3. Hound Dog, E. Presley, Vic.
4. I Walk the Line, J. Cash, Sun
5. I Want You, I Need You, I Love You
E. Presley, Vic.
6. Be-Bop-a-Lula, G. Vincent, Cap.
7. Searching, K. Wells, Dec.

Fair sales and spins forecast. (Vidor, BMI)

The Death of Rock and Roll...66
 Actually, this is a thoroughly silly take-off on Ray Charles' grtswillie smash "I Got a Woman." An unworthy effort by the good group. (Blackwood, BMI)

JIMMY HEAP AND PERK WILLIAMS

This Song Is Just for You 71
 CAPITOL 3543—Heavy beat and sharp orking back the western-styled warbler on this tender love chant. Best prospects are in the Southwest. (Central Songs, BMI)
Mingling...67
 Instrumental is a country jazz blues, with guitar and piano solos standing out. (Beechwood, BMI)

CHARLIE GORE

Railroaded 69
 KING 4964—Only fair material here and not too much imagination put into its projection. Type is thoro c.&w. but real heart is lacking in delivery. Sales outlook is uncertain. (Mar-Kay, BMI)
Over You...67
 Singer gives much the same treatment to a slow ballad for similar results. No real spark or sound here to build buyer interest. (Mar-Kay, BMI)

MCCORMICK BROTHERS

Haskell's Five String 65
 HICKORY 1054—Extremely moderate appeal on this instrumental, with

This Week's C&W Best Buys

WICKED LIES (Golden West, BMI)—Carl Smith—Columbia 21552—Smith's "You Are the One" is still near the top of the c.&w. chart and this looks as tho it might join the selected group soon. Baltimore, Buffalo, Cincinnati, Milwaukee, St. Louis, Durham and Richmond all reported fast pick-up on "Wicked Lies." Disk is out several weeks and is on the move.

Review Spotlight on . . . C&W RECORDS

GENE VINCENT

Blue Jean Bop (Ardmore Music, ASCAP)

Who Slapped John? (Central Songs, BMI)—Capitol 3553—Vincent, currently riding the charts with "Be-Bop-a-Lulu," takes two sides from his album, "Blue Jean Bop," which is within reach of the Best Selling Album Chart (see Pop Albums Coming Up Strong). On the title tune, he, in his hard driving style, belts, yells and talks it up for a rockin' side that's a natural. On the flip, he warbles one which begins slowly and then explodes with that now-famous rockin' beat.

ROY HALL

Three Alley Cats (Copar, BMI)

Diggin' the Boogie (Old Charter, BMI)—Decca 20060—Country rock warbler comes up with his strongest entry to date in this coupling. Disk should see some action in the pop market as well as the country. The material is the hippest and the same applies to the backing and warbling.

C&W DISK JOCKEY PROGRAMMING

LULU-BELLE AND SCOTTY

Now We'll Waltz

Chick-Chicka-Chicken Kahill 1013—Veteran team does a smart, slick job on an unusual theme, "Now We'll Waltz." Couple say they've outgrown the rock and roll and the waltz will last as long as love. Should win support in many sectors and on many shows.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Jim Wilson and his lovely family are depicted in a four-page feature, profusely illustrated with photos, in the first issue of *America Illustrated*, a monthly magazine published by the U. S. Information Agency in the Russian language for distribution to the Soviet people and now on the newsstands in the Soviet Union. Printed in West Berlin, *America Illustrated* is a class magazine of 64 pages which, thru words and pictures, strives to tell the story of America today. The Wilson story concerns the recent arrival of the fourth child in the Wilson family and was originally published in *McCall's* in February, 1954.

"Big D Jamboree," Dallas, is contemplating a tour of South Texas border towns with a package of "Big D" artists. The unit will cater largely to Mexican audiences and J. F. Dolan, "Big D" tub-thumper, has been detailed to prepare a Spanish pitch book. He says he's handicapped by the fact that the only word of Spanish he knows at the moment is *cerveza* (beer). . . . Billy Gray and His Western Okies (Decca) are set on a string of personals in California, Oregon and Washington thru October. On October 13 Billy appears on Cliffie Stone's "Hometown Jamboree" in Los Angeles.

Hank Thompson (Capitol) and wife, Dorothy, are in

guitar and fiddle beating out run-of-mill, hillbilly beat. Nothing here to engender general counter excitement. (Acuff-Rose, BMI)
Coffee, Coffee, Coffee...63
 Same type material as flip, plus vocal that sparks even less appeal. (Acuff-Rose, BMI)

ALVIS WAYNE

Sleep, Rock-a-Roll Rock-a-Baby 64
 WESTPORT 132—Wayne, in Presley style, sings a country rockin' tune with fair lyrics, backed by the Rhythm Wranglers. (Westport, BMI)
Swing Bop Boogie...62
 More of the same with lyrics not as effective on this side. (Westport, BMI)

Alaska with Merle and Betty Travis for a 25-day hunting trip. Hank threatens to return to Oklahoma City October 6 with a full beard, which he plans to have a lady barber chop off on his TV show over the Oklahoma network that night. Hank's latest on the Capitol label is "It Makes No Difference Now," b/w "Taking My Chances." During Hank's absence his Brazos Valley Boys are working with such guest stars as Tommy Duncan, Eddie Dean and Tex Ritter.

Lefty Frizzell concluded his stay with "Town Hall Party," Los Angeles, last Saturday (22) and Thursday (27) begins a tour of the Northwest at San Jose, Calif. He's set on one-nighters until October 6. On October 12, Lefty moves into San Diego, Calif., for the beginning of a tour that will take him thru the East, winding up at the deejay convention in Nashville November 8-9. Frizzell's newest Columbia platter is "Heart's Highway," b/w "Boy Left Alone." . . . Freddie Hart, whose newest under the Columbia tag are "Blues," b/w "Drink Up and Go Home," begins an Eastern trek November 9 that will finish up with a week at the Flame Room, Minneapolis, beginning November 17. He'll put in a day at the deejay convention in Nashville before embarking on his tour.

The Collins Kids (Columbia), who did the Tony Bennett TV show in New York September 1, return to the Big Town to work for the Madison Square Garden Rodeo September 26-October 14. . . . Leo Moore and Juanita have just released "When My Blue Moon Turns to Gold Again," b/w "The Love You Planted in My Heart" on Cross-Country Records. Deejays may obtain a copy by writing to Roy Horton, Country Music Promotion, Peer International Corporation, 1619 Broadway,

(Continued on page 69)

cast your vote for the WINNING TICKET



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and
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House Brothers Quartet
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R&B Best Sellers in Stores

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.

This Week	Last Week	Weeks on Chart	Title	Label
1.		7	HONKY TONK (Parts I & II) —B. Doggett	King 4950—(BMI)
2.	3	7	DON'T BE CRUEL (BMI) —E. Presley	Vic 20-6604
2.		9	LET THE GOOD TIMES ROLL (BMI) —Shirley & Lee	Do You Mean to Hurt Me So? (BMI)—Aladdin 3325
4.		12	MY PRAYER (ASCAP) —Platters	Heaven on Earth (ASCAP)—Mercury 70893
5.	5	5	IN THE STILL OF THE NIGHT (BMI) —Satins	Jones Girl (BMI)—Ember 10005
6.	6	10	SWEET LITTLE ANGEL (BMI) —B. B. King	BAD LUCK (BMI)—RPM 468
6.	7	9	WHEN MY DREAMBOAT COMES HOME (ASCAP) —F. Domino	SO-LONG (BMI)—Imperial 5396
8.	8	20	FEVER (BMI) —Little Willie John	Letter From My Darling (BMI)—King 4935
9.	9	14	RIP IT UP (BMI) —Little Richard	Ready Teddy (BMI)—Specialty 579
10.		1	STILL (BMI) —L. Baker	I CAN'T LOVE YOU ENOUGH (BMI)—Atlantic 1104
11.		3	SEE SAW (BMI) —Moonglows	When I'm With You (BMI)—Chess 1629
12.	12	13	IT'S TOO LATE (BMI) —C. Willis	Kansas City Woman (BMI)—Atlantic 1098
13.	14	2	CANADIAN SUNSET (BMI) —E. Heywood	H. Winterhalter
13.		1	SOFT WINDS (BMI) —D. Washington	Tears to Burn (ASCAP)—Mercury 70906
15.		1	THAT'S ALL THERE IS TO THAT (BMI) —Nat (King) Cole	My Dream Sonata (ASCAP)—Cap 3456

Most Played R&B in Juke Boxes

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of 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.

This Week	Last Week	Weeks on Chart	Title	Label
1.		5	DON'T BE CRUEL (BMI) —E. Presley	HOUND DOG (BMI)—Vic 20-6604
2.		10	MY PRAYER (ASCAP) —Platters	Heaven on Earth (ASCAP)—Mercury 70893
2.		4	HONKY TONK (Parts I & II) —B. Doggett	King 4950—(BMI)
4.		6	LET THE GOOD TIMES ROLL (BMI) —Shirley & Lee	Do You Mean to Hurt Me So? (BMI)—Aladdin 3325
5.		8	SO-LONG (BMI) —F. Domino	WHEN MY DREAMBOAT COMES HOME (ASCAP)—Imperial 5396
6.		4	IN THE STILL OF THE NIGHT (BMI) —Satins	Jones Girl (BMI)—Ember 10005
7.		17	FEVER (BMI) —Little Willie John	Letter From My Darling (BMI)—King 4935
8.		10	SEE SAW (BMI) —Moonglows	When I'm With You (BMI)—Chess 1629
9.		8	LIPSTICK, POWDER AND PAINT (BMI) —J. Turner	Rock Awhile (BMI)—Atlantic 1199
9.		9	SWEET LITTLE ANGEL (BMI) —B. B. King	BAD LUCK (BMI)—RPM 468

Most Played R&B by Jockeys

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Label
1.		5	HONKY TONK (BMI) —B. Doggett	King 4950
2.		6	DON'T BE CRUEL —E. Presley	Victor 20-6640—BMI
3.		12	MY PRAYER —Platters	Mercury 70893—ASCAP
4.		10	LET THE GOOD TIMES ROLL —Shirley & Lee	Aladdin 3325—BMI
5.		8	HOUND DOG —E. Presley	Vic 20-6604—BMI
6.		3	IN THE STILL OF THE NIGHT —Satins	Ember 10005—BMI
7.		13	RIP IT UP —Little Richard	Specialty 579—BMI
8.		20	FEVER —Little Willie John	King 4935—BMI
9.		8	SO-LONG —F. Domino	Imperial 5396—BMI
10.		1	SEE SAW —Moonglows	Chess 1629—BMI
11.		2	CASUAL LOOK —Six Teens	Flip 315—BMI
12.		1	I CAN'T LOVE YOU ENOUGH —L. Baker	Atlantic 1104—BMI
13.		2	HEAVEN ON EARTH —Platters	Mercury 70893—ASCAP
14.		2	ONE KISS LED TO ANOTHER —Coasters	Atco 6073—BMI
15.		8	WHEN MY DREAMBOAT COMES HOME —F. Domino	Imperial 5386—ASCAP

Zephyr Upbeat Adds Westwind And Gale Pubs

NEW YORK — George Hormel's new Zephyr record company picked up velocity last week with the appointment of a European representative and the formation of two publishing firms—Westwind and Gale. The former is a Broadcast Music, Inc., company, while the latter is with the American Society of Composers, Authors and Publishers.

The Beek Concert Bureau, The Hague, Netherlands, which handles Stokowski and also the annual Holland Music Festival, will represent Zephyr abroad. At the same time, Hormel has signed prize-winning photographer and jazz artist David Pell (who records for RCA Victor) to handle all of the label's album cover-photo assignments.

Zephyr Records is the first of five projects mapped out by Hormel, the meat packing heir, for the label's parent company, Zephyr Productions. In the near future, Hormel plans to branch out into radio station management, artist representation, and TV film, motion picture and legit theater production.

To date, Hormel reportedly has put \$250,000 into his new label, which headquarters in Hollywood. Hormel, recording and sales chief Bud Freeman, musical director Bill Hitchcock and comptroller Spencer Moore work out of the West Coast, while national promotion director Buddy Basch has his office here.

Zephyr is readying an October 15 release date for the first in a series of Veloz and Yolanda, Latin music LP's, spotlighting terp-wise music selected by the ballroom dance team. Also on the new Zephyr LP roster is a version of an Alex North score, tracing the history of the Model T Ford, recently aired on a TV spectacular. The label's initial and current release features singles by Hormel, Ruth Olay and Rosalie, two jazz LP's by Jack Costanza and the Bob Davis Quartet, and a rock and roll dance package, titled "Scooby Doo."

Oct. Push on Vik-Groove LP's

NEW YORK — RCA Victor's subsidiary labels Vik and Groove will launch their first extensive LP lines next month in a move to cash in on the lucrative package-goods market. Both lines will be backed by extensive promotion and publicity campaigns featuring special bonus merchandise plans for distributors and dealers during the first 60 days of sales.

The label's key execs currently are introducing the new LP programs to distributors in a cross-country junket, winding up October 5.

The new Vik package line includes eight LP's and six EP's featuring Gisele MacKenzie's first album, "Hue-Fi Moods by Maltby"; Marty Gold's "Wired for Sound," a hi-fi package; a mood music album by Sid Bass, "From Another World," and a jazz package by Coleman Hawkins.

The Groove line spotlights three LP's and three EP's, featuring "The Many Moods of Ann" by jazz canary Ann Gilbert; the Jonah Jones Quartette, and "Cool Gabriels," featuring seven top jazz trumpet men.

BIG MAYBELLE DOES IT AGAIN!

A Double-Sided Double-Barrelled HIT

"MEAN TO ME"

"TELL ME WHO"



ON SAVOY #1500

STILL ON TOP! STILL GOING STRONG!

WILBERT HARRISON SAVOY #1198

"CONFESSIN' MY LOVE"

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"IT'S YOU DARLING, IT'S YOU"

by JOHNNY BRAGG AND THE MARIGOLDS

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PAUL PERRYMAN

rocks and rolls with

"JUST TO HOLD MY HAND"

and

"I'M CRYING NO"

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BLUEBERRY HILL

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ATCO RECORDS

New Release List



Frankie Marshall

EVERY MINUTE OF THE DAY

b/w

OVER AND OVER

Atco 6076



The Royal Jokers
SHE'S MINE, ALL MINE
b/w
RIDE ON LITTLE GIRL
Atco 6077



The Prophets

BABY, COME BACK

b/w

STORMY

Atco 6078



Glenn Reeves

DRINKIN' WINE SPO-DEE-O-DEE

b/w

ROCKIN' COUNTRY STYLE

Atco 6080

Walter Striggs

I PAWNED EVERYTHING

b/w

(I'M GONNA) LOVE YOU,
LOVE YOU, LOVE YOU

Atco 6078



This Week's R&B Best Buys

BLUEBERRY HILL (Chappell, ASCAP)

HONEY CHILE (Reeve, BMI)—Fats Domino—Imperial 5407—Domino, with his infectious beat and vocal vigor, is again hitting hard and fast with this latest two-sided entry. Out less than two weeks, reports are already pouring in with such strength that it looks like a natural to join "Dreamboat" on the charts. A previous Billboard "Spotlight" pick.

LONELY AVENUE (Progressive, BMI)

LEAVE MY WOMAN ALONE (Tiger, BMI)—Ray Charles—Atlantic 1108—Here's another disk that has not been out long and has not reached all the markets, but nevertheless is showing very strong across the board. This natural coupling of Charles' inimitable spiritual and blues moods will pay off as predicted at time of release. A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

R&B RECORDS

BIG MAYBELLE

Mean to Me (ASCAP)

Tell Me Who (Crossroads, BMI)—Savoy 1500—Maybelle sells the great torch standard, "Mean to Me" with sock showmanship and expressive phrasing. This side could be the follow-up to her "Candy" smash. On the flip she has another strong thrashing stint on a swiny rhythm-blues with interesting lyrics.

LLOYD PRICE BAND

Forgive Me, Clawdy (Venice, BMI)

I'm Glad, Glad (Venice, BMI)—Specialty 582—Price has two impressive readings here that figure to move out fast. "Forgive" is a typical plaint of the returning wanderer with an impassioned vocal. The flip is a wild, chanted blues sung by Price with the help of a driving band which builds right to the end.

ROY MONTRELL BAND

Every Time I Hear That Mellow Saxophone (Venice, BMI)—Specialty 583—The Montrell group give out with a powerful rhythm side with exuberant vocal and standout sax solo work which could project this one into the pop field. The flip, "Oooh-Wow" (Venice, BMI) features verveful vocalizing on a bright rhythm-novelty with a solid beat.

R&B DISK JOCKEY PROGRAMMING

DAKOTA STATION

You Know I Do (Canby Music, BMI)

I Told You So (Danby Music, BMI)—Capitol 3546—Chick, at her sexiest, warbles smoothly on top-side tune with smart backing, and the side drips with sophistication. A powerful one for programming. On the flip, "I Told You So," she socks across this slow rhythmic tune with feeling, and a solid beat protrudes in the backing.

SPIRITUAL

EDNA GALLMON COOKE

Up to Sweet Heaven (Excellorec, BMI)

The Lord Blessed My Soul (Excellorec, BMI)—Nashboro 585—Reverent chirping by Miss Cooke on inspiring material with fervent choral backing is featured on both sides of this strong spiritual entry. Coupling should do well in the selected markets.

Reviews of New R&B Records

THE GUM DROPS

Natural Born Lover . . . 82

KING 4963—The lead belts across an appealing tune, backed by a steady beat, with style and vitality. Should increase this group's growing popularity. (Jay & Cee, BMI)

Chapel of Hearts . . . 81

A strong vocal treatment on this effective ballad by the group makes this a two-sided disk to watch. (Jay & Cee, BMI)

THE CADETS

I Got Loaded . . . 80

MODERN 1000—Bass breezily handles a pleasing hunk of novelty material that's good for some smiles. It's terp-worthy too. It's no "Stranded in the Jungle," but it should ring up some coin. (Aladdin, BMI)

Dancin' Dan . . . 77

Cat claims to be another "60 Minute Man." Item is a rockin' terp novelty, also with that bass lead. (Lols, BMI)

JIMMY NOLEN

It Hurts Me, Too . . . 78

FEDERAL 12278—Artist makes a strong bow on wax on a tune with a tempting beat and good lyrics. Nolen, originally signed as a clogger, wrote both sides. (Armo, BMI)

How Fine Can You Be? . . . 76

On the upbeat, Nolen again impresses and material and backing are equally effective. (Armo, BMI)

LUTHER BOND AND THE EMERALDS

He Loves You, Baby . . . 78

FEDERAL 12279—Bond, with a new group backing him belts out a strong number using the echo chamber to good effect. His sincerity sells it. (Armo, BMI)

I Cry . . . 76

Bond and group warble sincerely on

a slow ballad. (Armo, BMI)

PAUL ANKA

I Confess . . . 78

RPM 472—Youthful sounding warbler is quite impressive on this r.&r.-style ballad, sounding like a slightly older Frankie Lyman. Bears watching. (Andrews, BMI)

Blau-Wile-Deveest-Fontaine . . . 70

This, it appears, is a place "where love is so splendor and no one will surrender." Pounding Afro beat keeps it from getting too profound, however. (Modern, BMI)

JOHNNY OTIS

Let the Sunshine In My Heart . . . 76

DIG 119—A slow-paced lament with fervid sacred flavor is accorded a quietly appealing reading by Otis. (Dig, BMI)

Hey! Hey! Hey! Hey! . . . 74

Enthusiastic warbling by Otis on a bright, happy up-tempo rhythm tune. (Valjo, BMI)

LITTLE JULIAN HERRERA

Lonely, Lonely Nights . . . 75

DIG 118—Expressive vocal interpretation by Herrera on a dirge-like ballad with choral backing. Interesting wax. (Dig, BMI)

In Exchange for Your Love . . . 74

Same comment. (Dig, BMI)

JOHNNY BRAGG

Juke Box Rock and Roll . . . 75

EXCELLO 2091—There's a good bit happening on this side with Bragg and the Marigolds whooping and shouting it up. Noise and excitement could draw some juke coin. (Excellorec, BMI)

It's You, Darling, It's You . . . 67

With current competition in the market, this unimaginative side will have

R&B Territorial Best Sellers

For survey week ending September 19

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. Honky Tonk, B. Doggett, Kng.
2. See Saw, Moonglows, Chas.
3. Let the Good Times Roll Shirley & Lee, Ala.
4. I Can't Love You Enough L. Baker, Atl.
5. In the Still of the Night, Satins, Emb.
6. Bad Luck, B. B. King, RPM
7. I Gotta Get Myself a Woman Drifters, Atl.
8. Rip It Up, Little Richard, Spe.
9. Tore Up Over You, Midnighters, Fed.
10. I Asked for Water, H. Wolf, Chs.

Charlotte

1. In the Still of the Night, Satins, Emb.
2. My Prayer, Platters, Mer.
3. Let the Good Times Roll Shirley & Lee, Ala.
4. Honky Tonk, B. Doggett, Kng.
5. Still, L. Baker, Atl.
6. I Can't Love You Enough L. Baker, Atl.
7. Don't Be Cruel, E. Presley, Vic.
9. I Gotta Get Myself a Woman Drifters, Atl.
10. My Nerves, L. W. John, Kng.

Chicago

1. Honky Tonk, B. Doggett, Kng.
2. Hound Dog, E. Presley, Vic.
3. Don't Go No Further, M. Waters, Chs.
4. Soft Winds, D. Washington, Mer.
5. Don't Be Cruel, E. Presley, Vic.

Cincinnati

1. Honky Tonk, B. Doggett, Kng.
2. Canadian Sunset, H. Winterhalter-E. Heywood, Vic.
3. Let the Good Times Roll Shirley & Lee, Ala.
4. Casual Look, Six Teens, Flp.
5. It's Too Late, C. Willis, Atl.
6. That's All There Is to That N. (King) Cole, Cap.
7. Spring Fever, E. Freeman, Imp.
8. In the Still of the Night, Satins, Emb.

Detroit

1. Honky Tonk, B. Doggett, Kng.
2. Soft Winds, D. Washington, Mer.
3. I Gotta Get Myself a Woman Drifters, Atl.
4. That's All There Is to That N. (King) Cole, Cap.
5. I'm Going Through Rev. C. L. Franklin, Chs.
6. Don't Go No Further, M. Waters, Chs.
7. Bad Luck, B. B. King, Kng.
8. Don't Be Cruel, E. Presley, Vic.
9. Hound Dog, E. Presley, Vic.

tough sledding. Spoken bits don't help pull it up. Flip is the one to watch. (Excellorec, BMI)

FATS GAINES ORK

My Man Is Gone . . . 74

AUTHENTIC 403—Rebecca Williams chants these low-down blues, backed by the slow, pounding beats of the Gaines ork. A sincere reading. (Williams, BMI)

It's Tragic . . . 70

Miss Williams does a parody of the standard tune "It's Magic" with lyrics that have some rather humorous touches. Flip has more chance for action however. (Williams, BMI)

SHAKEY HORTON

Have a Good Time . . . 70

COBRA 5002—Up-tempo blues on a rock and roll kick. This one is mostly instrumental with a few short verses tossed in by Horton. Has a good swinging beat for terpers. (Armel, BMI)

Need My Baby . . . 69

Horton belts out a low-down Southern blues. Shrieking harmonica and a breathy sax abet the vocalizing. Good Southern programming. (Armel, BMI)

TEENTONES

Love Is a Vow . . . 69

REGO 1004—Group chants this slow-paced ballad with lead baritone echoed by the soprano for an effective effort. (Douglas, BMI)

Walkie Talkie Baby . . . 66

Group takes a rockin' piece and gives it a novel approach, but it's only a fair side. (Douglas, BMI)

THE ROCKETEERS

Hey, Rube . . . 68

MODERN 999 — Stop-time novelty narrative with chanted refrain. Theme is about a lion loose at the circus. Few laughs result. (BMI)

Talk It Over, Baby . . . 68

Okay jump-boogie-blues by the group, but nothing to create much stir here. (Modern, BMI)

CALVAES

Fine Girl . . . 68

COBRA 5003—This is a jamming blues with lots of solo tenor, clapping hands etc. Vocal work from the group takes a back seat. Possible juke number. (Armel, BMI)

Mambo Fiesta . . . 66

A blend of typical r.&b. sounds mixed with a mambo beat. Lead man does some high-pitched wailing with unimportant lyrics. Emphasis is again on the beat. (Armel, BMI)

Los Angeles

1. Honky Tonk, B. Doggett, Kng.
2. Bad Luck, B. B. King, RPM.
3. Hound Dog, E. Presley, Vic.
4. My Prayer, Platters, Mer.
5. Confidential, S. Knight, Vta.
6. So-Long, F. Domino Imp.
7. Spring Fever, E. Freeman, Imp.
8. In the Still of the Night, Satins, Emb.
9. Be-Bop-a-Lula, G. Vincent, Cap.
10. Flying Saucer Buchanan & Goodman, Lun.

New Orleans

1. Honky Tonk, B. Doggett, Kng.
2. Don't Be Cruel, E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.
4. Let the Good Times Roll Shirley & Lee, Ala.
5. When My Dreamboat Comes Home F. Domino, Imp.
6. My Prayer, Platters, Mer.
7. So-Long, F. Domino, Imp.
8. Everybody's Whalin', H. Smith, Sav.
9. It's Too Late, C. Willis, Atl.
10. Rip It Up, Little Richard, Spe.

New York

1. Honky Tonk, B. Doggett, Kng.
2. My Prayer, Platters, Mer.
3. Soft Winds, D. Washington, Mer.
4. Don't Be Cruel, E. Presley, Vic.
5. In the Still of the Night, Satins, Emb.
6. Fever, L. W. John, Kng.
7. Hound Dog, E. Presley, Vic.

Philadelphia

1. Honky Tonk, B. Doggett, Kng.
2. Canadian Sunset H. Winterhalter-E. Heywood, Vic.
3. It's Too Late, C. Willis, Atl.
4. Fever, L. W. John, Kng.
5. My Prayer, Platters, Mer.

St. Louis

1. Honky Tonk, B. Doggett, Kng.
2. Bad Luck, B. B. King, RPM.
3. In the Still of the Night, Satins, Emb.
4. Ka Ding Dong, G. Clefs, Pil.
5. Pleadin' for Love, L. Birdsong, Exa.
6. I Can't Quit You Know, O. Rush, Cba.
7. Let the Good Times Roll Shirley & Lee, Ala.
8. Someday You'll Want Me S. Lewis, Imp.
9. I Asked for Water, H. Wolf, Chs.

Washington, D. C.

1. Honky Tonk, B. Doggett, Kng.
2. Hound Dog, E. Presley, Vic.
3. In the Still of the Night, Satins, Emb.
4. Let the Good Times Roll Shirley & Lee, Ala.
5. See Saw, Moonglows, Chs.
6. I Can't Love You Enough L. Baker, Atl.
7. So-Long, F. Domino, Imp.
8. Please, Please, Please, J. Brown, Fed.
9. Soldiers of Fortune, Drifters, Atl.
10. Up on the Mountain, Magnificents, VJ

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FOLK TALENT AND TUNES

Continued from page 66

New York. . . . Rosemary Clooney does "No Letter Today" in Columbia's "Country Spectacular" album just completed.

Jerry Foster and His Drifters and Jesse White, dancer-impersonator, have been added to "Peach State Jamboree." Saturday night show which airs from WJAT, Swainsboro, Ga. Johnny Elgin, country singer of Victoria, Tex., joined the show as a regular last Saturday (11). Cecil Campbell is penciled in for October 6. . . . Skeeter Bonn and his group, including Daisy Mae and Bother Charley, were the features at Thurston Moore's Verona Lake Ranch, Verona, Ky., near Cincinnati September 16, with Carl Storey and the Rambling Mountaineer, Sunday (23).

Country music and politics teamed up September 9 at Shady Oaks Park, Riverbank, Calif., when the Democratic committee sponsoring John McFall for Congress from California invited Bill Carter and the Hometown Boys to appear on the program. Among the Hometown Boys featured on the show were Jimmy Baker, Steve McMurtrie, Johnny McDonald and Ralph Keith. Carter's newest on the Republic label is "Makin' My Livin' by the Sweat of My Brow."

The Wilburn Brothers, working under the direction of Gabe Tucker, are routed for Tupelo, Miss., September 25; El Dorado, Ark., 28-29, and Covington, La., 30. . . . Bob (Luke) Jones, country comic, after two months of outdoor dates thru the East, is currently in Winston-Salem, N. C., working personals with Charlie Monroe and His Kentucky Partners. Monroe, back on the Decca label, has as his latest release "That's What I Like About You," b/w "Why Did You Say Good-Bye?"

Joe (Cannonball) Lewis, formerly on M-G-M Records, has just had his tune, "Before I Met You," cut by Carl Smith on Columbia. Lewis had a release on the ditty himself about five years ago, and last year Lester Flatt and Earl Scruggs also did it for Columbia. Deejays may obtain a copy of the latter two versions by writing to Lewis at 1155 Gilbert Avenue, Cincinnati 2.

Peewee King is back in Louisville after a hurry-up business trip to Denver and Hollywood last week. . . . Leon McAuliffe and His Cimarron Boys have signed a long-term TV contract with Big Red Furniture Stores of Oklahoma, same firm that sponsors the Hank Thompson show. The McAuliffe TV-er originates from Leon's own Cimarron Ballroom in Tulsa, Okla., and is aired Wednesday nights on a string of Oklahoma stations. . . . Mitchell Torok, recent addition to "Ozark Jubilee," began a 20-day tour for A. V. Bamford September 15.

Lonzo and Oscar are set for Friday and Saturday (28-29) in Eldorado, Ark., and Sunday (30) in Covington, La. On October 4 they stop off in Crestview, Fla., and follow Amite, La., 5, and Pass Camston, Miss., 6. . . . George Morgan and Lew Childre play Beldit, Wis., Wednesday (26) and follow with Janesville, Wis., September 27; Davenport, Ia., 28; London, Ont., October 2, and Guelph, Ont., 5. . . . Routing on Ferlin Husky and His Hushpuppies is

Atlanta, September 26; Brockville, Ont., October 1; Smith Falls, Ont., 2; Finch, Ont., 4; Armpryor, Ont., 5, and Coedden, Ont., 6.

Lonnie Barron was in Nashville last Friday and Saturday (21-22) for another session for Sage & Sand Records. Barron, who's now doing 13 radio shows a week—seven days on WDOG, Marine City, Mich., and six days on WABJ, Adrian, Mich.—does a repeat guest shot with "WWVA Jamboree," Wheeling, W. Va., October 11-12. On October 6 he's set for "Circle Theater Jamboree," Cleveland.

Happy Wilson and His Golden River Boys, with Marion Worth, singer, played to 3,000 people recently at Whitnew Junction, Ala., a small town 40 miles east of Birmingham. Occasion was Queen's Day, when Dorothy Brock, recent winner on NBC's "Queen for a Day," had her wish granted. She had asked for, and was granted, a stock of groceries for a store which she and her husband had recently purchased. Parts of the opening broadcast were fed direct to Monitor by WAPI and portions of the show were filmed, to be used later on "Queen for a Day." Happy and his group appear on WABT-TV, NBC Birmingham outlet, with a weekly show called "Alabama Grandstand."

Johnny and Ann Rion, of KSTL, St. Louis, and operators of Hillbilly Park in the Mound City, were visitors at "Grand Ole Opry," Nashville, September 14-15, while en route to Biloxi, Miss., for some fishing and sunshine. . . . Jimmy Work, formerly of Detroit, is now residing in Dukedom, Tenn., and appearing as a regular on "Friday Night Frolic" over WSM, Nashville. Work's new Dot release is "Diggin' My Own Grave," b/w "That Cold, Cold Look in Your Eye." . . . Roy Hall has a new piano number on Decca, "Three Alley Cats" and "Diggin' the Boogie."

Ernie Tubb and the Texas Troubadours stop off at Sioux Falls, S. D., Thursday (27); Sioux City, Ia., Friday (28), and Morling, Ill., Saturday (29). . . . Jim Wilson, now a regular on both "Ozark Jubilee" and "Old Dominion Barn Dance, headlines the "Circle Theater Jamboree," Cleveland, Saturday (29). . . . Jimmy Heap and the Melody Masters (Capitol), featuring Big Bill Glendenning on electric bass and vocals, are playing dances in and around Taylor, Tex. . . . Drummer Al Rego is featured with Blackjack Wayne and His Bar 10 Ranch Boys, currently touring Northern California.

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Kansas State Fair Is Up Sharply Despite Drought

Royal American Shows' First Time In, Hopalong, TV City Are Factors

HUTCHINSON, Kan. — The Kansas State Fair strong-armed four years of drought conditions in its territory to turn in one of the best runs in its history.

The six-day event, which closed Thursday (20), ended with attendance 18 per cent higher than last year, a 10 per cent increase in grandstand receipts and a thumping 56 per cent jump in midway receipts.

Several factors, not the least of which was perfect weather, contributed to the strong run.

Other factors included: The initial appearance of the Royal American Shows—the nation's largest carnival—on the midway, replacing the previous independent midway operation.

Hopalong for Free

A personal appearance (for free) by Hopalong Cassidy on Monday (24) that gave the fair the biggest Kids' Day in all of its many years.

The introduction of Television City, from which the CBS Central Kansas outlet, KTCH, emanated all of its live shows for the duration of the fair.

The Royal American Shows were given an enthusiastic reception by fair patrons inasmuch as the fair had been without a railroad show for 10 years and had never had a show on its midway that came close to approaching the appeal of the multi-unit Royal.

The brilliant lighting of the Royal's towers and the flash carried by its rides and shows added greatly to the appeal of the fair. The Royal's Kiddieland, set apart from the main midway, drew heavy patronage, with patrons and press alike joining in praise for the old German band organ featured in the kid fun zone.

Utah Headed For Big Gate, Gross Marks

SALT LAKE CITY—Going into Saturday (22), ninth day of Utah State Fair's 10-day run, the annual appeared a sure bet to eclipse last year's attendance mark, the fair's new manager, Don Wyatt, reporting gate attendance 19,000 above the figure for the corresponding days last year and strong attractions grosses.

"Holiday on Ice," a feature here for the eighth successive time, was looking for a record gross of \$126,000 after the Sunday (23) wind-up. The show is giving 20 performances, one more than last year, occasioned by a double matinee Saturday. The double-header was inserted to substitute for an off day for the show Monday, Children's Day, when the attraction was the Cisco Kid (Duncan Renaldo), who was credited with playing a large part in giving the fair a record kids' day attendance of 56,000.

The Monte Young Shows reported doing strong ride and show business thru Friday.

The grandstand, which seats 4,000, had capacity crowds almost every night and two-thirds capacity in the afternoons. A horse show was in for eight nights and harness races were featured on four afternoons. Other grandstand attractions included Orval's stunt show.

Hopalong Cassidy was brought in at no cost to the fair by a Wichita dairy company, which sponsors his TV film show. Hopalong, accompanied by his horse Topper, arrived at the fairgrounds early Monday morning to be greeted by a record number of kids as he paraded thru the grounds. The turnout of small fry for the Monday forenoon show in front of the grandstand at which Hopalong was the big lure pulled five times as many youngsters as the same show last year.

TV City Clicks

The TV City—the idea for which he obtained from The Billboard's 1956 Publicity-Promotion-Advertising Clinic—was credited by Virgil Miller, fair secretary, with greatly strengthening the fair's advance campaign as well as providing a strong, added attraction and continued strong publicity during the fair. In advance of the fair, Station KTVH gave countless plugs

to the fair and to the fact that the station would have a full-time set-up at the fair for live telecasts.

Combined afternoon and night grandstand attractions produced 10 per cent better patronage than last year. The Barnes-Carruthers revue, presented nightly, accounted for better business than in '55.

Afternoon attractions consisted of two programs of big car auto races and as many of stock car races, all staged by Frank Winkley; one afternoon of jalopy auto races, presented by Verne Hamilton, local promoter, and the Tommy and Larry Holden Thrill Show for one afternoon.

The fair's livestock departments were exceptionally strong, with overflows in some departments and normal to above normal entries in others. All available indoor exhibit space was sold out.

Only a fatality in a big car auto race marred an otherwise perfect run.

Nashville in Strong Run; Gate Up 10%

Midway Ride, Show Receipts Also Gain; Ruhl's Helicopter-Trapeze Act Scores

NASHVILLE—Tennessee State Fair made hay in six days of clear weather and ended its run Saturday (22) with attendance more than 10 per cent higher than last year.

All segments of the fair enjoyed good business. Rides and shows of Gooding Amusement Company turned in a gross that matched the fair's attendance increase.

Record Kids' Day

Three big days highlighted the fair's run. Kids' Day Monday (17) was the biggest in the fair's history, with a turnout of some 37,000. Friday (21) was the biggest Friday on record, with some 35,000 on hand, and the closing day produced a gate estimated at 60,000.

Grandstand business, afternoon and night, was strong. The night show, a revue with circus acts, booked in by GAC-Hamid, Inc., New York, played to capacity crowds on four nights and to turnouts up to par the other two nights.

Biggest matinee crowd-pullers were big car races staged the final two afternoons by National Speedways (Al Sweeney). A thrill show, Trans World Daredevils, in the first two afternoons, drew what were rated good turnouts for such an attraction here. Stock car races, staged by a local promoter, were presented two afternoons, and were marred by the death of a driver Wednesday (19).

Hold Act Over

A trapeze act working from a helicopter proved the big sensation of the run. The act, Larry Ruhl's, was booked by the James T. Hetzer Agency, Huntington, W. V., and originally was contracted for two performances each of the first three days. It went over so big that the fair held it over for the final three days.

Entries in many of the livestock classifications hit an all-time high. A total of 2,500 head was on hand. L. E. Griffin, fair secretary, pointed out. A tent, roughly 400 by 40

feet, was pressed into use to handle the overflow.

The fair currently is working on a plant improvement program which would cost about \$2,500,000. Officials are hopeful that the

(Continued on page 72)

WEATHER WITH IT

Chattanooga Gate, Midway Up 20%

CHATTANOOGA — For the first time in years the Chattanooga-Hamilton County Interstate Fair was given good weather, and the six-day event wound up its run with 20 per cent higher attendance than last year.

Skies were clear except for a half-hour Monday night (17), but a shower at 6 p.m. then did not cut into the crowd but served to lay the dust.

Midway business for the Olson Shows was up sharply. Rides and shows turned in a gross roughly 20 per cent higher than last year. The show and fair also benefitted from large-scale sale of space to concessionaires.

The fair, which operated behind a 50-cent gate, again offered a free outdoor show, both afternoon and night. This show again was booked in by GAC-Hamid, Inc., successor to the George A. Hamid Agency, which had supplied the feature for many previous years.

All exhibit space was sold out well in advance of the fair. A new feature was demonstrations staged daily by a different county 4-H Club girls group each day of the fair. In the demonstrations, the girls showed how to make brooms,

LAGOON PARK FEATURED ON NBC 'WORLD'

SALT LAKE CITY—Lagoon Park was "visited" by an estimated 30 million television viewers Sunday (16), when the amusement spot served as the background for one of the sequences in the National Broadcasting Company's "Wide, Wide World."

A ballet was staged in the park's Gooseland area, with rides, including the Roller Coaster, Roadway Ride and Sky Fighter, as the backdrop.

Winkley Sets Still Date at St. Paul Fair

ST. PAUL—The first still date auto race to be held at the Minnesota State Fair race track in nine years is scheduled for September 29 with Frank Winkley and Midwest Sports Promotions, Inc., handling the event.

The race, a 500-lap stock car event to be called the "Gopher 500" will have a starting field of 33 late model stock cars. Time trials will be held Saturday (28). Total purse will be \$10,000 with \$2,000 going to the winner.

The big grandstand will be scaled at \$4 for box seats, \$3 for reserved grandstand, \$2.50 for general admission and children at \$1. Time trials will be priced at 90 cents.

Winkley's nine programs of races at the State Fair this year, were seen by a total of close to 170,000 fans.

Estes Rodeo Cuts Short Europe Tour

NEW YORK—The Bob Estes rodeo unit, which departed in April for a summer of work in France, Spain and Germany, has been back in the States since July, playing Southwestern dates.

Late April opener in the Palais des Sports, Paris, was well attended for two weeks. Turnouts reportedly dropped sharply thereafter with the advent of a severe hot weather spell. Strong advance sales campaign is said to have produced the good opening crowds.

Observers felt overlong competitive events failed to produce the desired reception among press and public, and that more emphasis on show-type features would have corrected this.

Several one-week stands were played elsewhere in France to fair business, but guarantees had to be renegotiated and the appearances in Spain and Germany were canceled out in the process. The show, however, made some money while it was on the Continent.

Bankroller for the tour was Charles Marchellis, Paris booker, (Continued on page 72)

Three Marks Tumble at Lodi, Calif.

LODI, Calif.—Three attendance records, including an all-time total of 44,173 persons for three days, were chalked up by the Lodi Grape Festival and National Wine Show, which closed here Sunday (16). The three-day high last year, which broke previous ones, was 35,375.

Other records included an all-time high for opening day with 11,257, beating the '55 mark of 11,104. A new second-day high of 18,522 was recorded as compared to 5,066 a year ago, when a two-hour rainstorm almost wrecked the show.

Last year's third-day mark of 19,205 weathered the storm, being far ahead of the 14,394 this year.

Drawing spectators Sunday afternoon was a street parade with more than 150 units competing for cash and trophy awards.

The event marked the 50th anniversary of the city's incorporation and the 75th anniversary of the wine industry in the area.

AIMS AT 500,000

St. Louis Jubilee Tabs 200,000 at Half Mark

ST. LOUIS—The Mid-America Jubilee, month-long riverfront exposition here ended the first half of its run here Saturday (15) with over 200,000 paid admissions. Target attendance, set before the run, was 500,000 and officials looked to hit this figure weather permitting. Gate is 75 and 50 cents.

The expo, located on a 38-acre site, features its historical pageant, "Heartland, U.S.A." with several hundred participants lead by John Beal, Marlys Watters, Camila Ashland, Oliver Cliff and Wayne Erck. The spec is presented nightly on a multi-level stage constructed in front of historic Old Cathedral and seats 4,200. Ducats are priced

at \$1.50 for adults, 75 cents for children under 12.

A Kiddieland fun zone, called World's Fair Kiddieland, with all rides themed to the jubilee scheme, is operated by Harry Blue and Morris Schachter. A total of 17 devices are operated and business has been exceptional on the weekends, generally good during the week, Schachter reported.

Concessions are limited to eat-and-drink stands, dairy bars, popcorn, peanuts, photos and a major restaurant-beer garden. The latter is operated by St. Louis restaurateurs, including baseball's Stan Musial, Biggie Bignani and Henry Ruggieri.

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CISCO KID GIVES TWO FAIRS RECORD OPENERS

MEMPHIS—The Mid-South Fair Friday (21) opened its 10-day run with a record first-day crowd estimated at 68,000, with fair manager Bill Wynne giving the lion's share of the credit for the record turnout to Duncan (Cisco Kid) Renaldo. Wynne estimated that between 20,000 and 30,000 of the opening day turnout was pulled by Cisco Kid, who was in for the first two days of the fair. Opening day also was city children's day. A second kids' day (for country school children) is scheduled for Friday (28).

56,000 at Salt Lake City Tee-Off

SALT LAKE CITY—Duncan (Cisco Kid) Renaldo was credited with drawing a record attendance crowd of 56,000 to the Utah State Fair here on the opening day of its 10-day run which ended Sunday (23).

Renaldo was introduced by Governor J. Bracken Lee. Renaldo's act consisted of a talk on safety and loyalty, trick riding by Rex and Jimmy Rossi, and a scene from his TV show in which the Cisco Kid routs the villains who are robbing an old prospector. Show concluded with an autograph party during which Renaldo spent eight hours personally greeting children and distributing autographed photos. When not making fair appearances, Renaldo visited children's and veterans' hospitals.

"The Cisco Kid" series, produced by Ziv Productions, has been sponsored in the area for five years by Meadow Gold Dairies and has retained a consistent top rating.

Advance Perks Up For Gotham Rodeo

NEW YORK — Chances seem good for the World's Championship Rodeo to check the receipts slide it has been experiencing in recent seasons. Advance sale for the event, which opens a 17-day run on Wednesday (26), is running a few points ahead of last year to the surprise of close observers.

The increase is all the more surprising because of this year's fly in the ointment: another apparent all-New York World Series. Rodeo dates overlap the baseball classic and if all games are played in New York it couldn't be worse for the Madison Square Garden box office.

Show this year will run for 17 night performances and 11 days, a standard of recent years, in contrast with 1953, when it numbered 42 performances. Prize money will again approximate \$100,000 and the entry list of 192 names is favor-

able in comparison with previous years.

Talent changes this year find Roy Rogers replaced with names of a decidedly different hue; name-

(Continued on page 75)

\$2 Mil Netted Thru Raffles In New Jersey

NEW YORK—Legalized raffles held in New Jersey thus far in 1956 have earned their sponsors \$2,177,358, according to the State's Legalized Games of Chance Commission which was set up two years ago to police raffles and bingo.

Most profitable way for running an event under the 30-month-old law is an off-premises merchandise raffle, according to William E. Lehman Jr., commission chairman. He said charitable and religious organizations netted a 63.5 per cent profit on raffles the first eight months of this year.

Lehman cited one religious group which raffled off a Mercury in July for a net of \$47,229 and a Fort Dix Fund which realized a \$41,430 profit from a raffle.

Hendersonville Breaks Gate Record

HENDERSONVILLE, N. C.—The Western North Carolina Fair racked up a new all-time attendance mark of 30,121, according to official figures just released by Dave W. Cooley, manager. Record turnout was attributed by Cooley to the new dates, August 13-18, approximately a month earlier than the old ones.

Attractions include Jack Kelly's ice show in the grandstand, a Grand Ole Opry unit and stock car racing. A thrill show canceled out three days before its allotted date. Ross Manning Shows were on the midway.

REVIEW

'Ice Follies' Holds to Pace Of Past Peaks

LOS ANGELES—"Ice Follies" this year comes close to an ideal balance. There's something for everyone in the family, ranging from plentiful comedy for the kids to a fashion show for the clothes-conscious ladies.

Skating standouts are Frances Dorsey, Florence Rae, Andra McLaughlin, Richard Dwyer, Mr. (Continued on page 75)

N. H. Annuals Do Okay, Altho Skies Scowl

ROCHESTER, N. H.—Despite weather that scowled more often than it shined, New Hampshire fairs have done well this season and in some cases have set records.

Rochester Fair, largest in the State, was hampered by rain the first few days but clocked good crowds to see Pat Boone and Jill Corey on the middle two days, in a GAC-Hamid show.

"Family Day" at Hopkinton Fair brought in an all-time high of 17,347 and also witnessed setting of a harness race speed record. The first three days, however, suffered from disagreeable weather.

Lancaster Fair fell below last year in attendance, blaming it on 2.66 inches of rain that poured onto the grounds during the four days. Total paid admissions were 15,244, with the final day, when weather was good, responsible for 6,482 of this figure. Dana Lee, (Continued on page 75)

Publicist Ora Parks and wife have returned to New York and are staying at the Belvedere Hotel.



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Start Canadian Bldg. at Brussels

BRUSSELS, Belgium — Construction has been started on Canada's gleaming 50-foot tower of aluminum and glass at the site of the 1958 world's fair here. The Canadians are the first participating country to start work on their pavilion.

The exhibit will express the theme, "Man and the Open Spaces," and will occupy about 10,000 square yards.

AUDITORIUMS & ARENAS

Industry Sees Expo Value, Concentrates Time, Effort

By TOM PARKINSON

AN insight into how business executives are looking at the trade show and exposition field is given by a set of articles in the issue of a trade paper, Industrial Marketing.

The point driven home the hardest is that industry and business now have come to look upon space shows as another media to be listed with newspapers, broadcasting and equivalent ad methods.

And the best illustration of this is not merely that major companies are enthusiastic users of space shows but also that such a tremendous amount of advance work and planning goes into the trade show and exhibition efforts of these participants.

THE ADVERTISING-PUBLICITY executive of General Electric's atomic power equipment department writes about their pre-show action in connection with the Atomic Exposition at Cleveland Public Auditorium in December. Nine months prior to the show GE began its atomic exhibit program and subsequently these exhibits were seen by 55,000,000 persons at 20 shows, with Cleveland as the key event.

In October a Task Force Cleveland was set up for planning. Its program got under way in November, when 20,000 invitations to the show and the GE display were mailed to customers and prospects. Then staffers who would operate the display met to receive information about what would be shown and how GE would operate at the show. There were numerous newsletters to task force members. Publicity material and photos were distributed on national and local levels.

A MAJOR PART OF the booth was set up at Gardner Displays, Pittsburgh, for photographing so pictures could be available before the display was shipped to Cleveland. Key officials were made available for interviews by press and broadcasters before the show. On the day before opening, a meeting was held at the Cleveland booth to familiarize operating personnel with the set-up. A sales information kit was given them in anticipation of inquiries they would have at the booth. Late in the run, GE sales representatives from other cities were brought in to see the display. As follow-up a company newsreel informed many employees in all GE installations of the Cleveland show. A measure of the success is that one out of eight persons at the show completed a prospect card, which GE figures is well above average.

Other industry people told of using special literature for shows, of distributing tickets early, of using labels and show symbols on company mail, of novel lighting or animation for displays, of gimmicks like snapping a photo of each booth visitor and then mailing it to him after he returns home.

ALL THAT EFFORT is apart from the basic operation of designing and setting up the booth. This phase is covered by the exhibits manager of Eastman Kodak Company in a companion article. He tells that Eastman has 12 specialists with the full-time job of planning and designing exhibits. Other departments help decide which shows to buy in and what space to buy.

During the two to three months' planning stage, Eastman builds a model of each major exhibit. This aids in study of traffic flow, color, display areas, storage areas and many other factors. The model also helps to sell the idea to superiors and other departments.

While the points made are of importance themselves, the greater result is they demonstrate, as Industrial Management says, that "probably no medium has gained stature so quickly in the past decade" as trade shows and exhibitions.

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- ★ Both are theatre-type, with sloping floor and balconies.
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- ★ Each has four lower-level auxiliary rooms, one capable of accommodating 500 persons, three seating 250 persons.
- ★ Each has kitchens capable of easily serving 2,000 people.

- ★ Each is equipped with closed circuit TV lines transmitting to other parts of the building.
- ★ Each has the most modern lighting control panels.
- ★ Each has stage 120 feet wide and 48 feet deep.
- ★ Each serves a wide area, Edmonton with a population of 223,549 and Calgary with population of 179,711.

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J. E. PLEWES, Department of Economic Affairs, Legislative Buildings, Edmonton, Alberta

Estes Rodeo

• Continued from page 70

who offered a guaranteed 12 weeks with an additional 12 on option. He guaranteed transportation, rental of stock and gate percentage. Estes took over 70 bucking horses, 36 saddle horses, 25 Brahma bulls, 16 Mexican bulldogging steers, 6 longhorn steers, 1 clown mule, and a stagecoach.

Show personnel totaled 54, including eight Indians for the stagecoach race, and eight girls for quadrille, trick riding and barrel racing, also two clowns and singer Eddie Smith. The show was the biggest thing ever tried by Estes, who fielded it under the banner Lone Star Ranch Rodeo. A former circuit competitor, he has been active in recent years' booking events in Texas and Oklahoma.

Nashville Strong

• Continued from page 70

necessary financing will be made available for completion of part of the program before the 1957 fair. The midway operation differed from past years in that no games concessions operated. A record number of rides and shows, however, were operated under the Gooding banner.

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- ★ Choo Choo Ride
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HARRY SOMMERVILLE

Rain Cuts Reading Turnout Over 20%

READING, Pa.—The Reading Fair, which was blessed with good weather during the first six days from Sunday (9) to Friday (14), was rained out Saturday night and closing Sunday (15-16). Until then attendance was fair but trailed 1955 on every day but one.

The Miss Reading Fair beauty contest, which offers \$2,300 in cash prizes and annually attracts a big gate on Saturday night, was postponed until closing Sunday to be run as a night program following the USAC big car auto races. However, the weather Sunday forced postponement of the races and beauty pageant until this Sunday (23). This is the first time the beauty contest was rained out since its inception in 1946.

Attendance during the eight-day fair was estimated at 186,452, which was 54,367 or more than 20 per cent below the figure for 1955. Comparison of attendance figures with last year is as follows:

	1955	1956
Sunday (9)	48,476	43,512
Monday	15,139	13,451
Tuesday	43,656	39,872
Wednesday	15,513	14,743
Thursday	13,733	11,542
Friday	53,407	54,106
Saturday	19,871	7,123
Sunday	31,024	2,103
TOTAL	240,819	186,452

A combination of GAC-Hamid's "Stairway to the Stars" revue and Bill McGaw's Olympics auto thrill

show filled the grandstand and paddock area Friday night. Tuesday night's grandstand was filled with a rock 'n' roll show featuring Lillian Briggs, Carl Perkins and Gene Vincent being added to the regular revue.

The stand was well filled Saturday afternoon with the audience holding their seats despite a down-pour to witness an antique car parade, show by WCAU-TV personalities, Joie Chitwood's Original Hell Drivers and the crowning of the "Farm Maid of 1956." Marian J. Hoffeditz, 17, of Chambersburg, R. D. 4, won the \$100 first prize in the "Farm Maid" event in which farm girls were judged on ability in needlework, apple pie baking and hand-milking a cow.

Good crowds were reported on Tuesday to Friday afternoon for the Grand Circuit harness race meet which saw two world's records, three Reading Fair futurity marks and a season record broken by the pacers and trotters.

The rescheduled program on Sunday (23) calls for the auto race time trials to start at 1:30 p.m., and the beauty pageant at 7:30 p.m.

The TV Discoveries unit on opening Sunday night, featuring Russell Arms, Jill Corey, Zippy the television chimp and others acts, drew poorly.

Hoosier Tarp Opens Office In New York

NEW YORK — A New York sales office is being opened by Hoosier Tarpaulin and Canvas Goods Company, Inc., and will be operated by H. M. Oberman, vice-president in charge of marketing.

A major supplier of show canvas, the firm is headed by V. M. Goldberg, who also announces the appointment as supervisor of John Auldridge, former chief tent foreman for the Ringling circus. The company has five factories in Indiana and was established in 1925.

Local office will be at 205 West 34th Street. Headquarters remain in Indianapolis.

Allegan, Mich., Pulls 92,000

ALLEGAN, Mich.—The Allegan County Fair wound up its seven-day run here Saturday (15) with an official attendance of close to 92,000, Clair McOmber, director, announced. This was the top count for the fair surpassed only by its centennial run in '52.

Attractions generally fared well. The Barnes-Carruthers night show, produced by Gertrude and Randolph Avery, was ahead of last year. The Trans World Auto Daredevil fought rain but came up with one full and one half-full grandstand. Four days of horse racing, with \$21,000 as purse, proved popular, and Jerry Lippiat's racing mules, used daily with the races, were well received.

John Reid's Happyland Shows brought the strongest lineup ever seen at the fair here and produced a gross 20 per cent ahead of '55.

Plant improvements this year included the construction of a new \$8,000 4-H riding club barn, a new steel judges' stand that is movable.

THE FINAL CURTAIN

BOYER—Jean, 88, former clown and acrobat, September 20 in Kalamazoo, Mich. He claimed to be the oldest living clown. Survived by his daughter, Mrs. Jean Boyer Klobnack, Detroit and a sister, Ida. Burial in Bangor, Mich.

BUFFKIN—Emmett F., 53, former concessionaire and legal adjuster, recently in Dallas following a stroke. He had been with Smith's Greater and the Tidwell shows and was a member of the Lone Star Showmen's Club of Texas. Survivors included his widow, three children and a sister. Burial in Showmen's Rest, Grove Hill Memorial Park, Dallas.

DODSON—C. Guy, 72, former co-owner of the Dodson's World's Fair Shows, September 22 at his home in Savannah, Ga. (Details in Carnival section.)

MORTON—Robert, 62, partner in the Hamid-Morton Circus and a founder of the indoor Shrine circuses, September 16 in Miami. (Details in Circus section.)

TRUESDALE—Lyman Pedrick, veteran Miami showman, September 13 in Columbia, S. C. For the past 30 years he had worked the South Carolina State Fair at Columbia. Survived by his widow, Beatrice; three

brothers and a sister.

WOODS—Jack, 63, veteran concessionaire, who for many years operated at Ohio fairs, September 17 in Russells Point, O. Survived by his widow, Ida, and two sons, Jack R. and Orville C.

MARRIAGES

SILVERLAKE-CROOKS— Marcus Silverlake and Garnett Crooks September 19 in Medora, Ind. Both are members of Silverlake Troupe, circus and fair performers.

BIRTHS

PEACOCK— A son, Willard Harold, September 15 in Regina, Sask., to Mr. and Mrs. Bruce Peacock. Father is publicity director of the Regina (Sask.) Exhibition.

IN MEMORY OF EDWARD HUNT

September 26, 1954
CHARLES T. HUNT & FAMILY
CHARLOTTE LEVINE & FAMILY

In Memory Of Our Brother

MICHAEL "THE GREAT" TELESCO
Who passed away October 7, 1955.
Sadly missed by Brother and Sisters.
VICTOR TELESCO

In Fond Memory of EARLE REYNOLDS

Who passed away Sept. 30, 1954
REYNOLDS
SKATING GIRLS

IN LOVING MEMORY Of My Dear Husband J. C. McCAFFERY Who Passed Away 2 Years Ago, Sept. 28, 1954

Beyond the sunset he has gone,
Still memories linger on,
No one knows the silent heartaches,
Only those who have lost can tell
Of the grief that is borne in silence
For the one I loved so well.
Oh, Mack, How I Miss You.
Forever In My Heart,
Your Loving Wife,
SARA MAE

In Loving Memory of Our Sister

JAQUELINE TEETER

Who Passed Away
September 29, 1952

JEAN AND VIRGIL TEETER

IN MEMORY

Of our very, very dear friend

J. C. McCAFFERY

Who passed away
Sept. 28, 1954.

LOU and ADA DUFOR

Kelly-Miller Hits Football

SIKESTON, Mo.—Al G. Kelly & Miller Bros.' Circus had a near-full night house but a half house in the afternoon here Friday (14). The show was affected by a local football game.

Earlier at Carmi, Ill. (8), the show had two half houses.

In Memoriam

J. C. McCAFFERY

September 28, 1954



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the inspiration for us to forever
strive to be the best.



Paul Olson
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NAAPPB Disneyland Meeting Draws 200

Knott's Berry Farm, Nu-Pike Zone, Whitneys' Also Host Summer Session

ANAHEIM, Calif.—Walt Disney, Walter Knott and Dr. Frank E. Stanton Jr. were hosts to approximately 200 park men and their wives at the first West Coast summer meeting of the National Association of Amusement Parks, Pools and Beaches.

The members toured the realms of their hosts—Disneyland, Knott's Berry Farm and Ghost Town, and the Long Beach Nu-Pike—during the three-day session which ended Thursday (20). A large number of them went to San Francisco, where they were guests of the George Whitney's Playland - at - the - Beach Saturday (22).

Registration occupied Tuesday's (18) calendar with headquarters in the Disneyland Hotel here. Wednesday's forenoon registrations were in the Disneyland "City Hall."

The social functions of the meeting were launched Tuesday evening when Paul E. Huedepohl, executive secretary, entertained at a cocktail party in the Disneyland Hotel.

See Disney Funspot

On Wednesday a welcome luncheon was given for the visitors at the Plantation in Disneyland's Frontier. After an inspection tour of the Disney kingdom, the members were guests at the Golden Horseshow Revue in Frontierland. The show there featured Donald Novis, Wally Boag and the Gay Nineties Can-Can Girls revue. The day ended with a cocktail party at the Disneyland hotel and a banquet in the Gourmet Restaurant with Disney in attendance and officially greeting the visitors.

Visit Knott's, Nu-Pike

Thursday's program included another look at Disneyland, a special showing at the Mickey Mouse Theater in Fantasyland of a film on the construction and story of Disneyland, and lunch at Knott's Berry

Farm. Walter Knott, who created the fabulous restaurants and ghost towns, greeted the NAAPPB group prior to the serving of lunch in the Indian Room of the Steak House.

Dr. Stanton, president of the Long Beach Amusement Company, and G. W. Worthington, the Nu-Pike's general manager, were the hosts to the group for the tour of the amusement zone and cocktail period which was held in the patio of the pool. A buffet was served and featured colored breads as well as the Hawaiian music of Ron Maury and his trio.

With Friday listed as "free time," a number of the association members visited in Los Angeles while others went directly to San Francisco for the wind-up festivities.

Jerseyites Pepped Up on Swim Contest

VENTNOR, N. J.—Ocean swim contests are a big thing, publicity-wise, the local Lions Club was told this week about this community's own version.

The annual "Round the Island Swim" has benefitted this resort spot with priceless publicity, the meeting was told by James Toomey, director of the event. He said that next to the Miss America Pageant, the swim is the best publicity feature to emanate from the South Jersey shore strip.

Toomey cited increasing numbers of visitors, especially from Canada, as a result of the wide promotion given to the swimming contest. "The value received," he added, "is worth the expense and effort many times over."

AUTRY SHOW PACKS BUCK LAKE RANCH

Smythe Tells of Six-Year High Mark, Pulling Funspot Out of Hole for Year

ANGOLA, Ind.—Gene Autry set a six-year record here Sunday (16) when he pulled about 20,000 people to Harry Smythe's Buck Lake Ranch for three performances.

This score came on the heels of Autry's strong draw at the Canadian National Exhibition, Toronto, and at the Kentucky State Fair, Louisville, where he pulled 75,000 for an \$80,000 gross.

Coming up now for the Autry troupe is an appearance September 21-30 at the Ak-Sar-Ben Rodeo in Omaha, where Gail (Annie Oakley) Davis also is with the show. This date will be followed by their stand at the International

Amphitheater's rodeo in Chicago in October.

Nears Park Record

Smythe, enthused over the success, said the Autry date at Buck Lake Ranch pulled the best business the spot has had since 1950 and was within \$3,000 of the spot's all-time high, a day six years ago that climaxed a 19-week promotion. The park uses many name attractions.

Smythe said that thru the season the spot was well below last year's business, but that the Autry show, which finalized the year's attraction list, put the park over the hump and to within "a few thousand" dollars of a year ago. A six-man escort was needed to wedge a way thru the crowd for Autry, he said. Weather broke right for the show.

In addition to Autry, the bill included the Cass County Boys, Johnny Western, and the horses, Champ and Little Champ. The show flew in from Louisville and then on to Omaha.

Galveston Pier Up for Sale

GALVESTON, Tex.—The Isle Pleasure Pier in the Gulf here has been put on the market. The huge steel recreation pier is complete with fishing facilities, air-conditioned ballroom, exhibit hall and outdoor theater.

Valued at \$2,000,000, it can be had for \$400,000. Nobody has been able to make it pay since it was opened in 1944, according to Mayor George Roy Clough.

Started a few months before the attack on Pearl Harbor, the giant structure was built with an eye toward duplicating Atlantic City's Steel Pier. The city entered into an agreement with the government's now-defunct Reconstruction Finance Corporation to finance the pier. Galveston put up \$300,000, then issued \$1,100,000 in 4 per cent revenue bonds, all of which

(Continued on page 75)

(Continued on page 75)

Jersey Decision Put Off 4 Months

November Ballot Ruled Impossible; January Amendment Only Hope for '57

NEW YORK — Hopes disappeared this week that the New Jersey Legislature will place a gaming referendum on the November ballot, but new hopes replaced the old, when a committee head promised publicly to take action during the session to begin in January. Meanwhile hundreds of operators, landlords and merchandisers must wait in anxiety.

Games operators, who lost the richest part of their season when a Supreme Court ruling was followed by a mass shuttering of games prior to July 4, now must wait another four months for their desired peace of mind.

The special Senate committee studying the legislation of games is headed by Sen. Charles W. Sandman Jr. of Cape May. He reported this week that in order to get the measure on the ballot, "the requirement for public advertising not less than three months prior to submission of an amendment question to the voters renders futile any attempt at constitutional approach in 1956."

Sandman said, however, that his committee is framing a statute that would legalize gaming by amending the Constitution.

In June the Supreme Court ruled that concession games are illegal, whether or not skill is an element. So long as money was paid by the players and prizes awarded by the operator, that was gambling, it was held.

The Legislature immediately tried to reopen games by amending the State's anti-gambling law. Governor Meyner vetoed the bill, tho, saying it was unconstitutional and that the only way to legalize the games is by public referendum or constitutional amendment. Since time will not permit putting the measure on the November ballot because of the advertising requirement, the second method must be employed.

The pressures on game operators

have become unbearable, first, because they were overstocked with pre-July 4 merchandise, and now because they must wait until January, at least, for further news on their livelihoods. This will take them past the time when they normally must have their deposits down and contracts signed for concession stores.

On the committee with Sandman are Sen. Richard R. Stout of Monmouth and Sen. John A. Lynch of Middlesex.

Wet Weekends Spoil Season At Walled Lake

DETROIT—Walled Lake Park closed for the season Sunday (16) after what Manager Fred W. Pearce Jr. called "the worst season rainwise" in his 22 years in the business.

Only three weekends all season escaped rain on Saturday, Sunday or both.

As a result total season business was down considerably from last year. Pearce ascribed this primarily to the weather rather than to economic conditions.

Improvements for 1957 are still in the talking stage. Definite plans will be made after the show conventions, Pearce said, and meanwhile a general program of park refurbishing is in progress.

DETROIT — James S. Holden was reappointed to the Detroit Zoological Park Commission by Mayor Albert E. Cobo. He has served continuously on the commission for the 32 years since inception of the zoo at Royal Oak.

DANISH PARK UNIQUE

113 Years for Tivoli and Records Continue to Fall

COPENHAGEN—One of the best answers to George Jean Nathan's blast against amusement parks (in Esquire) is Copenhagen's Summer Tivoli. This commercially operated amusement park opened on August 15, 1843, and is still operating on its original site by the same stock company which created it. Two of the park's original establishments, the Divan I and the Divan II restaurants, are also still in operation and doing good business. Its oldest building is the Pantomime Theater, built in 1874, which still presents fine pantomime and ballet productions free to park patrons.

Tivoli's prime attraction is its very adherence to old "traditions." Even when it is obliged to adopt modern ideas it endeavors to make them appear ancient. Its modern new Concert Hall, which was inaugurated on May 1, cost about \$145,000, but its huge facade adheres to traditional architectural forms of the park and has been studded with hundreds of special electric light bulbs, which "flicker" in the same manner as did the small gas jets with which former buildings in Tivoli were outlined.

Tivoli's big drawing cards are the abundance of good music it

provides, its gardens, its restaurants, rides, games and amusement features. Its many features have been lauded by American showman Billy Rose, and park men Harry Batt, of Lake Pontchartrain, and George Whitney, of Whitney's Playland - at - the - Beach, both of whom visited recently.

The "antique" Tivoli, as one of the top tourist attractions of Europe, is rated as one of Denmark's most valuable items of "invisible export" due to the foreign currency it brings in. In 1955 it hit a total pay gate of 4,071,887 and registered its highest gross income. Tivoli's attendance includes only paid turnstile admissions. At closing time on Sunday (16) the management stated the season attendance record had again been broken, with a total above 4,260,000. Daily average attendance for 1956 was about 30,647, and 20,791 season tickets were sold.

Proof that music is a drawing card is the fact that a large number of people were in line for at least 15 hours on September 12 to purchase tickets for the three final concerts in the park's Concert Hall. There were more than 6,000 tickets, at from 15 to 30 cents, and

(Continued on page 75)

DREAM SEQUENCE

25 Mil View Lagoon On 'Wide World' TV

NEW YORK — A 25,000,000-viewer audience was exposed to New Lagoon Park at Salt Lake City last Sunday (16) when the NBC show, "Wide, Wide World" used the spot as setting for a ballet sequence. Previous showings were from Palisades Amusement Park early this year, and from the Dallas State Fair, from where "Wide, Wide World" held its premiere last year.

In contrast to the Dallas show, which required 16 cameras and operated with handicaps of a record one-day crowd, the Lagoon sequence was shot in a deserted amusement park, as seen thru the eyes of a sleeping girl. Benefit to the park industry in general, and to Lagoon in particular, was incalculable.

Ranch Kimball, president of the park firm, was in New York during the program, and manager Bob Freed was at the location. Idea for the ballet-type presentation was born some time ago, and a survey trip to the park was made five weeks back by choreographer Virginia Tanner, director Danny Rain-

ger of Salt Lake, and others. Herb Sussan, producer of the sequence, said the park had been thought of as a means for expression by Miss Tanner's dance school kids at Brigham Young University.

The troupe, consisting of children ranging from four to 11 years in age, went thru their routines after rehearsing to taped piano music. During the actual show orchestral music originated from New York. Score was by show musical director Dave Broeckman.

Taking advantage of the park's Mother Goose theme, the sequence showed a girl, Marco Polo Jones, wandering into the deserted park, and gazing into distortion mirrors thru the reflection of which the park comes to life. Children danced, and rides moved to musical cues.

Thruout the nation, 143 stations of the NBC network carried the show. Producing staff, increasingly conscious of the outdoor show world, commended Lagoon Park management and personnel for their co-operation and indicated continuing use of the industry for television showings.

ROLLER RUMBLINGS

100 From 21 States At Greeley Institute

GREELEY, Colo.—Twenty-one States were represented by 100 students at the Warnoco Rink American Skating Institute held here recently.

This year the Institute featured two sections, elementary and advanced. Mornings were devoted to lectures and afternoons to skating practice and instruction. There were no seminars on rink operation, promotion or class development, but those in attendance found the entire program patterned to individual needs.

Included in the faculty were Clifford (Satch) Wilkins, New York; Thomas A. Lane, Sacramento; J.

W. Norcross Jr. and John Montgomery, Greeley; Jerry Nista, Bridgeport, Conn., and Norma Lee Johnston, St. Joseph, Mo.

Attending the school were the following:

Arizona: D. C. Adair, Phoenix. California: John Hower, San Gabriel; Frank J. and Bernadette Reif, Temple City; Lucille Kunstman, Richmond; Barbara Guynn, Whittier; Thomas A. Lane, Sacramento. Colorado: Clarence, Donald and Cheryl Brown, Gall Gibson, Scottie Condrey, Janet Kay Hoke, Kathy Miller, Larry and Sandy Mueller, Kathy Tigges, J. W. Norcross Jr., John Montgomery, Gary Wallace, Margaret White, Mrs. Jessie Miller, Henry Werner and Marilyn LaPorte, all of Greeley; Alice, Lyle and Cheryl Carpenter and Seleta Craig, all of Yuma, Connecticut: Jerry Nista, Bridgeport, Illinois: Mr. and Mrs. Joe Shevelson, Chicago Skate Company, Indiana: Dewey and Richard Mesiam, Alexandria, Iowa: E. P. Bunnell and Earl Randall, both of Cedar Falls; Robert Grant, Dennis Lowder and Darrel Hein, all of Cherokee; Cicely Spicer, Patterson; Joan and Mrs. Cecil N. Spoor, Fort Madison, Kansas: Maureen Busbee, Independence; H. G. Dodge, Eureka; Marilyn Helms, Brenda Bennett, Billie Sue Wilson, Mr. and Mrs. W. E. Wilson, Mr. and Mrs. D. Bennett, all of Topeka, Louisiana: Mr. and Mrs. Golman La Fleur, John, Anthony and Eloise, all of Elton.

Minnesota: Kenneth and Mrs. Loren Zeller, Peggy Harman, all of Truman, Missouri: Mr. and Mrs. Arnold Blodgett, Kirksville; Norman Lee Johnston, St. Joseph. New Mexico: Alice Jo Fitzpatrick, Las Cruces. New York: Gordon Bennett, Corning; Mrs. M. Nista and Mrs. L. Aquilano, Brooklyn; Clifford Wilkins, New York. Ohio: Frank C. and Tom Wright, Columbus. Oklahoma: Blanche, Leslie and Linda Gayle Pouse, all of Bartlesville; Ann, Kit, Sue and Twyla Fitzpatrick, all of Chickasha; Glenda Lawrence, Shawnee. Oregon: Victor R. Day, Coos Bay. Chester Naro, Eugene. South Dakota: Karen Collins, Spearfish. Texas: Bob Cagle, Betty England, Betty and Mary Helen Kent, Barbara Beakley, Marjorie Platter, Floyd Robertson, Lois Kent, Mr. and Mrs. Floyd Robertson, Mr. and Mrs. Raymond Cagle, Mr. and Mrs. H. J. England, Mr. and Mrs. Howard Rawlings, all of Borger; Warren Friday, Fritch; Marsha Joy and Mrs. M. P. Rawlings, Phillips; Joan Ingle, Plainview. Utah: Carol Ann Grose, Judy Jay, Barbara and Mrs. Virginia Metheny, all of Ogden; Christie Jean and Mrs. Margaret Tolman, Layton. Washington: Joy Baldwin, Centralia; Irene Eisenzimmer, Yakima; Joe Motomatsu, Olympia, Wyoming: Jackie and Beverly Goff, Casper.

Birthday Party Kicks Off Bowl-O-Rink Season . . .

NEW BRITAIN, Conn.—The Bowl-O-Rink conducted its first anniversary party Sunday afternoon (9), with prizes and special events on the schedule. The rink, now on regular fall policy, is open Wednesday, Friday, Saturday and Sunday nights, with afternoon sessions on Saturdays and Sundays. The rink is available for private parties on Tuesdays and Thursdays. Junior dance classes started September 15, with adult sessions on Saturdays and Sundays. The rink is available for private parties on Tuesdays and Thursdays. Junior dance classes started September 15, with adult sessions getting under way October 5. The Bowl-O-Rink Figure Skating Club held its first meeting September 9.

Meyer's Cincy Spot Off to Flying Start . . .

CINCINNATI — The Lou Meyer-operated Price Hill Roller Rink kicked off the new season August 31 to the biggest opening night in its history, Manager C. V. (Cap) Sefferino reported last week. Since then, he said, business has remained gratifying.

The management plans to follow the same promotional campaign it found successful last year. Biggest guns in the campaign, promotions which give the suburban skater tremendous advertising results, will be a repetition of the polio show which is sponsored by The Cincinnati Post, and a skating queen contest. While last year's queen con-

test was in progress over a period of a number of weeks it doubled business in comparison with that for the corresponding period of the previous year, said Sefferino. Standard procedure for the rink is a hustling campaign for the booking of skating parties.

Local newspapers are used exclusively to advertise, the rink using three insertions weekly. Copy is keyed to a "keep that lovely figure" theme, designed to draw adult trade.

Let Contract for Savannah Iceery . . .

SAVANNAH, Ga.—Award of a contract for installation of an ice rink at the Savannah Sports Arena was announced recently by Aaron Newman, president of the arena. Contract was left to Erickson's, Inc., and work on the project begins immediately. Newman said the installation will cost more than \$40,000. He expects to be operating by December 1. The rink will contain about 5,120 feet of skating surface, ample for 200 skaters. Newman emphasized that he will continue to use the arena for all events, just as at present. The iceery will be covered when other events are booked.

RSROA Issues Monthly Business Bulletin . . .

DETROIT—A monthly promotion-slanted bulletin is being published for operator-members by the Roller Skating Rink Operators' Association of America, with former Secretary Fred A. Martin, Fort Lauderdale, Fla., as editor. Format of the bulletin, "Our Business Is Roller Skating," is unusual, with each issue placed in a standard 8 by 11-inch file folder and separated color coded.

A typical issue contains 13 pages—about 6,000 words of business-wise helpful reading. Contents of an issue include: Anniversary announcements, five articles by Martin on operator-professional relations, bringing young mothers back to the rink, skate rental business, a review of annual roller skating trends, two promotional events, an article on a forthcoming group insurance plan by past president Victor J. Brown, a page of announcements, a regular feature on promotion by George P. Russell, St. Petersburg, Fla., director of publicity for the RSROA; an article on clearance sales, ideas on skating queen contests by Dorothy Lane, tips on direct mail by Secretary-Treasurer R. D. Martin, and an inspirational piece.

Toppi's Imperial Reopened in Philly . . .

PHILADELPHIA — Jimmy Toppi reopened his Imperial Roller Rink here Thursday (6). The rink will be open every Tuesday, Wednesday, Thursday, Friday and Sunday evening for skating, with admission at 55 cents. Children's matinees, with a 40-cent gate, are scheduled for Sunday afternoons. The rink is available for private parties on other nights.

Danish Park

Continued from page 74
all were sold within four hours. On that day there were the usual number of free, open-air concerts by the park's two additional concert bands, a concert and three parades by the Tivoli Guards boys' band, and concerts on the terrace of "Wivex" restaurant.

Advance Perks for N. Y. Rodeo

Continued from page 71

ly, Rin Tin Tin and the Collins Kids, Larry and Lorrie. Rogers and Gene Autry had varying degrees of success since World War II but their steady popularity had not been enough to stem the gate decline, which has likewise been steady.

Veteran Manager Frank Moore notes the following numbers of hands signed for competitive events: bareback, 50; calf roping, 48; saddle bronc, 46; steer wrestling, 73, and bull riding, 65. Regardless of the public's attitude, the cowhands will turn up if the prize money is right, and it remains right enough this year.

Rin Tin Tin will appear with the supporting crew which has made the animal's national video show a hit. Concern is whether the dog will appeal as much to night crowds, usually heavily adult, as to the matinee kiddie audiences. The Collins Kids are untried as a feature act hereabouts, having been exposed only on TV shots from the West Coast. They are richly talented in voice and musical ability, being masters of guitar-playing skills far ahead of their years.

In addition, trick riders and rop-

ers Rex Rossi and Buff Brady, best of their class, have been signed, and one of 1955's trick riding fems, Virginia Hadley, is a returnee. Not returning, however, is announcer Pete Logan, who reportedly is being replaced in New York, Boston and a couple of other dates, by Glenn Wood, of Ardmore, Okla. A new comedy act will be presented by Ken Bowen, and there will be the usual Eastern dude ranch barrel race to determine a regional rodeo queen. This will be the 31st edition of the cowboy event here.

Garden people have reportedly been watching the fair appearances of Tex Ritter, who is enjoying a resurgence of popularity, as a possible New York rodeo feature for the future.

'Ice Follies'

Continued from page 71

Frick, and Janet Champion. The Ice Follies perform notably in the precision skating routines, especially the "Bonnie Highlanders" number.

The comedy routines are, without exception, diverting and entertaining. Ole Ericson and Dick Mershon appear as a somewhat faded lion. The Beattys do a pratfall "Dream Waltz." The Scarecrows as a trio of rag-tag pirates get encore calls from the audience. Mr. Frick keeps up with the times in a "Geiger Counter Caper." The Sad Sacks come on as "Armoured Knights," and wind up skating on all parts of their anatomies, including their heads.

Costumes Gleam

The production numbers are beautifully costumed, well coordinated, and feature the show's famous unusual special effects, such as snow, rain, and steam. Standout are "Candy Stick Lands," during which some of the kids in the audience are chauffeured around the ice; "Snowflake Fantasy," and "Picturesque New Orleans," in which Florence Rae shines brightly.

Andra McLaughlin as the Syncopant-ist has an unusual rock 'n' roll routine. Young Janet Champion handles herself remarkably in some difficult stunts. The Henrys, Sr. and Jr., go thru an acrobatic act that would be difficult even off the ice, and winds up with a finger-to-finger stand.

Over-all it's a fast, well-paced show that does full justice to the efforts of past years.

Bob Spielman.

N. H. Annuals

Continued from page 71

president of Lancaster Fair Association, said there were 802 fewer adults this year, 2,826 fewer children, but 302 more cars—a statistic for which he had no explanation.

The two-day Canaan Fair attracted approximately 5,000. Cheshire Fair in Keene had 6,000 on its first day, a cloudy one. Plymouth State Fair came out best weather-wise, having only a brief shower. Kenneth Bartlett, treasurer of the fair, said attendance was up 25 per cent from last year, with more than 7,000 paying to get in on Governor's Day. Only bad luck came when 13 were slightly injured as Buzz Carter, of Miami, driver with the Buddy Wagner thrill show, lost control of his car when an A-frame broke while coming off a ramp. The car went thru a wooden guard fence behind which spectators were standing. Carter was unhurt, and the spectators were released soon after being admitted to the hospital.

Galveston Pier

Continued from page 74

the RFC bought, securing a lien on the pier's net revenue.

Beginning in 1944 Galveston was supposed to make annual payments ranging from \$30,000 the first year to \$68 in 1965. The pier was not making enough money to cover overhead and bond payments. So the city leased the pier to Al T. Whyne, who formed and now heads the Galveston Pier Corporation.

The corporation spent about \$300,000 on air conditioning. It brought in concessionaires, conventions and name orchestras. Still there wasn't enough to pay the city's obligations.

Whyne offered to buy the pier for a reported \$150,000. The government wasn't interested. The corporation's lease expires next May, and Whyne has "no intention of renewing it." Moody enterprises are building a new convention hall and civic center three blocks away.

WANTED

Manager, Operator for Popcorn Units for 1957 season. Must know all phases of operation. Contact

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Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 488 Lexington Ave., New York 17, N. Y.; 108 Lake Ave., Pittsburgh, Pa. Street, Reno, Nev., 401 Park Bldg., 8th

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1000 pr. Used Clamp Skates. \$3.50 pr.
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Write for price list. Vg down, bel. C.O.D.
Authorized Distributor for
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WANT TO RENT ROLLER RINK

Years of experience as Owner and Manager. (Formerly Manager and Owner of Melody Roller Rink.) Write giving full details to

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PORTABLES ARE THE ANSWER
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TENT COVERED SKATING RINKS
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W. T. SHACKELFORD
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CURVECREST RINK-COTE
The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.
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We invite you to bring your skates to Curvecrest and see for yourself!

We BUY AND SELL NEW and USED RINK ROLLER SKATES
Lowest prices
Write for quotations—1-day service.

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FOR SALE
REX ROLLER RINK, LOWELL, MASS.
Operating for 20 years. Floor, 60x280. Red hot skating town—\$2,500 cash takes all equipment: 200 Shoe Skates, large number cheap Skates, Sound System, Tape Recorder. Low rental.

It's a PLEASURE to ROLLER SKATE on

"CHICAGO" RINK SKATES
They're true and easy with a wide range of action. TRY THEM!
CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO, ILL.

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Manufacturers of All Kinds of Roller Skates

SKATING RINK TENTS
42 x 102 IN STOCK
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NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO.
100 Central Ave. Alton, Ill.

High Quality KIDDIE RIDES
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GALLOPING HORSE CARROUSEL
Illustrated Circulars Free
W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

Beatty Draws More Texas-Sized Crowds On Winning Route

Dallas Stand Turns Out Well; Capacities at Three Other Cities

AUSTIN, Tex.—Clyde Beatty Circus rolled up more big scores on its winning tour of Texas last week. There was good attendance in Dallas, plus capacity and bonus business in subsequent Texas cities.

The four-day Dallas stand was one of the show's first tests in top-drawer metropolitan stands. It opened Thursday (13) to light houses and Friday (14) afternoon also was light. But Friday night brought out a near-capacity house, with only an estimated 250 reserves untaken.

Saturday (15) was a big day. The afternoon show was jam-packed and Dallas residents turned out a three-quarter house at night. The stand continued with a three-quarter house on Sunday afternoon, and a surprisingly strong Sunday night, with between half and two-thirds of capacity in the seats.

Corsicana, Bryan, Austin

Monday (17) at Corsicana had a light afternoon. Then the crowds turned out at night for a near-full house. Manager Frank McClosky said general admission ticket sales had to be halted early when the blues were strawed, but some reserves remained. Show used a new lot at New City Park there and had Kiwanis auspices.

Bryan counted the Beatty show as the first major to play there in 10 years. Shrine Club sponsored it. There was a big crowd for the train's unloading. Then both the afternoon and the night houses pulled capacity houses estimated at more than 5,000 persons each, with more turned away.

Austin climaxed the seven-day stretch with a three-show schedule. Jaycee's sale was a big \$10,000 and an extra show was announced prior to show day. The afternoon house on Wednesday (19) had a full house, altho it was delayed two hours by a late arrival.

At night in Austin, the circus had a capacity first house and played to a half house at the extra performance.

New Dallas Lot

In Dallas the show was in ahead of the State fair. It used a lot at North Central Expressway and Yale Boulevard, which is of an

Polack Waits Cristiani Bros.

SAVANNAH, Ga. — Cristiani Bros. Circus has experienced a sag in business since turning southward. But Manager Lucio Cristiani has stated that the change was not enough to have much affect on the show's winning position this season. Show played to strong business thru the summer.

In Savannah the show was smacked on circus day by the initial announcement that Polack Eastern is coming in for October 1-2. Si Rubens, former owner of Rogers Bros. Circus, is promotion man for the Polack date. Wait ads appeared on the Cristiani date, and the show had a light business with Optimist auspices.

adequate size and accessible to auto traffic. For unloading, the runs were about two miles away, but a round-about haul of four miles was required. The four sleepers were spotted about six miles from the lot and part of the personnel took rooms at motels near the showgrounds. For loading out, the two stock cars and nine flat cars were brought to a single track right alongside the lot.

Ora Parks joined the press staff of the show and began work at Houston. Visitors at Dallas included Harry Thomas, who subbed on candy pitch and announcing at some performances; Bill Moore, former agent for the Beatty show, and Lee Bradley, who joined as ticket seller.

INDOOR PIONEER

Bob Morton Dies At Miami Home

MIAMI—Robert H. (Bob) Morton, 61, of the Hamid-Morton Circus, died at his home here early Sunday (16). He had been in failing health for some time, but death was unexpected. Burial was Tuesday (19).

Morton had been active in recent days in planning the new season of the circus he operated.

He is survived by his widow, Mrs. Vernetta Morton, and their



BOB MORTON

adopted child, Robert II, of Miami. Several show people made trips to Miami to attend the rites, and many sent condolences.

Morton's greatest accomplishment in the show world was the part he played in developing indoor circus business from its early pioneer dates as an offshoot of tented shows to its present position as a major portion of the business. His participation in indoor circus business began in 1916. About 20 years later he formed the partnership with George A. Hamid.

Trained as Accountant

Morton was born June 1, 1894, in the Philadelphia suburb of Fox Chase, where his family had resided for 150 years. His entry into circus life was a turnabout in his life's pattern, for he was a 1916

Hunts Return; Vow Several Innovations

BURLINGTON, N. J.—With equipment in the barn following the final date of the season on Tuesday (18) in Middletown, Del., the Hunt Bros. Circus leadership turned matters over to their auditors and started procuring foodstuffs for the winter.

The family reiterated that the 1957 edition will be completely new and different, with the disclosure that it would consist almost completely of animals, with a minimum of performing personnel outside the family. There will also be another notable change which they are keeping under their hats, but this will be a performing change rather than pertaining to equipment.

Return was made without incident, and prospects for 1957 bookings are reportedly very favorable. The new ring barn, it is expected, will again be used for some weekend shows and possibly for televised circus segments.

graduate of the Wharton School of the University of Pennsylvania, which prepared him for life as a certified public accountant.

Summer work as a carnival concessionaire drew him into show business, and at one time he had one of the largest strings of concessions on the road, touring with such shows as World at Home, Hort Campbell and C. A. Wortham.

His circus operation, which was to start soon after, was to grow steadily and successfully to one of the best in its field, and yielded him working capital which he applied judiciously in the real estate field. Four apartment hotels which he started in Miami were leased in

(Continued on page 77)

Continuation Plan Set for H-M Circus

Hamid Names Chas. Basile, Henry Robinson To Handle Road Affairs, Alerts Staff

NEW YORK—Plans were set in motion this week for continuance of the Hamid-Morton Circus without interruption or change of any kind following the burial of the co-owner, Col. Robert H. Morton, Tuesday (18) in Miami Beach.

On his return here following the rites, George A. Hamid Sr., a partner in the operation, said he had gone over all of the business aspects with Mrs. Vernetta Morton, who had always been fully informed on the management and operation of the circus.

Hamid said a staff meeting would be held here Tuesday (25). The show will open on schedule in Toronto, October 1, and continue with its bookings as in the past. Hamid said he would devote more time than ever to the circus to insure its smooth operation. This will include his personal appearance at virtually all of the dates.

Appointments Made

Charles Basile will be in charge of the program on the road, Hamid said, continuing a job he has handled under Morton for the past several years. Henry Robinson, financial secretary, will continue in this capacity but will make more dates with the show, according to present plans.

The representative and promotional staff is intact. Included are

Howard McReavey, Carl Sonitz, Omar Kenyon, A. C. McBeth, Howard Y. Barry and Lee Barton Evans, all of whom handle two or more towns.

The show program was set with Morton some time ago, Hamid said. A number of new features were agreed upon and engaged at that time.

Strates Buys King Animals

MACON, Ga. — James E. Strates, owner of Strates Shows, has bought most of the animals of the bankrupt King Bros. Circus, W. J. Bailey, Macon business man who was a backer of the ill-fated circus, has revealed.

Strates bought three elephants at Stroudsburg, Pa., Mona, Alice and Margie, and the elephant trailer. Also Strates has bought the large hippo at Penns Grove, N. J.; the polar bear, the tank trailer and miscellaneous cage animals, including two lions and two hyenas as well as the cage truck.

Durward B. Mercer, bankruptcy trustee for the assets of the former partnership of Floyd King and Arnold Maley, last week released these assets to Bailey, holder of mortgages and other preferred claims in excess of \$20,000.

It was shortly afterwards that Bailey completed the sale to Strates. The consideration was not revealed, but Bailey said it was "less than one-third the book value of the animals."

Mercer still has legal control of some of the other King Circus animals not covered by Bailey's mortgages. These include two elephants at the Miller animal farm, Pigeon Forge, Tenn., and an elephant and other animals in the zoo in Atlanta.

Bailey still owns the ponies and spotted Liberty horses and palomina stallion at Stroudsburg, but a deal for their sale is pending, he said. Other equipment released to him included the office wagon, reserved seat ticket wagon, the two light plants, shop wagon and 28 miscellaneous tractors and trailers, and nine straight job trucks.

Garden Shows Quit for Year

TORONTO—Bad weather led to the closing of Royal Bros. Circus several weeks earlier than had been anticipated, Bill Garden, operator, said here last week. Final five weeks were troublesome, he said, and the show therefore didn't com in as the winner it might have been.

He said the indoor Garden Bros. Circus would not be operated this winter, but that plans to enlarge Royal Bros. for next season and put it under a tent were under way.

Syracuse Sets Dates

SYRACUSE, N. Y.—Dates for the Syracuse Shrine Circus, to be produced by Joe Antalek, are April 29-May 5, it was announced last week. Earlier, erroneous dates were mentioned.

CIRCUS REVIEW

Mills Appearance Good As Season Nears End

By TOM PARKINSON

WHEATON, Ill.—Mills Bros. Circus is winding up the season with a performance that pleases and with plans for a busy winter's work.

The show has been shorthanded in working departments most of the season. In a meeting with personnel between shows Wednesday (19) at Valparaiso, Ind., Manager Jack Mills called on performers to help move it, and this help was in much evidence at the teardown in Wheaton on Thursday (20).

Business in Wheaton was strong. Both houses were near full.

The show's season ends October 13 at Wellington, O., and the circus goes to quarters at Jefferson, O.

This year's edition is seven trucks lighter than last year's, and the savings was accomplished thru

such economies as using two trucks instead of three to haul the same number of horses and in paring the bull herd (4). Top is a 130 with three 40s.

Co-owners Jack and Jake Mills agree that the winter is to bring more cuts in the number of trucks, but many aspects of the 1957 Mills show are yet to be determined. Whichever plan predominates, the show is to have much building and rebuilding to do in quarters in order to fill 1957 plans.

Performance Looks Good

This year's Mills performance, even at season's end, is flashy and good. It reflects Jake Mills' production work and Mayme Ward's wardrobe creations continually. The spec is strong. Carlos Carreon makes several concert announcements and held a good number in

(Continued on page 77)

CIRCUSIANA MART

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Different — Entirely New — Authentic
Fourteen full-length selections, 45 RPM extra extended play (30 minutes) playing time. Two ultra high fidelity records in an attractive album, \$5.00 postage prepaid. Single copy, 7 selections, \$3.00.

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CIRCUS PHOTOS—SET OF 8 SELLS-FLOTG Parade, \$1; all post card size, lists included. Bill Van Winkle, Club 150, Morton, Illinois.

CIRCUS PHOTOS—ALL SHOWS 1865 TO 1955. Catalog and sample photo, 25c. Robert D. Good, 1609 Turner St., Allentown, Pennsylvania.

CIRCUS WAGON KITS IN O AND HO gauge; Acts, Accessories, Tents, Menagerie Animals. Catalog, 35c. Craft plans for 34" scale circus wagons, Animals, Big Top, Tent, Literature, 10¢. Walters Hobby Shop, Dept. B-1, 207 French Road, Utica 4, N. Y. np

DELUXE CIRCUS PHOTOS, OLD, NEW—Sparks, Gollman, Sells-Floto, Forepaugh, Barnum & Bailey, Lincoln Bros. Stamps for July, 1956. List, Jay Beardsley, 451 W. Mifflin St., Madison, Wis.

FABULOUS PHOTOS COLORED—COURIERS, Heralds, Lithos, fancy Letter Paper, Envelopes, Gilded Tickets, unlimited special old Gentry Color Folder, Josen Parade Pix, \$7.50. Buy, sell, trade. McClintock Collection, Franklin, Pa. Send dollar for lists, samples.

FIFTEEN RINGLING 5 BY 7 QUALITY Photos. Check or money order to: Eells, 41 West Eighth St., New York City.

FOR THE COLLECTOR—CIRCUS PROGRAMS, Route Books, Couriers, Heralds, Books, Photos, etc. Send stamp for list. Morton Smith, Gainesville, Tex.

ORIGINAL BEATTY LITHOS, PROGRAMS, Routes, Photos, thousands American and European Circus Items. 3¢ lists list. Taber, 3668 Comer, Riverside, Calif.

LARGE COLLECTION OF ORIGINAL CIRCUS Negatives, \$500 cash. Come look them over. Robert Sams, 2745 Bush Boulevard, Birmingham 8, Ala.

PHOTOGRAPHIC CONTEST FOR BEST 1956 circus picture. Send 3-cent stamp for entrance blank. "Call of the Calliope." George Brinton Beal, Box 6, Newburyport, Massachusetts.

1956 CIRCUS PICTURES—20 CRISTIANI, \$2.50; 20 Geo. Cole, \$2.50; 15 Mills Bros., \$2; 15 Ring Bros., \$2; 15 Leonard Bros., \$2; 15 Hagen Bros., \$2. These sets you really will enjoy. Johnny Vogelsang, 713 Oak, Niles, Mich.

RATES

Regular Classified ads . . . set in usual want-ad style, one paragraph, no display.
20c a word—Minimum \$4.00
Cash with copy

Display Classified ads . . . larger type permitted and displayed to best advantage. No illustrations or cuts permitted.
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10 BILLPOSTERS

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PHONEMEN WANTED

Strong Sponsor, repeat Deal. Work here until Christmas. Book—Banners—Tix. Collected and paid daily. Phones ready September 24

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Ludlow 2-5139 evenings or ask operator for
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B. B. SIEGRIST WANTS TWO PHONEMEN

GOOD DEAL
Phone 6-6525
Office: 400 Evans, Bloomington, Ill.

WANTED

Elephant Man to take charge of winter-quarters, also Menagerie Help. K. Y., please answer.

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TONY DIANO, Agent
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2—PHONEMEN—2

2 Sheriffs' Deals ready to go. Salem and Corvallis, Oregon. No collects—pay daily.

ED HAVERSTICK
Plaza 3-7349
303 S. 2nd Corvallis, Oregon
P.S.: Wm. Cooper, Al Miner, Tom English, contact.

UNDER THE MARQUEE

Col. H. G. Coffey, Martinsville, Va., caught Cristiani and reports the show looks well. . . . **Dusty Rhodes**, Oshkosh, Wis., one-time John Robinson trouper, entertained the **Hari Kari Troupe** and the **Great Baska** when the acts played the Winnebago Fair. . . . **H. J. Wills**, of Lafayette, Ind., visited **Billy Todd**, and **Frenchy LeBoeuf** on the **Mills** band in Peru.

Bill Kourmpates reports he now has titled his high act the **Kormpates Aerial High Act** and that he played **Clementon Lake Park** in New Jersey on Labor Day. . . . **Ray Scheetz**, passenger agent for **Bob-Lo Park**, Detroit, during the season, is taking his magic act out for three weeks of **Emily Stanley's** Michigan School Assembly circuit dates. . . . **CFA's Ralph Stevenson** and **Norm Senhauser** caught **Mills Bros.** and **Kelly-Miller** the same day. . . . **Paul Bowers**, **Wilbert Bender**, **Dave Thomas** and **Bob and Norm Senhauser** caught **Benson Bros.** at Canton, O. . . . The **Senhausers**, **Ed Jones** and **Thomas** saw **Miller Bros.' Circus** at **Zanesville, O.**

Clown **Jim Snell** has settled in Tennessee and has bought property in **Lovington, Ill.** He is playing fairs and will be at the **Fort Worth**

Bob Morton

Continued from page 76

1950 to the **Drier Hotel** chain for a gross rental of \$3,564,000 over a 99-year period. He retained ownership of the **Morton Apartments** among other holdings.

Conceived Shrine Shows
While holding a spot in the wagon of **Gentry Bros.' Dog and Pony Circus**, **Morton** conceived the idea of interesting Shrine organizations in sponsorship of circuses. The **Gentry** owners, **Jake Newman** and **Ben Austin**, were not interested in the project, altho they lent equipment to **Morton** for a date in **Dallas**, where the sponsors got \$32,000 on a 50-50 cut.
That got the indoor Shrine-backed show going, and the **Bob Morton Circus** operated successfully for 15 years until being hit badly by the **Wall Street** crash and ensuing depression. In 1935 he joined forces with **Hamid** in the **National Producing Company, Inc.**, which was to field the **Hamid-Morton Circus**. With **Morton** handling the show and **Hamid** assuring a plentiful supply of topflight talent, the association prospered for more than 20 years.

Morton's military title was derived from his being invested as such when being appointed to the staffs of at least three governors: **Kentucky**, **Texas** and **Georgia**.

Morton was a member of leading showmen's organizations and had attained high status in **Shrinedom** thru his long interest in fraternal sponsorship of circus shows.

Shrine Circus. Fairs include **Missouri State Fair** at **Sedalia**.

Shirley Carroll was recently on the **Groucho Marx** radio-TV show. One of the few fem circus press agents, she was formerly with the **Beatty** show. . . . **Norman Carroll**, former circus announcer and press agent, is writing a circus book which he hopes to have published in spring of 1957. . . . **Walter Fox** reports the **Beatty** show is booked for an early November date in **Mobile**. **Fox** and **Mrs. Fox** were guests of the **Polack Show** at its opening. . . . **Earl A. Chapman**, former legal adjuster on the **Dailey**

Circus, is working his safety stamp campaign in **Mississippi** and **Alabama**.

Talent with the "Big Top Circus" unit at the **Kentucky State Fair**, **Louisville**, included **Jack Sterling**, **Joe Basile**, **Dan the Strong Man**, **Noble Trio**, **Jo an' Slivers Madison**, **Suez ponies**, **Liberty horses** and **elephants**, **Eddy Kuhn's cats** and **bears**, **Ullaine Malloy**, **Theron Troupe**, **Al and Lou Ross**, **Fortseitz-Mendez Troupe**, **Linare's tight wire**, **Flying Deisters**, **Flying Malkos**, **Arden Beecher** and **Company** and **Larry Ruhl** and **Sandy Winters**.

Mills Season Nears Wind-Up

Continued from page 76

Wheaton at 25 cents. Big show general admission is 90 cents.

The **Bakers** and **Drougetts** work juggling and hat routines well. The **Beketows** take two pony drills thru their paces in side rings. Twelve girls work web while two performer loop-the-loops and while the **Rudi Duo** works a high trapeze and then a break-away trapeze act in the center.

Beketows work dog acts. Good flash comes with the **Four Dubskis** and the **Four Lindermanns** efforts in acrobatics and head balancing. Clowns include **Buck Leahy**, **Jojo Lewis**, **Harry Baker**, **Pippo** and **Jeff** and **June Dewsberry**, who do the clown band at this point in the show.

There are two good cloudswing numbers, with the **Reynosas**, and then the **Beketow** dressage horse number is on. Clowns work the wedding gag. **Mills'** current importation of English ballet girls works an acrobatic number, while the **Seven Hungarians** perform sharply in the center and **Rudi** works an old-fashioned cannonball juggling routine. The **Hungarians'** **Risley** and **foot perch** work is superior and wardrobe is excellent.

Paul Nelson has eight sorrel **Liberty horses** in the center ring while the **Beketows** have six blacks and six buckskins at the sides. A **Namedil** trio does acrobatics while **Buck Leahy** works contortion and handstand on bricks.

Visitors at Wheaton
The **Reynosas** (3), who always make a good impression, appear for teeth suspension work that finishes with one holding the other two by his teeth. An aerial ballet works and the clowns follow with boxing. After a foot juggling act that's okay, **Reynosa** is back in a high trap act that clicks.

Another standard **Mills** strong point is the line-up of nine girls on nine menage horses, followed by high jumping. **Namedils** (3) come thru with their strong perch number, featuring a duo headstand atop a perch pole. The **Mills** quartet of elephants doesn't equal the superior **Mills** elephant act of the past

several years, but it is adequate and well peopled.

Mark Jones handles the announcing and **Frenchy LeBoeuf** is the bandmaster. **Paul Nelson** is equestrian director.

Visitors at **Wheaton** included **Hans Lederer**, **Mrs. Edna Dee Curtis**, **Dr. Otto Schlack**, the **Phil Pressons** and a large number of **CFA** members from **Chicago**, suburbs and **Elgin**.

2 PHONEMEN

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JAYCEE SPONSORED
CLYDE BEATTY CIRCUS
(John Buckley, Gardner, Bill Stoner, Frank Kelly, call me.)
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BENSON BROS.' CIRCUS

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2 PROMOTIONAL DIRECTORS. CAN USE 1 MORE CONTRACTING AGENT. L. O. Willows, Kitty & Gabby, wire where I can reach you.
BILL MORRIS
c/o Western Union Anderson, S. C.

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To lead and supervise Phone Crew. Bring your boys with you, or we can supply a Crew for proven Promoters. Will help finance road expenses and means of travel for you to get with it. We need 4 capable Promoters—3 Men and 1 Woman. We have contracts renewed every year in over 50 key cities. We have developed the best in the business. We want the best Promoters in the business; come look us over, I think you'll like what you see. **Keen Newcomb**, **Tommy Briggs** and **Judy**, get in touch.
Phone or write: if I know you phone collect—if not, pay your own, please.

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Year 'round deal, good percentage, good treatment, pay every day, no blank spots or delays. Tap lists and reloads in every town. This deal especially adaptable to Man and Wife team; can also use Phone Man or Woman experienced on long distance calls to work permanently out of our main office. Can furnish living quarters or trailer space if desired.
OTHER HELP NEEDED
Handy Man for Winter Quarters (must drive farm tractor and semi). Operator for portable steam Train. Woman Typist to travel with advance.

WANTED OUTSTANDING CIRCUS ACTS

For Seventh Annual **Macon Moose Halloween Free Children's Circus**, Municipal Auditorium, **Macon, Ga.**, night of Oct. 31, 1956. Write with photo and all details to
A. MACK DODD, Gen. Chairman
Macon Moose Lodge #1455
533 Third St., Macon, Ga.

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Don't call unless qualified. Pleasant working conditions. Air conditioned offices. Immediate draw can be arranged if you are producing. Need 3 Salesmen or Saleswomen to sell National Radio and TV Show Nationally. First time offered in St. Louis. If you are a Producer, you can make \$119.50 to \$208.75 per week.
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ACTS WANTED

Fast and outstanding Grandstand Acts for Oct. 23-28 and Nov. 3-12, **Tucson** and **Phoenix, Ariz.** Wire, write or phone, stating all.
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Albuquerque, New Mexico, Sept. 25-Oct. 7; Ft. Bliss, Texas, Oct. 9-14.

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TICKETS — UPC'S
BANNERS & PROGRAMS
Six months' work
25% Pay Daily
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Usual Shrine deal com. of 20%.
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Wants Man to run show-owned Concessions. Our season ends December 15 and opens January 3. Write or wire:
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General Delivery
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WANT TO BUY OR LEASE

5 Ft.—5½ Ft.
ELEPHANTS
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Swenson Thrillcade
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WANTED

Two Phone Sales Persons, ladies or gents, for sheriff and Shrine county deals. 20% paid daily on U.P.C. book and general admission. Wire or call. No collects. **TERRY NEWELL**, McMinnville, Oregon. Phone 1-1932. CALIFORNIA ALL WINTER—NO LAY-OFFS.

WANTED

Young Men to work with animals. Some experience preferred but not necessary.
Apply:
MR. WALDRON or MR. MENNELLA
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WHERE ARE YOU WINTERING?

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Title of Show _____ 978

Kind of Show _____

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Winter Quarters Address _____

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Weather Cuts Gate At Eastern States

Crowds Come Altho Rain, Cold Chisel Attendance, Wash Out Show Features

SPRINGFIELD, Mass. — Attendance marks were out of sight and out of mind during the run of Eastern States Exposition as rainy, cold weather attacked several days. Bad as the weather was, it couldn't compare with last year's hurricane, and Jack Reynolds, general manager, was not overly optimistic in anticipating at least the average for the nine-day event—428,000.

A good start was made on opening Saturday (15) with 48,826 as against last year's 37,000. Sunday's rain and cold chopped the gate from 52,508 last year to 47,407. Monday's weather was the same but a surprising 59,241, a thousand

or so more than last year, and mostly kids, turned out. Tuesday dipped to 34,128. Wednesday climbed to 54,237, a couple of thousand more than last year, and Thursday rain and cold again caught up and held the gate to 39,166, about 6,000 under '55.

Prices Changed

The all-time gate record of 456,370 was set in 1953 when President Eisenhower attended. Gate admission prices were revised this year and, with weather, would probably have boosted attendance. A price of 75 cents was set for teenagers. Adults pay \$1.25 and kids are admitted free daily when accompanied by adults. Moppets, under 12 and by themselves, pay 25 cents. The grandstand admis-

(Continued on page 79)

Albany, Ga., Develops Three Kiddie Days

ALBANY, Ga. — Albany Exchange Club Fair has arranged with school boards in the 17-county area to permit the closing of schools on the children's days of the annual. Negro children will be hosted on opening day, October 15, and white children Wednesday (17). Closing day (20) is designated as a mixed school day.

James Pierce, secretary-treasurer, lists attractions which will include a beauty contest, new car giveaway, antique auto exhibit and enlarged facilities in every department. An appearance by former Governor Herman Talmadge is expected to boost attendance on Wednesday (17). This is the second year in which the Exchange Club has operated the fair. Gem City Shows are returning as the midway attraction.

New Marks Likely At Allentown Event

Attendance Runs Ahead Each Day as Weather Continues Clear and Crisp

ALLENTOWN, Pa. — Allentown Fair got off to a great start on a full-time basis on Tuesday (18) after two days of partial, free-gate operation, and as it neared its close on Saturday (22) the fair seemed to have a record or two wrapped up.

Attendance on Tuesday was announced at 28,442, up from the 12,523 counted a year ago. The night grandstand crowd was near capacity with about one-fifth of the 7,400 seats vacant. Tuesday was kids' day and was obviously superior to any in the past with the grounds packed for hours.

The Wednesday (19) gate totaled 21,652, up 12,588 from last year. The grandstand at night was up 10 per cent with 7,253 reported.

41,402 Thursday

A record was entered Thursday (20) with the attendance at 41,402, almost double that of a year ago. The attendance was surprising in view of the fact that the temperature dipped to 44 degrees during the evening hours.

The weather has been favorable and much better than a year ago when several days were badly hurt by rain. Showers predicted thru-out Wednesday held off until midnight. The rains came then in torrents but the morning of Big Thursday dawned clear and crisp.

Several changes were introduced here as a result of decisions by the executive committee. One was the abandonment of the half-dollar turnstiles used for years and the substitution of automatic ticket machines installed by Globe. The new operation, involving some 11 automatic units and 19 different types of tickets, resulted in delays on opening day and the abandonment of ticket selling and counting after 8 p.m. when the gates were thrown open.

Other units were later added and the count is likely to be more

accurate than ever in the past. Ticket revenues run from about \$11,000 to \$15,000 per day but the dollar count does not represent anything like the total attendance since thousands of passes are involved.

A second change was in the booking of the grandstand-entertainment, with the contract this year going to the Music Corporation of America after having been awarded to Hamid interests for some 30 years.

Attendance seemed to be running a little ahead of last year but daily comparisons had little mean-

(Continued on page 79)

All Segments Do Favorably At Greenfield

GREENFIELD, Mass. — Additions to the 9,598 paid admissions—kids and other free-gaters—brought estimated attendance for the four-day Franklin County Fair to around 30,000, officials state.

The new Gay '90's Day firemen's muster and parade drew 4,000 persons to the grandstand on opening day, Sunday (9), with the single-day turnout figured at 15,000 for a record. Four-day attendance was second best in the annual's 108-year history.

Weather held good until closing day when it rained, but the Buddy Wagner auto thrill show still played to some 1,100 persons with a curtailed program. Acts were booked in thru the Al Martin Agency, of Boston, and showed on the fair's new \$4,600 stage, a modernistic platform set on cement posts. Coleman Bros. set shows reported opening day their best in 25 years here.

Fair officials under new President Richard E. Campbell ran a front-page ad in the local paper, day after closing, thanking everyone who helped and "patrons, for forgiving this new administration for its first-year mistakes." Publicity was broadened to cover two radio stations, one TV station and 10 newspapers.

Orland, Calif., Beats Records

ORLAND, Calif. — The Glenn County Fair set a new attendance record of 25,544 during its five-day run which ended here Sunday (16). Walt Kittridge, fair manager, disclosed. The figure represented an increase of 1,664 over the previous high mark.

The weekend program included horse racing Saturday (15) followed by an all-star vaudeville revue and a free dance that night.

Manning, S. C., Switches Run

MANNING, S. C. — The Clarendon County Fair here switched its dates from originally scheduled September 17-22, to October 29-November 5. J. C. Altman, chairman, announced. The event is sponsored by four American Legion posts in the county.

York Dollar Count \$35,000 Under '55

Weather, Show Cancellations Hamper: Success Marks Event in Many Ways

YORK, Pa. — The weather got in some licks at the York Interstate Fair this year and the dollar count at the conclusion of the five-day event Saturday (15) was some \$35,000 under last year.

The dip, as noted by Samuel S. Lewis, president, was composed of \$15,000 less on admissions and \$20,000 less on the grandstand. But in other ways the fair was up over last year. The sale of space, for instance, brought at least \$10,000 more this year and Harry Immel, concession manager, had accepted deposits from 61 concessionaires before the conclusion of this year's event, an indication, it was pointed out, that business for the operators was generally good.

Apart from the weather, which was unseasonably cool thruout the run, and included rain on Friday and Saturday, the fair was handicapped by the cancellation of all planned principal attractions within a few weeks of opening. In one instance it was necessary to substitute on the day before. As a result, the fair's selling effort was hampered.

Many Cancellations

Spike Jones was replaced by Olsen & Johnson and Bob Hope was replaced by Ted Lewis. Producer Frank Wirth had only a day to arrange for the substitution of pianist Roger Williams and the Platters for the Vagabonds. The Irish Horan Lucky Hell Drivers

Smethport, Pa., Overcomes Rain

SMETHPORT, Pa. — Despite rain on two days of the run, the McKean County Fair closed here Saturday (8) with an attendance of 60,000, sharply ahead of last year.

Attractions during the week included harness races, an Al Martin stagershow, Joie Chitwood thrill show, stock car races, horse pulling, Gene Holter animal show and one performance of Bill Haley and His Comets. Latter show was hurt by rain. Thompson Bros.' Rides, the midway attraction, set a new record for the fair.

had to be replaced by Bill McGaw's thrill unit.

With the rain, which broke into the Friday night show and hit again on Saturday, the grandstand revenue dip would have been considerably more if the fair did not have its model, all-weather stage. The covered stage and comfortable stand make possible the presentation of any stage presentation in any weather short of a hurricane.

The James E. Strates Shows did well altho the weather held its gross under that of last year. Children's day gave the show its best single day take ever at this event.

Brockton Up 2% With Rain on Closing Days

BROCKTON, Mass. — The 83d annual Brockton Fair ran up a winning streak with records for attendance and mutual handles. Close to 195,000 jammed the grounds for the seven-day event, making it the largest total crowd in many years. Most observers held the event's return to a paid grandstand show was a success after years of free offerings.

Mutual handle of the six-day thoroughbred horse racing meet also went over the top with a final figure of \$507,885. Saturday set a one-day record with 60,000 attendance and \$143,445 being poured into the mutuels. These figures compared with a 1955 total attendance of 174,000 and handle of \$378,682. Attendance hike was nearly 20 per cent under new Manager Carlton Larsen.

Other departments also were upgraded. The grandstand with three GAC-Hamid shows, as well as sustaining acts, did good business. Despite heavy rain Friday (14) night, seats were filled and nearly 1,000 stood in the rain to hear Lillian Briggs and Carl Perkins perform. On Saturday one grandstand show was washed out, but the other was a turnaway despite bad weather.

Fair weather prevailed except for the weekend. Semi finals of the Class A horse show were marred Friday by wet grounds, but the show went on until nearly midnight.

The World of Mirth Shows reported business up quite a bit over last year, most of it in the evening. A second children's day Friday helped boost grosses.

In the horse-pulling contest a local record was broken, a team pulling a load of 9,500 pounds for

(Continued on page 79)

Weather Cuts Gate, Spending At Huron, S. D.

HURON, S. D. — The 1956 South Dakota State Fair, which closed Saturday (8), will show its first operating deficit in several years, but this will not deter the management's long-range grounds and construction improvement program.

Plans for the 1957 phase of the program, time-tabled for 1964 completion and price-tagged at about \$1,200,000, were discussed by the board at a meeting following the close of the 1956 fair. Top on the plans is a new women's building, to cost approximately \$200,000.

Foul weather, which plagued the 1956 fair, particularly thru the opening-week stages, was the major factor in this year's attendance and receipts slump. Another important factor was a 50 per cent

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Chowchilla, Calif., Names Green Mgr.

CHOWCHILLA, Calif. — John L. Green, president of the Chowchilla Junior Fair Board and acting manager since July 1, has been named secretary-manager of the exposition. He succeeds Edward Clendennen, who is now managing the Kern County Fair in Bakersfield, Calif.

Green, a resident here for 11 years and a member of the fair board for five during which he was especially interested in the development of the annual junior fat stock sale, plans to encourage community participation during the Chowchilla Junior Fair and Spring Festival.

BARRINGTON 115TH OK IN EVERY DEPARTMENT

GREAT BARRINGTON, Mass. — Barrington Fair's 115th annual edition closed Saturday night (15) in a driving rain, but after all the figures were in, the Berkshire event toted up a new high in total attendance, a new weekly high for mutual handle in the racing department, a new daily high in the same department and new one-day daily-double handle. Attendance reportedly varied between 10,000-20,000 each day.

All other departments, including the midway area, commercial exhibitors, food and beverage units reported high grosses. Total number of entries in the premium book classes topped all previous fairs here.

The running horse race meet of six afternoons, Monday thru Saturday, toted up a high figure of \$2,547,172 for the week. Saturday (15) saw a record breaker for

(Continued on page 79)

Record Seen for Allentown

• Continued from page 78

ing because of weather factors. The top price this year was \$2.25 as against \$2.50 last year.

Name Talent

The night show featured Guy Lombardo and his orchestra, Lu Ann Simms, the Crew Cuts and Professor Backwards. The intent was to present names and this was accomplished. Production, scenery and lighting were at bare minimums and the obvious, hasty assembling of the company was apparent in that the vocalist accompanying the several appearances of the Hal Sands Rockets had to pick the words from sheet music held in his hands. The Sands group was at a disadvantage, working on a one-level stage in front of the Lombardo group and without any scenic embellishments or prop aids.

The ingredients were there and the public on Wednesday night seemed to like the show but there was no display of enthusiasm and no encores were asked.

Right in the middle of the performance a 12-minute intermission was announced. Since there was no continuity involved, the break had little effect on the show presentation. The time was used to pitch chocolate bars with the promise of World Series tickets going to some lucky buyer.

The afternoon show involved Tex Ritter, cowboy, and acts and fair officials expressed pleasure with this presentation. Horse racing was included and, on Friday

and Saturday, automobile races. Lombardo worked the grandstand Sunday night with grounds open to the public. The regular performance began on Monday when the grounds were still free.

There has been some internal friction which may be dissolved with the upcoming elections. President Howard Singmaster, reported on his way out, has resisted the executive committee's actions. He did not want to interrupt the grandstand format, except for the inclusion of names, and he is currently against the talk of erecting two major buildings instead of his proposed year-around Coliseum which, he says, would be of multiple use to the fair and the community.

Barrington 11th

• Continued from page 78

attendance with more than 20,000 thru the gates and a new daily high in the mutuels of \$583,091. The daily-double figure hit \$71,912.

Weather Holds Okay

Weatherwise, the seven-day period stood up fairly well. Good weather prevailed until late Saturday afternoon when rains cut into the last three races of the day and washed out the night grandstand show and fireworks finale.

Opening Sunday feature was the Jack Kochman Hell Drivers with two shows, both strong. An Al Martin-booked "Night of Stars" opened Monday night for the week. Acts included Kay Gorham Revue, Roland Tiebor Seals, Lott and Anders, Jodie Gray, Montes de Oca, Johnny Laddie Company, the Adamsons, Three Renowns, and Billy Kelly, who doubled as emcee. Karl Rohde's band played and Louie Galanis did the scenery. Fair programmed one show nightly and a special morning show on Friday, kiddies' day.

Friday was also Governor's Day and a flock of politicians turned out for the festivities. Lt. Gov. Sumner G. Whittier carried the official greetings of the Commonwealth to the crowd from the racing steward's stand in the infield. Whittier also commented on improvements to the grounds. On hand for the week were the Rheingold models.

Manager Ed Carroll hosted all 4-H winners and their parents Tuesday night as a highlight of the "Achievement Day" exercises. Chief speaker at the banquet for 150 guests was Basilla Neilan, of Boston, child guidance specialist.

The midway was again under the direction of Jeff Harris. Al Lombard headed up the agricul-

Brockton Up 2%

• Continued from page 78

72 inches. Outstanding this year was the big Ayrshire cattle exhibit.

Stimulating interest in the fair was the Macy-type parade thru downtown streets with giant balloons attracting much attention. A cranberry festival and beauty contest, together with a twice-daily fashion show sponsored by local department stores, drew the biggest crowds in years.

President Dr. George A. Buckley was enthusiastic with the fair's policy of name attractions and said Brockton would stick to this system in the future. Rumors had been flying about this being the last year for the Brockton Fair, but Buckley discounted talk that the grounds would be cut up into house lots.

Among the eating places was Rock's Corner, named after Rocky Marciano, which drew well with the fighter in attendance at times. He also crowned the beauty queen.

Directors plan to start with more and bigger displays from national advertisers for next year. They say the fair makes a profit on the horse races if the handle goes over \$400,000.

tural and livestock ends, and Bob Hall the 4-H work. Harry Storn handled all publicity and advertising. Newspaper coverage was extensive and solid with feature writers on hand from all dailies in area and special writers from New York papers and magazines on hand.

Weather Hurts Eastern States

• Continued from page 78

sion for children for all shows was set at 50 cents. Teen-age and adult prices drop to 50 cents at 5 p.m.

The weather forced the cancellation of one presentation of the Jack Kochman Hell Drivers. A performance by Gene Holter's Wild Animal Show was saved when cattle judging was postponed and the track feature was moved into the Coliseum.

The night coliseum show did well thruout the run with sellouts anticipated for the final nights. Featured at various times in the GAC-Hamid show were Dorothy Lamour, Pat Boone, Dorothy Collins, Denise Lor, Russel Arms and the Eddie Grady orchestra. An added feature was the Canadian Mounted Police Musical Ride.

Publicity Strong

The stage was set for a possible top attendance with excellent promotion-publicity resulting under the direction of Amico Barone. Coverage was extensive and editorial comment was excellent.

Noted widely was the arrival of the 10,000,000th patron. The event is in its 35th year of operation.

The improvement and expansion that was inaugurated by Reynolds continues at a notable pace. Wonderfully clean and inviting food stands flank the entrance to the grandstand. They replace numerous rickety wooden structures. Across from them, and also replacing old eating units this year, are concession games behind uniform fronts.

Also on the entertainment side is the addition this year of Storyville, a combination fairyland-frontier town, kid attraction built permanently adjacent to the ride midway. It is large enough and contains sufficient units of interest to fit into any fair plant. It will be expanded and embellished, according to plan.

A chief activity on opening day was ground-breaking for the coming \$130,000 Rhode Island Building, for which \$111,000 has been already raised.

Fairfield County Fair, Lancaster, Ohio

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WANTED
CARNIVAL FOR COUNTY FAIR, October 15 or October 22.
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ROYAL AMERICAN HIKES HUTCHINSON GROSS 56%

Scores Big Biz in First Showing; Moves in, Sets Up in Record Time

HUTCHINSON, Kan. — The Royal American Shows made history at the Kansas State Fair, which ended its six-day run Thursday (20).

In its first appearance at the fair, the Royal American Shows piled up a ride and show gross that surpassed midway receipts of last year by a thumping 56 per cent.

In its move in from Topeka and in setting up here, the show also wrote another glowing chapter, making the jump in remarkably fast time and setting up with equally remarkable speed.

Helps Fair Gate

The Royal American's appearance marked the first for a railroad show at the fair in 10 years, and the size and brilliance of the Carl Sedlmayr organization amazed fair patrons and was credited as being a factor in the fair's attendance which was 18 per cent higher than last year.

Fairgoers marveled at the many rides and shows in the Royal's line-up, at the color of the show fronts, the brilliancy of its lighting—particularly that thrown out by the show's huge light towers.

Fair patrons also were struck by the Royal's Kiddieland, set apart from the main midway and and featuring the restored German band organ, benches for parents and special lighting.

The early-morning appearance of Hopalong Cassidy on the grounds Monday (17) brought moppets out in droves and earlier than usual and gave the Royal a whopping kids' day patronage. The Kiddieland was the biggest bene-

ficiary, but all segments of the Royal American shared in the bumper business that day and throughout the remainder of the week.

Dick Best's Side Show snared top money among the back-end units. The Watercade placed second, Leon Claxton's Harlem in Havana third and Bill Kemp's Motordrome and Johnny Branson's Goliath finished close together for the fourth spot.

Veteran showmen were impressed by the speed with which the Royal moved in from Topeka and set up here. The show began to tear down at 10 p.m. Thursday night (13) at Topeka. The 184-

mile run in here was made by 8:30 a.m. the following morning, with the first wagon unloaded 15 minutes later.

Under terms of the fair contract here, all units, except the Watercade and the Harlem in Havana Show, were to be up by 6 p.m., but most were up by noon and all but one—Watercade—was ready to work by 5 p.m., well in advance of the opening time for preveue night.

Youngsters on the show were hosted Wednesday (19) at a birthday party for Ronald Wunder, five-year-old son of Paul Wunder, assistant manager of the Best Side Show, and Mrs. Wunder.

Pomona Fun Zone Overcomes Gate Lag

Ride, Show Gross Holds Own Despite Patronage Decline First Five Days

POMONA, Calif.—Business on the World's Fair Midway at the Los Angeles County Fair here was reported holding its own despite the fact that the front gate attendance was lagging 15,000 behind 1955 on the fifth day of the 17-day event.

The midway, installed and directed for the fifth consecutive year by Harry A. Illions, includes 14 permanently installed rides, and two Kiddielands. Portable rides on the midway were supplied by Pan American Amusement Corporation. This show also supplied the rides for the Kiddieland near the Mexican Village. All together, Pan Am, managed by Jimmy Wood, brought in six major and 10 kid rides.

Illions for the first time supplied all of the rides in the No. 1 Kiddieland, near the World's Fair Midway. Here he had 13 rides, including a new train and the Flying Saucer, which was used on the main gayway.

In decorating the No. 1 Kiddieland, Illions brought out an entrance 80 feet wide and 40 feet high from his park in Buffalo. In this area, rides are available at the rate of six for \$1, marking the first time a coupon deal has been offered here.

Carpet, Wheels Up

Among the rides on the midway

that showed increases were the Magic Carpet and the Giant Sky Wheel.

Illions said that the number of game concessions had been reduced from last year to make space for additional rides installed. Of the line-up, biggest space buyer here were Louis Cecchini and John Levaggi, who operate Cecchini & Levaggi in Sun Valley, Calif. They have all of the concessions in the permanent buildings, the three-way stands were converted into counter games, where it was advantageous.

Cecchini & Levaggi also operate eating concessions in the zone. They purchased three permanent and three stands from Ruth Cameron. This marks the first time C. & L. have entered this field.

Other concessionaires on the lot included Steve Vaughn and Joe (Red) Dauer, and Jimmy Smith.

League Skeds Oct. 4 Meet

CHICAGO — The Showmen's League of America holds its first meeting of the fall season Thursday, October 4, in the regular Randolph Street clubrooms.

The new clubhouse is scheduled for completion by mid-November.

Strates Buys King Bros.' Circus Animals for Permanent Menagerie

Attraction Will Be Presented as Pay Unit At Fairs and Free-Act at Still Dates

SHELBY, N. C.—Announcement is made here of the acquisition of the defunct King Bros. Circus animals by the James E. Strates Shows. The animals and the transportation and showing equipment which were included in the deal will be used to construct a traveling menagerie feature for the show.

This is the second major permanent addition to the Strates Shows completed within a three-week period. The first was the purchase of 10 all-steel Pullman cars.

Included in the purchase were three elephants, Mona, Alice and Marge; a hippopotamus, polar bear, two lions, hyena, leopard and black bear. Equipment includes the elephant trailer, a tank semi trailer for the hippo and polar bear, one other semi and one straight job.

Pay Attraction

Strates said that the animals, which were delivered here where the show is playing the Cleveland County Fair, would be used to form a menagerie as a pay attrac-

PRESLEY FANS ROLL OUT BUCKS FOR PHOTOS

ALLENTOWN, Pa.—The current craze for Elvis Presley is paying off a handsome buck on the midways.

Addicts of the rock 'n' roller are shelling out as much as a buck for a handful of "autographed" photos of their idol, ranging up from wallet size.

Apart from a supply of photos, all that seems to be needed is a record player with a supply of "Hound Dog" records. (For further details on Presley merchandising possibilities, see story in Music Section this week.)

London Gate Off But Conklin Biz Tops '55 by 14%

LONDON, Ont.—The Western Fair, which closed its six-day run Saturday (15), was down 60,000 in attendance due to crop conditions, but ride and show receipts for the Conklin Shows nevertheless were up 14 per cent. Daytime business was light, as the rural folks stayed at home, working the fields because of crops which were two or three weeks behind normal harvesting time. Brisk nighttime spending on the midway more than offset the fair's lower attendance.

WOM Allentown Earnings Hold Fast

ALLENTOWN, Pa.—Midway earnings held up for the World of Mirth Shows at the Allentown Fair despite some unseasonably cold weather. The temperature dipped to 44 degrees on Thursday night (20) causing a record attendance for the day to huddle for warmth and to exit the grounds early.

An added feature here was the spectacular Dowis Sky Wheels. The unit will be with the show again at the South Carolina State Fair, Columbia.

If possible, there were more concession units here than ever before. Literally dozens of stands were on the grounds. Side by side there was no room left over. The choice space was occupied by the

C. Guy Dodson, Ex-Show Owner, Dies in Georgia

SAVANNAH, Ga. — G. Guy Dodson, 72, former co-owner of Dodson's World's Fair Shows, died early Saturday (22) at his home at 2609 Atlantic Avenue here after an illness of several weeks.

With his surviving brother, Melvin G., Dodson operated the World's Fair show from 1911 to 1946. One of the largest shows in the country, it traveled on 40 railroad cars. Dodson retired from active show business in 1939 and entered business here, leaving operation of the show to his brother. The brothers later built the Blue Top Tourist Court here and were still operating it at the time of death of the Delphos, O., born showman.

Widely known in fraternal circles, Dodson was a member of St. John's Lodge 20, F&AM, Columbus, Ind.; Karem Shrine Temple, Waco, Tex., and an honorary life member of Alzafor Temple, San Antonio. He also was an honorary colonel on the Texas governor's staff.

Besides his brother, Dodson is survived by his widow, Catherine Hoffman Dodson; two daughters, Mrs. R. M. Simpson, Savannah, and Mrs. Robert Yavarone, Miami; three grandchildren and one great grandchild. Services were scheduled to be held Monday (24) at the Henderson Bros. Funeral Home, Savannah.

show units under the supervision of Bernard (Bucky) Allen.

Show Looks Good

Altho the narrow street-like arteries that form the midways here are not conducive to showing off midway units, the appearance of the show units won many favorable comments, especially from those who had not seen it since spring when it was without many features as a result of the sale of equipment to the Dominican Republic.

Faced with a Saturday night closing here and a Sunday (30) opening at the New Jersey State Fair, Trenton, owner Frank Bergen will again send numerous units overland. Fifteen trucks, including seven lowboys for the heavier equipment, will insure considerable midway equipment ready for the crowds by noon on Sunday.

The show scored its best business in several years at the Brockton (Mass.) Fair last week. A sizable percentage of the potential earnings were lost on closing Saturday (15), however, when rain interrupted the proceedings late in the day. At the time the midways were jammed and new crowds were arriving.

Dallas Clubhouse Nears Completion

DALLAS — Final steps in the construction of the new Lone Star Showmen's Club are under way here and plans are to hold meetings in the building in October. Also on the schedule is a house-warming party to take place after the structure is occupied.

Quebec Show Nets \$1,200 For League

QUEBEC — The Showmen's League of America will receive close to \$1,200 as the result of a benefit held at the Provincial Exhibition here under the joint direction of Frank Conklin and J. P. (Jimmy) Sullivan.

The addition of this sum raised the total amount of money raised this season by the Sullivan and Conklin organizations for the League to upward of \$25,000. Included in the total are Cadillac tickets and debentures for the new clubhouse.

The benefit was opened by

(Continued on page 82)

Va. Greater Adds Two Fairs

HERTFORD, N. C. — A late business tip by general agent Bill Murray last week rounded out the Virginia Greater Shows fair route.

Murray brought in contracts for two dates, the Madison (N. C.) Agricultural Fair, October 1-6, and Pembroke (N. C.) Fair, October 8-13. Other North Carolina dates for the show include Edenton, this week, and Williamston, October 29 thru November 3.

MIDWAY CONFAB

It snowed in Toronto, the earliest in 116 years, as the Lindsay (Ont.) Exhibition opened the week of September 17, 81 miles away, J. W. (Patty) Conklin infos. The Lindsay Exhibition was hit by the cold weather, Patty advises. A Conklin Scrambler has been booked on the O. C. Buck Shows for three weeks in the Southeast.

Sissie Schaffer, four-year-old daughter of Mr. and Mrs. Bill Schaffer, of Tivoli Exposition Shows, celebrated her birthday Tuesday (18) with a party attended by many on the show. Guests included H. V. Petersen, show's owner; Mr. and Mrs. Frank Spina, Mr. and Mrs. Elden Legan, Nello, Mr. and Mrs. Bill Handler, Mr. and Mrs. Mac Hodges, Mr. and Mrs. John Boling, Duke Birely, Sam Spade, Sarge and H. G. Stevens. The party was held in Coffee Dan's cookhouse.

A large turnout of friends attended the funeral last week of Lyman Truesdale, 62, who was stricken in Columbia, S. C., while preparing to make several fairs. Attending were Richard Erdlitz, Sara Mae McCaffery, Mrs. William J. Tucker, Elizabeth Erdlitz, Mr. and Mrs. Ray Korhn, Olen Todd, Cmdr. and Mrs. E. F. Bilson (USN), Mr. and Mrs. Ernest Buzzella, Mr. and Mrs. Earl Weiner, Mr. and Mrs. James Weaver, Mr. and Mrs. C. O. Hutton, Mr. and Mrs. P. Jeffery, Mr. and Mrs. Jack Truesdale, T. M. Fisher, Mr. and Mrs. Lee F. Emerson, Mrs. C. Tracy Tyan, Blanche A. McCullough, Mrs. Florine Blood, Harry L. Weber, Mr. and Mrs. Raymond Tanner, Mr. and Mrs. James F. Killoran, Mr. and Mrs. James A. Fitzgerald, Fred W. Holtzman, Chet Dunn, Hilda Favello, Victoria Robbins, C. H. Robbins, Mr. and Mrs. Charles D. Huttoe Jr., Mr. and Mrs. O. F. Mack, Mrs. Ann Ten Eyck, Mr. and Mrs. Sam Puleo, C. J. Buzzella Jr., Charles Kahler, Eulalia Kohler McHugh, Mr. and Mrs. Ralph Endy, Mr. and Mrs. George Merklein, Kay Spencer Prell, Rhehe K. Kane, Mary (Ginger Ray) Magid, Margaret Dass, Antonio Buzzella, Duke Dougherty, Bea Gerson, Madge Harris, Mr. and Mrs. Michael Roman, William Dick Dass, Margaret Ferris, Mary Crowell, Mrs. Eva Gettman, Beatrice Tarbes, Shirley F. Lyons, Gaynell Markell, Rose Bennett, George and Anna Priest, Hazel Zabriskie, Judith Solomon, Mrs. Kenneth Slaughter, Mr. and Mrs. D. Norman, Sam Solomon, Joe Lieberwitz, James Finn, Mertle O. Baker, Mr. and Mrs. E. H. Hawkins, Mr. and Mrs. S. L. Carson, Mr. and Mrs. John Keeler, Mr. and Mrs. Al C. Beck, J. W.

Biddle, Jack Fenton, J. L. Spainhour, C. Frickknecht, Tom Seidman W. G. Watson, J. G. Hartman, Mr. and Mrs. Kochenour, Mrs. Fred W. DeLaney, Mrs. F. E. Walker, Mrs. Grace Marion, Michael Schneider, Harry E. Steche, Lucille Leonardson, Mr. and Mrs. Harry Katz, Barbara Matisoff, Leottie Odum, Evelyn Booth, Joseph Green, Ann Mason, W. A. Dickinson, Claude Gamber, William and Ada Benner, Carl B. Hennenfent, Mr. and Mrs. H. L. Heiser, May and Mrs. William A. Kite, Sara Peddrick, Ruth Phillips, Ruth Frazier, Charles Schwache, Penny Bennis, Ralph Corey, Edward Hartman, Mr. and Mrs. Bob Spencer, J. R. Ridley, Mrs. V. Landers, Sig Eisenberg, Arthur E. Huttoe, Fred Barrett, Regina L. McClinden and William J. Bryant.

Mary Ruth Bass, formerly on shows, is marketing pedal extensions enabling small people to reach auto and boat foot pedals. Her firm is Mary Bass Enterprises, Washington. . . . Secretary at the Rutland (Vt.) Fair for the Harry Eddels Enterprises was Phil Cook, on leave from the World of Mirth Shows.

Visiting the F. C. Bogle Shows over the Labor Day weekend were R. L. Bishop, formerly with Bogle and now operating a tavern at Parsons, Kan.; Tex Beeson, former carnival owner and now assistant chief of police at Webb City, Mo.; Chuck Rothermel, coil pitchman, and Sam Griggs, reports George Owens.

Personnel with the Jean Porter revue on the Collins' midway, includes Chloe Carter, featured; Diamond and Kramer, comedy; Suzette, character numbers; Nanette Fabry, exotic. In the line are Dottie Wenzel, Flo Gilbert, Margie Hunt, Ruth Swenk and Bobby Meyers. Top is handled by Virg Webb assisted by Paul Menzes with Bud Peri on the front.

Mr. and Mrs. Henry Klein, owners of Klein Amusement Company, recently hosted their ride men at a banquet in the Sible Hotel, Sioux Falls, S. D. A total of 45 people attended including Judge Einar Rogstad, who emceed the proceedings. Bill McAllister, Ferris Wheel foreman, was presented with an Eli pin. Followning supper, Klein passed out \$1,800 in bonus money to the employees. Rides are already in winter quarters at Gaylord, S. D.

Bill Green, past president of the Michigan Showmen's Association, has entered New Grace Hospital, Detroit, for treatment of a stomach ailment.

GREENWOOD FAIR

OCTOBER 1 THRU 6, GREENWOOD, S. C.

PIEDMONT INTERSTATE FAIR

OCTOBER 8 THRU 13, SPARTANBURG, S. C.

GEORGIA STATE FAIR

OCTOBER 15 THRU 20, MACON, GA.

CAN PLACE: One large Show of merit to feature. All legitimate Merchandise Concessions. All Eating and Drinking Stands open.

ALL ADDRESS

CETLIN & WILSON SHOWS

This week, Virginia State Fair, Richmond, Va.



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANT FOR GREAT FREDERICK FAIR, FREDERICK, MD. OCTOBER 1-6—Wilson, N. C., Fair to follow.

CONCESSIONS: Age and Scales, Novelties, Photos and all kinds of Concessions. Glass Pitch, Bear Pitch, Lamp Pitch, Derby Racer, Cat Rock, Buckets, Swingers.

RIDES: Want Fun House, Dark Ride, Glass House. Can use 3 more Kiddie Rides.

SHOWS: Want high class Girl Show, Minstrel Show with own equipment. Charlie Taylor, get in touch. Want Geek Show.

OPEN MIDWAY FOR SHELBY, N. C., COLORED FAIR, OCT. 1-6 All kinds of Concessions. What have you? Will book one more Colored Girl Show.

Can use Ride Help on all Rides. Semi drivers preferred. All answer:

PRELL'S BROADWAY SHOWS

Fairgrounds, Bennettsville, S. C. Joe Prell will be in Frederick, Thursday, Sept. 27.

CAPITAL CITY SHOWS

WANT FOR THOMASTON, GA., FAIR, OCT. 1-6; FOLLOWED BY AMERICUS, OCT. 8-13, WITH THREE MORE BIG FAIRS TO FOLLOW—LIVE OAK, FLA., THOMASVILLE, GA., AND SOUTH GEORGIA FAIR, VALDOSTA, GA.

CONCESSIONS Bingo, Custard, Bear, Parakeet Pitches, Novelties, American Camp, Long and Short Range, Balloon Dart and Prize-Every-Time Games of all kinds. C. E. Ross wants Agents for 6 Cats and Buckets.

RIDES Scooter, Scrambler, Rock-a-Plane, Spinaroo, Roll-a-Plane, Twister, Fly-a-Plane, Dark Ride, Train, Carts, Pony or any Ride not conflicting with what we have.

SHOWS Wildlife, Mechanical, Drama, Glass House, Side Show; Bill Chalkus, contact.

George W. Johnson wants Musicians and Performers who would like all winter's work. Contact George W. Johnson's Minstrel Show, care Capital City Shows, Manchester, Ga., this week; Thomaston, Ga., next week.

HELP Foreman for Smith & Smith Chairplane, and Second Men on all Rides who drive semis. All replies:

J. L. KEEF

FAIRGROUNDS, MANCHESTER, GA.



AMERICAN LEGION FAIR, CARUTHERSVILLE, MO., OCT. 2-7 THE LAST BIG FAIR

CONCESSIONS Can place Bear, Glass, Lamp and Parakeet Pitches, also Long and Short Range, Hanky Panks, Ball Games, Coke Pitch, Ice Cream, Grab, 4-Cats, Buckets, Age and Weight and High Striker. Novelties open.

SHOWS Want Girl Show, Animal, Monkey, Snake, Mechanical, Unborn or anything not a Ding Show. J. T. Hutchens wants Side Show Acts.

HELP Ride Men, only those who have chauffeur's license. No cars or hotel.

HARRISBURG, ARK., FAIR, this week; CARUTHERSVILLE, MO., next week.

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Canadian Motordrome, 26' silo; complete, ready to go, \$2,500. Can be seen in operation as per route Wallace Brothers World's Finest Shows. Reliable operator can book on this show next year. Send all replies to:

GOLDY RESTALL

as per route or Box 442 Toronto, Ont., Canada

LAST CALL! LAST CALL!

FOR LINE CONCESSIONS AND HANKY PANKS FOR

HEART O' TEXAS FAIR

Waco, Tex.—Sept. 29-Oct. 5. Independent Midway. Contact:

JACK LINDSEY

Fairgrounds, Waco, Tex., this week or Phone DAVIS 7-1637, Dallas, Texas

CRAFTS 20 BIG SHOWS

New Booking Shows and Concessions
FOR THE FRESNO DISTRICT FAIR
OCTOBER 5-14 INCLUSIVE

Last Major Fair in California

GET A WINTER'S BANKROLL HERE
CRAFTS 20 BIG SHOWS

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19 RIDES

BOB HAMMOND SHOWS

10 SHOWS

Want for balance of season. Closing third week in December, including Center, Tex., and Bryan, Tex., Fairs (both of these Fairs top 50,000 attendance). Then our big one—Pasadena, Tex., Fair, with TV and movie star Leo Carrillo on Fairgrounds day and night. Also Houston Shrine Circus (15 days, 5 Big Kid Days).

Want Ride Help for all Rides. Want outstanding and unusual Shows for Houston Shrine Circus.

Address: BOB HAMMOND, Crockett, Tex., this week; then per route.

E. J. McDaniel will place Agents for these terrific dates. Can also place Pitches and Slum Stores of all kinds. Those joining now get preference at early Stock Shows in 1957.

See MRS. McDANIEL, Crockett, Tex., this week or

E. J. McDANIEL, Auditorium Hotel, Houston, Tex., this week.

B. & H. AMUSEMENT CO.

Can place for Williamsburg County White Fair, October 1-6; Kingstree, S. C., and others to follow.

Bingo, Pan Game, all Hanky Panks open, Buckets, Six Cats. Open Midway except Popcorn, Peanuts, Apples. Can place Octopus and Rolloplane. Want Snake Show, White Girl Show.

W. E. HOBBS

B. & H. AMUSEMENT CO., ELLOREE, S. C.

GREATER DIXIELAND EXPOSITION

WANT FOR MARKSVILLE, LA., FAIR, OCT. 3-7; FOLLOWED BY
JANESVILLE AND TALLULAH, LA., FAIRS

CONCESSIONS: Place Ice Cream, High Striker, Watch-La, Balloons, Hoop-La, Basket-ball, Darts, Over 12 and Hats. Want Demonstrators, also any worth-while Stock Concessions working for stock only. (NO FLATS OR GYPSIES.)

RIDE HELP: Place sober Ride Help, must drive. Can always make room for efficient Help.

SHOWS: Can place any worth-while Shows with own equipment. Especially need 10-in-1. All replies:

JIMMIE HENSON

Jonesboro, La. (Fair), now; Marksville, La., next week.

SEVEN—GEORGIA FAIRS—SEVEN

Jenkins County Fair, Millen, Ga., Oct. 1-6; Metter, Ga., follows.

WANT Bingo, all Hanky Panks, any worth-while Concessions or Shows except Girl and Snake. Want Agents. Free Act for Metter, Ga., Oct. 8-13. Ride Help—Must drive.

ROY TIBBS

c/o WESTERN UNION OR GENERAL DELIVERY, SPARTA, GA.

WANTED AGENTS WANTED

For Count Store, Blower, Pin Store, Buckets, Six Cats, Ball Games, Coke Bottles, Balloons, General Concession Help.

For Eastern New Mexico State Fair, Roswell, N. M., Oct. 9 thru 13; and five more spots to follow.

Answers to: GEORGE JONES or JACK LITTLEFIELD

c/o Bill Hames Shows, Lubbock, Texas, this week; Palestine, Texas, next week.

A-1 AMUSEMENT

Want for Gideon, Mo., Sept. 24-29; followed by New Madrid, Mo.; Steele, Mo.; La Panto, Ark., and Cotton Plant, Ark., and long route of Fairs and Celebrations. Can place Scales, Pitch-Till-You-Win, Bear Pitch, Parakeets, Long Range, Glass Pitch, Fish Pond, Roman Target and any other non-conflicting Stores working for stock. Can place Agents on office-owned Concessions. RIDE HELP: Can place Foremen on Wheel and Merry-Go-Round, Second Men who drive and have licenses on all Rides. Good wages, long season south. Contact:

J. HANSEN, MANAGER, PER ROUTE.

P.S.: Son, better come home.

WANTED - - - WANTED

CONCESSIONS - FREE ACTS

UTICA ANNUAL HOMECOMING, Utica, Ohio

Sponsored by Lawrence Lightner Post 92, American Legion
GOODING RIDES, OCTOBER 4-5 ON THE STREETS. CONTACT IMMEDIATELY.
Stewart Anderson

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PHONE 648

GRIGGS BROS.' SHOWS

Want to book Skillo and Grind Stores. Must have a couple of Hankies. Or will sell Skillo and one Grind Show and book on show. Out until Christmas. Must join this week. Want Colored Girls for Girl Show. Come to Trenton. HELP: Foreman for new Merry-Go-Round. All winter's work.

Wire Western Union, Trenton, Tenn., or come on.

P.S.: Friday Patrick, call Kirk Decker.

SOUTHLAND AMUSEMENTS

Want for the best. Four more Florida Dates, including Port Saint Joe Fair.

Ferris Wheel Man, small Cookhouse, Glass Pitch, Jewelry, etc. We only carry one of a kind. No gift or gypsies. All replies to

E. J. (ED) GORDON, Gen. Mgr., Graceville, Fla.

GIVE TO DAMON RUNYON CANCER FUND

**New Midway Units
Dot Eastern States**

Permanent Children's Village, Food and Game Concession Buildings Are Added

SPRINGFIELD, Mass.—Sparkling new and permanent midway units have been added to the Eastern States Exposition.

Fair manager Jack Reynolds replaced several dozen unsightly food stands with two lengthy brick structures flanking the grandstand entrance. One is divided into numerous sections and occupied by various concessionaires, including church groups. The other, of equal size, handles beer, as well as food.

The stands are facsimiles of those constructed a year ago at the Canadian National Exhibition, Toronto. Altho offering uniformity, the individuality of the various food operations is not lost. The over-all appearance is inviting, and acceptance and appreciation on the part of the public ought to show in the cash drawers.

First Games Work

Facing the new food stands across a wide midway are concession units—an innovation at this event. The uniform front, consisting of pilasters and cross pieces and providing for individual stalls, were installed by and are operated by King Reid, holder of the midway contract which heretofore allowed only riding devices, and Frank McTeague, Reid's partner in concession operations elsewhere, including the Bloomsburg (Pa.) Fair two years ago.

The games are limited to balloon darts, basketball and the like. They should serve to provide for more participation and patron interest and, perhaps, a greater measure of night activity at this event.

Altho in operation only a few days and with the results inconclusive as a result, the games, Reynolds said, were at the event to stay. It was indicated that successful operation could lead to some expansion.

A third new and major entertainment feature this year is Story-

Strates Buys

• Continued from page 80

city. Estimated worth of the animals included in the transaction was placed at \$17,000.

Handlers Remain

The elephants were brought in from Stroudsburg, Pa., by Frank Pettus who will continue in charge of the herd. The other animals arrived from Pennsgrove, N. J. They were also accompanied by handlers who will remain with the new unit.

Starr DeBelle, circus publicity director, hailed the acquisition for its likely value as a ballyhoo aid. The hippo and polar bear in particular will be entirely new to a big part of the population in the territory played by the show and as such should rate considerable newspaper coverage.

Strates, who owns his own winter quarters at Orlando, Fla., may use the animals as a nucleus for the establishment of a winter operation there.

The long jump here from York, Pa., resulted in a late arrival. The show was complete for Tuesday's operation, however.

Business thru Thursday (20) was reported good with receipts several hundred dollars ahead of the same operating period a year ago.

Earl Walsh reports that his Matchstick City of Religions exhibit is in its 101st week of operation. Walsh has covered 32 States this year. His itinerary has included four State fairs, with three more to go before returning to the main streets.

ville, a combination fairyland-frontier town kiddie attraction. A fenced-in spacious area adjacent to the Reid rides, but independent of that operation, it has a storybook front.

Animated Figures

Inside are located several Messmore and Damon animated figures including Humpty Dumpty, Moby Dick the Whale, the Old Lady in the Shoe, and Hickory Dickory Dock.

Across the back end a western main street has been constructed with the usual saloon, sheriff's office and jail, general store, etc. Virtually all of the units contain straight sales as does a most attractive Sugar 'n' Spice House. An added feature is a barnyard with various domestic animals. Adjacent to that is a pony ride.

Admission is 50 cents for children, with one adult admitted free with each child. A special coloring book is also sold.

The investment is a hefty one for a nine-day event. On children's day, with the weather against attendance and interest, some 4,000 paid admissions were counted, but the estimated \$25,000 investment would need better weather than it has had, to be paid off quickly.

Big, extra earnings are in the offing, however, if the talked-of plan to build a Christmas activity around the enterprise is accomplished.

To keep interest alive from year to year it is planned to add new features for each fair. There is ground room for expansion.

The public's reaction was favorable and there is no doubt that the feature will build its audience as it goes along with the aid of word of mouth advertising.

The only other show units on the grounds included Dancing Waters, in for its third year; the redwood tree trailer, the car from Mars, small arms exhibit, and Potvin's wood carving exhibit. Only shows of this type, and independent of the midway operation, secure space here.

\$1,200 for League

• Continued from page 80

Mayor M. Hamel of Quebec City and Emery Boucher, secretary of the fair. Dorothy Lamour, headliner in the fair's Coliseum show, headed up the entertainment which was held in the girl show top. She also raffled off two autographed books of matches, with Sullivan and Harold Hech being the successful bidders.

Others participating in the show included Smarty, magician with Malott's Side Show; Vickie Lester, Jack Weiner, Chick Schloss, Iron Jaw Memphis and Lil Davenport, burlesque skit; Vocaloveties, Honey Sisters and Jay Seiler, from L. N. Fleckles' "Ice Varieties," also playing the Coliseum. The show lasted close to two hours.

In a gesture of appreciation for George Hamid's bringing Dorothy Lamour and other acts to the benefit, a portion of the proceedings was to be sent the National Showmen's Association.

Elmer Reid, owner of Reid's Gold Star Shows, is currently in Memorial Hospital, Johnson City, Tenn., recuperating from a throat operation. Latest reports are that he went thru the surgery okay. . . . C. P. Henry, billposter, wound up his season with the W. G. Wade Shows and has headed South for the winter.

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Durkee's Bird Farm
8967 E. Gallatin Rd., Pico, California
Phone: OXford 9-5210

WANTED

For Atascosa Co. Centennial, Oct. 3-6,
Jourdanton, Texas.

Shows and good legitimate Concessions. No flats, gypsies, Girl Show or Athletics. Rides—Will book Rolloplane, Flyoplans, Roundup or Dark Ride. Call

William G. Catlett

c/o Catlett Greater Shows
per route

AGENTS WANTED

For Scale, Age and Novelties for
Greensboro, Winston-Salem, Anderson,
Columbia and Augusta. GABE, ABIE
and BOSTON, get in touch.

CLYDE WARBRITTON

WORLD OF MIRTH SHOWS
TRENTON, N. J.
Stacey-Trenton Hotel this week.

DIXIE AMUSEMENTS

Want for Foreman, Ark., Fair, this week,
and five weeks of the best cotton spots
to follow.

Balloon Darts, Bumper, String Game,
Photos, Fish Pond, Buckets, Grab, Glass
Pitch and other Hanky Panks. Address:

CLIFFORD DAVIS

Foreman, Ark., or come on in.

FOR SALE

32-FT. SPILLMAN MERRY-GO-ROUND,
\$2,500.00. In good condition. Can be
seen at Mid-America Jubilee, St. Louis,
Mo., until Sept. 30. Immediate possession
for balance of this date.

CAL ZIMMERLI

4152 Juniata St. Louis, Mo.

FOR SALE

1956 Spineroo Ride, in good condition,
price \$10,500.00.

C. S. PECK

P. O. Box 42 Kankakee, Ill.
Phone: Kankakee 2-8215

\$100.00 REWARD

For Address or

Whereabouts of

ALBERT "RED" SPROULL

PHONE: Manager, collect—
EVergreen 5-9850 St. Louis, Missouri
All replies confidential.

DYER'S GREATER SHOWS

Grenada, Miss., this week; Tunica, Miss.,
next week.

Want legitimate Concessions of all kinds,
Concession Agents, Ride Men, Foremen,
Second Men and Helpers.

Contact by wire or come on as per route.

West Coast Units Win As San Jose Gate Jumps

SAN JOSE, Calif.—Business for the West Coast Shows Corporation, which played the seven-day Santa Clara County Fair here for seven days ending Sunday (16), was up to expectations, and the event's attendance increase reflected in the gross, Harry Myers, the shows' general manager, said. The fair set a new attendance record of 243,247, more than 6,000 over '55. West Coast Shows Corporation moved its two units, West Coast Shows and West Coast Exposition Shows, here over night almost from the 12-day run at the California State Fair and Exposition

in Sacramento. Shows closed there Sunday (9) and opened here the following evening. Myers praised the show's managers, Edward Hellwig, of West Coast Shows, the No. 1 unit, and Edward J. Harris, the exposition unit, for getting the show over the nearly 150 miles in record time. For this date, the show had 16 major and 14 kid rides, 6 shows and 103 concessions. The show units combined again Monday (25) for the Kern County Fair in Bakersfield after the first and second units played the Madera County Fair and a celebration in Walnut Creek respectively.

CLUB ACTIVITIES

Arizona Showmen's Association

PHOENIX — First meeting of the season will be held the first week of November. Meanwhile the clubrooms are being repainted. The Don Hanna family is vacationing with P. W. Siebrand. Hiko Siebrand is at home here recuperating from an illness. Others on the sick list include Marguerite Stone and her husband, J. M. Stone. Harry L. Gordon is out of the hospital. George Slagel is confined to Veterans' Hospital. P. W. Siebrand has been in and out of town making arrangements for the Arizona State Fair midway. Mickey Loyd Wilson, owner of Wilson Greater Shows, stayed close to Phoenix this year playing towns in the general area.

National Showmen's Association

NEW YORK — The eligibility committee has approved the following applications for membership: Julius Brown, Charles Silvern, Howard Finkelstein, Norton Brown, John T. Schumai, all sponsored by Charles Davenport, and Harry Altman, sponsored by Morris Batalsky. Sealed bids are now being accepted for the lunch room for the 1956-'57 season. At the first meeting of the season, on Wednesday evening, October 10, the board of governors will act on the bids. On the sick list are John DeNoia Duke, at St. Lukes Hospital, 112th Street and Amsterdam Avenue, New York; Joseph (Yosh) Agule, Kingsbridge Veterans' Hospital, 130 Kingsbridge Road, Bronx, N. Y., and Joseph Bellinger, Veterans' Administration Hospital, 408 First Avenue, New York. As

the fiscal year began July 15, the 1957 dues are payable. President Gerald Snellens has been securing Year Book advertisements for our 1956 edition. The 19th annual banquet will be held on Thanksgiving Eve, November 21, at the Commodore Hotel. Tickets \$11 each (including tax and gratuity), a table of 10 for \$110. Testimonial dinner honoring President Gerald Snellens, Past President John S. Weisman and Club Physician Dr. Jacob Cohen, will be held on Monday evening, November 18, at the Park Sheraton Hotel, New York. Tickets \$7.50 each. A wonderful time is scheduled for that evening. . . . On Tuesday, November 20, we will have memorial services, followed by awarding of prizes, and then open house.

Miami Showmen's Association

MIAMI—Cemetery plaque fund money is coming 'n slow, and the executive secretary is boosting this activity as well as others on his swing of the showgrounds. Visits are scheduled for York, Allentown, Richmond, Petersburg, Fayetteville and other spots. Business has been off at some spots, it has been learned, but a good wind-up is expected for the season. Membership cards and banquet tickets are being carried on the trip. The women's kitchen should be completed shortly, as only the floor tile and painting remained to be done. The lounge will be ready for use when the shows come off the road. Pud Hartman has been getting ads for the 1957 yearbook and reports the prospects are very good. Committee head is John Vivona.

Frog Jubilee Inks Freedman, West Coast

ANGELS CAMP, Calif.—West Coast Shows and Freedman Concessions have been signed to again play the Calaveras County Fair and Jumping Frog Jubilee here next May, Carl T. Mills, secretary-manager, announced. The concession firm, headed by Alex Freedman and managed by Morry Levy, will handle the novelties on the independent midway for the ninth straight year. West Coast Shows played the fair in 1955 after a layoff in 1954. Last year the Exposition unit, managed by Edward Harris, was on the midway.

Lancaster, Calif., Chalks Up 56,000 For New Gate Mark

LANCASTER, Calif. — Ideal weather, strong publicity and an increase in area population helped the Antelope Valley Fair and Alfalfa Festival, which closed its four-day run here Sunday (9), pull a record attendance of 56,000 with an increase of 40 per cent in paid admissions, A. G. (Mark) Marquardt, secretary-manager, said here. The paid attendance was up primarily because the fair charged for children between the ages of 6 and 12 years old. In previous years children under 12 were admitted free.

During the fair two parades were featured in the downtown area. The first was held Thursday evening (6), the opening day, when the floats carried out the fair's theme of "Desert Day Dreams." A pet parade was featured Saturday morning.

Detroit Home Show For Fairgrounds

DETROIT—The third Home Improvement Show of Detroit, sponsored by local trades, manufacturers and realtors, will be held November 2-11 at Michigan State Fairgrounds, according to the show's managing director, R. George Wood. Home owners' needs for improvement, repairing and modernizing will be the theme of the show. Its major sponsors will be the Detroit Lumbermen's Association and the Detroit Hoo-Hoo Club, lumber dealers' fraternal association. There will be exhibits by architects, builders, household product distributors, financial institutions, realtors, industry contractors and national manufacturers. A feature of the show will be a continuous do-it-yourself clinic.

SOUTHERN FAIRS SHOWS

Want for American Legion Fall Festival, Chatsworth, Ga., Sept. 24-29, then big bona fide Turner County American Legion Fair, Ashburn, Ga., Oct. 1-6, with five (5) more Fairs in Georgia and Alabama. Out all winter in Florida. Hanky Panks of all kinds, open midway; Cookhouse or Sit Down Grab; three (3) major Rides not conflicting, such as Tilt-a-Whirl, Octopus, Chairplane. Organized Minstrel Show, Snake, Fun House, Geek and Girl Show. Need three Acts, starting in Ashburn. Jimmy Schaffer, contact. Need Agents on Hanky Panks, Count Store, Skillo Help, Pin Store, Buckets, Six Cats, Swinger. All replies to **JIMMY ACKLEY, Manager** P.S.—The McSpaddens are not connected with this show.

RALEY BROS.' EXPO.

CLEANEST SHOW ON EARTH

Stokes County Fair, King, N. C., this week, with the 20th Annual Peanut Fair at Scotland Neck, N. C., to follow. Good opening for Custard and Long Range, Stock Concessions, Girl Shows and Family-Type Shows not conflicting. No grift tolerated.

HAROLD RALEY, Mgr.; ETHEL RALEY, Secy.; FRANK DICKERSON, Gen. Agt.

WANTED—WANTED—WANTED CONCESSIONS & SIDE SHOWS

Want legitimate Concessions of all kinds, no flats, for 5 weeks of Fairs. Playing one of the biggest in the South next week at Picayune, Miss. These Fairs are all near the Coast where there is plenty of money. Every Friday is Kids' Day. Side Shows should clean up—good proposition for Side Shows. All replies to: **JACOB PRYOR OR KEN DAVIS** LUCEDALE, MISS.

ENFIELD, N. C., FAIR WEEK OCT. 1 TO 6

Wanted—Ball Games, Custard, Glass Pitch, Bear Pitch, Hoop-La, Six Cats, Buckets, Photos, Penny Pitch, Pitch Till You Win, Fish and Duck Pond, Cork Gallery, Balloon Darts, Snow Cones, Candy Floss, High Striker, Basket Ball, Slum Spindle. Agents for office Hanky Panks, Girl Show, Monkey Show, Wildlife, General Ride Help, Truck and Tractor Drivers. All replies: **GEORGE CLYDE SMITH SHOWS** Farmville, Va., Fair, this week; Enfield, N. C., next week.

J. A. GENTSCH SHOWS WANT FOR FOUR MORE BIG FAIRS

Natchez, Miss., next week; Ferriday, La.; Meadville, Miss., and Liberty, Miss. These are well-established bona fide Fairs. Want Merry-Go-Round and Spillfire Foremen and Second Men; also Ferris Wheel Second Men. Want Bingo and Grab and Hanky Panks of all kinds. No "X." Mrs. Gentsch wants Agents for Pan, Block, Penny Pitch and Glass Pitch. Loafers, don't answer. Jack & Bill Rollins, wire me. C. M. Willis wants Agents for Hanky Panks. No time to write. Wire, call or come on in. All answers: **J. A. GENTSCH SHOWS, Brookhaven, Miss., this week.**

GLADES AMUSEMENT CO.

Rich Square, N. C., this week. Want for Seaboard, N. C., week Oct. 1-4; Jackson, N. C., Oct. 8-12; Lewiston, N. C., Oct. 15-20. RIDES: Will book any Flat Ride. Especially want Octopus for balance of season and all winter in Florida. SHOWS: Can use any well-framed Show. Want Concessions of all kinds, Ball Games, Photos, American Camp, etc. All contact: **JERRY SADDLEMIRE** RICH SQUARE, N. C., THIS WEEK.

PAY DAY — PAY DAY — PAY DAY

Located in front of Fort Campbell gates, Clarksville, Tenn., Oct. 1-4. This is the spot! Then two more to follow. WANT HANKY PANK OPERATORS, ALSO COUNT AND PIN STORE AGENTS. SNAKE OR GEEK SHOW (Sandy West, answer.) Wrestlers to strengthen Athletic Show. 4 Girls for our Girl Show (salary and percentage). Dark Ride and Chair-o-Plane Operators, also other Ride Help that drive. F. B. (Blackie) Martine—I sent you \$82.50 to buy freak pony. What happened? All address: **C. A. VERNON, UNITED EXPOSITION SHOWS, Union City, Tenn., this week; then Clarksville.**

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 _____

GOLD MEDAL shows

WANTED—ALL FAIRS UNTIL NOVEMBER 15

SHOWS Minstrel. Will book or buy Glass and Fun House. **CONCESSIONS** Good opening for Glass and Bear Pitches. (Murr, answer — "EX" this and next season.) **RIDES** Especially want well flashed Kiddie Rides. Any others not conflicting. **HELP** Tilt and Wheel Foremen. Top salaries for top men.

All replies **JOHNNY J. DENTON, Mgr.** Fairgrounds, Henderson, N. C.

Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an **AUDITED PAID CIRCULATION.**



Heat, Traffic Woes Cut Pomona Crowds

Attendance Down 14,531 First Five Days; Midway Spending Runs Ahead of 1955

POMONA, Calif.—Hot weather and reports that traffic was snarled for several miles at a freeway construction point were blamed for cutting down on the attendance at the Los Angeles County Fair here. Thru Tuesday (18), fifth day of the 17-day event, total attendance was 261,836, lagging 14,531 patrons behind the same period a year ago.

During the intervening time between the 1955 fair and this one, a sizable section of the San Bernardino Freeway from Los Angeles was put into use. One section, about four miles from here in the direction of Los Angeles, is still under construction. It was this area that brought reports Saturday (15) that automobiles were bumper-to-bumper for several miles.

The report evidently was widely received. On Friday (14) the fair pulled 43,681 people as against 42,255 a year ago. On the second day, the turnstiles hit 85,113 to beat the 1955's second day of 79,147. For the other three days of the five, losses ranged from 2,855 to 15,792, the latter on Sunday.

Midway \$\$\$ Up

Also attendance was down, there were indications, conflicting in some instances, that independent midway spending was up. The

grosses of some concessionaires did not drop too much under last year. Most of the concessionaires, like Edwin Lang with his Mom's Aid strollers, and William Carter, peanuts, declared that "loss of attendance was reflected in receipts." Lang added that Sunday's business held up well for him.

Again this year the fair went strong on its displays in the Fine Arts Building. The theme for the exhibits was "The Arts in the United States."

For the first two days of the run, the night grandstand show featured Louis Armstrong and the Dave Brubeck Quartet in "Jazz at the Fair." Opening Sunday night (16) for seven nights, "Horse Cavalcade" was headlined. "The Stampede," billed as the wildest of Western rodeo, was scheduled as the nightly feature starting Sunday (23) with matinees that afternoon as well as the closing Sunday.

In addition to the Mexican Village, a proven attraction, a Western Village was introduced this year. Entertainment is continuous by the Frontiersmen and Indian and square dancing are featured.

Horse racing with pari-mutuels each weekday afternoon showed increased wagering.

Boston Garden Renames Brown

BOSTON — Walter A. Brown was re-elected president and general manager of the Boston Garden-Arena Corporation by the board of directors this week.

Other officers elected were Edward J. Powers, vice-president; Charles G. Keene Jr., secretary; and Leslie J. Stout, director of public relations. The corporation operates the Boston Garden, New England's biggest auditorium with 14,000 seats, and the Boston Arena, an 8,000-seater.

Council Rents Saskatoon Arena

SASKATOON, Sask. — City council has accepted an offer from the directors of Saskatoon Arena, Ltd., to lease the Arena Rink to the city for three years, starting September 1, at a rental of \$15,000 a year. Repairs and operations will be paid by the city as lessee.

The city will also assume the company's responsibility for providing free skating time for collegiate and public school students.

Rose Gold in Sarasota

SARASOTA, Fla.—Rose Gold, aerial performer who was severely injured in a fall while with Polack Bros. Circus on the West Coast this summer, has begun rehearsals for her return to performing. She is readying again for action, altho it has been believed that the multiple injuries would keep her sidelined for much longer.

Weekend Rains Trim Turnouts at Mineola

NEW YORK—The rejuvenated Mineola Fair and Industrial Exposition wound up Sunday (16) fairly well, considering poor weather which set in on closing weekend. It rained Friday (14), which is usually the biggest day of the event, rained on and off during Saturday and was also nippy and unfavorable on closing day.

Nevertheless, it was claimed, there were 160,000 paid admissions and a total attendance close to 300,000. The total is below that of previous years but the fair was bucking the handicap of returning after a layoff in 1955.

The fair opened big on Saturday (8) for one of its best weekends on record. Sunday found the Roosevelt Raceway grounds in Westbury jam-packed to the satisfaction of everyone. Things took a turn for the worst on the first three days of the ensuing week, finally producing another good day on Thursday (13).

School Day Lost

A major blow on Friday was that a dispute over State aid, manager Charles Bochert noted, resulted in schools not dismissing their classes for the fair as they had been doing for 18 years. Scarcely a score of school-age kids turned up all day. I. T. Shows on the midway, however, had a very fine week with its ride equipment. There were Hamid acts offered free in front of the grandstand daily.

Rural exhibits were surprisingly good in view of Long Island's fast diminishing agricultural emphasis. All commercial sales space in the grandstand area was sold out, but industrial space was down sharply. There were 240 available spaces in four tents and only some 40 per cent was occupied.

Bochert said it was impossible to determine whether the Jewish

Calif. State Fair Midway Pays 158G

SACRAMENTO — West Coast Shows Corporation paid a record \$158,118 to play the California State Fair and Exposition here during its first 12-day run which ended September 9.

The show organization, which brought in its two units, West Coast Shows and West Coast Exposition Shows, along with rides and concessions from Foley & Burk Combined Shows, paid the fair 72.26 per cent of all lot revenue, including that from rides, shows and concessions.

The show sold \$91,650 in concession space, with rides and shows grossing \$126,084. Gross net to the carnival was \$62,578.

West Coast's payment to the fair was up 72 per cent over 1955 when the State Fair received \$92,157 from Crafts Shows for the then 11-day run. The bid was on the per capita basis of .1225 cents.

Weather for the run was good, with the average temperature being 88 degrees.

Clewiston, Fla., Sets Dates for Fifth Run

CLEWISTON, Fla.—The Sugarland Exposition and Livestock Show will be held here January 29-February 2, Douglas C. Percy, secretary, announced. The upcoming fair will be the fifth annual.

New Cuneo Act

CHICAGO — John Cuneo Jr. announced here this week he has completed breaking a new cage act that includes eight leopards, eight white wolves and a zebra. He said it will make its first appearances this fall.

GIRLS

Girls for Girl Show. Ticket Seller who can drive semi. Can also use Candy Man.

Wire answer:

F. W. MILLER

c/o JOHNNY TINSLEY SHOWS
Newnan, Ga., this week;
Waynesboro, Ga., next week.

WANTED

Bingo Help.

Need Semi Driver.

BILL STACY

c/o Western Union, Somerset, Ohio; next week, Oak Harbor, Ohio.

ALL VALLEY SHOWS

Want for Veterans of Foreign Wars Exposition, Oct. 2-7, San Antonio, Tex.; Floresville, Tex.; Peanut Festival, Oct. 8-14.

Will book Octopus, Tilt-a-Whirl, Roll-o-Plane, Concessions of all kinds. Want Ride Help on Merry-Go-Round. Out all winter. Contact HARRY LANTZ, Smithville, Tex., until Sept. 30, then San Antonio, Tex.

WANT FOR WEST LOUISIANA FOREST FESTIVAL AND PARISH FAIR, LEESVILLE, LA., WEEK OCT. 1-6

(NEXT DOOR TO FORT POPE—50,000 SOLDIERS' PAY DAY)

with Southwest Louisiana Fair, Eunice, La., to follow

CONCESSIONS: Short Range Gallery, Parakeet Pitch, Six-Cats, Buckets, Swingers, Basket Ball, Ball Games, High Striker, Pitch-Tilt-You-Win, String Game, Jewelry, Balloon Darts, Hats, Cakes, Bottles, Hanky Panks, of all kinds that work for stock. SHOWS: Wildlife, Mechanical, 10-in-1, Side Show, Snake, Illusion, Monkey Show, or what have you? HELP: Ride Help on all Rides. Must drive semi.

TIVOLI EXPOSITION SHOWS

H. V. Petersen, Mgr. (Fair Grounds or c/o Louisiana Hotel, Bastrop, La., this week; then Leesville, La., Fair.

MOULTON, ALABAMA, FAIR

October 1-6; followed by Childersburg, Alabama, October 8-13, and all winter's work in Georgia and Florida.

WANT RIDES: Scooter, Octopus, Roundup, Chairplane, Ponies or any not conflicting. CONCESSIONS: Photos, Novelties, Balloon Dart, Long and Short Range, 6-Cat, Buckets and Hankies of all kinds. RIDE HELP: Licensed Truck Drivers only. SHOWS: Side, Monkey or any Grind Shows with own equipment. All replies: SAM GOLDSTEIN, Majestic Greater Shows, Jasper, Alabama, Fair, this week.

Week of October 1 RED SPRINGS, N. C., TOBACCO FESTIVAL

Come get your winter bank roll here. Don't let size of towns fool you. Want strictly legitimate Concessions of all kinds. Only one of a kind on midway. Shows of merit and rides not conflicting.

P.S.: Can place Ferris Wheel Foreman and Help in all departments. Can also place Sound Truck.

This week, Volens, Virginia. Wire c/o Western Union, Brookneal, Virginia.

BARNEY TASSELL SHOWS

PENN PREMIER SHOWS

world's cleanest * midway

Davidson County Fair, Lexington, N. C., starting Monday, Oct. 1-6; followed by Scotland County Fair, Laurinburg, N. C.

CONCESSIONS: Can place Hats, Age, Scale and all other types of Hanky Panks. Joe Suret, call me.

AGENTS: Murray Levitt and Hi Westbrook can place Agents for Count Store. Doc Fisher or Joe Sorrett, call Buster.

RIDE HELP: Can place immediately Ferris Wheel Foreman and Second Men who drive semis. Good pay to right party who can handle two wheels.

All wires and phone calls: LLOYD D. SERFASS, General Manager, or HARRY (BUSTER) WESTBROOK, Business Manager, Mt. Airy, N. C.

Phone calls, ask for PENN PREMIER SHOWS

PAGE COMBINED SHOWS

WANT FOR LEWISBURG AND DUNN, N. C., FAIRS; WE PLAY BOTH DATES WEEK OCT. 1-5; FOLLOWED BY JACKSONVILLE, N. C., FAIR—80,000 MARINES AT CAMP LEJEUNE.

CONCESSIONS: Bingo, Custard, French Fries, Foot-Long, Grabs and all Stock Concessions. Custard open at both dates. Want independent Rides and Shows not conflicting for these dates and balance of season. Want Ride Foremen for Little Dipper, Wheel, Merry-Go-Round and Kiddie Rides; Second Men who have license and drive, on all Rides. Ollie Hawkins, can place both of your Rides for balance of season. Frank Caravello, call me at Reidsville, N. C., Fairgrounds.

All replies to

BILL PAGE, Reidsville, N. C.

JOHNNY'S UNITED SHOWS

LAST CALL FOR JACKSON COUNTY FAIR, SCOTTSBORO, ALA.; CALHOUN COUNTY FAIR, ANNISTON; MAMMOTH DOTHAN, ALA., NATIONAL PEANUT FESTIVAL AND HOUSTON COUNTY FAIR COMBINED.

CONCESSIONS WANTED: Novelties, Hat Concessions, Pitchmen, French Fries, Concessions of all kinds. Wire what you have. Frank Aschey wants Agents for Coke Ring, Set Concessions and Couple for Color Game. Joe Saladino wants Bucket Agents.

SHOWS WANTED: Snake, Monkey, Wildlife, Side Show, Minstrel, Illusion or any non-conflicting Grind Show. Want Operator with girls for office-owned Girl Show. All replies:

JOHN PORTEMONT, Fairgrounds, Cullman, Ala.

PAN AMERICAN SHOWS

Want for De Ridder, La., Fair, Oct. 1-6, combined with Camp Polk payday, 150,000 soldiers. Great Houston County Fair, Dothan, Ala., followed by Mariana, Fla. Five more continuous Fairs, out all winter.

All Concessions open. Can use Grind Store Agents. Wanted Immediately—Cookhouse; Buddy Stein, contact at once. SHOWS: Will book Side Show and all Grind Shows. Will book Girl Shows, must have 3 or more girls. RIDES: Will book non-conflicting Rides. RIDE HELP: Foremen and Second Men on all Rides. Phone or wire Natchitoches, La., all this week.

John R. Ward, Gen. Mgr. John Reed, Bus. Mgr.

PETERSBURG, VA., FAIR

3—BIG CHILDREN MATINEES

OCTOBER 1-6

LAST YEAR OVER 100,000 PEOPLE PAID

NEWBERRY, S. C. OCT. 8-13	ATHENS, GA. OCT. 15-20	CARTHAGE, N. C. OCT. 22-27
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CONCESSIONS: Legitimate Merchandise Concessions, Photos. All Eating Stands open. Penny Arcade.

SHOWS: Any Grind Shows.

Contact **ROSS MANNING**

Statesville, N. C., Fair. Phone: Troutman, N. C., 9451 Fairgrounds or
BILL HOLT, Petersburg Hotel, Petersburg, Va., From Wednesday, Sept. 26.
 Will be on lot Saturday, Sept. 29.

JOHN H. MARKS SHOWS

MILE
LONG
PLEASURE
TRAIL

WANT FOR

FAYETTEVILLE, N. C., FAIR, WEEK OCT. 1st to 6th UNION COUNTY FAIR, MONROE, N. C., WEEK OCT. 8th to 13th	ORANGEBURG, S. C., WHITE FAIR, WEEK OCT. 15th to 20th WINSTON-SALEM, N. C., COLORED FAIR, WEEK OCT. 22nd to 27th
--	---

CONCESSIONS: Legitimate Merchandise Concessions of all kinds; no exclusives.
 SHOWS: Any money-getting Grind Show of merit.
 RIDES: Dipper Foreman and Help on all Rides; top salaries.
 Can place two more Free Acts, High or Casting, for week of October 1 to 6 and
 October 8 to 13. All replies to:
JOHN H. MARKS
 THIS WEEK HICKORY, N. C.; FAYETTEVILLE, N. C., FOLLOWS

NOW BOOKING FOR OIL SHOW—ODESSA, TEXAS

October 17 through 21

Any late model rides—Scrambler—Twister—Giant Coaster.
 Have some choice space left for legitimate Concessions and
 Bingo. Will book outstanding Shows of merit. Can use
 reliable Ride and Concession Help. Contact

FRANK O. SWARTZ
 3519 Newton St., Denver 11, Colo., or Hobbs, New Mexico

VANCE COUNTY COLORED FAIR

HENDERSON, N. C., NEXT WEEK—OCT. 1-6

Booking all types of Concessions for the largest Colored Fair in the South.
 Can place Side Show, Minstrel Show, Girl Shows, other Shows of any type.
 Have tops if needed.
 HELP—Can use experienced Men on Fly-o-Plane, Cat, Wheels, Merry-Go-Round.
 Concession Agents and other capable Carnival Help can be placed. Contact

STEVE DECKER—BEAM'S ATTRACTIONS
 ZEBULON, N. C.
 Nothing but Fairs until mid-November.

THE GREAT LOUISBURG FAIR

6 BIG DAYS — 6 OCT. 1 THRU 6

Beauty Contests—Fireworks Nightly. One of the Few Outstanding Dates in
 North Carolina.

WANT CONCESSIONS OF ALL KINDS

Use good Bingo for this spot. Paul Botwin, contact. Why not play a real fair this week.
ACT NOW—WIRE OR CALL—WACO, N. C., FAIR.
ERNIE SYLVESTER SHOWS
 ALL OUTSTANDING FAIRS TILL NOV. 3.

WOLFE AMUSEMENT COMPANY WANTS

For Chester, S. C., White Fair, Oct. 1-6. One of the outstanding County Fairs in
 the South; 73,000 attendance last year. 3 Mammoth Kid Days. Automobile given
 away. Followed by York, S. C., Colored Fair, and you know what York is.
 CONCESSIONS—Sell Ex. on Custard—open Midway all others. Want Photo, Ameri-
 can Palmistry, Ball Games, Hoop-La, Duck Pond, Pitch-Tilt-Win, Jewelry, Eat and
 Drink Stands, Long and Short Range, Glass Pitch, Hunky Panks of all kinds. Will
 book Raffle and Pin Store.
 SHOWS—Side Show, Motordrome, any good Grind or Bally Shows. Reasonable
 percentage.
 RIDES—Will book Tilt, Rolloplane or any Rides not conflicting. Book now and
 get your winter bankroll in Chester and York—with Greer, Greenville and Ander-
 son to follow.
 All replies: **BEN WOLFE**, Owner-Mgr., Easley, S. C., all this week; then Chester.

NOTICE VIRGINIA GREATER SHOWS

Playing
MADISON AGRICULTURAL FAIR
 Madison, N. C., October 1-6

PARAKEETS CAGES

Minimum order, forty birds.
 Shipped F.O.B. Los Angeles.
 Cash or Money Order with
 order.

24-HOUR SERVICE
 Phone Elliott 9-4591

WELLS BIRD FARM

2143 South Myrtle Avenue
 Monrovia, California

WANTED GIRLS

- Dancers
- Waitresses
- Exotics
- Show Girls
- Novelty
- Musicians

Good pay—winter's work

TOMMY THOMAS
 Club Mardi Gras, 92 Duval St.
 Key West, Florida
 Phone 4-9147 after 9 P.M.

WANTED ★ WANTED ★ WANTED

Now that the carnival season is over
 —experienced Show and Chorus Girls.
 All-year-round work. Good pay—easy
 hours from 9 p.m. to 2 a.m. You
 don't have to move around like a
 gypsy—live the life of a human being.
 Send photos with your inquiry.

MIKE GOLDSTEIN
 408 CLUB
 408 E. Baltimore St.
 Baltimore 2, Md.

DANBURY FAIR

Be sure to stop at
Kenosia Lodge & Motel
 near Fairgrounds, where all the
 "Fair" folk meet. Fine accommo-
 dations and excellent meals at
 moderate prices.

Call Pioneer 3-6570

HELEN GOLDEN'S SIDE SHOW FOR SALE

1948 G.M.C. 1½ Ton Truck, Springfield
 Semi; 105-foot Steel Banner Line,
 Double Deck Banners, 85x30 Top, 3
 Middles, Center Poles, Side Poles, Stakes,
 Sledges, Platforms, Blade Box, Electric
 Chair, Two-Headed Baby, Abbott's Head-
 less Illusion, Amplifiers, Mikes. Every-
 thing complete, now in operation with
 Lloyd Kile's Show; good condition, rea-
 sonable for \$3,000 cash. Permanent ad-
 dress: **PORT RICHEY, FLORIDA.**

FOR SALE OR TRADE

Allan Herschell Kiddle Auto Ride.
 Priced right, \$1,250.00, or will trade for
 Bulgy Ride. Also set eight Rotary Mer-
 chandisers, complete top, frame, etc.,
 \$1,250. Both offerings excellent con-
 dition. Inspect Tulsa Fairgrounds during
 fair, after that write
JOHNNY J. JONES
 Box 119, St. Petersburg, Fla.

CATERPILLAR RIDE FOR SALE

Very good condition. Can be seen in
 operation at Caruthersville, Mo., Fair,
 October 3 to 7.
SUNSET AMUSEMENT CO.
 Harrisburg, Ark., this week.

FRENCHIE MOORE WANTS

Dancing Girls, Talker for Front. Jerrie
 Howard, Sue Webber, Doc Ford, contact;
 also Outside Man for his Concession.
Reedsville, N. C., Sept. 24 to 29.

Greater JACKSONVILLE AGRICULTURAL and INDUSTRIAL FAIR

GATOR BOWL

OCT. 25-NOV. 3

ON THE MIDWAY CETLIN & WILSON SHOWS

DUVAL COUNTY'S ONLY ANNUAL AGRICULTURAL FAIR AND LIVESTOCK EXPOSITION

Can place Eating and Drinking Stands, Kitchen Gadgets
 and Direct Sales. Write or wire:

GREATER JACKSONVILLE FAIR ASSOCIATION
 Room 24, Buckman Bldg. Jacksonville, Fla.
 ELgin 3-0535

MIGHTY INTERSTATE SHOWS

Want for Laurens County Fair, Dublin, Georgia, Oct. 1-6; Coffee County Fair, Douglas,
 Georgia, Oct. 8-13; Pike County Fair, Troy, Alabama, Oct. 15-20. All Fairs through
 November 17.

SHOWS—Any worth-while Grind Shows; good opening for Penny Arcade, Fun House,
 Glass House. Will book Girl Shows with own equipment. RIDES—Will book any
 Flat Rides or Kiddie Rides not conflicting. Good opening for Live Pony Ride.
 RIDE HELP—Foreman for Merry-Go-Round, Tilt, Chairplane; Second Men on all
 Rides. Prefer Licensed Tractor-Trailer Drivers. Top wages. CONCESSIONS—All
 legitimate Merchandise Concessions open. Also Short Range Gallery, Long Range
 Gallery. Pitches of all kinds. Photos, Novelties, Hats, Age & Weight. Will book
 Cook House and Bingo for balance of season. HELP—Want Help for Grab Concession.
 Want Mechanic with tools to join on wire. Replies to
H. B. ROSEN, Mitchell County Fairgrounds, Camilla, Georgia.

D. S. DUDLEY SHOWS

WANT FOR THE FOLLOWING FAIRS: PORTALES, NEW MEXICO, SEPT. 24-29;
 PLAINVIEW, TEXAS, OCT. 1-6; LAMESA, TEX., OCT. 8-13

Will book Cookhouse or Grab; Mrs. Fry, contact again. Hanky Panks that do not
 conflict.

RIDE HELP—Foreman for Tilt, Foreman for Octopus and Foreman for Looper. Salary
 no object. Rides, like new. Can also place other working, sober Ride Men. Wives
 on tickets.

Contact **D. S. DUDLEY**, Portales, New Mexico, this week.

CONCESSIONS WANTED

St. John's High School Booster Club Festival, Ashtabula, Ohio, October 2 to 7,
 on High School grounds—center of city.
 Legitimate Concessions of all kinds—EXCEPT Bingo and Eating Stands.
 Address inquiries
GOODING AMUSEMENT CO.
 1300 NORTON AVE. COLUMBUS 8, OHIO

MOTOR STATE SHOWS

Want for Aberdeen, Miss., Fair this week; West Point, Miss., Fair next week,
 October 1-6—and others following.

Cotton crops are best in years. Can place Monkey Show and Snake Show. Also
 a few more Hunky Panks. We will keep a Unit out late—need Man for Kid Rides
 and Second Men who drive.

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. Phone: 5-3121-7-5914

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¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP. Dept. L, 602 W. 52 St., New York 19.

Elephant Man Wanted

For single Elephant. Year-round work. Good home for single man. Apply: **AUT SWENSON THRILLCADE** State Fair, Oklahoma City, Okla., Sept. 22-29. Hungry, Little Junior, contact me.

ROCK CITY SHOWS

Need for Perryville, Ark., Fair, September 24 to 29. CONCESSIONS—Fish Pond, Ball Games or what have you. **George Isenhower, Mgr.**

WANTED

RIDES, SHOWS, CONCESSIONS **AUTUMN FESTIVAL** Oct. 5-7 and through October. Large crowds on weekends. **BOWLER HATCHERY** Bowler, Wisconsin Phone: 184

THANK YOU PAUL KELLY

Animal Owner and Exhibitor, for your Chevrolet Tractor purchase. "Save Money With Johnny" **JOHNNY CANOLE** 3000 Third Ave. Altoona, Pa. Phone: 9247 or 3-0003

WANTED

Hanky Pank Agents, Ball Game, Snow, Photos, Bingo Operator, Wheel Operator. Will book any Hanky Pank that does not conflict. Largest colored celebration in Texas—Keene, October 2-7. Contact **JOE SEABOALT** UNCLE JOE'S AMUSEMENTS Phone: OR 4-4686 Abilene, Texas

COTTON SPOTS

Hedley, Texas, October 11-12-13. Cotton Festival on the Streets. Want any Concession not conflicting. Shows, Rides, etc. Agents and Help. All cotton towns until snow falls. For Sale—Light Plant, Transformer and Ground Wire, Truck with "A" frame; one Eli 25 Wheel, adult Mixup. **DICKSON SHOWS**, Tipton, Okla.

FOR SALE

30x30 Tent with sidewall, \$175.00; one 70-foot Pipe Front, \$75.00; 1945 Ford Tractor, fifth wheel, saddle tanks, \$100.00; 1939 GMC School Bus, \$75.00; 4x4 Center Concession, 4-Way Awning; Canvas, like new, \$50.00; 30x30 Tent (top only), \$100.00; 30-Watt Knight Sound System, with speakers, \$100.00—very good condition; one set of Snake Show Banners, \$30.00; one set of Athletic Show Banners, \$30.00. **BILL HARRIS**, Van Buren, Ohio. Phone 1117.

SHAMROCK SHOWS

Want Bingo, Penny Pitch and other Hanky Panks. Need Second Man for Spiffire. Can also use useful Show People in all departments. New Braunfels, Tex., Fair, Sept. 26-30; La Grange, Tex., Fair, Oct. 4-6.

INSURANCE

SAM SOLOMON "The Showfolks' Insurance Man" 1000 Argyle St. Chicago 40, Illinois Phone: Longbeach 1-5576 Write for new low rates

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- A-1 Amusements: (Fair) Gideon, Mo.; New Madrid 1-5.
- Alamo Expo.: Corsicana, Tex.; Baytown 1-6.
- All Valley: Smithville, Tex.; San Antonio 2-7.
- American Beauty: (Fair) Forest City, Ark.
- Amusements of America: (Fair) Sanford, N. C.
- Badger State: Montgomery, Minn., 28-30.
- Baker United: Veedersburg, Ind., 26-29.
- Barker, Al: Obion, Tenn.
- Bayou State: Jena, La., 24-Oct. 1.
- Beam's Attrs.: (Fair) Zebulon, N. C.; (Fair) Henderson 1-6.
- Bee's Old Reliable: (Fair) Stanton, Ky. (season ends)
- Belle City: (N. 57 & W. Vliet Sts.) Milwaukee, 25-30.
- Bernard & Barry: Owen Sound, Ont., 24-26; Caledonia 27-29.
- B. & H. Am.: (Fair) Elmore, S. C.; Kingstree 1-6.
- Blue Grass: (Fair) Laurel, Miss.; (Fair) Vicksburg 1-6.
- Bogle, F. C.: (Fair) Parsons, Kan., 25-29.
- Brown's, Al Tri-State: Mitchell S. D.
- Buck O. C.: Rocky Mount N. C.; Cherokee 1-6.
- Burke Harry: (Fair) New Iberia La., 24-30.
- Burkhart: Jena, La.
- Capital City: (Fair) Manchester, Ga.; Thomaston 1-6.
- Carpenter Bros.: Payne, O.
- Catlett Greater: Claremore, Okla.; Jourdanton, Tex., 3-6.
- Cetlin & Wilson: (Fair) Richmond, Va.; (Fair) Greenwood, S. C., 1-6.
- Cherokee Am. Co.: Girard, Kan., 26-29; Moran 2-3; Chanute 4-6.
- Coleman Bros.: Stafford Springs, Conn.
- Collins, Wm. T.: Tulsa, Okla., 29-Oct. 5.
- County Fair: Glenwood, Ark.
- Crafts Expo.: Seaside, Calif., 26-30.
- Crafts 20 Big: Visalia, Calif.
- Cumberland Valley: (Fair) Dalton, Ga.; (Fair) Summerville 1-6.
- Davis Am. Co.: Camas, Wash., 25-29.
- Dickson United: Tipton, Okla.
- Dixie Amusements: Foreman, Ark.
- Drago, No. 1: Medaryville, Ind.
- Drago, No. 2: Edinburg, Ind.
- Drew, James H.: (Fair) Lavana, Ga.; McCormick, S. C., 1-6.
- Dudley, D. S.: Portales, N. M.; Plainview, Tex., 1-6.
- Dyer's Greater: Grenada, Miss.; Tunica 1-6.
- Empire State: (Fair) Bridgeport, Tex.; McGregor 1-6.
- Fair Time: (Fair) Douglas, Ariz., 26-30; Nogales, 3-7.
- Foley & Burk: Hayward, Calif.
- Franklin, Don: Wharton, Tex.; (Fair) Rosenberg 3-6.
- Gem City: (Fair) Tuscaloosa, Ala.
- Gentsch, J. A.: Brookhaven, Miss.; Natchez 1-6.
- Georgia Am. Co.: (Fair) Cleveland, Ga.; (Fair) Jeffersonville 1-6.
- Glades Am. Co.: Rich Square, N. C.; Seaboard 1-6.
- Gladstone Expo.: (Fair) Jackson, Tenn.; (Fair) Clarksdale, Miss., 1-6.
- Gold Coast: (Fair) Lucedale, Miss.
- Gold Medal: Henderson, N. C.
- Gooding Am. Co., No. 1: (Fair) Hamilton, O.
- Gooding Am. Co., No. 2: (Fair) Hillsdale, Mich.
- Gooding Am. Co., No. 3: (Fair) Atlanta, Ga.
- Gooding Am. Co., No. 4: Somerset, O.
- Gooding Am. Co., No. 5: (Fair) Kenton, O.
- Gooding Am. Co., No. 6: (Fair) Auburn, Ind.
- Gooding Am. Co., No. 7: (Fair) Mitchell, Ind.
- Gooding Am. Co., No. 8: (Fair) Carrollton, O.
- Gooding Am. Co., No. 9: (Fair) Paintsville, Ky.
- Grand American: Clarence, Mo.; Winterset, Ia., 3-6.
- Greater Dixieland Expo.: (Fair) Jonesboro, La.; (Fair) Marksville 2-7.
- Griggs Bros.: (Fair) Trenton, Tenn.; Millington 1-6.
- Hames, Bill: (Fair) Lubbock, Tex.; (Fair) Palestine 1-6.
- Hannum, Morris: Ephrata, Pa.
- Happy Attrs.: (Fair) Ashland, O.
- Happyland: Onekama, Mich., 24-Oct. 1.
- Hartscock, Roy: Balleysville, Mo.
- Heth, L. J.: (Fair) Cartersville, Ga.; Covington 1-6.
- Hoard & Mullis Am.: (Fair) Jefferson, Ga.; (Fair) Jackson 1-6.
- Holly Bros.: (Fair) McDonough, Ga.; (Fair) Vienna 1-6.
- Hottie, Buff, No. 1: (Fair) Huntsville, Ala.; (Fair) Donaldsonville, La., 1-6.
- Hottie, Buff, No. 2: Covington, La., 24-Oct. 1; (Fair) Oberlin 2-6.
- Howard Bros.: Old Washington, O.
- Ideal Rides: Indianapolis, 28-30.
- Jack's United: (Fair) Cairo, Ill.
- Johnny's United: (Fair) Cullman, Ala.
- Ken-Penn: (Fair) Pageland, S. C.; (Fair) Burgaw, N. C., 3-6.
- Kille, Floyd O.: (Fair) Clarks, La.; (Fair) Farmerville 1-6.
- King Bros.: Elkhart, Kan.
- Lagasse Am. Co.: No. 1: Hooksett, N. H.
- Lawrence Am. Co.: (Fair) Jasper, Ala., 24-Oct. 1.
- Lee Am. Co.: (Fair) Griffin, Ga.; (Fair) Atmore, Ala., 1-6.
- McKenna's Rides & Am.: Lodi, Wis., 26-30; Baraboo 1-7.
- Majestic Greater: (Fair) Jasper, Ala.; (Fair) Moulton 1-6.
- Manning, Ross: (Fair) Statesville, N. C.; (Fair) Petersburg, Va., 1-6.
- Marks, John H.: (Fair) Hickory, N. C.; (Fair) Fayetteville 1-6.
- Meeker's: (Fair) Yakima, Wash., 25-30.
- Midway of Mirth: McCrory, Ark.
- Mighty Hoosier State: (Fair) Versailles, Ind.; (Fair) Aurora 1-6. (season ends)
- Mighty Interstate: (Fair) Camille, Ga.; (Fair) Dublin 1-6.
- Miller, Ralph R.: (Fair) Prairieville, La.; Melville 1-6.
- Monarch Expo.: Trumann, Ark.
- Moore's Modern: (Fair) Searcy, Ark.
- Motor State: (Fair) Aberdeen, Miss.; (Fair) West Point 1-6.
- Mound City: East Prairie, Mo.; Lillbourn 1-6.
- Mullin's Royal Pine: (Fair) Cherryfield, Me.
- Myers, Sonny: Holden, Mo., 26-28; Waverly 4-6. (season ends)
- Nolan Am. Co.: (Fair) Vanceburg, Ky., 26-29.
- Norton's Rides: Gallup, N. M., 29-Oct. 6.
- Olson: Tupelo, Miss., 25-29.
- Page Bros., No. 2: (Fair) Athens, Ala.
- Page Combined: Reidsville, N. C.; (Fair) Loubserg & Dunn 1-6.
- Pan American: Natchitoches, La.; (Fair) De Ridder 1-6.
- Penn Premier: (Fair) Mount Airy, N. C.
- Pell's Broadway, No. 1: Bennettsville, S. C.; Frederick, Md., 1-6.
- Pell's Broadway, No. 2: Shelby, N. C., 1-6.
- Raines Amusements: (Fair) Danville, Ark.; (Fair) Ringgold, La., 1-8.
- Raley Bros. Expo.: (Fair) King, N. C.; (Fair) Scotland Neck 1-6.
- Rock City: Perryville, Ark.
- Rohr's Modern Midway: Cerro Gordo, Ill., 26-29.
- Rose City Rides: Sikeston, Mo., 26-29.
- Royal American: (Fair) Oklahoma City, Okla.; Little Rock, Ark., 1-6.
- Royal Holiday: Louisville, Miss.
- Royal Jack: Lincolnton, Ga.; Allendale, S. C., 1-6.
- Rumble's Rides: (Fair) Hardinsburg, Ky., 27-29. (season ends)
- Schafer's Just for Fun: (Fair) Fort Smith, Ark.; (Fair) Longview, Tex., 1-6.
- Shamrock: (Fair) New Braunfels, Tex.; (Fair) La Grange 4-6.
- Shan Bros.: Sweetwater, Tenn.; (Fair) Sandersville, Ga., 1-6.
- Shop-O-Rama: (Fair) Spearman, Tex.
- Shugart & Sons: (Fair) Clarksville, Tex.
- Siebrand: Albuquerque, N. M., 24-Oct. 9.
- Silk City Combined: Warrenton, N. C.; Madison 1-6.
- Sitten, Curtis: Stephensville, Tex., 27-29.
- Smith, Geo. Clyde: (Fair) Farmville, Va.; (Fair) Entfield, N. C., 1-6.
- Snapp Greater: Magnolia, Ark.
- Southern Pairs: Chatsworth, Ga.; (Fair) Ashburn 1-6.
- Southern States: Greenville, Fla.
- Southland Am.: Graceville, Fla.
- Star Am. Co., No. 2: (Fair) McGee, Ark.; Earl 1-6.
- Stephens, C. A.: Conyers, Ga.
- Strates, James E.: (Fair) Greenville, S. C.; (Fair) Charlotte, N. C., 1-6.
- Strong's Amusements: Wakefield, Kan., 26-28.
- Sunset Am. Co.: (Fair) Harrisburg, Ark.; (Fair) Caruthersville, Mo., 1-7.
- Sylvester, Ernie: Waco, N. C.; Louisburg 1-6.
- Tassell, Barney: Vollens, Va.; Red Springs, N. C., 1-6.
- Tennessee Valley: (Fair) Leighton, Ala.
- Thomas, Art B., No. 1: (Fair) Hope, Ark.; (Fair) Stamps 1-6.
- Thomas, Art B., No. 2: Mitchell, S. D.
- Thomas Joyland: Kingwood, W. Va.
- Tidwell, T. J.: (Fair) Bowie, Tex.; Hollis, Okla., 1-6.
- Tinsley, Johnny T.: (Fair) Newnan, Ga.; (Fair) Waynesboro 1-6.
- Tibbs, Roy: Sparta, Ga.; Millen 1-6.
- Tivoli Expo.: (Fair) Bastrop, La.; (Fair) Leesville 1-6.
- 20th Century: Okmulgee, Okla., 24-27; (Fair) Waco, Tex., 29-Oct. 5.
- United States: (Fair) Pulaski, Va.; (Fair) East Bend, N. C., 1-6.
- United Expo.: Union City, Tenn.; Clarksville 1-6.
- Victory Expo.: (Fair) Iowa Park, Tex.
- Virginia Greater: Madison, N. C.
- Wallace Bros.: El Dorado, Ark.
- West Coast, No. 2: Bakersfield, Calif., 24-30.
- Williams Am. Co.: (Fair) Stuart, Va.
- Willie Am. Co.: (Fair) Easley, S. C.; (Fair) Chester 1-6.
- World's Finest: (Fair) Kitchener, Ont.; (Fair) Simcoe 1-6.
- World of Pleasure: Lawrenceburg, Tenn.; Pulaski 1-6.

Circus Routes

Beatty, Clyde: Bay City, Tex., 25; Freeport 26; Galveston 27; Houston 28-30.

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 _____

San Jose, Calif., Tabs 243,247 for New High

SAN JOSE, Calif.—The 12th annual Santa Clara County Fair set a new attendance record of 243,247 people during its seven-day run which ended here Sunday (16), William A. Straub, serving his first year as secretary-manager here, said. The new mark showed a healthy increase of 6,321 visitors over 1955.

Straub, formerly assistant manager here, was appointed by A. L. Christopher, fair president, and his board earlier this year to succeed Russell E. Pettit. At the time of his appointment he was secretary-manager of the Kern County Fair in Bakersfield.

The fair debuted Monday evening (10) when a quantity of balloons were released as "Pandora's Box," theme of the run, was opened. Officiating at the event were State Sen. John Thompson, Congressman S. Gubser and Frank C. Mitchell, a past board president. Tribute was paid to the late Joseph F. McKinnon, who as a member of the Board of Supervisors gave the exposition strong support.

One of the features of the event was Family Night on Tuesday when small children were admitted free with their parents, who paid 75 cents each. Straub said the move was made to combat impressions that the fair was expensive.

The entertainment program included facilities for square dancing as well as the rock and roll Teen-Time with live music for the latter by Joe Jaros, Los Angeles TV personality, and Bob Custer, of Station KLOK, supplying pop tunes for the youngsters. Strolling entertainers were the Sauer Krauts, a four-piece German-type organization.

Stage Moved

The stagemove was presented again on the 90-ton rolling stage that is pulled into position with a tractor. There was one important change, however. Usually spotted

- Beers-Barnes: Candor, N. C., 27.
- Polack Bros. Eastern: Savannah, Ga., 1-2.
- Carson, Tex: Clarendon, Tex., 25; Turkey 26; Playdada 27; Petersburg 28; Lockney 29; Hale Center 30.
- Clyde Bros.: Monroe, La., 25; Lake Charles 26-27; Alexandria 28; Dodge City, Kan., Oct. 8-9; Salina 10-13; Omaha, Neb., 15-16.
- Cristian Bros.: Columbus, Miss., 25; Greenwood 26; Clarksdale 27; Cleveland 28; Greenville 29; Brookhaven, Oct. 1.
- Gray, Gil: San Angelo, Tex., 26-27.
- Hagen Bros.: Marion, Ill., 26; Herrin 28; Jonesboro 29.
- Kelly-Miller: Malvern, Ark., 25; Arkadelphia 26; Camden 27; Warren 28; Crossett 29.
- Mills Bros.: Hillsdale, Ill., 25; Brookfield 26; Aurora 27; Ottawa 28; Peoria 29; Springfield, Oct. 1; Clinton 2; Danville 3; Paris 4; Terre Haute, Ind., 5; Bloomington 6.
- Polack Bros. Western: San Jose, Calif., 25-Oct. 2; Denver, Colo., 8-14.
- Strong, John A.: Lemoore, Calif., 27; Lennox 29; San Gabriel 30; (schools) Los Angeles Oct. 1-Nov. 30.
- Von Bros.: Bayboro, N. C., 25; Havelock 26; Beaufort 27; Morehead City 28; Swansboro 29; Jacksonville Oct. 1-2.

Ice Shows

- Holiday on Ice of 1956: Lubbock, Tex., 25-28; Tulsa, Okla., 29-Oct. 5; Shreveport, La., 6-10; Corpus Christi, Tex., 12-14; Phoenix, Ariz., 16-21.
- Holiday on Ice of 1957: Butte, Mont., 25-30; Troy, O., Oct. 3-8; Fort Wayne, Ind., 9-14; Columbus, O., 15-23.
- Ice Capades, 16th Edition: Houston, Tex., 27-Oct. 4; Dallas 6-21.
- Ice Capades, 17th Edition: Raleigh, N. C., 25-29; Charlotte 30-Oct. 7; Philadelphia, Pa., 9-24.
- Shipsteads & Johnson's Ice Follies of 1957: Los Angeles, Calif., 25-30; Denver, Colo., Oct. 3-7; St. Louis, Mo., 9-14; Chicago, Ill., 16-28.

Miscellaneous

- Burke's Wild Cargo: (Fair) Atlanta, Ga., 27-Oct. 6.
- Matchstick City of Religions: (Fair) Oklahoma City, Okla., 25-29.
- Hittler's Personal Armored Car, Jack W. Burke, Mgr.: (Fair) 27-Oct. 6.
- Rabbit Foot Minstrel Show: Shaw, Miss., 25; Marks 26; Crenshaw 27; Sardis 28; Hernando 29; Osceola, Ark., Oct. 1; Blytheville 2.
- Schaffner Players: Green City, Mo., 25-29.

on the race track, this year Straub brought it between the race track fence and the grandstand. The eight feet between the stage and the grandstand was filled in with a wooden platform, which put the show, booked thru Ken Daly, of the Bert Levey Office in San Francisco by Helene Hughes and Earle Caldwell, practically in the boxes.

The show line-up included Bob Williams and his dogs, Red Dust and Spunky; Ken Card, comedy banjoist; Mason - Kahn Dancers (12); LeBrac and Bernice, unicycle, and Johnny Matson, emcee. The Marcellis brothers, trampolinists, performed in front of the grandstand with a number of the fairgoers participating.

A free display that was well received was that of the "Colorful Fowl Frolics," which had eight geese, six ducks, 10 chickens and four pigeons dyed-pastel colors.

Raymond Verray, who at one time worked with Roberts' dogs and ponies, debuted his Goat Antics and Moe. Verray used four Nubian, one Angora goat and a large black French poodle. The goats do Liberty drills with the dogs leaping over the group and the turn builds to a goat walking on a high slat.

West Coast Shows, which combined its West Coast Shows and West Coast Exposition Shows for the date, were on the midway for the 12th consecutive year. Three teen-agers were slightly injured Friday night (14) when the governor on one of the Ferris Wheels dropped a cotter key and permitted the wheel to run out of control.

Jacksonville, Fla., Ads Boat Show, Brahmins to Sked

JACKSONVILLE, Fla.—Greater Jacksonville A. & I. Fair, which holds its second annual run here October 25-November 3, has added several new features designed to build gate attendance, Ted Chapeau, fair president, announces.

One of the major additions is the Southeastern Boat Show, which is looked upon as a natural lure in this area of boat-minded people. Another important addition to the program will be the appearance of the famous Brahman show herd from the Heart Bar Ranch, Kissimmee, Fla.

Chapeau, along with other fair officials, returned here last week after visiting the Indiana State Fair and the Cetlin & Wilson Shows in Indianapolis. Making the trip, in addition to the president, were James E. Gorman, vice-president; S. E. Lorimier, secretary; J. L. Whittle, treasurer, and James N. Watson, Duval County agricultural agent.

Chapeau said that an expanded advertising and promotion campaign has been designed to push attendance over the 100,000 mark. Last year's initial run pulled more than 75,000.

Hagen to Iowa

MONMOUTH, Ill. — Hagen Bros.' Circus played to 1,500 persons under Jaycee auspices here Friday (14). Show jumped into Iowa after this date.

INSURANCE

IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

WAIT TILL YOU SEE THIS BABY AT YOUR JOBBERS

OAK'S NEW COLORED BALL BALLOON HAS REALLY GOT IT!

it's OAK'S famous nobby all dolled up as the most dramatic balloon ever to hit the street —

EACH NOB IS A DIFFERENT SOLID COLOR PLUS ALL THE BIG FLASH FEATURES

- PRE-STRETCHED TOUGHER-BRIGHTER

Order No. 548CB—Packed 1 Gross and a worker to the carton.

OUR 40th YEAR

The OAK RUBBER CO
RAVENNA, OHIO

MERCHANDISE TOPICS

Harris Novelty Company, 1102 Arch Street, Philadelphia 7, has campaign buttons for all political factions. Both Eisenhower and Stevenson buttons are available in red, white and blue. The Eisenhower button has the statement, "I Like Ike," while the Stevenson button shows a picture of the candidate and contains the words, "Adlai Stevenson for President." The jumbo size, three and a half inches in diameter, is \$10 per hundred. The one and one-fourth size is \$2 per hundred and \$17.50 per 1,000. Harris also features two additional items, a fully automatic Ronson-type pocket lighter at \$5.50 per dozen or \$60 per gross, and a three-piece pen set with metal caps and clips consisting of ball point pen, fountain pen and pencil. These are boxed in a gold embossed package with a \$7.50 price tag. Priced at \$4.50 per dozen or \$48 per gross, they should move out with good profit to workers.

Sterling Jewelers, Inc., 1975 East Main Street, Columbus, O., has a new birthstone ring with heart-shaped stones. Calling it a sensation in birthstones, the ring is unusual in design and available in all colors for all months. The heart shaped, simulated stones are set in a heart-shaped mounting surrounded by seven embossed hearts which the firm says are tarnish-proof. Bulk price is \$9 per gross plus postage. Sterling also offers them on six display easels, each holding two dozen assorted rings, \$10 per gross. Minimum order is six dozen assorted rings shipped postpaid for \$6. Sterling Jewelers has a new catalog that includes such specials as boys' imported cameo rings and

snake, skull, belt and birthstone rings, all at \$9 per gross in minimum gross lots of a style, plus postage. A postcard gets you a catalog free by return mail.

If you order an assortment of 10 men's and women's late-style watches in brands like Benrus, Elgin, Waltham, Gruen and Bulova, which are guaranteed to be like new, Weinman's, 182 South Main Street, Memphis, will include a free gift, a four-piece pearl set, which consists of a three-strand necklace, bracelet and earrings with every order of \$25 or more. An assortment of 10 watches is \$69.50. An assortment of six watches is \$49. The firm also has a special lot of men's Elgin and Waltham watches which are re-conditioned, guaranteed and include expansion bands. They are offered at \$6.45 each. Weinman's offers a five-day money-back guarantee.

Al DeZure, who has spent 25 years in the foot aids business, has joined with Frank and Bob Twitty in the formation of Spencer Foot Care Corporation, 200 East Third Street, Mount Vernon, N. Y. The Twittys were formerly associated with Robert Curley and are well known for their work over department store cosmetic counters. The new firm will promote Lock's foot aids in department stores and via TV nationally, said DeZure, who is president and general manager of the firm. DeZure says he has the stores available and urges all workers, male and female, to contact him for permanent, well-paying work.

PIPES FOR PITCHMEN

By BILL BAKER

LETTERING FROM . . . somewhere in the vicinity of Macon, Ga., old Bob Smith has this to report, "Just a few lines from the old 'Globe Trotter' and after 57 years in the pitch biz, I am still doing a little mountebanking. Chief Little Fox and I racked up some pretty solid takes at Georgia tobacco markets. I didn't see any of the pitch boys or gals down around these regions—not even a sheetie—sun was too hot I guess. I had the X on all the shade trees so I was okay."

OUR OLD FRIEND . . . Melvin Sproat finally breaks down and writes at length about his comings and goings during the past year as a summertime commercial fisherman in the waters around the Florida Keys and as a wintertime pitcher of razor planes at various fairs throught Ohio and Michigan. From what brother Sproat reveals, the big business of hooking the kingfish and mackerel entails a load of long hours and hard work. However, the big daily catches seem to be worthy compensation for all the strenuous effort. A trouper for more than 32 years, Sproat found it necessary to work razor planes during the past summer instead of his usual lawnmower sharpeners, because the power mowers seem to have put the skids under the sharpeners as a going item. We were mighty glad to hear from our friend and we hope that the docs in the splint factory did a good valve and carbon cleaning job for him.

SOME FEW WEEKS AGO . . . we published here a letter written by Tom Kennedy and addressed to Madaline Ragan in which he sug-

gested that something be done about setting up some sort of lodge or fraternal organization for the benefit of those pitch folk residing in the vicinity of Reading, Pa. Now comes a letter of application for membership from those two tried and true members of the tripe trade, Fred Chase and Muddy Waters. The boys write in this manner: "Dear Tom: We read your recent pipe and we think that you have a staggering idea there but we are not sure that we are eligible to enter the contest even tho we are not fakers (we never were clever enough), but we sure would love to have a go at that wonderful list of prizes which you suggest. However, we only work glass cutters, kitchen gadgets, coils, saw blades, planers and a few other small items and we know that if we entered a deal of this kind, we would be up against such major league performers as Larry Freedman, Hutchcraft, Bud Cholue, Tommy Martin, Manny Wolfe, Blackie Beard, Jack Anthony, Art Novotony, Sam Coe, Jack Murphy, Red Kelso and many other class A players. So may we respectfully request that if you accept our application, you have about 15 prizes and then we might be able to finish in the lower brackets. Furthermore, we would like to see a prize like Pepo Kane's old four-cylinder Dodge or one of those Rube Goldberg tables that Hutchcraft builds. He must have 10 or 12 of them in his garage. I believe that these last two things would be in keeping with the class of prizes that you have suggested. But above all—keep it clean—NO FAKERS. May we wish you success and we offer you the best wishes of a couple of J.C.L.'s."

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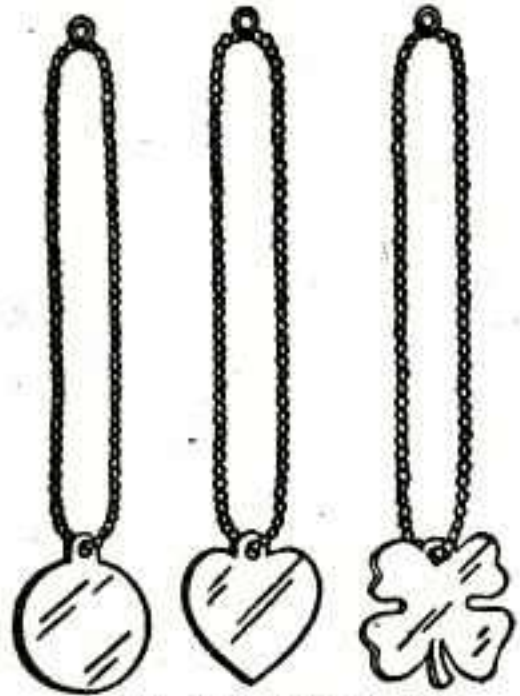
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COMING EVENTS

Arizona
 Buckeye—Halloween Carnival, Oct. 31.
 Florence—Junior Parade, Nov. 24-25.
 Tombstone—Helladorada Celebration, Oct. 26-28.
 Winslow—Air Fair, Nov. 11.

Alabama
 DeWitt—Ark. Co. Livestock Show, Oct. 10-13. Harold Kendall.
 England—Festival, Oct. 15-20.
 Fort Smith—Ark.-Okla. Livestock Show, Sept. 23-29. H. B. Correll.
 Hope—Third Dist. Livestock Show, Sept. 24-29. R. C. Danigls.
 Little Rock—Ark. Livestock Expo., Oct. 1-8.

California
 Los Angeles—Great Western Livestock Show, Nov. 24-29. A. M. Mathews, 2120 S. Eastern Ave.
 Los Alamitos—Blue Ribbon Horse Show, Oct. 11-14. Ray Stone, 5501 Hazel Ave., Fair Oaks.
 Oakland—California Garden Show, Sept. 20-30. E. E. Schreiber, 920 Fallon St.
 Pittsburg—National Home Show, Nov. 6-11. Patrick J. O'Toole.
 San Francisco—Grand National Livestock Expo., Nov. 2-11. Nye Wilson.

Connecticut
 Bridgeport—Fairfield Co. Home Show & Industrial Fair, Oct. 9-14. John W. Daly.
 Waterbury—National Home Show, Sept. 22-29. John W. Daly.

Florida
 Bartow—Polk Co. Youth Show, Nov. 29-Dec. 1. W. P. Hayman.
 Deland—National Home Show, Nov. 6-11. Dorothy Godfrey.
 Bonifay—Holmes Co. Livestock Show, Oct. 13. D. P. Grant.
 Ocala—Jr. Livestock & Poultry Show, Oct. 15-18. Louis Gilbreath.
 Palatka—All Fla. Breeder Show, Nov. 7-10. H. E. Maltby.
 Wauchula—Tri-Co. Fat Stock Show, Nov. 9-10. J. F. Baroo.
 Wauchula—Hardee Co. Cucumber Expo. & Fat Stock Show, Nov. 12-17. Addison Whitman.

Georgia
 Gainesville—VFW Celebration, Oct. 8-13. Dr. F. D. McCoy.

Illinois
 Cerro Gordo—Buffalo Barbecue, Sept. 27-29.
 Peoria—National Home Show, Oct. 3-7. E. J. Smith.
 Peoria—National Home Show, Oct. 3-7. E. J. Smith.

Indiana
 Indianapolis—Fountain Square Woodland Festival, Sept. 28-30.
 Indianapolis—Irvington Plaza Festival, Oct. 5-14.
 Veedersburg—Fall Festival, Sept. 26-29.

Iowa
 Greenfield—Centennial, Sept. 22-24.
 Waterloo—Dairy Cattle Congress, Sept. 29-Oct. 6. E. S. Estel.

Kansas
 Wichita—Sedgwick Co.-Kan. Nat'l Jr. Livestock Show, Oct. 3-5. Conlee Smith.

Louisiana
 Baton Rouge—L.S.U. Fall Livestock Show & Horse Show, Nov. 1-4. Mrs. Helen F. Cobb, Box 8637, University Station.
 Crowley—Intl. Rice Festival, Oct. 17-18. A. L. Stoessel.
 Marksville—La. Livestock Festival, Oct. 5-7. Kermit Ducoite.
 New Orleans—Mid-Winter Fair, Oct. 12-14. J. A. Smith, 6449 Vicksburg St.
 Opelousas—La. Yambilee Festival, Oct. 2-4. Billy M. Smith.
 Ville Platte—La. Cotton Festival, Sept. 28-30. Dallas Deville.

Maryland
 Princess Anne—Princess Anne Livestock Show, Sept. 28-29. Howard H. Anderson.
 Timonium—Eastern Natl. Livestock Show, Nov. 10-16. Dr. John E. Foster, University of Maryland, College Park, Md.

Massachusetts
 Boston—National Home Show, Oct. 14-21. John D. Daly.

Michigan
 Charlotte—Mich. Swine Breeder Show, Oct. 8. H. G. Moxley.
 Detroit—Home Improvement Show, Nov. 2-11. R. George Wood.
 Goodells—Thumb Dist. Plowing Match, Oct. 4. Irving R. Wyeth.
 Ionia—Ionia Fat Stock Fair, Nov. 5-7. Abram P. Snyder.
 Jackson—Southern Mich. Fat Stock Show, Nov. 5-6. Fred Savage.

Mississippi
 Cleveland—Bolivar Co. Rodeo, Oct. 11-13. Leroy Finley.

Missouri
 St. Louis—Mid-America Jubilee, Sept. 1-30. City-County Cavalcade, Inc., 1501 Locust St.

New York
 New York—International Antiques Exhibition and Sale, Oct. 17-23.

North Carolina
 Scotland Neck—Firemen's Peanut Fair, Oct. 1-6.

Ohio
 Bradford—Pumpkin Show, Oct. 9-13. P. C. Meek, Box 68.
 Toledo—Gift, Music & Home Festival, Nov. 3-11. Success Enterprises, 5115 Lewis Ave.
 Utica—Homecoming, Oct. 4-8.

Oklahoma
 Oklahoma City—Antique Show, Oct. 3-7. Mrs. L. Verne Slout, Vermontville, Mich.
 Oklahoma City—Modern Living Home Furnishing & Sports Car Show, Oct. 4-11. Jack Wright.

Oregon
 Portland—Pacific Int. Livestock Expo. Oct. 20-27. Walter A. Holt.

Pennsylvania
 Pittsburgh—Jr. Bee & Lamb Show, Nov. 6-8. N. L. Claiborne.

South Carolina
 Greer—Centennial, Oct. 15-20.

South Dakota
 Huron—Pow Wow Day, Sept. 29.
 Miller—Central S. D. Calf Show, Oct. 8.
 Mitchell—Corn Palace Festival, Sept. 23-29.
 Sioux Falls—Tepee Days, Oct. 5-7.
 Sioux Falls—Auto Show, Nov. 20-22.
 Yankton—Pancake Days, Oct. 12-13.

Tennessee
 McKenzie—Carroll-Weakley Fat Cattle Show, Oct. 23-24. Bob Powell.
 Memphis—Mid-South Sports, Boat, Travel & Vacation Show at Mid-South Fair, Sept. 21-29. Glenn Pinkston.
 Nashville—Flower Show, Oct. 24-27.
 Nashville—Davidson Co. PFA Rally, Nov. 17. John T. Tucker.

Texas
 Alice—Coastal Bend Livestock Show, Oct. 25-27. Mrs. Mary Herbert.
 Corsicana—Corsicana Livestock Show, Sept. 24-29. R. W. Knight.
 El Paso—Tex. Mobile Home Show, Oct. 21-29. J. E. Smith.
 Jourdanton—Centennial, Oct. 3-8.
 San Antonio—Exposition Americas, Oct. 2-7. Ralph W. Stevens.
 Tyler—Tex. Rose Festival, Oct. 19-21. Frank Bronugh, Chamber of Commerce.

Utah
 Ogden—National Home Show, Sept. 22-29.
 Ogden—Ogden Livestock Show, Nov. 14-21.

Washington
 Seattle—Wash. Jr. Poultry Show, Oct. 2-3. John G. Wilson, 814 Ave. Bldg.

West Virginia
 Elkins—Mountain State Forest Festival, Oct. 4-8. James A. Hartman, U. S. Forestry Bldg.
 Kingwood—Preston Co. Buckwheat Festival, Sept. 27-29. Mary Stemple.

Wisconsin
 Baraboo—Harvest Festival, Oct. 3-7.

CANADA
Alberta
 Edmonton—Fall Livestock Show and Sale, Oct. 22-26.
British Columbia
 Victoria—National Home Show, Sept. 22-29. Arthur Gilbert.
Ontario
 Brooklin—Intl. Plowing Match, Oct. 9-12. St. Catharines—Niagara Grape & Vintage Festival, Sept. 29.
Saskatchewan
 Saskatoon—Daily Cattle and Swine Show and Sale, Oct. 11-12.



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 Inside, outside, ready mixed paint in oil, white not reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only. \$1.30 per gallon.
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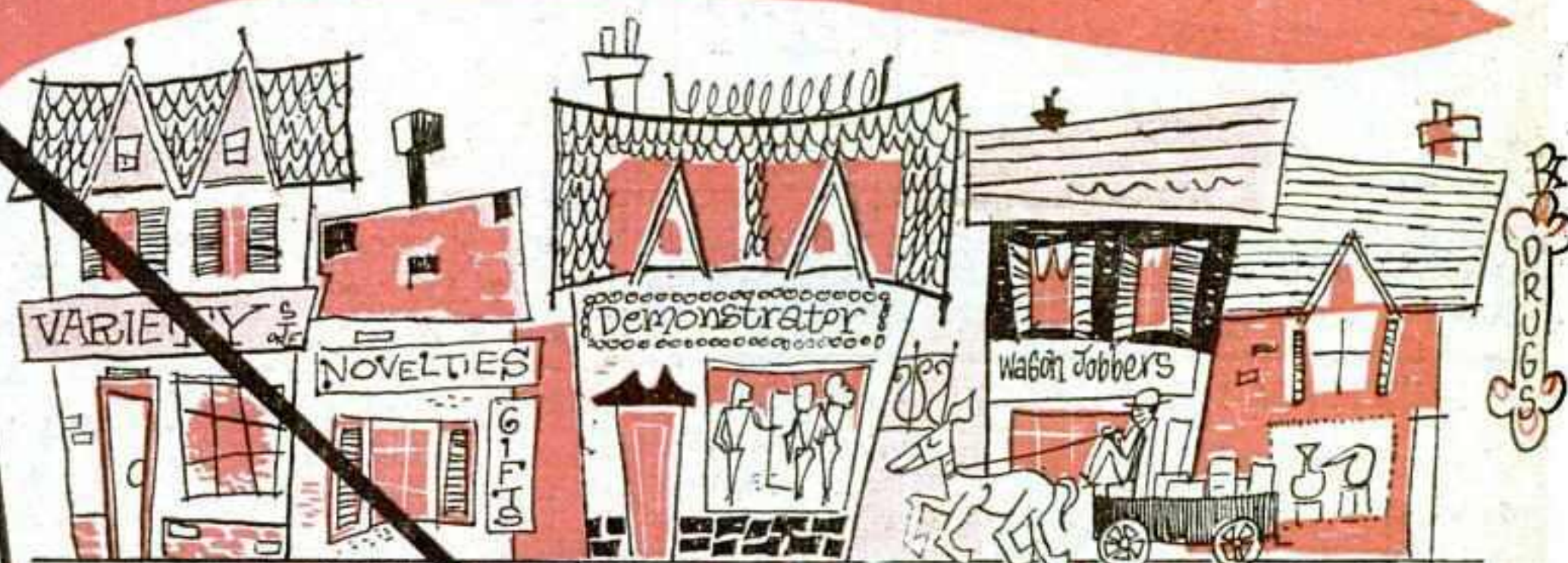
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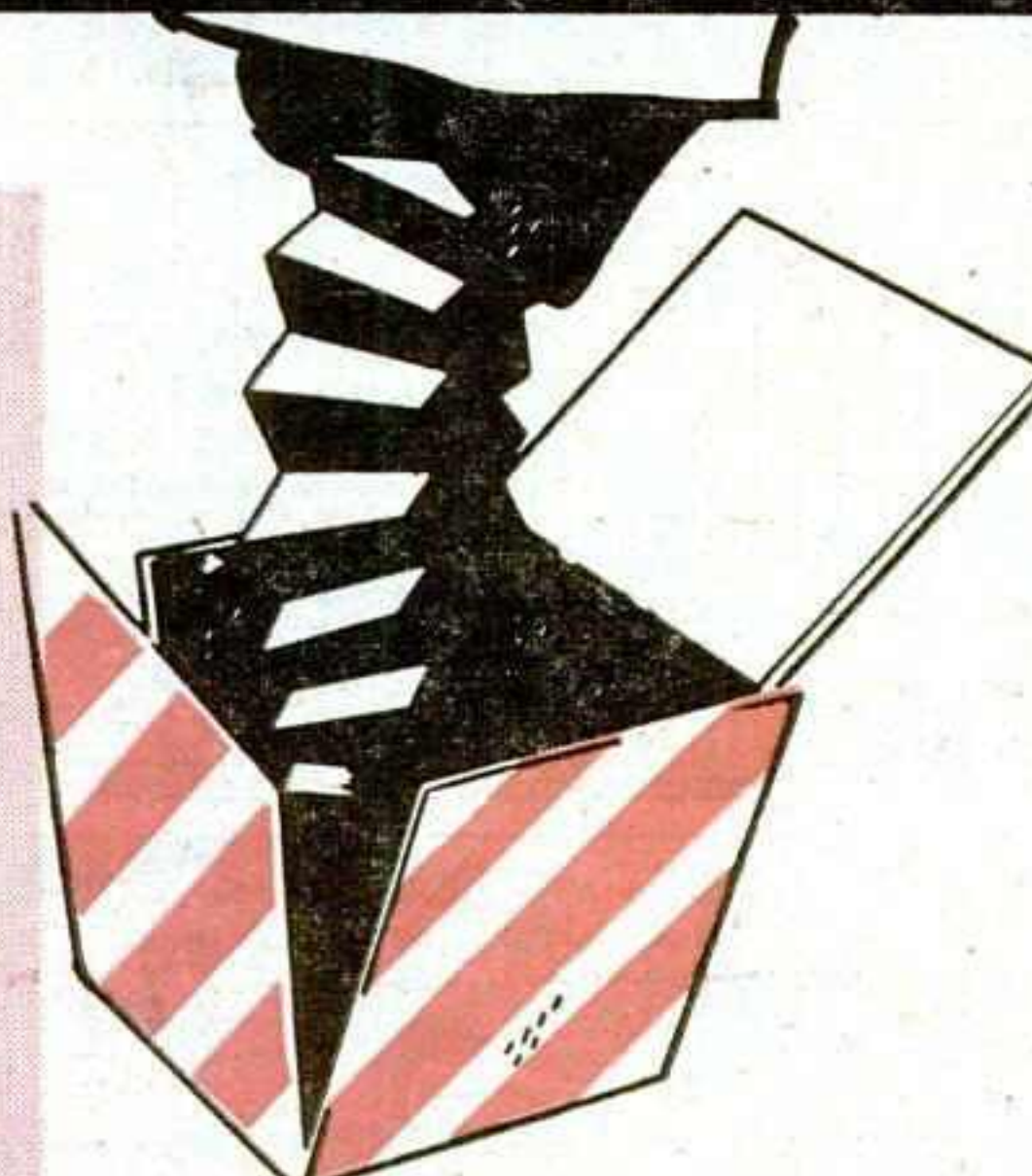
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The most powerful seller of all! A stunning set—beautifully boxed... HIGH style at a LOW price for terrific profit! Order a sample today!

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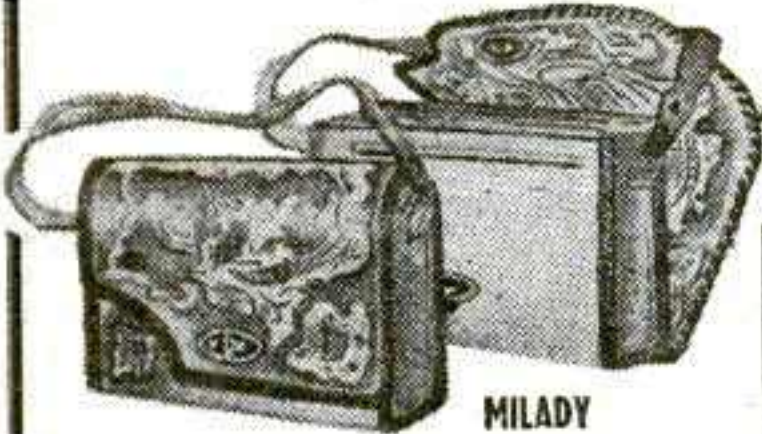
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BRAND-NEW IDEA. NO COMPETITION. Exclusive, imported Watch Compact, \$59.50 retail value—\$14 cost. Free literature. All clear, Merrick Rd., Rockville Centre, N. Y. ch-oc6

JAPAN DIRECTORY, MANUFACTURING exporters, plus opportunity mail; just \$1 today. Nippon Annal, 920 3rd Ave., Box 739-B, Seattle 4, Wash. oc20

JOKERS FUN SHOPS—FULL CREDIT Allowed on items returned. Jobbers offer same terms to dealers. Eagis Specialty Co., Akron 14, Ohio. oc27

RUN SPARE-TIME GREETING CARD and Gift Shop at home. Show friend samples of our new 1956 Christmas and All Occasion Greeting Cards and Gifts. Take their orders and earn to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 12, Ferndale, Mich. ch-oc13

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Men's Leather Billfolds, regular price, \$3.50 each, \$7.20 dozen. Sample \$1.

W & J WHOLESALE CORP.

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925 DAY EASY SELLING RE-LOGN SAIL beattifier (not a polish or plastic), sells like wild! To 150% profit, repeats galore. Write Mecha Manufacturing Co., Spiro 7, Oklahoma. ch-tfn

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BABY CHIMPANZEES, BABY PUMAS, mother and baby Rhesus Monkey combinations, baby Coatis. Chase Wild Animal Farm, Halifax, Mass. Cypress 3-9387.

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39 Broadway New York

SURPLUS ANIMALS, BIRDS, REPTILES for sale Write, Visit Ross Allen's Reptile Institute at Florida's Silver Springs. oc6

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ELI #5 WHEEL, BRAND NEW, GAS engine or electric motor, used in park only, \$3,850, or \$4,150 with 24 ft. Fruehauf trailer. Can also book same in park for '57. Allen, 1400 Brewerton Road, Syracuse 11, N. Y.

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- B-1—Bracelets, asst. gr. 24.00
- T-1—Tailored Tie Sets, bxd., dz. 3.50
- T-2—Stone Tieside Sets, bxd., dz. 4.50
- R-1—Ropes, all-head, asst. dz. 3.00
- T-3—Men's stone rings, asst. dz. 1.25
- 2160—Stone neck & ears, bxd., dz. 7.50
- 2164—Stone neck & ears, bxd., dz. 9.00
- 2256—3-piece pearl set, bxd., dz. 13.50
- 1202—3-pc. Rhinestone Set, dz. 18.00
- W-1—6-piece Watch Set, each. 5.95 (Ladies' 30¢ more) 5.95
- C-1—Cufflinks, carded, dz. 1.25
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Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d. Free Catalog.

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32" PLUSH BEAR
COTTON FILL
\$20.00 per dozen

30" ALL PLUSH BEAR
Standing Cotton Fill
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F.O.B. N.Y.C. 25% Dep., Bal. C.O.D.
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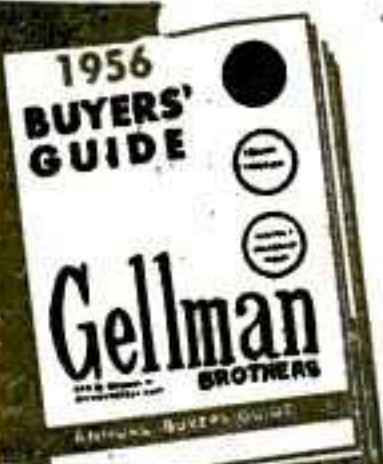
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ATTRACT YOUR ATTENTION!
Use DISPLAY CLASSIFIED

A sure way attract more

attention and secure greater results.

RATE: \$14 PER INCH

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two inches or more.

EARRINGS—ASSORTED STONED AND tailored, \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. se29

FABULOUS CLOSEOUTS

Tailored Earrings, Asst. STYLES, \$ 1.50 dz.
Charm Brac. Asst. 2.50 dz.
Pierced Earring on Display 2.50 dz.
Tie Slide & Cuff Set Reg. \$2.50 2.50 dz.
Enamel on Copper Pins, 2.50 dz.
Cuff Links 2.50 dz.
Rhinestone Earrings, Asst. 2.50 dz.

EXTRA SPECIAL!!!!

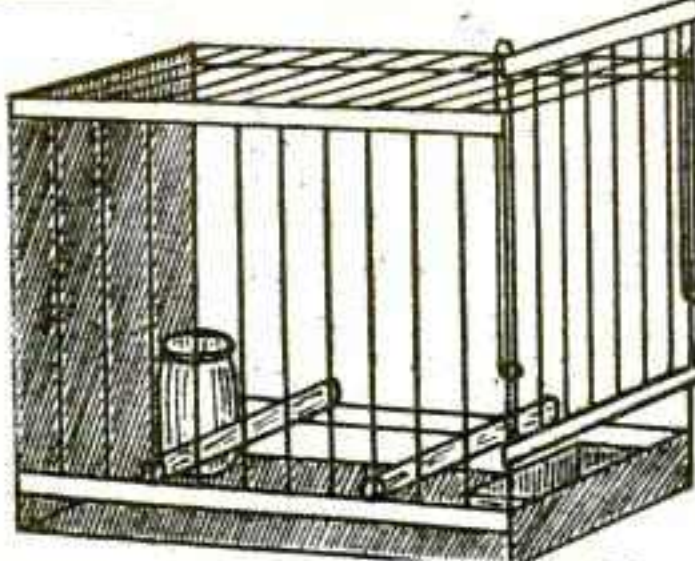
BOXED SETS, Asst. STYLES, \$ 4.50 dz.
Ornamental Slay Combs 1.00 dz.
Gen. Cultured Pearl Pins & Neck. 2.50 dz.
Large Stone Earrings 4.80 dz.
Ropes, Asst. 3.00 dz.
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24 HOUR SERVICE
20% Deposit with Order, Balance C.O.D.
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DESCRIPTIVE LITERATURE
KAREN ORIGINALS

45 No. Main St. Bristol, Connecticut
IRRESISTIBLE DOOR OPENERS—BLIND made items—Monogrammed door mats, throw rugs, search proof ironing board covers and other items. \$1.95-\$30 retail. Sell at 100% markup or 25% commission. All territories open. Write California Blind Workshop Distributors, 4300 Beverly Boulevard, Los Angeles 4.

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz.
Pierced or Tailored Earrings 1.75 dz.
Stoned Earrings on Display 1.25 dz.
Stoned Neck & Earrings, boxed 5.50 dz.
Charm Bracelets, Asst. 1.50 dz.
Lord's Prayer Necklace, boxed 3.95 dz.
Children's Jewelry, boxed, asst. 1.00 dz.
Shorty Tie Slides, carded 1.00 dz.
Roraries, imported 1.95 dz.
Cufflinks, carded 1.25 dz.
Stoned Bracelets, boxed 4.00 dz.
Cameo Sets, boxed 7.20 dz.
Tie Slide Sets, asst., boxed 4.00 dz.
Summer Earrings, asst. 7.00 dz.
Pearl Necklaces (domestic) 4.45 dz.
Pin & Earrings, boxed 4.50 dz.
3 Pc. Rhinestone Sets, boxed 9.00 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.



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No. 7163—Completely assembled, 6 1/2"x4 1/2"x5 1/2" high. Packed 60 to carton.

1 Carton (60 cages) \$.50 ea.

In quantity lots of 5

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We carry a complete line of Concession & Premium Merchandise.

Write for Catalog. State Business in First Letter.

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7 1/2 Famous Geneva
7 PC. MENS JEWELRY SET
AT THE NEW LOW PRICE
\$5.95
6 or more

Sample \$6.95
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25% Deposit with order, balance C.O.D.

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Guaranteed LIKE NEW!

ASSORTMENT OF FOR \$69.50

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5-Day Money-Back Guarantee.

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In lots of 6... \$7.25

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OFFERS REGULAR MERCHANDISE at CLOSEOUT PRICES!

Fashionable Earrings, \$1.50 doz.; carded deluxe styled Earrings, \$3.00 doz.; carded Scatter Pins, boxed, pairs, \$3.00 per doz.; Pin-Earring Sets, \$6.50 per doz.; boxed Necklace-Earring Sets, \$7.20 doz.; boxed Miracle Prayer Crosses, boxed, \$4.25 doz.; adjustable snap-apart Necklaces, \$2.50 doz.; 5-1 Earrings, \$2.50 doz.

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1. ALL Rhinestone Chain Sets. Per doz. \$24.00

2. Gold plated with Rhinestones. Per doz. \$12.00

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150 other sensational jewelry items. SEND FOR CATALOGUE!

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FOR SALE — ROLL-O-PLANE, FACTORY rebuilt, \$3,000; Moon Rocket, 1947 model, \$3,000; Rocket Ships, 3 stainless steel cars, tower 65 ft., \$2,500; Kiddie Trolley Ride, permanent or portable, \$500. J. E. Gooding, 19500 Puritas Ave., Cleveland 11, Ohio GL 1-1909.

LONG RANGE GALLERY — 18 FT. KING semi-trailer type, 10 automatic rifles, with or without tractor. All in A-1 condition. Hub Luehrs, c/o Ideal Rides, Indianapolis, Indiana.

OTTAWAY STEAM TRAIN WITH THREE coaches, in new condition, \$2,500. R. H. Chance, 3045 N. St. Francis, Wichita, Kan. oc6

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I & I AMUSEMENT PARK

Danville, Illinois Phone 44008

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FOR ONLY \$14

You can buy this space to profitably buy or sell Used Show Equipment

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20x60 TOP, THREE PIECES, GOOD AS NEW; three kw. A.C. Light Plant, sell cheap. John Willander, Wallace Bros., Show, El Dorado, Ark.

2 MOVIE SCREENS, 10 1/2 x 14. ONE has small hole near edge. \$20 each, f.o.b. Columbus. Donald Unger, 921 Chestnut, Columbus, Ind.

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200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 8, Mich. oc6

\$149.00 VALUE!

Only \$47.50



6 Assorted Men's Watches with Expansion Bands. Gruen, Waltham, Benrus, Bulova, Elgin. Reconditioned, guaranteed like new. 6 for \$47.50

Choice Lot of Ladies' Yellow Gold Watches Complete with Cord Band. Reconditioned and Guaranteed Like New! 3 for \$21.50

Three New Style Rhinestone Ladies' Watches. Reconditioned and Guaranteed Like New! 3 for \$27.50

FREE GIFT! 4-Piece Simulated Pearl Set, 3-Strand Necklace, Bracelet & Earrings with every purchase of \$21.50 or more. A \$12.00 Value FREE!

Sample Watches with Bands, \$8.95 Display Gift Boxes, 50c each.

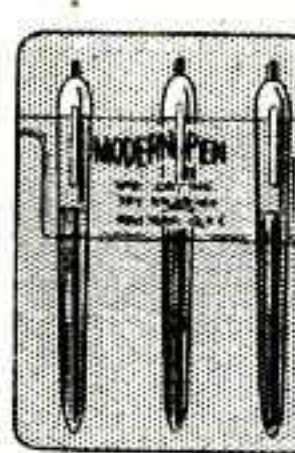
Wholesale only—25% with order, balance C.O.D. 5-Day Money-Back Guarantee. Send money order or certified check.

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5 S WABASH AVE., CHICAGO 3, ILL.

DIRECT FROM MFR.



3-PIECE RETRACTABLE SET IN POCKET SAVER Writes Red, Blue and Green \$51.00 per gr. 10 Gross Lots \$48.00 per gr. \$5.00 sample doz.

RETRACTABLE BALL PENS 1st GRADE \$15.84 per gross 10 GROSS LOTS ONLY

Sample Gross Order \$17.28 plus postage

Refills—4 1/4" Long \$7.20 per gross \$40 1000 lots per thousand

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7 and 10 color specials 4-5-6 and 7 ups Midgets, 3,000 series—7 colors Paper and Plastic Markers Wire and Rubberized Cages Pencils—Crayons—Clips 5x7 Heavyweight Cards Electric Blowers & Flashboards Lapboards Made to Order Free Catalog Available

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BUY DIRECT FROM MANUFACTURER AND SAVE 100% NYLON JACKET

Washable COLORS: Navy & Tan SIZES: 36, 38, 40, 42, 44 PRICE: \$6.95 Each Address: SHERWOOD MFG. CO. 75 Eagle St. Providence, R. I.

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PEN SETS. 3-Piece. Three different colors retractable pens, writes red, green and blue in pocket saver. A \$3.00 value to sell fast for a dollar. Dozen sets complete, \$4.50. (Refills \$35.00 per thousand.) GROSS SETS, COMPLETE... \$48.00 Send payment F.O.B. New York.

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MERRY-GO-ROUND, 3 ABREAST LAUGHING Mirrors, Kid and Adult Rides. Cash if cheap. Allen, 1400 Brewerton Road, Syracuse 11, N. Y.

STEAM CALLOPE—INSTRUMENT ONLY, any condition; will consider complete outfit if cheap. Wilde, 914 Race, Cincinnati 2, Ohio.

WANTED—MECHANICAL PIANOS, BAND Organs, Street or Barrel Organs, Hurdy-Gurdy, Phonographs, antique musical instruments. Kugler Music Co., 7 So. 6th St., Minneapolis 2, Minn.

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WANTED 8 OCTOPUS TUBS. STATE price, condition and type in letter. Elmer Vetter, 1137 S. 25th St., Manitowoc, Wis.

WAX SHOW AND MAGIC CARPET, TOP line. Write full particulars. Zazulia, 923 Sheridan Ave., Elizabeth, N. J. oc6

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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 Thursdays for the Following Week's Issue

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COMMERCIAL PIANIST, ALSO SOLO TONE (tenor sax, with double of violin preferred). Chairs open October. \$95 minimum; union taxes paid. Orchestra Leader, 4331 Parallel Road, Kansas City, Kan.

DRUMMER FOR WELL-KNOWN TRIO, preferably vocalist. Read, good habits, play any style. Box C-494, c/o Billboard, Cincinnati 22, Ohio.

GIRLS WANTED

EXPERIENCED OR INEXPERIENCED To become Exotic Dancers. Steady work. \$100 a week, in beautiful Chicago night club. Write, wire or phone:

ALLEN S. HOLZMAN Torrance 2-9628 Calumet City, Ill. 101 State St.

LEAD TRUMPET AND SECTION TENOR Men for Midwest traveling band. Contact Jess Gayer, 1612 N. Broadwell, Grand Island, Neb.

LEAD TRUMPET, ACCORDION, PIANO OR Saxophone Man wanted immediately. Established territory band, year around job; home most every night; write or call forenoon. Johnny Hiders Orchestra, Mandan, N. D. Tel.: 2434.

MANAGER FOR COUNTRY COMEDY. Show-Dance Combo. Prefer Musician. Permanent, good commission, contract optional. Tabb, 3219 Whitten, Jackson, Miss., 2-2797.

TATTOOER WANTED—HANDLE LARGE volume, remain sober. Chicago's largest arcade. Super Arcade, 500 South State St., Chicago 5, Ill. Phone: Harrison 7-2413. oc29

WARRIOR BOYS' RINGS IM. DOUBLE HEAD CAMEO



Aviation Metal, tarnish-proof, anodized finish with gold color, double-head (imit. Cameo). Special adjustment fits all fingers. ALSO SKULL, SNAKE, BIRTHSTONE AND BELT BUCKLE RINGS AVAILABLE. \$7.00 PER GROSS.

Sterling Jewelers, Inc. 1975 E. Main St. Columbus, Ohio SEND FOR NEW CATALOG

GREATEST DEAL ON THE LOT!

ASSORTED NOVELTIES, GIFTS, TOYS, ETC. \$6.75 LOT 1,000 PIECES KLONDIKE 19 E. 16 St. New York 3, N.Y.

ROCK & ROLL Gabardine Hats



LATEST CREATION Selling like wildfire throughout the entire country. Assorted colors & sizes: small, medium & large.

\$4.50 per dozen \$51.00 per gross

ROCK & ROLL GIRLS' COLLARS AND HEAD-PIECE



Made of White Twill and Colored Rock & Roll Designs. \$2.50 per Dozen

Immediate delivery on all Hats & Collars. 25% deposit required—money order or cash. We ship same day we receive order. We ship all over the world.

HARRIS NOVELTY CO. 1102 ARCH ST., PHILADELPHIA 7, PA. This is our only store. Phone: 7-9848—WA. 2-679 Send for Latest Catalog.

FAIR SPECIALS

- Hit Camera w/ Piskin Case. Dz. \$12.00
Hit Camera Film, 6 Rolls to Box.
Dz. Bx.
3-Pc. Pen & Pencil Sets, Gold Caps. Dz. \$1
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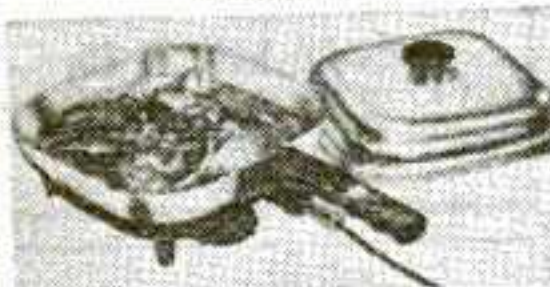
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Continued from page 78

reduction in the grounds admission rate for pedestrians, and a substantial cut for vehicles and concession buttons. Gross receipts for the 1956 fair will approximate \$100,000 compared with \$133,983.33 last year. Attendance this year dropped to 107,600 from last year's 162,000.

The Barnes-Carruthers night grandstand revue, which was given good reviews and plaudits, was hurt by the weather. As a result, grandstand receipts totaled \$37,172, compared with last year's \$56,255. Trans-World Auto Daredevils put their show on after the previous night attraction had been washed out. They drew about 2,000.

Frank Winkley staged motorcycle races on opening day, speedway races on Friday and stocks on Saturday's closing day. Attendance at the latter was strong, and a double feature on Saturday night—with the Barnes show and Swenson's Thrillcade offered — drew the heaviest turnout on the week.

Despite the weather, Art B. Thomas Shows were slightly ahead of last year. And the show left here with the '57 contract in its files.

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Dime Play Set in Utah, Grosses Up

By STAN BOWMAN

SALT LAKE CITY—Dime play has been firmly established here and has gained a strong foothold throuthout the State this past summer.

The momentum from nickel to dime play spread rapidly following the changeover in the State capital which began early in the summer. Prior to the transition here, there was a strong resistance to dime-a-tune play.

Thruout the State today operators report a steady increase in grosses and are optimistic about the future. Ten-cent play has enabled them to meet rising costs and retain a fair profit on their investment.

Meetings

The transition actually began last year in Provo, Utah's third largest city. However, the big push was made this spring when a group of Northern Utah operators held a series of informal meetings at which dime play was discussed.

Commenting on the changeover,

Van Wagoner, Heber City operator, stated that the income from one 200-play juke box on dime play doubled in the first two weeks.

Bob Holt, Rainbow Music Company, estimated he has realized a 25 to 30 per cent increase in grosses due to dime play.

Reporting that "results from the changeover are good," Andy Stevenson, Consolidated Amusement and Phonograph Company, disclosed that he and other operators are rapidly setting their juke boxes on dime play.

The most optimistic report was given by Heber Rutter, Wurlitzer distributor, who stated he has heard operators quote increases due to the switch from 22 to 58 per cent.

HANS & GRETA DIG AMERICAN TUNES THE MOST

CHICAGO—German tastes in music are very similar to those of Americans. In fact, their favorite selections on juke boxes today are American hit tunes.

"The records most played in Germany today are the American hits of three months ago," O. O. Mallegg, Chicago exporter, reported upon his return from a recent trip to that country.

Close on the heels as top favorites are the French and Argentine tangos. However, what most Germans look forward to are the latest releases from the United States, he said.

Rock and roll tunes also get a big play, Mallegg added.

Hub Operators Map Juke Tax Strategy

Proposed \$50-Per-Machine Levy Poses Problem; \$20 Compromise Is Suggested

BOSTON—A new, incorporated name for the Massachusetts Music Operators' Association, a strong strategy stand to meet the City of Boston's proposed \$50 annual tax on every juke box, and a new insurance plan highlighted the first fall session meeting of the music operators' group at the Hotel Beaconsfield in Brookline this week.

The association will be known from here in as the Music Operators of Massachusetts, Inc., with Jacob Levy, Hub lawyer, as legal counsel. Levy will guide the group in place of Lucius F. Foster,

of Guild Associates, who was executive director.

The move to incorporate was voted unanimously after Levy outlined the situation and explained the benefits of such a step. In the event of unionization, a move which seems inevitable in this area, it would, he said, be necessary to incorporate in order to deal with any union. Levy also felt it would not be possible to count dues as a

(Continued on page 95)

MUSIC FOR THE PROLETARIATS

Russia Raises Curtain on Juke Boxes; Germany Ends Licenses

Continued from page 1

officials they have been making a special study of the value of juke boxes in free countries, and have recognized their entertainment value, or potential.

Russians are not usually talkative, he asserted, but with his conversation with three Red officials in three different countries and reports from behind the iron curtain, juke boxes are being operated by the government under the direction of the Party, one and the same thing.

The three he sold to the Russians are being used in a large restaurant near a huge factory in Moscow, where according to Mallegg's sources, the workers have been disgruntled of late with conditions.

"One," he said, "is spotted in a large room on the second floor where the workers can dance. The other two are on the first floor where the laborers can sit and sip drinks, or eat, and just listen to the music."

Questioned as to Russian credit, Mallegg was quick to point up that he and other exporters have let it be plainly known that all dealings with the Soviets will be on a cash-and-carry basis in established exchange, and not in rubles or kopeks. "Germany," Mallegg explained,

"today is one of the most prosperous nations in Europe and her people are beginning once more to enjoy a high standard of living and are experiencing the best business in history."

The majority of German juke box operators are diversified, he explained, and operate games in conjunction with phonographs.

Most popular locations are the spielhollers (Arcades), which are crowded daily with the younger people. The spielhollers are superior to U. S. Arcades and have at least one juke box and 20 or more coin-operated amusement games.

"Operating from 6 p.m. to midnight, the juke boxes are played continuously, and the games usually have a line of patrons waiting to play," he added.

The most popular games are the lower-priced American-made pinballs, Mallegg stated. The others, he reported, are of prewar vintage, and include hand-operated football units and pool games.

Juke boxes have replaced the small orchestra in beerstubes, and

are much in demand in restaurants as well as small ballrooms.

Currently the Verbund Der Grosshandler (an association of wholesalers for coin-operated machines) is conducting a drive to prevent the sale of juke boxes and games directly to owners of locations, Mallegg reported.

By-laws of the organization prohibit members from selling coin-operated machines to location owners, he said.

Operators pay only a 10 per cent commission to locations, according to the American exporter, and most juke boxes are on 10 pfenning (2½ cents) one play, or 50 pfenning for five-record play.

Belgium and Sweden too have lifted all restrictions, according to Mallegg. Switzerland regulations are about the same as those in Germany, but the Swiss buy only from representatives of U. S. firms, he said.

Norway and Finland's high tariff and import license fees make it almost impossible to import juke boxes and games, he said.

Golumbo Sets Plans for Background Music Unit

BOSTON—J. J. Golumbo, head of the J. J. Golumbo Company here, formerly distributor for Rock-Ola and now operator of a coin machine counseling service, said the new firm of which he is vice-president will go into production of hi-fi background music systems as the Imperial Manufacturing Corporation.

The new machine, known as the IMCO Background Music System was demonstrated at the fall meeting of the Music Operators of Massachusetts, Inc., this week. The machine had been shown at the recent National Music Manufacturing Association meet in New York.

The IMCO will be produced for homes, restaurants, stores, industry, hotels and institutions. It will list for \$269.50.

Continuous Play

It plays 120 records at 45-r.p.m. automatically, and can be adjusted

to play continuously without pause. The machine is fitted with two eight-inch high-fidelity speakers and a 10-watt push-pull amplifier with microphone. There is also a microphone input to make storecasts or public announcements possible.

Golumbo said the firm would train operators in how to approach prospective customers.

A plant with an area of 50,000 square feet is gearing for production, and deliveries are scheduled to start by the latter part of October.

The official world premiere showing is being planned within a few weeks in Boston, after which the machine will be taken on the road for showings throuthout the country. With only a mail campaign, orders already have been received in large quantities from South America, Europe and many parts of the United States, said Golumbo.

550 Attend Chi Music Op Annual Outing

CHICAGO—A crowd of 550 Chicago music men, their wives and guests, jammed the clubhouse and greens of the Southmoor Country Club here Thursday (20) at the annual Golf Tournament and Banquet sponsored by the Recorded Music Service Association.

Phil Levin, president of the operator organization, called the lively get-together "the best we've had." In a short talk at the banquet, Levin credited committeemen Joe Filitti, Carl Green and Earl Kies for "a job well done" in staging the annual affair.

Some 115 golfers registered for a workout on the links, and these and many more took part in the day-long activities which were topped off by entertainment and dancing to the music of Dan Belloc. A buffet luncheon was served early in the afternoon, and the dinner banquet followed in the evening.

40 Ops Attend Chi AMI School

CHICAGO—An operator service school on the AMI G-200, attended by 40 operators, was held by Automatic Phonograph Distributing Company September 6, Mike Spagnola, manager of the AMI distributing firm, announced last week.

Two sessions—one in the morning and one in the evening—were conducted by Henry J. Hoevenaar, AMI service engineer. Cash prizes to holders of winning registration cards were awarded by Spagnola at the close of each session.

Among those attending were: Jack Burke, Harry Trujillo, William Wing, Peter V. Langbehn, Tony McKinzie, E. Buck, Frank Shank, Ed Chesney, Don R. McDonald, Elmer Tysel, Larry Monheim, A. J. Strongin, Leon Mohill, Edward Ogrodnik, Sam Florio, Lester Martin, Morry Banks, Robert Raywood, Irvin S. Sands, Joseph Freeman, Eugene R. Lee, Frank Tomasso, Mario Grattani.

Also L. B. Smith, Norbert Gorecki, Jack Markey, Norman Goldstein, Norman J. Dompke, Les Richards, Sam Gray, Victor J. Lucas, Ed Bukala, Kenneth W. Massey, Thomas A. Hughes, Rene E. Pirard, William Perez, Michael Galgano, Joseph Petritsch, Donald Amato and Joseph Kohler.

Mass. Juke Ops Consider Unionization

BOSTON—While there is no immediate plan to sign a contract with any union, most members of the Music Operators of Massachusetts, Inc., want unionization of the music industry in the Bay State.

Last month representatives of the National Union of Automatic Equipment & Coin Machine Operators' Service and Repairmen had been calling operators in the Metropolitan area and in parts of New Hampshire. Some progress had been reported at the time, but no definite plans for organization have been completed as yet.

President David J. Baker, of MMO, reported this week that he had been in touch with the head of the AFL Teamsters Union in Boston who was drawing up an agreement which could be presented to the MMO members. Meanwhile Baker said he had arranged to have the union chief present his views at an early meeting of the group, possibly at the next meeting on October 8.

Matter of Time

Baker said that while there was no immediate plan for signing up with any union, he felt that a presentation of the facts would be of interest to the members since it was probably only a matter of time until the industry would make some move in the way of unionization of the industry.

He said the membership would await a presentation of the facts and figures on what the union would do and how much it would cost. Baker said there were some definite advantages to unionization, inasmuch as it would very likely offer a measure of security on locations and discourage the use of juke boxes from non-union operators by the locations.

Baker pointed out that the union seemed to have worked out well in the New York area and that if some similar agreement could be reached for this area, it was not unlikely that it would be acceptable to Massachusetts operators.

Dime Juke Play Solid In Memphis

MEMPHIS—Dime play is now routine among Memphis operators and little discussed or heard of here anymore. It's solidly accepted by the public, after being in effect about a year and a half.

Operators credit officers of the Memphis Music Association for the fine job they did in getting the program across.

Officers Allen Dixon, S & M Sales Company, president, Robert Harbin, Harbin Amusement Company, vice-president, and Edward H. Newell, Or-Matt Company, secretary-treasurer were rewarded for their dime play efforts by election to second terms in the organization.

The current project of the group is to find some way of selling location owners on the idea of installing air-conditioning.

Midwest Music Expands, Moves to New Building

DENVER—Midwest Music Company, one of Colorado's largest operating firms of juke boxes, games and vending machines, has moved into new, modern headquarters here.

The new building, a shell when acquired by Midwest Music, was remodeled to suit the specifications of the company. It includes in addition to office space separate departments for each phase of the firm's business, indoor loading space and complete garage facilities, according to Doyle Wycaver, head of the company.

Originally one of the largest juke box operating firms in the West in the 1930's, the firm under Wycaver's direction expanded its operation thru diversification and simultaneously restricted its territory to Denver and immediate territory.

Midwest Music expanded its operation in accordance with the booming population growth of Denver and surrounding area in recent years, Wycaver stated.

Its new headquarters also includes a special 20 by 20-foot

showroom for display of equipment to prospective location owners and for demonstrating the latest models of coin-operated machines.

The separate departments of Midwest Music all branch off a hallway that leads down the center of the building, but yet are completely shut off from other operations.

There is a special room for route servicemen that includes a 20-foot-long bench for making out reports, counting money and relaxation.

A special vault has been incorporated in the vending quarters where cigarettes are stored. Immediately adjacent is the stamp application machine for cigarette packages.

Because of the building's height and arching roof, a special loft was built where the firm currently stores additional equipment and spare parts, formerly housed in the shop.

The garage, 60 by 45 feet at the rear of the building, is large enough to house the firm's entire truck fleet, including a repair shop, paint room and gas tanks.

MUSIC OPERATOR FORUM

Number of Tunes Affect 10c Play?



(Editor's Note: This is the final article in a series of four Music Operator Forums on multi-selection equipment as it affects weekly record buying, programming and dime play. Last week's article was concerned primarily with operator views on the variety of selections available in machines today. This week's discussion is concerned with the affect of larger multi-selection equipment on dime play.)

The overwhelming majority of music operators with 200-selection juke boxes operate them on dime play.

According to operators participating in this week's Forum, just slightly more than 7 per cent of the 200's operating today are set at a nickel, with 92.9 per cent of them operating at a dime-a-tune.

These figures are even more impressive compared with the percentage of equipment with fewer selections which MOF operators now are operating on 10-cent play (see chart).

However, significant as these figures appear, Forum participants stressed that care must be taken in properly interpreting them. The figures do not mean that the way to successfully convert to dime play is to use 200-selection equipment despite the fact that some operators have used 200's to do just that.

Here's why: On many locations where 200-selection machines are now operating, dime play has long been in effect. On still other locations now using 200's, the very reason they are means that they are the best ("A") locations which should experience no difficulty whatsoever in supporting dime play.

In converting a route to dime play, an operator begins with his best locations, gradually moving the dime into average stops and finally marginal stops. This is confirmed in Forum series on dime play published earlier this year.

In that series, it was disclosed that the conversion to a dime in especially rural areas moves very slowly in the pattern outlined above. At the same time, city operators appeared to convert more evenly, i.e., they convert their "best" and "average" locations at almost the same pace. The Forum on rural dime play stated:

"It is interesting to note the pattern set by rural and small-town operators when converting to dime play. The first spots to get dime play are always the best spots. It is usually safe to say that a route with less than one out of four machines converted has only changed to dime play in the best stops.

"By the time the route approaches the 50 per cent mark, average stops are also beginning to be converted. However, marginal stops are still on nickel play only."

However, the Forum on urban dime play reported: "Unlike rural route conversions, which

tend to blanket 'best' locations with dime play before moving to average and marginal locations, city changeovers seem to move at a more even pace . . . even the smallest dime play percentage routes have 'average' locations on dime play."

According to operators polled, in order for a location to warrant a 200-selection machine, it must fall in the "best" classification. Therefore, with the progress of dime play as it has been, the stop is either already on dime play or it will be the first to be converted to dime play when the move is made and selectivity does not affect this.

For the majority of MOF operators reporting, then, number of selections is related to dime play in this way: "Best" locations may today have both dime play and 200's, but these two facts operate independently of each other. The 200-selection unit may be one of several factors in successfully converting to dime play in a particular location, but in almost all cases is not the determining factor.

A small number of operators reporting took exception to that, however. Some stated that offering a location a 200-selection juke box was a vital part of their campaign in converting some particularly difficult locations to a dime.

An important part in switching to a dime is, however, providing a new machine for the location. According to most operators, most dime play locations have machines with 80 or more selections.

Altho at present the 200-selection juke box does not appear to be responsible for helping operators convert to a dime, a number of operators mentioned that it may well become a factor in a year or so with increasing sales of 200's. Their argument: That an operator buying and programming the larger, more expensive 200-selection model will more vigorously sell dime play to the location since he will require the higher denomination coin even more than at present.

How They Voted

1. How many juke boxes do you operate?	
Average number	72.4
2. What percentage of your juke boxes are of the following types?	
80, 100, 104 or 120 selections.....	71.9%
40 or 50 selections	18.5%
200 selections	9.6%
	100.0%
3. What percentage of each of these types of juke boxes that you operate are set for dime play?	
80, 100, 104 or 120 selections.....	54.0%
40 or 50 selections	28.2%
200 selections	92.9%
	175.1%*

*Totals more than 100 per cent since most operators operate all three kinds of equipment.

Quote & Unquote . . .

OHIO OPERATOR (who asked not to use his name): "I do not think a juke box should have more than 100 or 120 selections. That should take care of most any location. I don't think EP's are worth the trouble and the extra cost."

M. F. BENANDES, C. A. Music Store, Falburrias, Tex.: "One hundred selections are enough for almost any location. Fifty selections will take care of about 60 per cent and 100 selections 40 per cent."

MAURICE A. ROSENSTEIN, Marshalltown, Ia.: "One hundred selections are ample. Two hundred selections will gain some extra revenue for awhile with EP's, but I don't think the extra cost of the machines will compensate for it."

STEPHEN PATRICK, West Grove, Pa.: "I still think that 100 (or thereabouts) selections fill my requirements. Records require a change once a week. I have checked and I know that once-a-week record change is worthwhile."

WISCONSIN OPERATOR (who asked not to use his name): "One hundred selections are the ideal number. Poorer locations should get the older machines which are about five years or more old."

DUANE KNUTSON, Fertile, Minn.: "Forty or 50 selections are plenty. There are only eight to 10 numbers on a juke box that get the plays—the rest just go along for the ride. I never noticed any big increase in grosses when switching from 24 to 100 selections."

ARKANSAS OPERATOR (who asked not to use his name): "I think that the 100-selection machine is ideal for any location."

IOWA OPERATOR (who asked not to use his name): "Different sizes in the number of selections are essential. For adult customers smaller machines can be used because they don't keep up with the hit tunes as well as younger customers."

PEARSON & WIMPLER MUSIC COMPANY, Harrisonburg, Va.: "We think 50 selections are the ideal number of selections for any and all locations. The manufacturers forced 100 to 120 selections and are now trying to force 200 selections on operators which in most cases they cannot purchase without a hardship."

FRANK HECK, G. W. Novelty Company, Quincy, Ill.: "Every location has a different type of customers. So one location may need only a 40 or 50-selection juke box; some locations are small, some large. Whereas one location may require only 40 selections, others may be able to use 200."

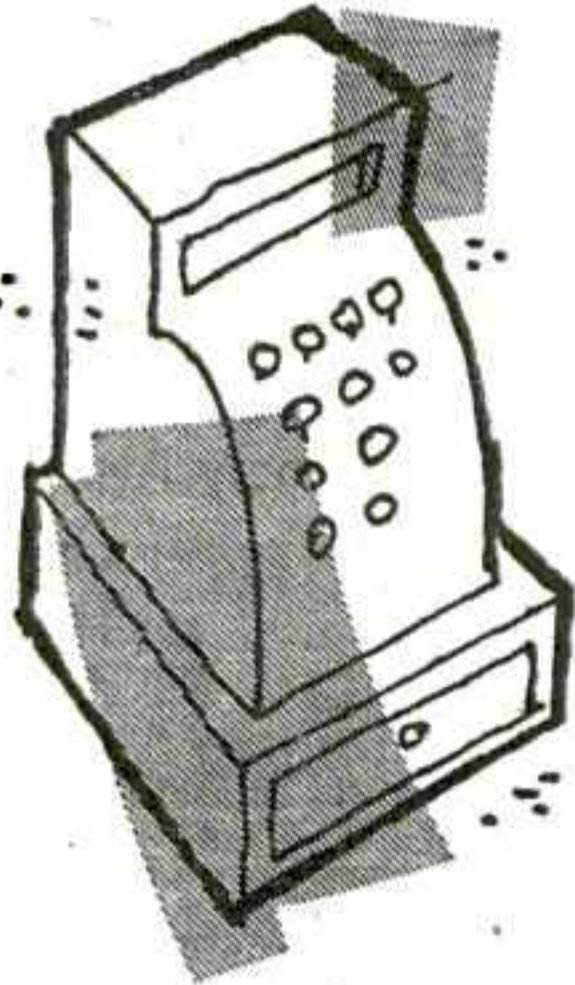
ERNEST MAY, May Music Company, Jacksonville, Ill.: "Fifty selections should be suitable for any location."

TED SALVESON JR., Wess Music Company, Detroit: "We believe there must necessarily be different sizes to suit the needs of the location. We happen to operate in a number of locations that do not want the larger juke boxes."

MYSELS MUSIC COMPANY, Pittsburgh: "We feel that 100 selections is a good number, providing manufacturers would not force new equipment to create a desire for location owners for a machine 'like the one next door.'"

DELMAR SANT, Driggs, Idaho: "The number of selections depends entirely on the individual location. In my own operation, I prefer 100 selections for most of my locations."

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COINMEN YOU KNOW

Chicago

By KEN KNAUF

The annual Golf Tournament and Banquet staged by the Recorded Music Service Association at the Southmoor Country Club Thursday (20) was a big success, with over 550 local operators, distributors and manufacturers of juke boxes, record dealers and others attending. (See separate story in Music Machines section.) Credit goes to Phil Levin, Joe Filitti, Carl Green and Earl Kies for putting on a fine show. . . . H. J. (Pete) Foster resigned as assistant to the president at the Bert Mills Corporation September 21. While future plans are not definite, he will remain in the vending field.

Hub Operators

Continued from page 93

tax deductible item unless the group was incorporated.

Several weeks ago, Mayor John B. Hynes announced a plan to raise more than \$1,000,000 in new tax revenue, fees and licenses. This presents a serious threat to music operators, since a fee of \$50 was proposed for each machine. This would mean that a machine running on a seven-day-a-week basis would be charged \$160. The city and State each levy \$50 each, and the federal tax of \$10 added to the new amount would come to \$160.

Members of the music industry met with city councilmen and were told, after stating their case, to come back with a compromise offer. It was decided to go back with an offer of \$20 per year per machine, provided it covers a full seven-day license, or if this was not legal under the ordinance, to have a nominal fee set for Sunday use.

It was pointed out that because of the poor condition of the city's finances, that the city council was certain to pass the bill and that immediate action was necessary to get the amount reduced. The operators also will ask that radio and television sets, which were included in the proposal along with juke boxes, be divorced from the music machine in any new fee.

Radio and TV

Several operators complained that many locations played radio and television most of Sunday, thus cutting down on the revenue from their machines. It was figured that with a \$20 fee for week-day use of the juke boxes, the city or the State might be persuaded to drop the \$50 Sunday license fee. A move was made last year to have the State fee rescinded. It came close to being enacted and it was felt that it might be successfully contested this year.

Several other proposals to take care of the added fee were suggested. Most acceptable among them was the plan to reduce the split with the locations.

The \$50 proposal is still in committee, but is expected to be presented to the full body of the council within a short time.

A new floater insurance policy plan, which would reduce the premium, was accepted by the operators. The Firemen's Insurance Company will write policies for music machines and games at an annual rate of 36 cents per \$100. The policy formerly in force cost 48 cents per \$100.

The first annual banquet of the group was announced for November 13 at the Hotel Bradford, here. President David J. Baker will go to New York to make plans for entertainers and other details for the affair. The next meeting of the association will be held at the Hotel Beaconsfield Monday, October 8.

Visiting at D. Gottlieb & Company recently were Dave Bond and Irwin Margold, Trimount Sales, Boston, and Mac Perlman and Meyer Parkoff, Seaboard N. Y. Corporation, Hartford, Conn.

Mrs. Estelle Bye, Marvel Manufacturing Company receptionist, off on a pleasure trip to Puerto Rico, Cuba, Jamaica, Dominican Republic and Haiti. Ted Rubenstein, Marvel owner, reports Estelle forgot to take along Marvel sales circulars. "So the trip's a total loss," quips Ted. . . . Herb Perkins, Purveyor Distributing Company, planning a jaunt to New York. Marie Hopp, Purveyor secretary, cutting a fine figure at the Southmoor Country Club.

Milwaukee

By BENN OLLMAN

Sam Hastings had a lot to celebrate this week. He and his wife marked their 34th wedding anniversary, and it also was the birthday of his son, Jack, now handling the front office and book-keeping chores for the firm. According to Sam, there is a terrific demand for used juke boxes that is difficult to fill these days.

Gene Geier, counter man at Radio Doctors, one-stopper, is back on the job following a three-week absence. Out-of-town operators stopping by

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Positions Wanted

JUKE BOX AND GAME MECHANIC, 6 years' experience, 6 month GI approved schooling. Write J. S. Schaeffer, Box 669, Rifle, Colo. se29

Routes for Sale

EXCLUSIVE WIRED MUSIC SERVICE Town of 40,000, S.W. Missouri. Twenty-five locations, terrific potential, \$7,000. Stapleton's, 300 E. Walnut, Springfield, Mo. oc6

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Illinois. se29

BARGAINS—VICTOR CABINET DELUXE, Victor Topper, \$8; Victor V. Silver King, Northwestern, \$6; other well-known makes, \$4 and \$5. Roll Stamp, \$25; 2 Watling Dial Scales, both for \$35; Watling 400 Fortune, \$6; 1 Mills Dial, \$20; American, Mills Low Boy, \$35; Scoop, B. G., late model, \$8; Stands, \$3; Corona Portable Typewriter, \$10. W. Topping, 557 White Plains Rd., Trumbull, Conn.

Monday morning at the Radio Doctors headquarters for new wax included Ray Subrod, Burlington; Mike Young, Soldier's Grove and Harry Koskoski, Niagara.

Reporting business picking up nicely after a slight summer dip, Clarence Smith, of Milwaukee Amusement Company, says dime play is proving a big help. New employee on the Milwaukee Amusement Company payroll is Myron Silsby, who formerly was on the roster at the S. L. London Music Company.

Frank Bartnik, the flying coinman, has been grounded for a short period while the authorities put his flying machine thru the compulsory 100-hour check. Several weeks ago, according to Bartnik, he flew down to St. Louis to try to locate some scarce juke box models. He found them just as tough to locate down there as here in Milwaukee.

(Continued on page 107)

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"Spare" sanitary napkin vendors, DAV razor blade vendors, Advance 23C's National #5, National #15 and other flat package sanitary vendors Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

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Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. se29

VENDING MACHINES WANTED—4 OR 5 Jacks, Northwestern 49's, Silver Kings, Acorns, Poppers, Counter Games, send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-124

Emphasis Heavy on Vending At Theater Concession Meet

Machines Seen Replacing Stands; Rapp, Brinkmann, Burlington Speak

By AARON STERNFIELD

NEW YORK — In what appeared to be a junior NAMA convention, thousands of vending operators and theater concessionaires flocked to New York's Coliseum Thursday thru Monday (20-24) for the annual convention of the Popcorn & Concessions Association, held in conjunction with three other trade groups allied with the theater industry.

Nearly half of the PCA exhibits were either vending manufacturers' or suppliers', and the interest in automatic merchandising thruout the five-day session was pronounced.

Equipment manufacturers and suppliers reported that both sales and inquiries were considerably higher than expected. Most of them concluded that the concession op-

erator, eager to pare rising labor costs, is looking more and more to vending for the solution.

Stand Hazards

The thinking is that often a girl stand attendant will take off early for a date—or show up late—that the pilferage loss must be considered, and that vending, in any event, will supplement stand installations.

Vending played a major role in the business deliberations. Featured on the program were talks by Mel Rapp, of Apco; Charles Brinkmann, of Rowe, and Jack Burlington, of Vendo.

Rapp predicted that in the next year or two concessionaires will be experimenting with portable self-contained flat car trailers carrying eight or 10 different type vending machines. He explained that these

units would be located in far corners of drive-in theaters to eliminate the long walk to the concession stand.

Plus Business

He pointed out that venders perform best when the concession counter is closed, delivering mostly plus business for that concessionaire.

Rapp told the concessionaires [\(Continued on page 102\)](#)

Exhibit Record Seen for 1956 NAMA Conclave

CHICAGO—With 139 exhibitors already having reserved space, indications are that a record number will participate in this year's National Automatic Merchandising Association's convention and exhibit December 2-5 at the Conrad Hilton Hotel.

The highest number of firms displaying products at an NAMA conclave was 147 last year, according to officials, but with the 1956 meet still two months away, it is expected that more than 150 companies will participate.

Since July [\(The Billboard, July 24, 1956\)](#) [\(Continued on page 104\)](#)

Tobacco Sales \$3.2 Billion; Up 29% Over '48

WASHINGTON — Tobacco wholesalers recorded \$3.2 billion in sales during 1954, up 29 per cent over 1948 and almost three times the corresponding dollar volume in prewar 1939, according to preliminary results of the 1954 Census of Business conducted by the Commerce Department.

While no specific breakdown was given on the amount of tobacco products sold to vending machine operators, a report issued earlier by Commerce listed retail [\(Continued on page 104\)](#)

mensions of 20.5 inches in width, 13.75 inches in depth and 55 inches in height. The machines come in red, coral or hammertone green. Price has not been announced.

Change in Pennies

Gibbs explained that each column may be set to vend at an individual price, and each column is set to give change in pennies. The machine will take any combination of nickels, dimes or quarters. Another model, taking quarters only, is also available.

A pilot run has been completed and has been placed on test locations. Gibbs added that production will get under way soon.

Meanwhile, showings of the new venders will be held Wednesday (26) in Dallas at the meeting of the Texas Association of Tobacco Distributors, and in Pittsburgh at the meeting of the Pennsylvania Association of Tobacco Distributors.

Texas Showing

At the Texas showing will be Joseph Martin, Midwestern district manager; Coe Stone, Southern district manager, and W. C. McDonald, Texas representative.

At the Pittsburgh showing will be Bob Kline, Midwest district manager, and Harry Weiner, Pennsylvania representative.

Du Grenier Bows New Spacemaker Cig Unit

NEW YORK — The new 10-column Spacemaker cigarette machine was bowed here this week by Arthur H. Du Grenier, Inc., at the annual convention of the Theatre Equipment and Supply Manufacturers at the New York Coliseum.

According to Richard E. Gibbs, sales manager, the machine was designed specifically for smaller locations, or for locations where space is at a premium.

Capacity is 200 packs, with di-

Apco Unveils Popcorn Unit At PCA Show

NEW YORK—Apco, Inc., took the wraps off its new Popcornshoppe at the Popcorn & Concessions Association show at the New York Coliseum Thursday thru Monday (20-24).

The machine, which will list for between \$595 and \$695, holds 350 24-ounce cups and enough corn to fill the cups. The corn is placed, pre-popped, in the machine and the heat is regulated by the operator.

The 24-ounce cup and dispensing mechanism was developed by the Lily-Tulip Cup Corporation. The cup is made of a special grease-resistant material which results in a leak-proof, stain-resistant cup, according to Bill Seldy, of Lily-Tulip. The cup, which will handle either dry or buttered popcorn, sells for \$18.95 a thousand on orders of 15,000 or more.

Vending price on the machine is adjustable, but 15 cents is the suggested vend. Dimensions of the unit are 24.5 inches by 27.5 inches by 68 inches. An illuminated embellishment, showing a giant cup of popcorn, adorns the outside of the cabinet.

Sales emphasis to theater concession operators is that the popcorn machine can replace a stand attendant, or it can be used to supplement the stand.

L&M Preems Box Pack in 5 Markets

Trade Sources Predict Move to Boxes at Expense of Pouches; Machinery Available

NEW YORK — The move toward crush-proof, flip-top cigarette packs may be on the way. Liggett & Myers Tobacco Company has announced that the filter-tip L&M's will be packed in boxes in addition to the current line of kings and regulars in pouch containers.

Philip Morris was the first company to use flip-top boxes, first in Marlboro and later in its Philip Morris, and Parliament brands.

Machinery used to box the L&M's is made by the British firm of Molins, which also made the Philip Morris machinery. The exclusivity which Philip Morris had on this machinery ran out earlier this year.

Five Markets

Initial production of the boxed L&M will be limited, with dis-

tribution beginning in Baltimore, Buffalo, Rochester, Syracuse and Washington. Dates for additional distribution have not been announced.

L&M filters in the crush-proof box will be packed the same way and sell at the same price as regulars and kings—\$9 a thousand.

Newspaper, radio and television advertising will be used to introduce the new product in the five markets. Point-of-purchase display material is also planned.

Trend to Boxes

The L&M move confirms industry talk that the pouch cigarette pack may be on the way out. The American Machine & Foundry Company has developed equipment for the manufacture of box-

[\(Continued on page 106\)](#)

CAVA Eyes Finance, Mfrs.' Obligations

By SAM ABBOTT

LOS ANGELES — Advantages of vending machine manufacturers having parts supply depots on the West Coast, methods of financing, and the threat of discriminatory per-machine taxes were discussed at the third bi-monthly meeting of the California Automatic Vendors' Association here Friday night (14).

The dinner-meeting conducted by B. J. (Bob) Grenier, CAVA president, was held in the Colonial Room of the Ambassador Hotel. A record crowd of more than 100 operators, supply and manufacturers' representatives attended.

The discussion of the depots with factory-trained personnel to direct operators during the break-in period of vending machines was not scheduled, but kicked off when Jack Powell, Automatic Equipment Company, talked on "Problems of Vending Equipment."

Powell suggested the association work out a plan thru which every member would contribute a report on his field experience of equipment he is now operating. In this way, Powell added, operators would learn that some machines were profitable to operate while others required costly repairs in addition to the initial cost.

Mfrs.' Responsibility

"When purchasing new equipment, the operator has a right to expect it to be reasonably trouble-free," Powell advised. "He has a right to expect his cost of service and maintenance to be held at a minimum. It is these things that create for the operator customer good will and confidence upon which he has built his business."

"As any new type of vender is designed and manufactured, let the burden of proof of performance rest upon the manufacturer before [\(Continued on page 98\)](#)

Apco in Production on Pre-Mix Drink Venders

NEW YORK—Apco, Inc., has begun production on a line of pre-mix cup drink machines, with initial deliveries scheduled in 30 days.

Sam Kresberg, Apco president, said the line will consist of single-flavor, two-flavor and three-flavor machines, each with a capacity of 600 cups, and a single-flavor unit with a 200-cup capacity. The machines are being manufactured in Texas by a subsidiary of the United States Hoffman Machinery Corporation, parent company of Apco.

In the 600-cup line, the single-flavor will sell for \$737; the two-flavor will sell for \$837, and the three-flavor will sell for \$897. The 200-cup machine lists for \$497.

Pepsi Caravan

Kresberg said the first production run of 3,000 is in process. Apco pre-mix units form part of the Pepsi-Cola caravan, currently visiting Pepsi bottlers thruout the nation. However, he emphasized that the machines are not being made specifically for any one sirup company and are available to all bottlers and operators.

All machine prices, he said, are for complete equipment with changemakers. Only extras are the tanks and CO₂ regulators.

Vending Manufacturers, Suppliers Display Wares at Concession Show

NEW YORK — Vending machine manufacturers, suppliers and one operator were among the exhibitors at the annual convention of the Popcorn & Concessions Association which ended its five-day run at the New York Coliseum, Monday (24).

Apco, Inc., bowed its Popcornshoppe (see separate story), showed its new six-drink Soda Shoppe Jr. (800-cup capacity, \$1,060 list), its Snak Shoppe display front for sandwich, milk, hot drink, cold drink, ice cream and candy, as well as its line of Smokeshop cigarette venders and Sodashoppes.

At the Apco booth were Sam Kresberg, Mel Rapp, Walter Sher-

man, Irving Edelson, Lou Strauss, George Holzman, Ray Barnes, Bob Olsen, Merwin Adams, Marvin Altman and Dick Fritz.

Cole Display

The Cole Products Corporation displayed its line of cup drink equipment. Manning the booth were Al Cole, Dick Cole, Stan Gaines, D. W. Donohue, Noble Zook, Harry Purdom, H. Mortara, Jerry Miller and J. Sudak.

Arthur H. DuGrenier bowed its new 10-column Spacemaker cigarette machine (see separate story) and its pastry, candy and cigarette line. Company representatives at the show were Francis C. DuGrenier, B. E. Bouchard, Richard E.

Gibbs, Julius Levy, E. J. Klein, Sam Shain, Helen Cohen, Olivia McFadden, Sherman Henderson and Arthur Lippman.

Lovitt Enterprises showed its Shake-O-Mat milkshake vender. The unit is currently on test locations in Chicago and Washington, mostly in theaters. Production is scheduled to get under way by mid-October. At the Lovitt booth were Sid Lovitt, Bob Ferguson and Ken Progin.

Rowe Package

The Rowe Manufacturing Company exhibited its theater vending package, consisting of a 14-column cigarette machine with showcase [\(Continued on page 99\)](#)

Hebe Rutter just got back from North Tonawanda, N. Y., where he attended Wurlitzer's centennial. He took his time coming home, as did Walt and Mary Royer. . . . Bob Holt and wife, of Rainbow Music, just got back from the West Coast. He had business in Las Vegas (that's a new one), and then took a pleasure trip to Los Angeles and San Francisco.

Bottler Pre-Mix Activity May Boost Sale of Post-Mix Cup Drink Units

Cole Explains Pre-Mix Machines Blunt Bottler Opposition to Cup Drink Vending

NEW YORK—The introduction of the pre-mix unit may be one of the best things that ever happened to the post-mix drink industry, according to Albert Cole, president of the Cole Products Corporation. Cole was in New York this week visiting Arnold Cortell, president of the Ameropa Trading and Shipping Corporation, Cole's export agent.

It is Cole's contention that the pre-mix machine will be instrumental in breaking down bottler prejudice against cup machines, and that the next step will be a post-mix unit.

Quality Control

Cole pointed out that the bottler has generally eschewed cup machines in favor of bottle venders. With his tremendous investment in bottling equipment, his sales campaign was based on quality control in bottles.

But this policy often got the bottler in trouble, particularly when he had to compete with the vending operator. On industrial locations, the bottle had drawbacks

which caused the bottler to lose stops to cup machines.

Factory management doesn't particularly care for bottles in work areas for safety reasons. Service costs are high on bottle machines, for the routeman is lugging water. And, on busy stops, a bottle machine won't deliver drinks as fast as a cup machine. Capacity-wise, the cup machine has a wide edge.

Pre-Mix Vender

Along came the pre-mix machine, which seemed to be the answer to the bottler's dilemma. With the pre-mix machine, he could still maintain quality control, and the objection to bottles was removed.

Cole said that in locations where pre-mix machines have replaced bottle venders, sales have generally gone up. But, he continued, the pre-mix unit still is not the eventual answer for bottlers.

Biggest drawback, he said, is lack of selectivity. Many of the parent sirup companies are promoting pre-mix programs for their

bottlers based on single-selection venders.

Hauling Water

And, continued Cole, when the pre-mix machine becomes multi-selection, it is a cumbersome piece of equipment. As far as service is concerned, he added, the routeman is still hauling water.

Cole feels that the pre-mix machine will be useful in introducing the bottler to cup drink vending. He maintains that bottlers, once they have tried cup drink vending, have discovered that it yields higher profits and more economical servicing than does bottle vending.

Educating the consumer to accept a drink from a cup as well as a bottle is another accomplishment of the pre-mix machine, he continued.

But, concluded Cole, when the bottler has discovered cup drink equipment thru pre-mix, the next logical step is to experiment with post-mix equipment in an effort to increase selectivity and cut down on service costs.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. 33 1c Porc.	7.50
N.W. 33 1c Porc. B.G.	6.50
Columbus 5c Bulk	4.50
Silver King 1c B.G. or Mdse.	7.45
ABT Guns	30.00
Acorn, 1c or 5c	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	80
Pistachio Nuts, Large Tulle	77
Pistachio Nuts, Vendor's Mix	70
Pistachio Nuts, Sheik	57
Cashew Whole	63
Cashew Butts	41
Peanuts, Jumbo	45
Spanish	32
Mixed Nuts	37
Tabby-Lets, 50 ct.	32
Rainbow Peanuts	32
Beaon Baked Beans	32
Jelly Beans	28
Licorice Gems	28
Leaflets (similar to M. & M.), 550 ct.	40
Assorted Fruit Charms, 100 ct.	42
Hershey-ets	43

Rain Bio Ball Gum, 60 ct. \$.28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct. .30
Rain Bio Ball Gum, 100 ct. .32
200 lb. minimum, prepaid, on all Rain Bio Ball Gum.

Adams Gum, all flavors, 100 ct. .43
Wrigley's Gum, all flavors, 100 ct. .45
Beech-Nut, 100 ct. .45
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

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MOE MANDELL
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Marcus Named Goodwill Rep

NEW YORK—Hyman Marcus, president of the U. S. Hoffman Machinery Corporation, parent company of Apco, will represent New York City as goodwill ambassador when he leaves for Europe Sunday (23).

But Marcus didn't get the title without having a few anxious moments. It all started when Hoffman's publicity man, announcing a press reception for Marcus at the Hotel Plaza Wednesday (19), notified New York newspapers that Marcus would leave "on a European mission of international business significance and goodwill and will present the mayor's greetings to major officials abroad." Headline of the press release was "Mayor Wagner names industrial leader as goodwill ambassador for New York."

City Hall Denies

However, the hitch came when a reporter called the mayor's office to check and was informed that the mayor would sign no papers to have Marcus presented to European officials.

Later on, the mayor said that Marcus would get his goodwill papers after all. "I understand," Mayor Wagner said, "he is a New Yorker of repute and would like to go over to Europe to say a few kind words about New York."

Marcus' trip will be to complete the organization of seven Hoffman subsidiaries and to acquire new companies. One of the Hoffman subsidiaries is a German plant which is currently manufacturing Apco cup drink machines.

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Built to last for years. Perfect slug detection. Mechanism Closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vender (as illustrated) \$24.50 ea.
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the new **OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

oak's "400" capsule vender
Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1¢ coin carrier and insert to changeover to vending jawbreakers or large 1" gum. "400" Conversion Head fits your present standard Acorn Vender!

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Northwestern Venders

are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the

NORTHWESTERN 5c PACKAGE GUM VENDER

For full information on our complete line of profit-making venders write to—
THE NORTHWESTERN CORP.
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when answering ads . . . Say You Saw It in The Billboard

VICTOR'S TRADING CARD VENDOR
Vends one ball of gum and one trading card for 1c.
Vendors, \$21.50 each

4 Vendors complete with ball gum and cards. \$169.99
Grosses approximately \$200.00.
Additional Cards (case of 4,800) \$13.68
Ball Gum (case of 5,000) \$7.50
1 case of each will gross approximately \$48.00.
Time-Payment Plan.
Complete stock Victor Machines, Ball Gum, Charms and all necessary supplies for vending operators.

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Ball Gum (case of 5,000) \$7.50
1 case of each will gross approximately \$48.00

TRADING CARD VENDOR
Vends one ball of gum and one trading card for 1c.
Vendors \$21.50 each
packed 4 to case.
4 Vendors complete with ball gum and cards \$169.99.
Grosses approximately \$200.00.

VICTOR Standard TOPPER
1c BALL GUM VENDOR \$13.25 Each
\$12.75 Each 100 or more
30 day money-back guarantee if not satisfied

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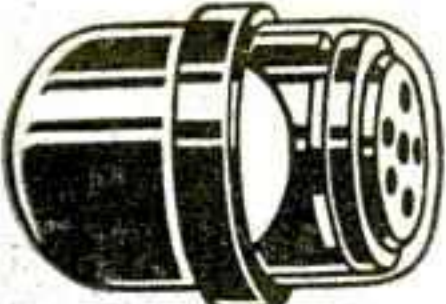
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WHAT DO YOU HAVE TO SELL?
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2160 Patterson Street
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Correction

CHICAGO—Earnings of Vendorator Manufacturing Company for the fiscal year ended June 30 were \$510,000. In a typographical error in the September 1 issue it was erroneously reported that the earnings were \$10,000.

VICTOR'S TOPPER

1c BALL GUM MACHINE
\$13.25 each
\$12.75 100 or more

AMERICA'S FINEST BALL GUM VENDOR

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GIVE TO DAMON RUNYON CANCER FUND

CAVA Eyes Coin Financing

Continued from page 96

his product is introduced into your field where performance failure is a costly matter. This unmerited cost has been assumed by the operator too long. By sufficient field testing, location problems could be greatly minimized, and it is the manufacturers' responsibility to recognize the operational deficiencies that so greatly affect the operator.

"It is the operators' responsibility to bring about this stabilization within the industry by demanding proof of performance before purchasing in order that we may all in the future buy with confidence and vend with confidence."

Larry Lehman, Bert Mills Corporation's Western representative, explained he was not authorized to speak for his concern, outlined briefly some of the problems confronting the manufacturers. Among these were labor, engineering and necessity of changing to new types of equipment to meet competition.

Costly Move

The fact that a depot should be installed in this area was accepted as being a costly project. Larry Granfield Jr., County Beverage Service, San Diego, explained that service organizations are now being formed, which, he declared, had helped his sister-firm, County Sales Company of California, solve its problems to a great extent in Northern California. The company has a service connection in Oakland and frequently calls upon its personnel in solving problems.

Joseph Mandell, Rowe Corporation, declared his company is now in the process of establishing such a service here.

The problem of financing was discussed by Donald McLarnan, regional director of the Small Business Administration.

McLarnan stated it was his duty to assist the small businessman in the fields of procurement, management and technical direction, offer financial advice when banks will not make loans, particularly where the borrower does not have sufficient collateral to interest bankers.

The government agency, McLarnan stressed, offers financial assistance in three ways: Deferred participation, immediate participation, and direct.

A deferred participation loan is one in which the bank or credit company advances the capital needed and SBA agrees to purchase, upon notice by the lending institution, an agreed percentage of the unpaid balance of the loan.

For the immediate participation loans, agreements are executed under which either SBA or the private lending institution agrees to purchase from the other immedi-

Tobacco Production

Agriculture Department's latest estimate of 1956 production of all types of tobacco is 2,029 million pounds, an increase of 1 1/2 per cent over the forecast of August 1. Improved prospects for burley forecast a crop of 485 million pounds, 3 per cent above last year's 470 million. Flue-cured is estimated at 1,297 million pounds, 13 per cent below last year's record crop. Cigar tobacco forecast is for 56 million pounds of fillers, 31 million pounds of binders and 16 million pounds of wrappers.

A GIVEAWAY!

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Cash with order or 1/3 dep., bal. c.o.d. TIME-PAYMENT PLAN ARRANGED

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National Model 9A, 9 Cols., 370 Cap.	\$125.00
National Model 750, 7 Cols., 270 Cap.	110.00
Lehigh PX, 10 Cols., 300 Cap.	125.00
Lehigh PX, 8 Cols., 240 Cap.	115.00
Du Grenier Champion, 11 Cols., 420 Cap.	115.00
National 950, 9 Cols., 370 Cap., 25¢ & 30¢	115.00
Rowe Crusader, 8 Cols., 340 Cap., 25¢ & 30¢	135.00
National 930, 9 Cols., 270 Cap., 25¢ & 30¢	110.00
King or Reg.	110.00
Rowe President, 8 Cols., 340 Cap., 25¢ & 30¢	130.00
King & Reg.	130.00

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Sunroc Eyes Vending Mart

GLEN RIDDLE, Pa. — The Sunroc Corporation is currently eyeing the vending industry as a market for its new filter-pack water filter-purifier.

J. G. Crost, Sunroc executive vice-president, said that sales efforts have got under way to operators in the Los Angeles, San Francisco, Cleveland and Chicago areas.

The unit may be used in hot or cold vending machines. Weight is three pounds, with dimensions 10.5 inches long and 2.25 inches in diameter. Complete with mounting bracket, it lists for \$19.50. Cartridge replacements, which list for \$4.95, are recommended every three to six months.

Quality Improved

Crost maintains that the quality of hot vending drinks, and post-mix cold drinks, can be substantially improved by the use of filtered water. He added that in metropolitan areas, chlorinated water may give vended beverages an objectionable taste.

Crost pointed out that the filter unit may be installed on the inside of drink machines. He added that the cartridge may be replaced without the use of tools.

Meanwhile, Crost said that Sunroc is not yet ready to go into production on its bulk milk vending machine. The firm is currently running field tests on the unit.

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each \$12.75 Each 100 or more



30 day money-back guarantee If not satisfied

1/3 deposit on all orders Write for lowest prices on filled capsules. Immediate delivery.

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Multiply ONE GIMMICK IMPACT with DOZENS of GIMMICK IMPACTS—and your MACHINES must and will do well. Therefore order and use . . .

ALL STAR GIMMICK MIX

Just about EVERYTHING in GIMMICKS in the wonderful EPPY LINE of GIMMICKS.

5,000 & UP\$10.00
1,000 to 4,000 12.50
All prices per 1,000
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ALL STAR GIMMICK MIX comprises the Most and Best of GIMMICKS accumulated over 19 years of thoughtful and painstaking work.

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35, L. I., N. Y.

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

Display at Concession Show

Continued from page 96

display front, the Rowe-Lennox 1,000-cup four-flavor drink vender, and the eight-column Candy Merchant. The three machines are assembled as a single unit under a canopy.

Manning the Rowe booth were R. S. Greene, C. H. Brinkmann, Arthur Gluck, Bern Bernard, Jacob Hopson, Dick Gluck, Ike Houston R. K. Deutsch, Pat Mahoney, Bud Kleppel, Ed Wachter, Ed Chaplin, Al Panuzzo and Jimmy Meehan.

The Vendo Company displayed its ice cream, milk and soup machines. At the Vendo booth were Alex Izzard, C. J. Lambour, Jack Burlington, P. F. Selzer and L. E. Snyder.

Perfume Vender

Priscilla Alden Cosmetics showed its new six-column perfume vender. Each column holds 37 one-dram vials. List price is \$75. The firm also showed its lipstick vender. At the booth were Steele Hutton, Kevin Connolly, Ed Thaete and Austin Schussler.

The Stoner Manufacturing Corporation showed the Univendor candy machine for the first time in New York. With the gum and mint unit, the machine has 12 selections with a total capacity of 338 items.

The machine will be shown at Pittsburgh Thursday (27) at the meeting of the Pennsylvania Association of Tobacco Distributors by Furst & Schwartz, New York Stoner distributors. Stoner also displayed its coffee, candy and cigarette venders. At the Stoner booth were Burnhart Classgold, Bill Furst, Bill Schwartz and Pete Maloy.

Sweet 16

The Northwestern Corporation showed its Sweet 16 candy machine for the first time in New York. The 16-column unit holds between 500 and 600 items and lists for \$475.

At the booth were Moe Mandel and Ed Flanagan, Northwestern Sales and Service, and W. E. Bolen and W. R. Grenier from the plant.

Confectionery Sales

Manufacturers' sales of confectionery and competitive chocolate products in July showed substantial gains over July, 1955, although sales were below those of the preceding month. Commerce Department estimates sales of these products at \$55,168 thousand in July, 1956. Total is 17 per cent above July, 1955, but 8 per cent below June, 1956. Sales of manufacturer-wholesalers at \$43,695 thousand were 9 per cent below June, 1956, but 15 per cent above July, 1955. Among manufacturer-retailers, July estimated sales (which include penny goods) were 21 per cent above July, 1955, although they were 4 per cent below June, 1956. Sales by chocolate manufacturers in July were 29 per cent higher than in July, 1955, and only 1 per cent below the preceding month. Industry reports show poundage sales up 7 per cent for the first seven months of 1956, over last year, and dollar sales up 3 per cent above 1955 level up that period. Poundage sales of bar goods were up 12 per cent.

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AT BIG SAVINGS
LOW Factory Prices

BUBBLE • CHICLE
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 27¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 34¢ lb.
Bubble Chicks, 320 & 520 ct. 37¢ lb.
Tab (short stick), 100 ct. 38¢ box
1-Stick Gum, 100 packs \$1.90

F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

At the booth of the ABC Vending Corporation were J. Kernell, Sam Rubin, P. Flisnick, Ralph Pries and J. Slass.

National Rejectors, Inc., was represented by Claude Treman, Ed Gaetz, Ray Gottfried, Joe Sheehab and Boley Andrews.

Vending suppliers exhibiting at the show included Canada Dry, Ginger Ale, Coca-Cola, Chunky Chocolate, D. L. Clark, Curtiss Candy, Gold Medal Candy, Henry Heide, Hershey Chocolate, Hollywood Brands, Walter H. Johnson Candy, Lily-Tulip, Mars, Maryland Cup, Nehi, Nestle, Peter Paul, Planters Nuts, Pepsi-Cola, Reese's Peanut Butter Cups, Rockwood, Schutter, Dixie Cup and American Home Foods.

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, grower model ... \$110.00
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ROWE 8-COLUMN CANDY, 120 capacity 60.00
DUGRENIER CHAMPION CIGARETTE, 11-column, king size 65.00
DUGRENIER MODEL S, 7-column, king size 45.00
UNEEDA 6-COLUMN CIGARETTE, king size 45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

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VICTOR Standard TOPPER 1c Ball Gum VENDOR
\$13.25 Each
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PENNIES PAY OFF
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YOUR FORTUNE
WEIGH YOUR FATE

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 200% profit
Wins Customers for Locations
Two machines in one—weighs, tells fortunes

Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St. N.W., Washington 7, D. C.
Send more details Send scale
\$20 deposit enclosed

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CITY _____ ZONE _____ STATE _____

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OAK'S "PREMIERE"
T. T. VENDING SALES CO.
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DON'T BUY BEADS...
UNTIL YOU GET OUR PRICES!
SAMPLES—FREE ON REQUEST

NEW—Alphabet #12 SNAP BEADS
—MIX
Alphabet SNAP BEADS—FEATURE
15MM—Fancy SNAP BEADS

SNAP EARRINGS
12MM ROUND SNAP BEADS
10MM ROUND SNAP BEADS

Get MORE for Your Money!

BELL NOVELTY COMPANY
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MODEL E-7 DU GRENIER
7 COLUMN ELECTRIC CIGARETTE VENDOR

23½" wide. 68" high. Capacity—332 packs. 5¢, 10¢ & 25¢. New (in original crates).

\$99.50

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VICTOR'S 5-STAR BABY GRAND PICTURE CARD VENDOR
BRINGS BIGGER PROFITS

Vends beautiful, interesting cards simultaneously with ball of gum. Large capacity—1,200 cards, 1,200 balls of gum.
Write for our prices on Victor's vendors, candies, ball gum and charms.

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GUGGENHEIM'S GLO-LANTERN
Really glows in the dark

Plastic11.50 per thousand
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BETTER? They vend 1 for a penny.

DIFFERENT? Many have an extra hole on the bottom so that figures, animals, etc., can be formed.
In 25 M lots, \$3.50 per M.
Less than 25 M, \$4.00 per M.

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SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

World's Largest Selection of Miniature Charms
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2538 MISSION STREET
PITTSBURGH 3, PA.

EXCLUSIVE NAT'L SALES AGENT FOR
NEW IMPROVED PENNY-NICKEL ATLAS MASTER

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

How to Use the Index

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.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaningful when used with mean average listing.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and the "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

MOST ACTIVE LIST. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

MOST ACTIVE EQUIPMENT

For Four-week period ending with issue

September 15, 1956

ARCAD E EQUIPMENT	HIGH	LOW	MEAN ADV.
1. WILLIAMS—Sidewalk Engineer	\$195.00	\$150.00	\$185.00
2. TELECOIN—Telequiz	99.50	95.00	95.00
3. BALLY—Moon Rides	275.00	235.00	275.00
MUSIC MACHINES	HIGH	LOW	MEAN ADV.
1. WURLITZER—1500	\$275.00	\$199.50	\$249.50
1. WURLITZER—1800	795.00	650.00	650.00
3. AMI—Model A	99.50	59.50	95.00
SHUFFLE GAMES	HIGH	LOW	MEAN ADV.
1. UNITED—Chief	\$145.00	\$ 95.00	\$105.00
2. BALLY—Magic	275.00	195.00	275.00
Tenth Frame Bowler	65.00	50.00	60.00
2. CHICAGO COIN—			
VENDING MACHINES	HIGH	LOW	MEAN ADV.
1. Northwestern 49, 1c	\$ 19.50	\$ 12.00	\$ 12.50
2. Acorn, 5c or 1c	10.00	8.50	8.50
2. Stoner Candy (8 Vol.)	165.00	110.00	110.00
PINBALL MACHINES	HIGH	LOW	MEAN ADV.
BALLY	HIGH	LOW	MEAN ADV.
1. Gayety	\$150.00	\$ 75.00	
2. Gaytime	275.00	165.00	
3. Ice Frolics	115.00	45.00	
3. Variety	165.00	100.00	
GOTTLIEB	HIGH	LOW	MEAN ADV.
1. Duette	\$235.00	\$225.00	
1. Gold Star	150.00	150.00	
1. Stage Coach	195.00	160.00	
UNITED	HIGH	LOW	MEAN ADV.
1. Pixie	\$295.00	\$225.00	
2. Starlet	295.00	235.00	
3. Cabana	75.00	45.00	
3. Triple Play	225.00	150.00	
WILLIAMS	HIGH	LOW	MEAN ADV.
1. Army & Navy	\$ 95.00	\$ 50.00	
2. Nine Sisters	125.00	100.00	
3. Sky Way	145.00	125.00	

ARCAD E EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling

	High	Low	Mean Avg.
ABT Challenger (5/46)	30.00	25.00	\$ 30.00
All Star Baseball (W)	175.00	100.00	175.00
Basketball (G)	235.00	185.00	195.00
Bat-A-Score (EV) (8/48)	145.00	100.00	145.00
Big Inning (B) (47)	100.00	65.00	85.00
Coon Hunt (S) (2/54)	150.00	125.00	150.00
Dale Gun (Ex)	95.00	29.50	50.00
Derby (Ex)	240.00	125.00	175.00
Drivemobile (M) (7/54)	165.00	150.00	165.00
Football (M)	275.00	75.00	275.00
Goalee (CC) (1/46)	95.00	95.00	95.00
Lite League (W) (2/54)	75.00	75.00	\$ 75.00
Midget Movies (CC)	135.00	125.00	125.00
Mean Rides (B) (5/54)	275.00	235.00	275.00
Photomatic (M) (1/50)	350.00	295.00	295.00
Pistol Pete (CC)	75.00	50.00	75.00
Pop Up	25.00	14.50	20.00

	High	Low	Mean Avg.
Ranger (K)	295.00	275.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	200.00	165.00	185.00
Royal Mustang Horse	95.00	80.00	90.00
Shoe Brush Up	150.00	95.00	95.00
Sidewalk Engineer (W) (5/55)	195.00	150.00	185.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Submarine (K) (1/42)	125.00	95.00	125.00
Telequiz (1/49) (T)	99.50	95.00	95.00
Undersea Raider (2/46)	125.00	125.00	125.00

MUSIC MACHINES

AMI	High	Low	Mean Avg.
Model A (46) 40 sel. 78 RPM	\$ 99.50	\$ 59.50	\$ 95.00
Model E-120 (53) 120 sel. 45 RPM	465.00	365.00	425.00

SEEBURG	High	Low	Mean Avg.
M-100-A (49) 100 sel. 45 RPM	\$225.00	\$195.00	\$225.00
M-100-B (51) 100 sel. 45 RPM	425.00	395.00	425.00
M-100-C (53) 100 sel. 45 RPM	545.00	495.00	545.00

WURLITZER	High	Low	Mean Avg.
1250 (50) 48 sel. 45 or 78 RPM	\$175.00	\$129.50	\$175.00
1500 (52) 104 sel. 45 or 78 RPM Mix	275.00	199.50	249.50
1650 (53) 48 sel. 45 RPM	465.00	325.00	365.00
1800 (55) 104 sel. 45 RPM	795.00	650.00	650.00

PINBALL GAMES

BALLY	High	Low	Mean Avg.
Atlantic City (5/52)	\$ 75.00	\$ 49.50	\$ 70.00
Beach Beauty (1/55)	385.00	300.00	360.00
Beach Club (2/53)	75.00	45.00	55.00
Beauty (11/52)	65.00	50.00	65.00
Big Time (1/55)	275.00	65.00	240.00
Bright Lights (5/54)	75.00	50.00	60.00
Bright Spot (11/51)	75.00	50.00	65.00
Broadway (12/55)	450.00	350.00	395.00
Conay Island (9/52)	65.00	24.50	50.00
Dude Ranch (9/51)	100.00	45.00	65.00
Frolic (10/52)	85.00	40.00	50.00
Gayety (3/55)	150.00	75.00	125.00
Gaytime (6/55)	275.00	165.00	225.00
Hi-Fi (6/54)	120.00	60.00	90.00
Ice Frolics (1/54)	115.00	45.00	50.00
Miami Beach (9/55)	295.00	200.00	250.00
Nite Club (3/56)	525.00	425.00	525.00
Palm Beach (7/52)	75.00	49.50	65.00
Palm Springs	110.00	50.00	75.00
Surf Club (3/54)	115.00	50.00	70.00
Variety (9/54)	165.00	100.00	135.00
Yacht Club (6/53)	75.00	45.00	50.00

GOTTLIEB	High	Low	Mean Avg.
Chinatown (10/52)	\$ 85.00	\$ 60.00	\$ 85.00
Crossroads (5/52)	75.00	50.00	75.00
Daisy Mae (7/54)	175.00	145.00	175.00
Duette (4/55)	235.00	225.00	225.00
Gold Star (3/54)	150.00	150.00	150.00
Gypsy Queen (2/55)	189.50	165.00	185.00
Hawaiian Beauty (4/54)	160.00	125.00	160.00
Marble Queen (8/53)	125.00	75.00	94.50
Mystic Marvel (3/54)	175.00	125.00	175.00
Pin Wheel (11/53)	115.00	75.00	115.00
Poker Face (9/53)	110.00	75.00	110.00
Queen of Hearts (12/52)	110.00	75.00	110.00
Shindig (10/53)	125.00	95.00	110.00
Southern Belles (6/55)	205.00	175.00	185.00
Stage Coach (11/54)	195.00	160.00	175.00
Wishing Well (9/55)	195.00	185.00	195.00

UNITED	High	Low	Mean Avg.
Cabana (3/53)	75.00	45.00	\$ 45.00
Havana (2/54)	95.00	75.00	75.00
Hawaii (6/54)	75.00	59.50	75.00
Leader (10/51)	115.00	50.00	50.00
Manhattan (4/55)	175.00	125.00	150.00
Nevada (8/54)	75.00	50.00	50.00
Pixie (9/55)	295.00	225.00	250.00
Starlet (11/55)	295.00	235.00	265.00
Triple Play (8/55)	225.00	150.00	\$195.00
Tropics (7/55)	49.50	45.00	45.00

WILLIAMS	High	Low	Mean Avg.
Army & Navy (10/55)	95.00	50.00	\$ 59.50
Big Ban (9/54)	145.00	100.00	145.00
Deluxe Baseball	145.00	50.00	50.00
Grand Champion (8/53)	195.00	95.00	125.00
Nine Sisters (1/54)	125.00	100.00	100.00
Peter Pan (4/55)	175.00	155.00	175.00
Sky Way (9/54)	145.00	125.00	145.00
Star Pool (10/54)	135.00	100.00	100.00

SHUFFLE GAMES

Ace Bowler (CC) (9/50)	\$195.00	\$175.00	\$195.00
Advance Bowler (CC) (5/53)	150.00	95.00	135.00
Bikini (K) (6/54)	150.00	125.00	150.00
Bonus Bowler (K) (3/54)	125.00	75.00	95.00
Cascade (U) (2/53)	90.00	59.00	\$ 70.00
Century (K) (6/54)	195.00	175.00	175.00
Chief (U) (11/53)	145.00	95.00	105.00
Classic (U) (6/53)	85.00	80.00	85.00
Clover Shuffle (U) (1/53)	90.00	65.00	65.00
Comet Targette (U) (11/54)	175.00	145.00	165.00
Cross-Cross (CC) (11/53)	150.00	125.00	135.00
Cross-Cross Targette Deluxe (CC) (1/55)	150.00	110.00	125.00
Diamond (K) (5/53)	175.00	160.00	175.00
Double Score (CC) (3/53)	75.00	75.00	75.00
Feature (CC) (7-54)	175.00	125.00	175.00
Flash (CC) (9/54)	195.00	99.50	195.00
8 Player (Ge) (9/51)	295.00	50.00	80.00
Gold Cup (CC) (7/53)	115.00	110.00	115.00
Gold Medal (B) (3/55)	300.00	300.00	300.00
Hollywood (CC) (5/55)	295.00	275.00	275.00
Imperial (U) (9/53)	175.00	75.00	95.00
King (CC)	120.00	95.00	120.00
Leader Shuffle Alley (U) (11/53)	175.00	110.00	125.00
League Bowler (U) (1/54)	145.00	95.00	115.00
Magic (B) (12/54)	275.00	195.00	275.00
Mars Deluxe (U)	225.00	185.00	215.00
Olympic (U) (8/54)	75.00	70.00	70.00
Pacemaker (K) (9/53)	95.00	50.00	50.00
Playtime Bowler (CC) (10/54)	225.00	175.00	195.00
Rainbow Shuffle Alley (U) (8/54)	175.00	99.50	100.00
Rocket (B) (8/54)	175.00	150.00	175.00
Royal (U) (8/54)	95.00	75.00	85.00
Speedy (U) (8/54)	175.00	165.00	165.00
Super Frame (CC) (5/54)	155.00	100.00	155.00
Team Bowler (K) (10/52)	125.00	75.00	120.00
Tenth Frame (K)	70.00	55.00	55.00
Tenth Frame Bowler (CC)	65.00	50.00	60.00
Thunderbolt (CC)	275.00	265.00	275.00
Triple Score Bowler (CC) (6/53)	85.00	75.00	75.00
Venus Deluxe (U) (3/55)	275.00	225.00	275.00

VENDING MACHINES

Acorn, 5c or 1c	\$ 10.00	\$ 8.50	\$ 8.50
DuGranier (11 Col.)	115.00	45.00	65.00
National M-9A (9 Col.)	125.00	110.00	125.00
Northwestern 49, 1c	19.50	12.00	12.50
Rowe Crusader (8 Col.)	145.00	60.00	130.00
Stoner Candy (8 Col.)	165.00	110.00	110.00

COINMEN YOU KNOW

Detroit

By HAL REVES

CITE SMALL FOR ASSOCIATION. The United Vendors' Association has passed a resolution commending Roy Small, conciliator of the United Music Operators, for action taken by him and the latter organization in connection with licensing regulations in local area suburb.

Martin (Marty) Rice, who, with his brothers, runs the Rice Music Box Company, is the proud father of a baby girl, born September 8. . . . Richard Lofton is establishing the new Lofton Music Company on the near East Side.

Lou Fisher, of Fisher Music Company, has returned from a vacation in New York. Tony Sira-

cuse, of Circle Music Company, has returned from a vacation from his family-owned island in Northern Michigan.

The Canada Dry Ginger Ale Company made an active pitch to secure new locations thru a regular exhibit booth at the Michigan State Fair, displaying their new selective Kelvinator upright unit. The booth was in charge of Merral Knutson, vending supervisor.

Murray Greenblatt is organizing

the Quality Vending Company,

Gottlieb Ships Auto Race, New Five-Ball Game

CHICAGO — Auto Race, a new five-ball pin with a racing theme, was shipped to distributors last week by D. Gottlieb & Company.

Players shoot balls representing auto racers, attempting to get three of the balls "across the finish line" for high scores. Roll-over switches and buttons representing cars numbered 1, 2 and 3 advance colored lights on the playfield indicating progress of the "racers."

Ball targets, also numbered from 1 to 3, further advance the "racers" when hit. Players press flipper buttons on the sides of the cabinet to shoot balls at targets.

"Racers" finishing the race light up ball holes for special scores. Ball bumpers also light up for high scores when cars are "lined up" after the race has started. Auto Race is a single player model.

Jersey Game Ban to Get Senate Review

TRENTON, N. J.—A State Supreme Court decision that reportedly antedates last June's court ban of skill games at resort areas is under study by a Special Senate committee.

The committee is attempting to frame a statute that will stand the test of the Supreme Court's earlier opinion. Committee is headed by Sen. Charles W. Sandman Jr. (R., Cape May) and includes Sen. Richard R. Stout (R., Monmouth) and John A. Lynch (D., Middlesex).

The high court in June held that the games were illegal even if skill were the dominant factor, so long as money was paid by the players and prizes awarded.

Following the decision the Legislature attempted to reopen the games by amending the State's anti-gambling law. Governor Meyer vetoed the bill. To permit the games, he said, the matter must be submitted to the public in a referendum or by amendment of the Constitution.

The study committee said that time did not permit the inclusion of such a question on the November ballot, and thus it was seeking a statutory method to permit the games. The committee reported that the games ban had "gravely affected" business at resort areas, county fairs and charitable fairs, bazaars and carnivals.

Minneapolis Votes New Pinball Licensing Code

MINNEAPOLIS—The Minneapolis City Council has approved machine ordinance which keeps the changes in the existing pinball license fee at \$67.50 per year but tightens up operation of the devices.

The action came at a council meeting September 14, two days after a joint council committee recommended passage of the changed regulation.

At the same council meeting notice was given that a new mechanical coin machine device ordinance licensing such equipment as pool tables and the like at a \$25 per unit annual fee

YOUR FORTUNE ON A PHONE IN ENGLAND

LONDON—A new type of fortune-telling machine has successfully undergone holiday season tests on the pier at Worthington, one of Britain's south coast resorts.

The old formula of having a printed card delivered to the customer when a coin is inserted is dropped. Instead, the customer turns a pointer to his or her planet according to the birth period. When the coin is inserted a recorded voice delivers its message thru an ordinary telephone receiver, which can only be heard by the customer.

The machine has done good business during the test period and is expected to come on the market shortly.

Portland, Ore., Puts Nix on Op Pin Exhibit

PORTLAND, Ore.—The constant effort of pinball operators here to put their games on legal footing received another set-back. An operator bid to display machines at a downtown campaign headquarters was stifled by the city council. The display idea was part of the operator drive to legalize the games here.

Commissioner Stanley W. Earl said the pinball ban voted by the people in the May primaries makes mere possession of the games illegal.

(Continued on page 103)

L. I. Operator Solves Summer Stop Problem

NEW YORK—What to do with juke boxes and games on summer locations during fall, winter and spring has long been a problem to coin machine operators.

But the Suffolk-Nassau Amusement Company, operating 2,000 pieces of equipment on Long Island, seems to have the problem pretty well solved.

According to Gabe Foreman, S-N executive, the operating firm is able to keep most of its equipment in use on a year-round basis and still service the lucrative summer stops.

will be introduced at a later session. That's expected to come in September 28.

The beefed-up pinball machine ordinance bans gambling with the machines in any fashion, multiple-coin units, awarding of cash or merchandise awards for free games and outlaws "tripping" devices to cancel free games from the machines.

The proposed new ordinance for other type amusement games would bar payoffs of any kind, forbid anyone under 18 years of age from playing them in a public place and require that all license

(Continued on page 103)

90 New '56 Game Models Out; Pinballs Pace Fall Production

CHICAGO — The number of new coin game models bolstered by a flock of 43 pool units introduced earlier this year, may set a record in 1956. However, unless game production takes a sharp upswing this fall, total output should fall below that of a year ago.

New models currently number 90. With fall output expected to add considerably to this number, manufacturers are bidding fair to catch up to and pass the record 130 models introduced in 1955.

Pool game production has all but faded from view on the current market, but pinball output has

been filling the gap, with a dozen new models introduced since the end of June, and more to come. Eight of the new pins were of the five-ball variety, four pins were in-line types.

New Types Due

More pins, guns, shuffle bowlers, and a number of brand new types of games are in the works at the manufacturing plants. It is hoped that at least one of the new types of games may enjoy the popularity accorded the pool game during its one-year reign of the market.

The 1956 crop, to date, includes

43 pool models, 16 five-ball pins, 9 in-line pins, 7 kiddie rides, and surprisingly, only 3 new shuffle bowlers. Rounding out the year's output are 1 gun game, 3 baseball units, 7 kiddie rides, 2 baseball pitching machines, 1 fortune teller and 5 novelty games of different types.

Both shuffle bowler and gun game output is expected to be augmented before year's end. Bowlers, suffering from competition of the pool game boom earlier this year, are now staging a comeback, altho majority of sales are currently in the late-used game category. Gun games too have picked up in past month, and more are due to be introduced very shortly.

Pool Run Out

Pool game output in 1955, altho beginning late in the year (August), reached 30, compared to the 43 units introduced in 1956. Pool output per month last year greatly outstripped 1956's per-month production, and while additional new pool units may yet be introduced before year's end, few are expected.

Ranked second to pool in 1955, 19 five-ball pins were introduced, compared with 16 to date in 1956. This year's five-ball output is almost sure to come out well ahead of 1955.

Just eight new in-line pins hit the market in 1955, compared to nine already brought out in 1956. Here too, new numbers are running ahead of last year.

The biggest change from last (Continued on page 102)

Bowling Alley Gross Up 42%; Boosts Ops

Nation's 5,000 Bowling Spots Choice Locations for Coin-Operated Games

WASHINGTON — Reflecting the sharp rise in bowling popularity in this country is a 42 per cent gain in bowling alley receipts since 1948. Sharing in the gain were the many coin game operators who place equipment at these establishments.

According to the U.S. Commerce Department's 1954 census of business, the number of bowling alley establishments climbed from 4,505 to 5,069 over the past six years. In the same period bowling alley receipts climbed from \$137,000,000 to \$195,000,000.

Bowling spots, especially the large number of new establish-

ments opening yearly, are regarded as first-class locations by game operators. Operators generally place their newest and best equipment at these spots, where crowds, in a spending mood, gather in large numbers every night of the week.

Where are the best places to find bowling alley locations? According to the Bowling Proprietors' Association of America, Chicago and Detroit lead the field in number of bowling establishments, with Cleveland and Los Angeles running close behind.

On a Statewide basis, New York leads, with 993 establishments, followed by Illinois with 680, Pennsylvania with 676, and Michigan with 556. The Bowling Proprietors' Association of Greater Chicago and suburbs have close to 200 such spots.

Pool games, shuffle bowlers, pinballs and novelty games all do a fine business at bowling locations, altho city restrictions often limit the types of games permitted.

Regionally, according to the Commerce Department, Illinois accounted for 14.5 per cent of bowling alley receipts, while New York was second with 12.4 per cent. Michigan, Ohio and California were next, each pulling between 9 and 10 per cent of total receipts.

Idaho Judge Rules Pins OK; Cites Statutes

IDAHO FALLS, Idaho—Probate Judge Ira Corey ruled in Booneville County Probate Court, September 11, that the State had failed to say that pinballs seized at Idaho Falls recently are anything save amusement devices.

Corey ruled that the games in question were designed to deliver only amusement to the player, and that testimony by State witnesses showed indeed that players operating said machines received nothing but amusement. He denied a motion that the machines be destroyed as requested by State liquor law enforcement officials.

In the action, Bonneville County prosecuting attorney, Edward W. Pike, contended that the machines were "adapted, designed and de-

(Continued on page 102)

United Bows Brazil, New In-Line Play

CHICAGO — Brazil, United Manufacturing Company pinball with a new type of in-line scoring system, was shipped to distributors last week.

The game has a single, large 25-number card on the backglass with the player able to select up to two separated numbers in any vertical, horizontal or diagonal line to build up better in-line scores.

Arrows light up to point the way to line selections. Before shooting fourth or fifth ball, as indicated on the backglass panels, player can select any lighted line on the card to shoot for. He does this by turning a knob on the cabinet molding. Two numbers on the selected line are then spotted, and light up for scores.

Brazil has the standard United features of light-a-name, light pennant, 4 corners score 5-in-line, and up to three extra balls. When the title, Brazil, is lighted up on the backglass, the player receives top score position and top selection features on the next game played.

Nyack Slate Has 3 New Table Tops

NYACK, N. Y.—The Nyack Slate Company, manufacturer of pool table tops for the coin machine industry, has expanded its line from two to five models.

The Nyack line will be shown in Omaha, Saturday and Sunday (22 and 23) at a five-State coin machine show.

RACK POOL PLAYFIELDS

Immediate Delivery

NO. 1—REGULAR SIZE—32"x48", 2 hole, bumpers besides holes. Holes away from cushion or close to cushion. Includes ball rack \$25.95
 NO. 2—BUMPERLESS PLAYFIELDS, 2 hole, away from cushion or close to rail. Includes ball rack and 2 1/4" cue ball 25.95
 NO. 1 STYLE OR NO. 2 STYLE IN KING SIZE—32"x66" 39.50

REGULAR BUMPER POOL LINED REPLACEMENT PLAYFIELDS AVAILABLE IN EITHER 2 OR 3 HOLE

SPECIAL PRICE—\$22.95.

Be Sure to Specify Style When Ordering
 Playfields consist of NOVOPLY bases. Covered with top-quality billiard cloth.

ROTATION POOL BALL SETS

When you order from Marvel, you get GENUINE ROTATION BALLS

REGULAR ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/4". Per set \$18.50
 ARAMITH ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/4". Per set \$19.75
 DELUXE CUE BALLS, 2 1/4" Each \$2.50
 REGULAR CUE BALLS, 2 1/4" Each \$1.95
 2 1/2" 10 BALL RACKS Each \$1.50
 KELLY POOL BOTTLES Each \$1.50
 TALLY BALL SETS (Peas), Nos. 1-10, Incl. Per set .65

IMMEDIATE DELIVERY

INCLUDED WITH EACH SET OF ROTATION POOL BALLS ARE A HANG-UP RULE CARD AND AN INSTRUCTION SHEET FOR THE OPERATOR. REMEMBER ONLY MARVEL BILLIARD SUPPLY CO. FURNISHES RULES AND INSTRUCTIONS FREE WITH EACH SET OF ROTATION POOL BALLS.

For Top Quality Bumper Pool Supplies—Every Item You Need
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 Pick up your phone—for fast service, ask for Charlie

TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

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Twenty Grand	39.00
Big Ben	89.00
Nine Siskies	49.00
Peter Pan	139.00
Sky Way	89.00
Lu Lu	169.00
Dealer	59.00
Cue Tee	89.00
Thunder Bird	79.00
Paratrooper	49.00
Army-Navy	49.00
Disc Jockey	49.00
Red, White and Blue	195.00
Split Fire	89.00
Can Can	245.00

COTTLIEB

Happy Go Lucky	\$ 39.00
Skill Pool	39.00
Niagara	29.00
Bowling Champ	29.00
Rose Bowl	25.00
Lovely Lucy	69.00
Wishing Well	215.00
Score Board	325.00

POOL TABLES

Williams Bank Pool	\$ 99.50
Williams Score Pool	125.00
Williams Diamond Pool	175.00
Williams Klik	175.00
Williams Star Pool	145.00
Williams Imperial	175.00
Williams Olympic	195.00
Chicago Coin Champion Pool	99.50
Chicago Coin Clover Pool	145.00
Chicago Coin Advance Pool	195.00
Chicago Coin Hooligan Pool	145.00
Chicago Coin Rotation	195.00
Genco Standard	99.50
Genco Baseball Pool	125.00
Genco Deluxe	99.50
Genco King Size Tables	145.00
Bally Booster Pool	89.50
Slate Tops	145.00
Marklite Pool Table	245.00

ARCADE and GUNS

Genco Hi-Fly	\$435.00
Genco Champion	300.00
Big Top	335.00
Sky Rocket	295.00
Rifle Gallery	150.00
Exhibit Shooting Gallery	245.00
Sky Gunner	95.00
Chicago Coin Home Run	175.00
Genco Super Basketball	175.00
Sidewalk Engineer	145.00
Cue Ball	50.00
Pokerino	45.00
Pokerino Jr.	45.00
Golden Nuggett	45.00
Keeney Cigarette Machine	50.00
Horsoscope	145.00
Pitchem & Battem	75.00
Crack Shot Pistol	50.00
Automatic Movie Pistol	25.00
Keeney Automatic Aircraft	1,800.00
Auto-Photo	1,800.00
Mutescope Photomatic, post war	350.00
Mutescope Voice-O-Graph	395.00
Exhibit Vacuumatic Card Vendors	145.00

BINGOS

Nitted Tropics	\$59.00
Bally Ice Frolics	89.00
Gayety	99.00
Palm Springs	69.00
Dude Ranch	69.00
Cabana	49.00
Tahiti	69.00

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Model "F" 120	\$700.00
Model "F" 80	645.00
Model "E" 120	495.00
Model "E" 80	435.00
Model "D" 80	325.00
Model "D" 40 (converted)	245.00
Model "C" 40 (converted)	175.00
Model "B" 40 (converted)	145.00
Model "A" (converted)	125.00
40-Record Wall Boxes	19.50

WURLITZER

1500	\$295.00
1250	175.00

ROCK-OLA

1428	\$ 55.00
1432	135.00

SEEBURG

100-Record Wall Boxes	\$ 55.00
Cellar Jobs—HM-109A	245.00

FILBEN

Maestro	\$125.00
---------	----------

MISCELLANEOUS \$25 up

Wurlitzer 1015	Rock-Ola 1422
Seeburg 146	

RIDES

Bert Lane Fire Engine Horse	\$595.00
Bert Lane Bear Cat Ride	595.00
Horses	175.00
Tanks	125.00
Jecps	75.00
Rocket Ships	50.00
Chicago Coin Round the World Trainer	295.00
Chicago Coin Super Jet	185.00
Mutescope Drivemobile	395.00

SHUFFLE ALLEYS

Chicago Coin Criss Cross Target	
Chicago Coin Criss Cross Bowler	
Chicago Coin Hollywood	
Chicago Coin King Bowler	
Chicago Coin Advance Bowler	
Chicago Coin Crown Bowler	
Chicago Coin Super Frame Bowler	
Chicago Coin Star Lite	
Chicago Coin Triple Score	
Chicago Coin Super Match	
Chicago Coin Deluxe	
United Imperial	
United Super	
United Shuffle Target	
Genco Shuffle Pool	
Genco Shuffle Target	
Keeney Diamond Bowler	
Keeney Main Liner	
Keeney Bikini	
Bally Champion	

LATEST MACHINES FOR IMMEDIATE DELIVERY

Williams Hot Diggity	
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Williams Crane	
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Chicago Coin Hockey	
Chicago Coin Steam Shovel	
Genco State Fair	
Genco State Fair with Match Features	
Gottlieb Sea Belles	
International Mutescope Lord's Prayer	

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Idaho Judge

• Continued from page 101

vised for gambling," and that pin-ball units are constructed with a calculator and a device to clear the machines for just one purpose, gambling, and an element of risk is present each time a player "gambles" with extra coins, and gets an extra ball in hopes of improving his score.

Conforms to Law

Judge Corey mentioned in his ruling that Roger B. Hougen had made efforts to make his games conform with State law which allows the operation of amusement devices; that Hougen had the machines "rewired or redesigned so that no player could obtain anything of value from them, including any free games."

Corey ruled that at the time of seizure the machines were all in this redesigned condition, with signs either near or on the machines stating: "For amusement only." Corey also criticized the manner of seizing the machines, stating that liquor law officials of enforcement "had no warrant of seizure and no evidence of any gambling nor did they make any effort to ascertain how the machines were constructed and designed. It is obvious that the State officers did not comply with the law in seizing these machines."

New Game Models

• Continued from page 101

year is in the shuffle bowler field, where 23 new models were introduced in 1955. Only 3 new models have appeared in 1956, but a few of the models introduced in 1955 were put into production for new runs again this year. Despite renewed output in this field expected in the next few months, it lags far behind last year's level. Shuffle bowler production hit its peak in 1954, when 30 models hit the market.

Guns Still Come

Gun game output has dropped off from 15 in 1954's peak year, to 10 in 1955, to 1 thus far in 1956. The .22 rifle units first introduced in 1954 still remain popular however, and more are planned.

Kiddie ride production has remained steady over the past several years, with seven introduced in 1954, seven in 1955, and five thus far in 1956.

A greater variety of new games were brought out in 1955, with more of the novelty type introduced, and more baseball, fortune tellers, and shuffles other than bowlers. This year's crop has consisted of standard-type amusement games, with only a few exceptions.

Emphasis Heavy

• Continued from page 96

how to make a capital gain on the trade-in of old cup-drink equipment. "You have no doubt amortized these machines and have written them off your books," he explained. "Why not trade in this equipment toward the purchase of new machines? Ask the manufacturer to invoice you for the full price of your new equipment, and you, in turn, invoice the manufacturer for the traded-in old machines."

According to Rapp, the pre-mix machine—because of its relatively small capacity and limited selectivity—will only be used in small houses.

Brinkmann Talk

Brinkmann told the concessionaires that drive-in theaters are "perfect locations for cigarette vendors." In indoor houses, he added, smoking is often permitted in the theater and the rest rooms and that cigarettes should be available.

Burlington spoke on the future of milk and ice cream vending.

Uniform Cig Tax Laws Would Hinder Smuggling

ATLANTIC CITY—The Committee of Tax Evasion of the National Tobacco Tax Association has called for more uniformity in State cigarette tax statutes, "particularly in the area of requirements in terms of licenses, permits, invoices and related documents of those persons who transport cigarettes into or within taxing States."

Speaking at the annual NTTA convention here last week, Roy C. Struble, director of Cigarette and Miscellaneous Taxes, Department of Revenue, Michigan, pointed out that as long as there are States without cigarette taxes and States with rate differentials, cigarette smuggling will exist.

He added that "States which use no outward evidence of tax payment are less equipped to do battle with the smuggling syndicate than those States where stamps or meter impressions are used."

20 Billion Cigs

Struble said that more than 20 billion cigarettes a year move from non-tax to tax States illegally. He charged that "the same thoro organization which has caused so much concern to administrators in the Midwest and the South in the past" is now operating in the East.

He paid tribute to the National Association of Tobacco Distributors for their co-operation in combating tax evasion.

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HI-FI	60.00	ICE FROLICS	50.00
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CONEY ISLAND	\$35.00		

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Anchors Aweigh!

You're off to a career with a future... a Navy career! Become a seagoing specialist.

NAVY

Am. Shuffleboard Survey Shows Replacement Need

UNION CITY, N. J.— Paul Cusano, general manager of the American Shuffleboard Company here, said that any slump which the industry is experiencing is due primarily to the failure of operators to replace old equipment.

He cited a survey recently com-

pleted by Nick Melone, American sales manager. The procedure was to replace old tables with new ones and check the take in the locations before and after.

Thruout the nation, 148 replacements were made in the test. According to Melone, with just one exception, the gross jumped anywhere from 100 to 900 per cent.

Little Rock

In the Little Rock area, he said, new boards have been averaging from \$90 to \$110 a week over the last nine months, compared with an average of \$30 before replacement.

In New York, he said, old boards were receiving little action, even when left on a free-play basis. After replacement, Melone claimed the the weekly average is about \$50.

In Northern California, he continued, the weekly average jumped from \$10-\$25 to \$35-\$75. In Southern California, the increase was from \$8-\$10 to \$45-\$50.

Melone said that the increase in Reading, Pa.—with 5-cent play—has been slight, from \$25 to \$35. In Buffalo, the average during July and August dropped to \$60-\$70 a week as a result of the steel strike, but the September average was \$98.

A jump from \$15 a week to \$90 a week was reported in Arlington, Va., while New Jersey, a 5-cent-play area, averages about \$35 a week. Most old boards are on a free-play basis.

Melone said that the names and addresses of participating operators, distributors and locations are available to the trade.

Portland Nix

Continued from page 101

Taking the other side of the argument, Stan Terry, operator spokesman, said, "We fail to see how a limited display of games... is in any way contrary to the public interests." He termed the request "fair and reasonable."

A new and more representative vote will be made on the pinball question in the November elections. Operators gained the required number of petition signatures to make such a vote possible.

Terry said the language of the present ordinance pertaining to pinballs is "vague" and is "being interpreted to censor everything and anything relating to pinballs and the coming ballot question."

"Such interpretation," he said, "denies us the necessary freedom of speech and action to present our case clearly and completely to the voters."

New Mpls. Code

Continued from page 101

applicants be screened by police.

Originally, the plan was to combine all amusement games into one city ordinance at an annual license fee of \$40. However, this proposal was dropped when opposition to it cropped up among some city aldermen on the council.

The lower fee was advocated, especially for pinball machines, because the city license bureau reported that the number of permits issued for such devices has nose-dived since last December when games giving free replays were declared illegal by a ruling of State Attorney General Miles Lord. That ruling subsequently was upset in District Court here and now is under appeal in the State Supreme Court.

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- UNITED BRAZIL
- GENCO STATE FAIR
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BINGO GAMES

MIAMI BEACH	\$235
GAYTIME	175
GAYETY	175
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PALM SPRINGS	75
DUDE RANCH	75
STARDUST	225
STARLET	225
PIXIES	225
TRIPLE PLAY	175

POOL GAMES

- C.C. AUTOMATIC POOL
- EX. SKILL SCORE
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ALL IN A-1 SHAPE!

From \$69.50

WANT TO BUY

- ALL TYPES
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- BOWLERS—GUNS
- BINGO GAMES

WILL PAY TOP DOLLAR!
CALL NOW!

Cable Address: "GAMES," Chicago

Terms: 1/2 Deposit, Balance Sight Draft.



Selected USED BINGOS

MANHATTAN	\$135	PIXIE	\$235
STARDUST	325	STARLET	250
TRIPLE PLAY	150	GAYETY	115

1/2 Deposit, Balance Sight Draft

Write for New List of Thousands of All Type Machines

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

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SEEBURG 3W-1 WALL-O-MATIC,
100 Sel.—Chrome—
Latest Features \$65

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Place Your Order Today

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The Most Outstanding Shuffle Alley Ever Produced. A Top Money Maker.

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Hi Fi—120 Selections.

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- 15 Williams 4 BAGGERS...\$350 ea. Like New
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- 3 Genco CHAMPIONS...\$225 ea.
- 7 Williams CRANES...\$245 ea.
- 8 JOLLY JOKERS...\$ 95 ea.
- 1 Late Model Mutoscope DRIVE MOBILE...\$450
- 2 SIDEWALK ENGINEERS...\$145 ea.

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STRONG AND DURABLE—EASY TO INSTALL

A. M. I.	SEEBURG	WURLITZER
MODEL A Tops, l. or r. \$ 8.95 Centers, l. or r. 15.45 Bottoms, l. or r. 11.95 Dome 17.95	Model 100C—Highly polished chrome tubes (replaces glass tubes). Set of 12 \$14.95 Model 144-147-148 Domes 15.95 Model C—Chrome Pilasters, pr. 17.50	MODEL 1500 Center Dome \$14.50 MODEL 1015 Top Center, l. or r. 7.50 Lower Sides, ea. . . 5.50 Replaces old glass bubbler tubes with Plastic Twisted Rod Sets, 4 straight clear—4 curved colored ... \$7.75
E-40-80-120 (metal grille for lower part of machine—eliminates cleaning plastic louvers). 2 to set 10.00	MODEL 1250 Center Dome \$18.95 Dome Ends, ea. . . 6.10 MODEL 1400 Center Dome 13.45 Dome Ends, ea. . . 10.50 Bottom Sides, set of 2 16.50	Also available to fit Models 950, 850, 750, 700, 600, 500. TERMS: 1/3 deposit, balance C.O.D. or S.D. Satisfaction guaranteed. All prices F.O.B. Chicago.

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Lighted Bumpers
Three Hole
Non-Warp Adjuster

\$150.00

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KEENEY	C.C. Criss-Cross
Speedlanes \$275.00 American 225.00 Century 195.00 Diamonds 160.00 Carnival 85.00 Ten Player 70.00	Target \$ 99.50 Advance 100.00 Gold Cup 110.00 Triple Score 75.00 BALLY Masic 195.00
UNITED	SUPPLIES
Targetta 145.00 Comet 165.00 Mars 185.00 Team 115.00 Leader 115.00 Imperial 100.00 League 110.00 Chief 100.00 Royal 90.00 Olympic 70.00 Classic 80.00 GENCO Match Pool 80.00	Cue Sticks, Ea. . . \$ 2.50 Chalk, Gr. 3.50 10-Minute Cement, Tube20 Cue Clamps, Ea. . . .35 Plastic Cups, red or white, Ea.50 Coin Chutes, Ea. . . 10.00 Playfield Cloth 9.50 Set of 10 2 1/4" Pool Balls 12.00 Set of 8 Pucks 12.00 Shuffle Game Wax, 3.50 Shuffle Board Score Pads, 1,000 7.50

BINGOS

Broadway ... \$350.00
Beach Beauty ... 360.00
Miami Beach ... 225.00
Big Time ... 225.00
Gay Time ... 190.00
Variety ... 135.00

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M100-C \$545.00 M100-B 425.00 M100-A 225.00 3W1 WALLBOX (Chrome) 69.50 3W1 WALLBOX (Painted) ... 59.50	1550-A \$249.50 5207 WALLBOX 62.50 5204 WALLBOX 25.00

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G-80 Write F-80 \$550.00	E-120 \$425.00 D-80 299.50

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Exhibit Record

Continued from page 96

28) 14 more exhibitors have reserved space for the coming convention, Herb Geiger, Geiger Automatic Sales Company, Milwaukee, exhibit chairman, announced Friday.

The 14 additional exhibitors are: Vending Machines, Components Bally Manufacturing Company, Dee-Lee Sales Company, Jennings & Company and the Silex Company, all of Chicago; Halkirk Company, Manhattan Beach, Calif.; Northwest Automatic Products Corporation, Minneapolis; Wittenborg, Inc., Portland, Ore., and U. S. Vending Machine Corporation, Philadelphia.

Candy, Gum, Nuts

Cadbury-Fry, Ltd., New York; Walter H. Johnson Candy Company, Chicago, and Switzer's Licorice Company, St. Louis. Others are: Hot Foods—Armour & Company, Chicago. Coffee—Continental Coffee Company, Chicago. Hot Chocolate—Van Besta Company, Inc., Brooklyn. Tobacco—The Harrough Corporation, New York.

Tobacco Sales

Continued from page 96

sales of tobacco products by vending operators at \$299,865,000. This amount covers only those establishments which have employees on the payroll, and excludes sales figures for one-man and family-type operations.

Covered in the wholesale report were 2,858 firms primarily engaged in buying and selling manufactured tobacco products, including cigars, cigarettes, chewing and smoking tobacco and snuff. Each firm averaged \$1,123,000 in yearly sales.

States recording largest sales were New York, Illinois, Pennsylvania, Ohio, California, Michigan, Texas, New Jersey and Massachusetts, in that order, each with sales of \$130 million or more. Together, these nine States contributed over one-half of the total sales volume for the U. S.

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CITY	HOTEL	Rooms with Bath from
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Birmingham, Ala.	Banthead	4.00
Chicago, Ill.	Baldwin	4.50
Chicago, Ill.	Congress	6.00
Cincinnati, O.	Fountain Square	3.75
Cleveland, O.	Carter	5.00
Columbus, O.	Fort Hayes	5.50
Dayton, O.	Miami	5.50
Detroit, Mich.	Fort Shelby	4.00
Evansville, Ind.	Georgian	6.00
Flint, Mich.	Durant	4.50
Indianapolis, Ind.	Antlers	4.00
Minneapolis, Minn.	Nicollet	5.50
Pittsburgh, Pa.	Roosevelt	5.00
St. Louis, Mo.	Mark Twain	4.50
St. Louis, Mo.	Walhondale	4.00
Sarasota, Fla.	Jermyn	4.50
South Bend, Ind.	Oliver	5.00
Toledo, O.	Fort Meigs	3.50
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Washington, D.C.	Lee House	5.00
Youngstown, O.	Pick-Ohio	4.50

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NEW MODEL PENNY DISPENSERS

- ★ Free long plastic refill tube available with each penny dispenser.
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- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
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For Kwik-Koin Dispensers (Manufactured by McPherson Manufacturing Co.) Tacoma, Washington.

DUNIS DISTRIBUTING CO.

100 Elliott Ave., W., Seattle 99, Wash., Ph.: Alder 0414 (Inquiries Accepted Now for Local Distributors)

COINMEN YOU KNOW

Continued from page 95

Reid Whipple and Woody Johnson, of United, Inc., have scheduled a number of sales and training sessions for Wurlitzer users in the northern territory this week. Schedule calls for classes to be held in Sault Ste. Marie,

Ishpeming and Hurley-Ironwood, Mich., and Green Bay, Wis.

Red Jacomet, of Red Novelty, reports that he is exper-

encing wonderful returns with his recently installed 50-cent chute juke boxes. In each instance, receipts have climbed, he claims.

Memphis

By ELTON WHISENHUNT

Edward H. Newell is having a successful season handling his Or-Matt Company's phonographs and

games. He formerly was general manager for a Wurlitzer distributor. Newell recently made a trip to Shreveport, La., to attend the wedding of his niece, Miss Patsy Freeman, to Allen Shaffer.

Drew Canale, owner of Canale Amusement Company; Joe Cuogi, partner of Poplar Tunes Record Shop, and Allen Dixon, general manager of

S & M Sales Company, report brisk fall business. They see *(Continued on page 108)*

Panoram Operators! FOR SALE

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.
Phil Gould
283 Market St. Newark 5, N. J.
Market 2-4275



Joe and Wally say:
Need It Quick? Don't Get Nervous, Call Us "FIRST" For "First"-Class Service!

TARGET GUNS

- Genco WILD WEST ... \$325
- Ex. "500" GALLERY ... 250
- Un. DEL. CARNIVAL ... 195
- Ex. SPORLAND ... 195
- Genco RIFLE GALLERY ... 185
- Seeburg BEAR GUN ... 145
- Mutos. SUPER BOMBER ... 145
- Mutos. SKY FIGHTER ... 135
- Wms. JET FIGHTER ... 135
- UNDERSEA RAIDER ... 125
- C. C. PISTOL PETE ... 75
- Ex. SHOOT THE BULL ... 75
- Ex. DALE GUN ... 55

SPECIALS!

- Evans SADDLE & TURF, Club Model ... \$195
- Universal 5-STAR ... \$75

SPECIAL!
Mutoscope
2 PHOTO-MATS \$375
(POSTWAR) each
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Horses, Bally and Exhibit; Around the World Trainer; Drive Yourself Drive-mobile; Late Guns and Arcade Games. Price and details in first letter.
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WANTED
Mechanic on late bingos and phonographs. Must be experienced. Excellent opportunity and good starting salary for dependable, sober, experienced, honest man. Give references and experience.
CALL, WRITE OR WIRE
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OWENSBORO AMUSEMENT COMPANY
601 Center St. Owensboro, Ky.
Day Phone: Murray 3-8761
Night Phone: Murray 3-4730

SHUFFLE GAMES		BINGO 5-BALLS	
CHICAGO COIN			
★HOLLYWOOD	\$275	NIGHT CLUB	Write
★PLAYTIME	225	BROADWAY	\$385
★FLASH	195	BEACH BEAUTY	385
★STARLIGHT	165	MIAMI BEACH	245
★SUPER FRAME	155	GAYTIME	195
★CRISS CROSS TRGT.	125	GAYETY	125
★GOLD CUP	115	BIG TIME	245
★TRIPLE SCORE	85	VARIETY	145
★DOUBLE	75	PALM SPRINGS	90
★NAME	65	BEAUTY	80
UNITED			
★DEL. VENUS	\$225	PALM BEACH	75
★DEL. MARS	215	YACHT CLUB	75
★ACE	175	ATLANTIC CITY	75
★LEAGUE	115	SPOTLIGHT	45
★CHIEF	105	ONEY ISLAND	45
★ROYAL	85	UNITED	
★CASCADE	70	STARLET	\$295
★STAR 10TH FRAME	60	TAHITI	90
★SUPER 10TH FRAME	60	5-BALL GAMES	
KEENEY			
★DIAMOND	\$175	GOTTLIEB	
★BIKINI	150	HARBOR LIGHTS	\$250
★BONUS	125	EASY ACES	225
★PACEMAKER	95	SOUTHERN BELLE	205
★CHALLENGER	95	DEL. SLUGGIN' CHAMP	195
★DOMINO	75	GYPY QUEEN	175
★CARNIVAL	65	GUY'S-DOLLS	95
★10 PLAYER	55	FLYING HIGH	85
★6 PLAYER	45	SKILL POOL	75
BALLY			
★MAGIC	\$250	SPOT BOWLER	59
WILLIAMS			
Genco			
★MATCH POOL	5 75	C.O.D.	\$95
*Indicates Match Play			
EXPORT BUYERS: Depend on our experience for First-Quality Equipment and fast, reliable service! Write for literature and price list. CABLE ADDRESS: "FIRSTCOIN," Chicago.			

BRAND NEW POOL GAMES
LATEST MODELS!

- 1—Jumbo Size Light-Up Bumpers
- 2—Three-Hole Play
- 3—Levelmatic Adjusters
- 4—Finest Quality Materials and Workmanship
- 5—Made by Leading Manufacturer

Now Only **\$125**
Limited Quantity

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NEW

Chicago Coin
STEAM SHOVEL
Chicago Coin
TWIN HOCKEY

FIRST-Conditioned

Bally SPACE SHIP ... \$265
Bally MOONRIDE ... 225
Un. DERBY ROLL ... 225
Genco BASKETBALL ... 195
SIDEWALK ENGINE ... 185
MUT. DRIVEMOBILE ... 145
C.C. BASKET CHAMP ... 145
C.C. MIDG. SKEE-ROLL ... 145
Wms. DEL. BASE-BALL ... 135
Cap. MIDGET MOVIES ... 135
Chi Coin GOALEE ... 95
TELEQUIZ (w/film) ... 95
Evans TEN STRIKE ... 85
BATTING PRACTICE ... 75
Amuse. BOOMERANG ... 65

POOL GAMES

FIRST-Conditioned

All Models
Refinished Like New
From \$75
Regular Models and
Electric Scoring Models.

FIRST COIN MACHINE EXCHANGE, INC.
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

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AUTO RACE

Featuring...

THE SPEED OF THE INDIANAPOLIS "500"
THE ACTION AND THRILLS OF THE FRENCH "LE MANS"

- Up to Six Complete Races Per Game
- 3 Cars Compete for Winning Honors
- Cars Finishing Race Light Holes for Specials
- Pop Bumpers Light for Super High Score When Cars Line-up After Race has Started
- See AUTO RACE at Your Distributor NOW!

Subject to AMUSEMENT TAX Only!

Amusement Pinballs
as American as Baseball and Hot Dogs!

29 YEARS OF LEADERSHIP

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE., CHICAGO 51, ILL.

Products of Consistent Dependability

BUY THE BEST... WE DO...

ATTENTION—ALL OPERATORS!
 Here's the surprise of your life! You can restore your pool table operating to original big play and takes with

NEW RACK POOL TOPS

FOR ALL TABLES
 BRAND-NEW PANELS • BRAND-NEW CLOTH (highest grade rubber backed, hand screened) • BRAND-NEW CUPS (2) • BALL RACK AND OVER-SIZE CUE BALL.

Complete Ea. \$35
 Lots of 5 or More \$30 Ea.

Like New Tables, Balls and Sticks with RACK POOL Tops. Reg. Size \$95 Jumbo Size \$145

BALLY BRIGHT SPOTS Only \$55

CHARLEY PIERI
Monarch Coin Machine, Inc.

Get Our List, New-Used Games, All Types
 2257 N. Lincoln, Chicago 14, Ill.
 Lincoln 9-3996-7

COINMEN YOU KNOW

• Continued from page 107

a general pick-up of business over last year.

Frank Smith, president of S & M Sales Company, lost the recent election but made a lot of friends. He was an independent candidate for the Legislature. Smith made lots of speeches, shook many hands, attended many rallies and luncheons and made a good appearance. Clarence A. Camp, co-owner of Memphis-Arkansas

Speedway at nearby Lehi, Ark., staged another stock car race recently. It's a favorite hobby for Camp, president of Southern Amusement Company, and other enterprises.

Bill Fitzgerald, manager of Music Sales Company, hopping these days trying to fill the needs of hundreds of ops in several States. He handles dozens of record labels, ships them out by the thousands.

KEEP YOUR EYE ON THE EXHIBIT SUPPLY CO.

BEST IN THE MIDDLE WEST

PINS

DUETTE \$225.00
 HARBOR LITES 250.00
 WISHING WELL 195.00
 STAGE COACH 165.00

GUNS

Genco SUPER BIG TOP \$350.00
 Genco SKY ROCKET 295.00
 Genco RIFLE GALLERY 200.00
 United JUNGLE 150.00
 Exhibit SPORTLAND 175.00
 Exhibit SHOOTING GALLERY . . 125.00
 Seeburg SHOOT THE BEAR . . . 75.00

NYACK SLATE TOPS
 Complete Selection of BINGOS, BOWLERS and POOL TABLES
 1/3 deposit, balance C.O.D. or S/D

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YOU'LL LOVE GENCO'S Sensational STATE FAIR MOVING TARGET RIFLE GALLERY

Featuring an **ENTIRELY NEW IDEA**
 Never before seen on a Rifle Game

FREE-ROLLING BALLS

Roll down 2 Lanes—Just Like a Real Rifle Gallery . . . the player tries to shoot them off.

PLUS ALL THESE GENCO ATTRACTIONS:

- Flip Over Targets
- 2 LIGHTED CANDLES snuff out when hit
- Adjustable Replay—Optional Match
- Easy Back-Door Servicing
- Playfield Designed to Look Like a Real Rifle Gallery (with an unusual degree of depth)
- Beautiful, Bright "EVER LAST" Cork Finish
- Compact, Modern Cabinet—only 50" x 29" x 70" high

WATCH FOR DAVY CROCKETT

3000 GAMES & MUSIC IN STOCK!

- ★ BINGOS
- ★ NOVELTIES
- ★ SHUFFLE ALLEYS
- ★ SEEBURG & WURLITZERS

FOR COMPLETE SATISFACTION DEAL WITH THE WEST COAST'S OLDEST AND LARGEST DISTRIBUTOR OF GAMES & MUSIC

FOR EXPORT CABLE OR WRITE TODAY!

ADVANCE AUTOMATIC SALES COMPANY
 CABLE: PINGAME
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DON'T JUST SIT THERE... BUY NOW and SAVE!

UNITED

CLIPPERS \$175
 YANKEES 100
 LEAGUE BOWLERS 95
 CHIEFS 65

CHICAGO COIN

FIREBALLS \$145
 SUPER FRAME 95
 CRISS-CROSS 75

WURL. 1250's, 45 rpm \$125

REGULATION 5-BALLS
 Write for Prices.

POOL GAMES Top Names (NEW)—Electric—Name Price

REX COIN MACHINE DISTRIBUTING CORP.
 821 So. Salina St. Syracuse 3, N.Y.
 Phone: 2-8255

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

Robert Eblin, Ark. Op, Dies

PARAGOULD, Ark. — Robert L. Eblin, 51, owner of Paragould, Ark., Music Company and secretary-treasurer of the Arkansas-Missouri Music Association, died of cancer at Community Methodist Hospital, Paragould.

Well known thruout East Arkansas, Missouri and Tennessee, Eblin operated a large route of phonographs and amusement games in several counties.

He became ill almost a year ago and had been failing in health since then. He is survived by his widow, a daughter, a son and two brothers.

AMAZING MONEY MAKER
LORD'S PRAYER—NEW.....\$390.00

A FULL ASSORTMENT OF GAMES WITH NO SCORING DEVICES.....WRITE

Games Rebuilt the Munves Way Work and Look Like New

NOVELTY RIDES:
 Horses, new, all mechanism inside body. Special Price\$350.00

Four New Novelty Rides.
 The Top Money Makers of All Time. Write for Details.

Davy Crockett Horse\$295.00
 Crusader Horse 300.00
 Whip Ride 325.00
 Atomic Jet 295.00
 Exhibit Pony 195.00
 X-07 Rocket 495.00
 Bally-Moon Ride 325.00

Four Floors Chock-Full of Equipment. Largest Assortment in the Country.
TELL US YOUR NEEDS—WRITE TODAY!

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FREE: 1956 Catalog—325 Illustrations.

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GOTTLIEB 2 and 4 Player Pinballs
CASH OR TRADE

5 BALLS

GOTTLIEB		GOTTLIEB	
Wishing Well	\$215.00	Twin Bill	\$195.00
Hit 'n' Run	75.00	Jubilee	375.00
Poker Face	110.00	WILLIAMS SUPER SCORE	
Queen of Hearts	110.00	Big Ben	\$145.00
Grand Slam	100.00	Grand Champion	125.00
Chinatown	85.00	Times Square	85.00
Shindig	125.00	Jolly Joker	95.00
Happy Days	95.00	Race the Clock	275.00
Marble Queen	125.00	9 Sisters	125.00
Green Pastures	135.00	Peter Pan	175.00
4 Stars	75.00	Spitfire	135.00
Cold Star	150.00	Skyway	145.00
Pinwheel	115.00	Army-Navy	95.00
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Hawaiian Beauty	160.00	Jalopy	95.00
Stage Coach	195.00	Timbuctu	195.00
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Priced Way Below Cost!

Magic Top	De Luxe Tournament
Genco Baseball Pool	Keeney Flicker Pool
Williams Star Pool	Exhibit Spanish Pool
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A Complete Stock of Used Pool Games of Every Make

TAKE YOUR CHOICE.....\$75.00

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Made in Germany.
 Deluxe construction throughout.
 Guaranteed tamper-proof cash box.

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GENCO STATE FAIR

WMS. CRANE	WRITE
GENCO QUARTERBACK, NEW	\$289.50
Coin Recordio	\$175.00
Mutoscope Photomatic (Pre-war)	295.00
Heavy Hitter	49.50
Bally Moon Ride	275.00
Sidewalk Engineer	195.00
Grandma Horoscope, New	495.00
2-Player Basketball	195.00
Telequiz	99.50
AA Gun	99.50
Space Ranger	295.00
Muto Football	275.00
4-Player Derby	125.00
Flash Hockey	99.50
Undersea Raider	125.00
Set Shot Basketball	275.00
Flying Saucer	99.50
DeLuxe Baseball	145.00
Super Home Run	175.00
All Star Baseball	175.00
Champion Baseball	295.00
DeLuxe Ranger Gun	295.00
Sportsman	175.00
Sky Rocket	295.00

BINGOS

UNITED BRAZIL	Manhattan	\$125
BALLY BIG SHOW	Surf Club	95
Miami Beach	Palm Springs	75
Big Time	Dude Ranch	75
Pixies	Beach Club	75
Gay Time	Atlantic City	75
Cayety	Yacht Club	75
Variety	Palm Beach	75
	Bright Spot	75
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1/2 Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE

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SHUFFLE GAMES

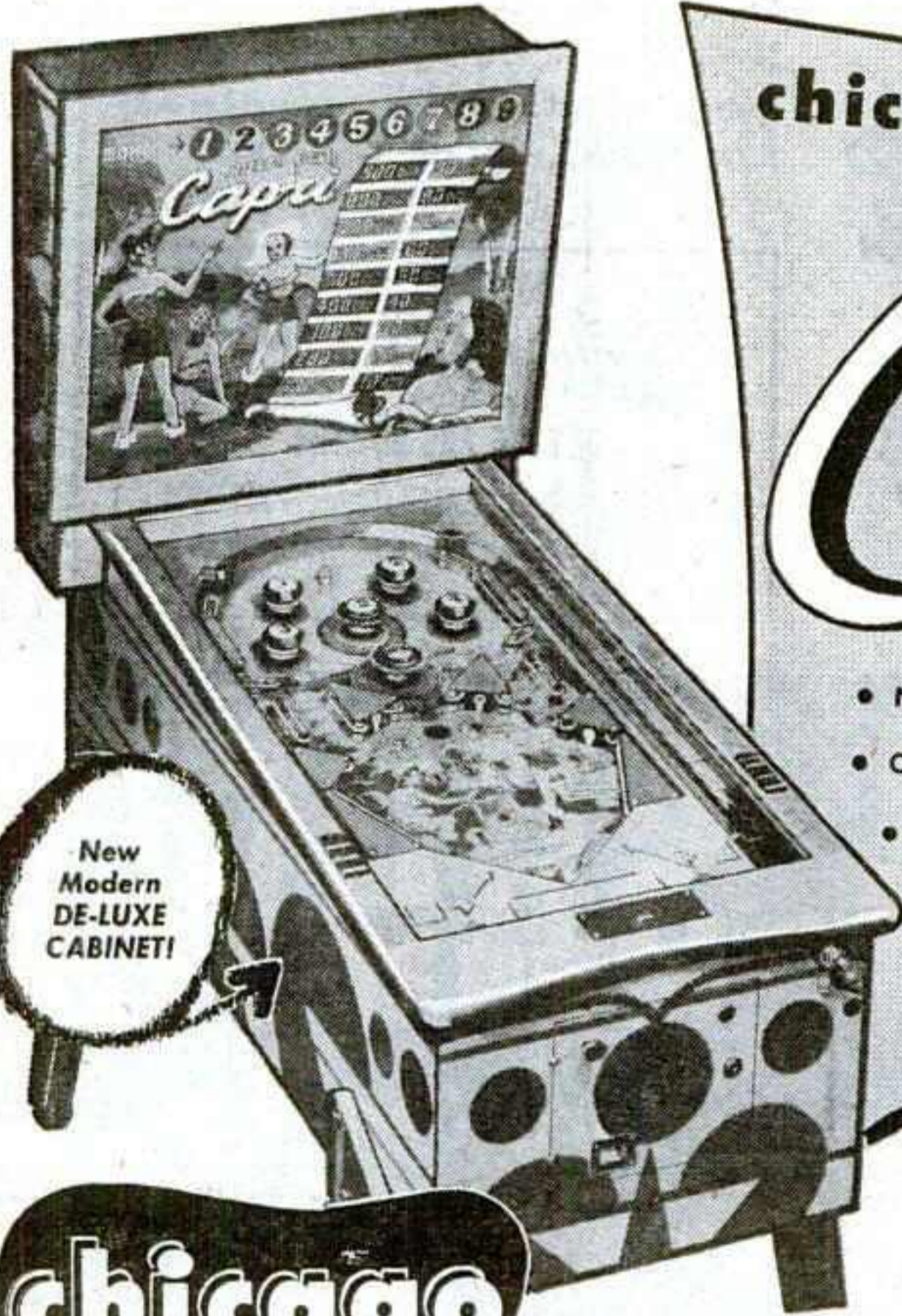
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United HANDICAP

Lightning	\$275.00
Clipper, High Score	275.00
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Bally Magic	195.00
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Olympic, High Score	75.00
Cascade, High Score	75.00
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PORTABLE COIN COUNTERS
 KLOPP Model D-2—Extremely Light
 STANDARD-RAPID—Made in Germany
 Try either one on a 30-day money-back guarantee

Klopp Coin Changers
 2 MODELS
 Dispenses 5 nickels/Dispenses 2 dimes for quarter and 1 nickel for quarter

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES



chicago coin's NEW SENSATION!!

Capri

- New Novelty 5 Ball Pin Ball Game!
- Can Be Operated as 5 or 3 Ball Play!
- 2 Super Sensitive Action Kickers!
- 2 "Lively" Thumper Bumpers!
- 2 Dyna Powered Flippers!
- Top Score... 9 Million 200,000
- Available with 5c or 10c Chutes!

FOR MATCH PLAY TERRITORIES...chicago coins'



- Featuring Multiple Match Play!
- Single Match Feature in Each Game!
 - Multiple Match Feature Can Be Played With Replays up to 5 Times per Game!

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chicago coins'
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presents a really new scoring idea
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EXCITING NEW TRIPLE-DECK ADVANCING SCORES

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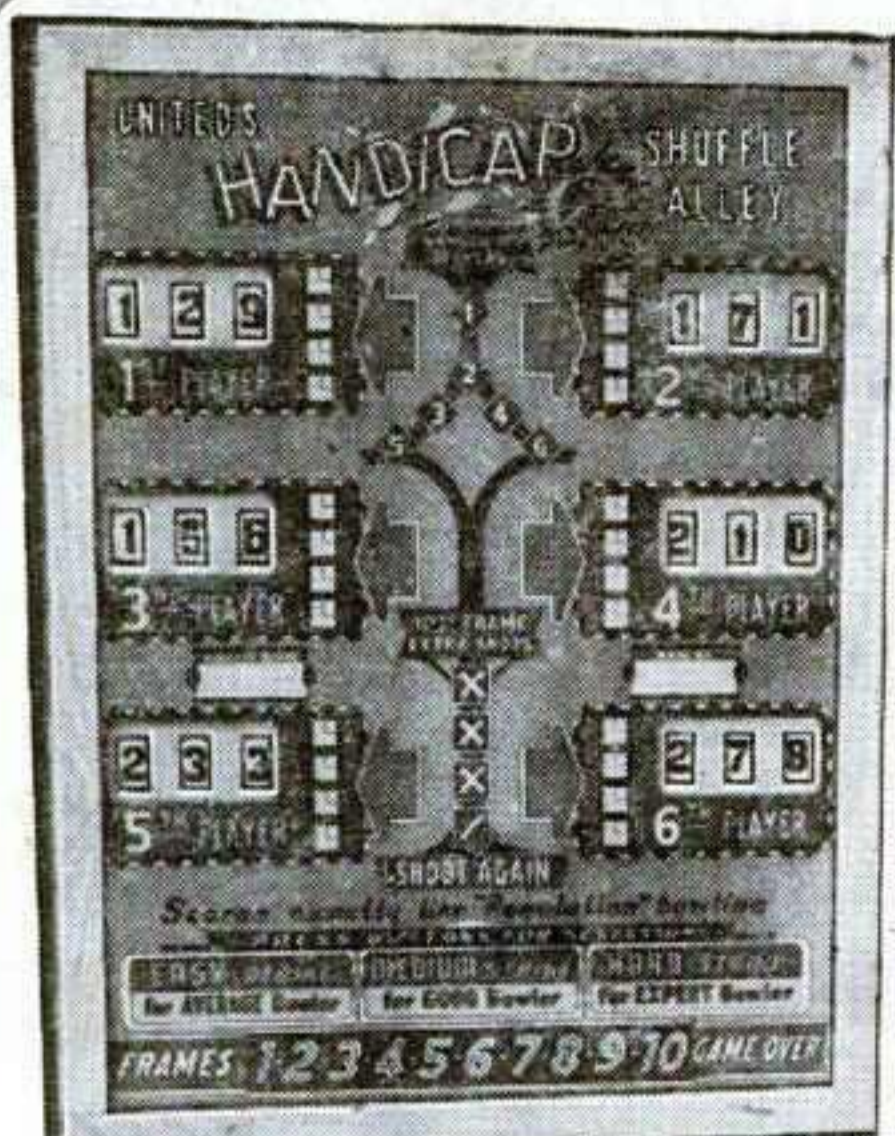
Separate advancing-scores for each of 3 different color-lines—red, yellow, green—building up, up, up to really exciting man-size scores! AND PLAYER SCORES SEPARATELY IN EACH OF 3 COLORS! No wonder BIG SHOW is getting biggest cash-box applause in pinball history! Get your share! Get Bally BIG SHOW on location today!

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PROFIT-PROVED IN-LINE PLAY...plus new Triple-Deck Scores

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**NEW EQUALIZER
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Selection Buttons Permit
HANDICAPPING ALL BOWLERS
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**Regulation Bowling Rules
TOP SCORE 300**

**1 to 6
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6-Player Shuffle-Alley Bowlers • In-Line Games • Pool Games • Novelty Games

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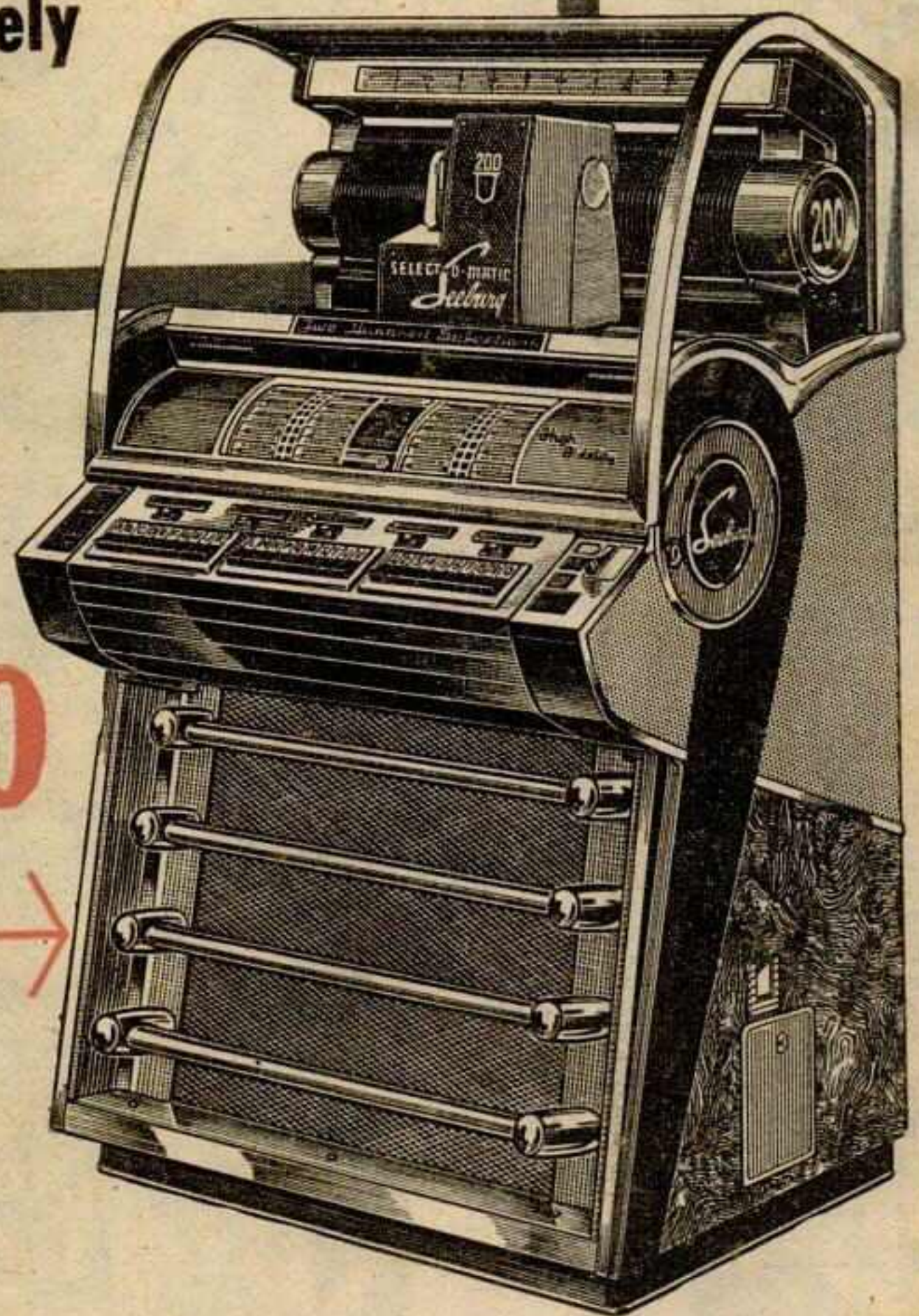
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