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See 1957 Sparking New Juke Box Era

Developments in Operations, Advances by Pioneering Ops Can Open New Vistas

By BOB DIETMEIER

CHICAGO—If a single year can be picked as one which rings up the curtain on a new era, 1957 may be such a year for the juke box industry.

Developments which affect the basic structure of the juke box business, the roots of which are buried deep in previous years, are maturing rapidly.

This year is also bringing fresh development to the business because a relatively small number of pioneering operators are buying, programming and promoting records for their juke boxes as never before.

In 1957, the 200-selection juke box became the new standard of the industry.

Dime play and more equitable commission arrangements between operators and location-owners—both fought for by operators for years—took the lead from their outmoded counterparts for the first time.

Union racketeers suffered a sharp setback as operators were awakened to the full dangers and implications of illegal union activity threatening their business.

Rugged individualism, a concept dead as a doornail in the U. S. economy for decades, and gasping for air in the juke box business for the past decade, got a shot in the arm. A few operators began demonstrating in a convincing fashion that to meet sharp competition, one must compete sharply.

Finally, and perhaps most importantly, some operators, the vast majority of whom operate coin-operated amusement games along with their juke box routes, began keeping receipts of each type

equipment separate, making each type pay its own way.

In short, the juke box operator is tightening the business reins on his operation to meet the new demands of increasing costs and livelier competition.

Operators find themselves in the throes of meeting the challenge of a new period in the development of the juke box business. They are faced with the job of supplying a greatly expanded, increasingly costly music service at a profit sizable enough to allow for continual expansion.

Preliminary results of a nationwide poll of operating companies, complete details of which will appear in the forthcoming Market Report issue, confirm the fact that operators are struggling to meet the demands of a new period.

They show that juke box income in 1957 to date for most operators is down compared to last year. That means that for the second year straight income is down, clearly showing the break in the pattern of steady business during the few years receding.

Significantly, many operators who reported income down this year indicate that they are now or are planning to sometime in 1957 effect changes which will insure them a better return on their investment, such as better commission plans, dime play, newer equipment.

Even more important, all operators who reported income was above last year and who expect 1958 to top this year, explain that

(Continued on page 90)

U. S. LONGHAIR SONGBIRDS EYE VIDEO DOLLARS

NEW YORK—Opera singers in this country can't make a good living out of opera and have turned to TV for financial salvation, says Metropolitan Opera star Robert Merrill. The eyes of the singing world are on the Patrice Munsel variety series, which premieres over ABC-TV next month.

If the soprano's stanza is a winner, the rush will be among the top opera stars to secure shows of their own, particularly the American-born or good-looking singers, thinks Merrill. "Night clubs, movies and theater stage bookings risk the singer's dignity and may lose him his opera public," says the baritone.

Merrill, who guests on the Munsel show in November, has 100 TV guest shots under his belt, including tonight's "Voice of Firestone."

For two years a regular with Caesar, Coca and Company, he has sung in several full opera productions on TV (which have never been too successful either via web or closed circuit) but believes the musical variety format, incorporating arias and an occasional scene, is the solution.

Merrill looks to next year for a burst of such series' activity. Already on record at talent agencies as wanting teleseries are Met stars Rise Stevens, Dorothy Kirsten, Cesare Siepi and George London. Merrill is featured in Cinerama's new "Search for Paradise" and just completed a month in Las Vegas, co-starred with Louis Armstrong.

Discarded Taboos Build Soap Opera Rate Potentials

Realistic Approach to Current Problems Shames Antique Melos

By BOB BERNSTEIN

NEW YORK—Pleasant divorce, women in labor, cancer, and a host of other once-taboo subjects are making the adult soap opera a rating-getter and a big improvement on its ancestors. Less publicized than the adult Western but more altered, the serials of today have dispensed with black-and-white characters in favor of gray ones.

CBS-TV, which has carried the torch for soaps thru a decade of transition from radio, wartime and giant live nighttime dramas, is so pleased with the state of health of its current eight serials that two more are ready to go, waiting for a time slot. (NBC-TV at present has only one, ABC-TV none.)

"Radio serials were concentrated in the hands of too few people," says Oscar Katz, CBS veepee in charge of daytime programs. "Nominally writers, they functioned as entrepreneurs and turned out shows factory-style. No wonder critics snubbed them. Today, the TV serials are dispersed among many producers, directors and packagers. There's an element of wholesome competition."

Modern Approach

This dispersal, plus an enlightened goal of keeping up with life, has eliminated the antique melodrama which earned serials the name "cliffhanger" long before they were called "soap operas."

The serial of today deals with problems of today, including atomic war, baby adoption, premarital love, rock and roll, delinquency and (warily) civil rights, using multi-syllable words and grown-up reactions.

"Gone are the long announcer's recaps of yesterday's plot, the scene played twice, the mysterious telephone call on Friday which was supposed to make you tune in again Monday," says Katz. "Because of the growing-up process, nighttime writers are willing now to script daytime shows. To attract them further, the new CBS serial 'Hotel Cosmopolitan' completes a story in six weeks, so a busy writer won't be tied down for longer than it takes to do a 'Playhouse 90' script."

The Procter & Gamble has its own code and Roy Winsor Productions has a slightly different one and CBS has still a third, the parties agree in essence when they combine to air a serial. The standards are no different from those applied to evening shows, yet of late the daytimers are tackling delicate topics with more frequency than the prime time programs.

Operas Harmless

To answer charges that soap operas were morbid, dangerous in effect on women, no reflection of American life and poor art, CBS-Radio undertook a complex research project in 1942-43, on which Katz worked with Gilbert Seldes. "When it proved there was no evidence of damage," Katz notes, "program content began to be upgraded, and the flowering of television soon after weeded out the diehards."

"When the plot lines turned to war effort themes, the critics grew quiet," continues the exec. "The stage was set for the renaissance of the serial and the experimental."
(Continued on page 10)

'Soaps' Will Snare Stars

NEW YORK — The next few years will see a rash of star performers join soap operas, according to daytime TV execs. The initial plunge of Donald Woods, who recently aligned himself with "Hotel Cosmopolitan" for \$1,000 a week in a permanent host-performer berth at CBS-TV, has already encouraged many actors to declare their availability thru their agents. "Bigger and bigger names will be hosting and playing running parts," says Bert Berman, of CBS. "It's part of the upgrade pattern in which soap operas, after 25 years, are coming into their own."

NEWS OF THE WEEK

Food Firms Toss Fat in Fire for Fall Feud Over Cholesterol . . .
The possible link between edible fats and heart disease will probably be the theme of a network TV advertising battle this fall, starring the giants of the food field . . . Page 2

TV Syndicators Find Alternate Sponsor Weddings a Problem . . .
The co-sponsorship pattern in local as well as network TV is creating big problems for syndicators, who can't produce second clients to pair off with first buyers . . . Page 4

Big Increase in Use of Record Talent on Radio and TV Shows . . .
Importance of record talent to the broadcasting industry is highlighted by the fact that an increasing number of fall programs will feature artists. Analysis of program schedules shows that 76 regular radio and TV network shows will have record artists. Additionally, disk talent will be featured on 19 special one-shots . . . Page 15

Indie Labels Dominate Pop Disk Charts on 8-Month Recap . . .
Best selling pop disk chart recap shows heavy penetration of indie labels. Eight-month '57 tally indicated two-thirds of chart disks were

from indie labels. Most Indies with chart makers, however, made the select circle only once. Four top majors had 44 of 131 chart disks. The leader, RCA Victor, had 17 with 15 for runners-up Columbia and Dot . . . Page 16

Charge of Mismanagement Filed Against John North . . .
Charges of mismanagement and gross neglect have been filed in a Florida court against John Ringling North, president of the Ringling-Barnum Circus, and two other show executives. The suit seeks to oust them from the show and it calls for an accounting of company funds for the past 10 years, charging that up to \$20,000,000 may have been lost to the corporation . . . Page 65

DEPARTMENTS AND FEATURES

Amusement Games . . . 100	Music Pop Charts—
Aud-Arena . . . 68	Album Buying Guide . . . 22
Carnival . . . 74	Honor Roll of Hits . . . 43
Circus . . . 74	Best Seller Lists . . . 46
Coming Events . . . 87	Tips on Coming Tops . . . 56
Classified Ads . . . 88	Parks & Pools . . . 77
Coin Machine Market . . . 103	Pines . . . 86
Fairs & Expositions . . . 76	Radio . . . 15
Final Curtain . . . 71	Rinks . . . 73
General Outdoor . . . 65	Routes . . . 79
Letter List . . . 85	Television . . . 3
Merchandise . . . 86	TV Film . . . 6
Music . . . 15	TV, TV Film Reviews . . . 14
Music Machines . . . 90	Vending Machines . . . 98

Madison Ave. And Ops Meet

CHICAGO—Madison Avenue planners and pioneers in juke box programming have much in common when it comes to market studies.

Altho these avant garde operators don't use fancy language, and their jargon isn't nearly as developed, they do understand that the question of what customers want is sometimes a hard question to answer.

They are already discovering, for example, that just because people don't ask for certain records doesn't mean they won't give them top play. And even when records are sometimes programmed, the fact that they don't get play doesn't always mean people don't want to play them.

In the first instance, most people would never think of bothering to request numbers. In the second, many juke box patrons simply check the first few rows of tunes, never bother to check others.

FAT'S IN THE FIRE

Food Firms Fuel Up for TV Fight on Cholesterol Clash

NEW YORK—Is there a link between certain cooking fats and heart disease?

This is the scare theme of a New York advertising battle this fall in the food field, already shaping up as a feud unmatched in ferocity by anything since the "filter tip versus regular cigarette" duels.

Participants in the slugfest due to be such giants in the food field as Lever Bros., Procter & Gamble, Kraft, Corn Products, Wesson, Armour & Company and Swift. A wide range of shortening and cooking oil products are involved, including such familiar brand names as Spry, Crisco, Mazola, Jewel Shortening, Kraft Oil, Wesson Oil and others.

The opening blast in the TV battle has already been fired by Mazola, which has a TV network participation schedule in "Queen for a Day," "Matinee Theater," "It Could Be You" and "Modern Romances" this fall in addition to a sizable spot TV campaign upcoming via the C. L. Miller agency.

The controversy, as it is with the cigarette question, is one concerning health. Although there's no ironclad scientific case one way or

the other, there's an increasing body of opinion that certain kinds of edible fats—those in the "saturated" class, chemically—are linked to heart disease, thru a connection with the amount of cholesterol in the bloodstream. Such products as Crisco, Spry and Fluffo, along with animal fats like lard or products containing coconut oil, are in the "saturated" group.

Like Filters
On the other side of the dietary fence, in somewhat the advertising position of the filter cigarettes, are the "unsaturated" oils, such as Mazola, Kraft and Wesson.

Mazola, as trailblazer so far, is lining its rivals squarely in its television sights. A recipe book now being offered as a write-in premium for TV viewers of Mazola commercials contains the following bold statements in a foreword

by "Jane Ashley" of its home service department:

"Vegetable oils, particularly corn oil, seem to play a unique role in maintaining normal blood cholesterol levels. . . ."

"Mazola Oil is a refined vegetable oil made entirely from select corn. It has not been hydrogenated. It is just pure corn oil, highly unsaturated and rich in dietary essential fatty acids."

The marketing problem is not being discussed openly by the food giants, but insiders say that high brass levels are quite concerned and are closely eyeing public reaction to the opening round of Mazola's "unsaturated" oil selling, particularly since Kraft and Wesson (and others) can easily hop on the same TV bandwagon.

Lever Bros., and Procter & Gamble (Continued on page 6)

BIG UPBEAT

P&G Interest Revived in 'The Web'

NEW YORK—There's a strong upbeat of interest on the part of Procter & Gamble in "The Web," the Goodson-Todman film package produced with Screen Gems and signed originally by P&G as the hot-weather replacement on NBC-TV for vacationing Loretta Young.

P&G, via Benton & Bowles, has asked for an extension of its option to sign "The Web" for a winter run after Miss Young returns, having watched the suspense series deliver surprisingly strong ratings in its short vidfilm career. The latest Nielsen figures for August show "The Web" within three rating points of rival "\$64,000 Challenge" on CBS-TV, and running at a wide margin past Mike Wallace on ABC-TV.

Goodson-Todman, at the same time, may score a sale within a sale. Currently scheduled for October 13 in "The Web" series is a Western suspense story which will actually be a sneak preview, for the ad trade, of Goodson-Todman's "The Quill and the Gun," a pilot recently filmed under the supervision of Matthew Rapp. The story concerns a newspaper editor in a frontier mining town.

NET AND SPOTS

Schick Lighters Due For TV Push for Fall

NEW YORK — A new non-shaving product from Schick, Inc.—a new line of cigarette lighters—is reported likely to make its bow on TV this fall in a sizable schedule of network and spot plugs prior to the Christmas season.

The lighters, which are identical to the French "Silver Match" model and will be manufactured at first in France and later under license by Schick, are expected to be on view in Schick's alternate-week commercials in "Dragnet" and the new Gisele MacKenzie musical stanzas early in November, in rotation with the firm's regular line of electric shavers for men and women. The lighter comes in

24 different designs and works from a disposable butane capsule, retailing in a wide price range. A table lighter will be added later.

Meanwhile, Benton & Bowles, with an eye to a heavy spot season ahead, is already scouting station availabilities for holiday-season spot TV drives in major markets for the three Schick shavers and the new lighters, working an extra month ahead of the usual 30-day notice to reps and stations.

The new Schick lighter, interestingly, is a competitive comeback at Ronson, another big TV user. Ronson started in the lighter business, later invaded the razor field with an electric model made in West Germany. A Schick lighter will make the two firms competitive in both fields. The rival shaver firm Sunbeam is already diversified in the appliance field, and Remington-Rand is a leader in the field of business machines.

Finds TV Top Seller of Cars

NEW YORK—TV is the most effective medium for selling cars according to an Advertest study of buyers, shoppers and dealers made for NBC-TV. The survey automobile of buyers, shoppers and dealers in 48 States proved that TV's effectiveness is considerably higher than the amount of advertising allocated for it by the car manufacturers.

The survey also indicated a definite relationship between exposure of a sponsor's TV program and shopping for and buying a car make.

ABC to Shake Up Weekends

NEW YORK—ABC-TV has reportedly decided on a weekend program shuffle with these results: Mike Wallace will move from Sunday to Saturday, 10-10:30 p.m., gaining a strong lead-in from Lawrence Welk. "Keep It in the Family," a quiz packaged by Art Stark, producer of "Name That Tune," is being offered for Saturday 7:30-8 p.m. sale, with "Country Music Jubilee" moving from 10 p.m. to a co-op 8-9 hour.

"Hollywood Film Theater," running at 7:30 Sundays till "Maverick" debuts, would be rescheduled in the 9-10:30 p.m. slot, thus closing up both weekend evenings for the web. Implementation of the plan depends not on Philip Morris' okay for the Wallace move or sale of "Family" but on the near-confirmed sale of "Masquerade Party" to a toiletries advertiser in the Saturday 10-10:30 p.m. time. This would throw a monkey-wrench, tho welcome, into the shuffle.

ROSENBLIOM'S TV YARN LANDS KAYO IN SUIT

NEW YORK — CBS-TV, Arthur Murray and Maxie Rosenbloom are the defendants in a suit for damages filed by oldtime pugilist Jimmy Slattery. The reason for the suit is a story told by Rosenbloom, former light heavyweight champion, to Kathryn Murray on the "Arthur Murray Party" early this summer over CBS.

Mrs. Murray asked Rosenbloom what was the funniest thing that ever happened to him in the ring. He said that when he fought Slattery, another light heavyweight in Slattery's hometown, Rosenbloom beat his opponent's brains out but lost the decision. The same thing happened when he fought him the second time in Slattery's hometown. Another rematch was made in Slattery's hometown, but this time Rosenbloom got smart and bet on his opponent. The fight began with a minimum of action and continued this way.

Rosenbloom became concerned and said to Slattery "What's the matter? Hit me. I'm betting on you."

"What?" his opponent supposedly replied, "I'm betting on you!"

Altered Seeds Agency Starts

NEW YORK—Keyes, Madden & Jones, the revamped version of the former Russell M. Seeds Agency, begins operations on October 1 with offices here, in Chicago and Hollywood. The principals of the new agency, which starts its career with an estimated \$15,000,000 in billings, are Freeman Keyes, former chairman of the board of Seeds; Edward Madden, vicepres at International Latex, and Howard Jones, a former executive vicepres of Grant advertising.

In addition to the present Seeds accounts, several new ones are expected to be added, possibly International Latex.

Stations Puzzled by Late Nat'l Spot Buys

HOLLYWOOD—Station execs are scratching their heads and starting to wear frowns over what has turned out to be the latest national spot buying season on record. Presently nearly all of them report a definite slump in business.

Various hypotheses are advanced by the execs for the current slump. Lew Arnold, general manager of Station KTLA (advance billings fine, summer business not so hot), thinks that barter may have funneled off some advertisers from spot.

Selig Seligman, general manager of KABC-TV (billings substantially ahead of last year to date), believes that the late fall buying season is due to the pattern set in network purchases.

When there were only two nets to choose from, he avers, sponsors

Excl. Star Pact Puzzles ABC

NEW YORK—What is exclusivity? The ABC-TV legal department is poring over its contract to meet the requests (or demands) of new web stars to accept one-shots on CBS-TV and NBC-TV. Frank Sinatra's date with "Club Oasis" on NBC touched off a revolt by ABC, which feels there's a big difference between a guest spot on another star's show and a half-hour NBC program starring an ABC performer.

In the balance lie offers to Pat Boone, Mike Wallace and Guy Mitchell for various guest stints, with Patrice Munsel and Walter Winchell in comparable positions thru outside contracts. A general get-tough policy is predicted by ABC insiders, in the light of comment by affiliates and other stations that "it's hard to promote them as exclusive when they're announced for so many appearances on the other nets."

Talent's viewpoint is that exclusivity only precludes other series or regular dates on a specific show.

Sales In's and Out's at CBS

NEW YORK — CBS-TV last week chalked up one evening network sale but was close to losing another. The P. J. Lorillard Company has purchased Tuesday 10:30-11 for a program as yet undesignated, but expected to be "Assignment Foreign Legion." The network owns the vidfilm series which it has bought from CBS-TV Film Sales, its syndicated division.

The web was said to be losing the business of the Sheaffer Pen Company which has refused to co-sponsor reruns of "I Love Lucy" as it was expected to along with Gold Seal Wax. Meanwhile, the Florists Telegraph Delivery is talking about purchasing four alternate week segments of "What's My Line?" beginning in January. Remington-Rand would surrender four weeks of the Sunday 10:30-11 p.m. show.

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CBS Clarifies Protection on Client Conflict

NEW YORK — The CBS-TV network has revised and clarified its product protection policy. Sponsors and advertising agencies were notified last week that CBS-TV would maintain separation of at least 15 minutes in the network placement of commercials for competing products, that competitive product conflicts within programs having two or more sponsors would not be allowed and that exchange commercials would not necessarily be allowed protection. Furthermore, they were notified that CBS-TV might change the position of an exchange commercial to maintain a 15-minute separation between competitive products.

The policy clarification contains two changes, formerly a separation of 15 minutes between programs for competing products was the rule. But the large number of multiple brand advertisers has made the new rule necessary. The second change concerns the CBS position on exchange commercials, but the network has only recently allowed sponsors to use exchange commercials and is obviously meeting a new situation.

ABC Trailer Plugs TV

NEW YORK — ABC-TV has produced an animated film trailer promoting TV as a source of information and entertainment, to be seen during National Television Week on the web and its affiliates and thereafter in available spots. The one-minute film stars Peter Rabbit-Ears.

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Hayes Beaten By 'Treasure'

NEW YORK—"Treasure Hunt" bested Peter Lind Hayes, the Arthur Godfrey morning replacement, in its second Trendex rated performance last week, 5.0 to 3.3. The NBC-TV strip also topped the audience share figures for the first time, scoring a 41.8 to CBS-TV's 27.9.

The Jan Murray quiz received over 1,000,000 pieces of mail in its first two weeks on NBC.

3 UHF's in N. Y. Tri-City Area

WASHINGTON—Final action to make the Albany-Schenectady-Troy, New York area a three-VHF market was announced by the Federal Communications Commission last Thursday (5). The tri-city area retains Channel 6, adds Channel 13 and keeps two UHF Channels—35 and 41. Commissioner Bartley, champion of UHF, dissented from the action.

The much-disputed Vail Mills drop-in, Channel 10 is reassigned, and will be temporarily occupied by the Hudson Valley Broadcasting Company, of which CBS talent affiliate Lowell Thomas is part owner. Van Curler Broadcasting will temporarily operate on Channel 13 in Albany, in place of its former ultra-high assignment. The FCC reserves the right to end both temporary operations if and when it authorizes permittees thru regular application procedure.

The agency also proposes some channel juggling to give Rhode Island a third VHF in Providence, with comment invited by October 10. Moves involve adding Channels 8 and 13 to Providence, shifting Channel 12 from the city and substituting it for Channel 8 in New Haven, Conn. In the course of these and other shifts, stations affected will include WPRO-TV, Providence, the Cherry and Webb Broadcasting Company; WNHC-TV, New Haven, owned by Triangle Publications, and WGAN-TV, Portland, Me., owned by Guy Cannett Broadcasting Services.

Stations Cautioned on Use of Vermouth Ads

WASHINGTON — Broadcasters will have to watch that vermouth. The wine can spill over into hard-liquor advertising if the ad copy makes too much of its merits as a cocktail ingredient. The National Association of Radio & Television Broadcasters code bulletin warns the harassed station managers to beware of the blend, and reminds them that of course vermouth video advertising can't show any consumption of the wine.

Oiler Hooks Up 12 on Coast For Live ABC Show at 6:30

HOLLYWOOD — In a unique deal with ABC-TV, Union Oil Company is booking together a dozen West Coast markets to carry a nighttime (6-6:30 p.m.) regional program starting October 3.

The hookup is noteworthy not only from a standpoint of time clearances by the web, but because it is the type of regional for which an advertiser would ordinarily buy syndicated film programming (Union Oil has never had a film regional).

The show will be a sports program called "76 Sports Club." Closely tied in with it will be an extensive merchandising program for dealers. According to an exec at Young & Rubicam, Union's agency, this is the factor that is

SPACE WAR FOR SURVIVAL

Half-Hr. Net Sponsors Fight With \$6-Mil Press Budget

By CHARLES SINCLAIR

NEW YORK — A \$6,000,000 telefilm "space war" is currently being waged in which the chief weapons are martinis, mimeographs and money, and whose battleground ranges from Michael's Pub to Mike Romanoff's.

The publicity battle has been triggered by the "we can't afford a flop" thinking of network sponsors, many of whom have laid it on the line this season to telefilm producers, stating that half-hour vidfilm shows must score a solid rating within the first 11 weeks—or else.

The film entries getting there fustest with the mostest publicity are likely to set new viewing habits and gain a rating jump of five to 10 points over their normal expectancy.

Half-hour vidfilm shows have actually long been the Ugly Ducklings of TV publicity. They receive basic support from the networks, but rarely more. The average "show handler" at the network press department must look after anywhere from a dozen to 15 shows and is hard-pressed just to provide more than an occasional feature and TV listings. Besides, most TV editors consider them "second-class TV."

Big Windfall

There's been a gold-plated windfall, therefore, among the steam-heated ranks of independent vidflocks. Part of the \$6,000,000 publicity kitty for vidfilms will

go to the public relations subsidiaries of advertising agencies to push the TV film entries, or will be spent by individual stars to publicize themselves. The biggest slice—possibly as much as 50 per cent—will go to p.a.'s like Dave Alber Associates; Rogers, Cowan & Jacobs, Pat McDermott Associates, Arthur Cantor, Ursula Halloran, Frank Goodman, Bud Brandt, Dine & Kalmus and a long list of others, to "glamorize" vidfilms.

The job will not be easy. More than in any other season past, vidfilms will have to slug it out for TV editorial mention against a star-studded, well-ballyhooed roster of "specials" at the network level, from Du Pont's "Show of the Month" to the General Motors 50th Anniversary package.

The big one-shot specials or occasional series will walk off with more than half of the publicity space this season, altho they represent only 10 per cent of the airtime, one New York vidflock estimates sadly.

"Blockbuster" Aid

Virtually all of the upcoming "blockbuster" shows will be backstopped with heavy public relations support, ranging from special teams of independent flacks to special network press units or agency support, or mixtures of all of them. As many as five or six different firms will be handling a key show, the producer, the sponsor (or sponsors); the talent or other components, pushing the

property in the manner and style of a feature movie. Even hour-long shows have an edge. "Maverick," for example, has set a promotion budget for the season (with part of it coming from ABC) of \$260,000.

To fight for their place in the editorial sun, the half-hour entries have upped press budgets until they are at all-time peaks. It now costs a minimum of \$15,000 at a well-established shop for a publicity job in New York and Hollywood, plus expenses. The usual average is around \$25,000, but many entries have budgets for the season (often split between co-sponsors) in the \$40-\$60,000 range.

What does a producer or show buyer get for such loot?

Basically, he's buying a de luxe service which he won't get from the network on a routine vidfilm package, which includes developing, planting and following items, stories and picture spreads in all kinds of outlets, plus a lot of special attention to the show, its cast and its producers.

Special Gimmicks

On top of this—and this is where the money really goes—comes the special gimmicks of the TV press agent. Here are a few due to be

(Continued on page 14)

SECOND HURDLE

'Tonight' Faces Poser Of Clearing Markets

NEW YORK—With critical applause still ringing in its ears for Jack Paar's new "Tonight" show, NBC-TV still has a king size problem on its hands in clearing enough major markets to interest national clients. Such markets as Washington, Cleveland, Miami, Houston, Boston and Indianapolis are unavailable. Also at the end of this month San Francisco's KRON-TV will no longer be taking the show, but programming horror films instead. Ten of the 56 basic stations are not programming the variety stanza.

The program's success is undoubted, and much improved ratings are expected to follow. But the network cannot very easily persuade stations that have invested

hundreds of thousands of dollars for features to discard them and act against their own financial interests. And whether the program can be sold to enough national clients without many of the important markets they need is open to question.

But regardless of whether the show makes it over the long haul, Jack Paar's career at NBC-TV seems assured. He can be used either daytime or nighttime. The network, however, is pushing hard to see that "Tonight" gets every chance possible. The show will spend a week in Miami, Chicago and Hollywood this fall and early winter to build up area interest.

Bagnall Associates Pitches Anthony, 'Davey Jones' Pix

NEW YORK—George Bagnall Associates is pitching two new properties for TV, with Les Anthony handling ad agencies here. "Davey Jones," half-hour adventure series, stars Buster Crabbe as an ex-Navy demolition expert engaged in salvage work.

"Clutch Cargo," a cartoon strip with a new lip-sync process, is a five-minute serialized cliff-hanger. Both properties are being produced by Cambria Productions.

Bill Seeks Fee on License Handling

WASHINGTON — Broadcasters would be charged a fee for having their licenses processed, in a bill introduced at the close of

ARB to Issue New Reports

HOLLYWOOD — The American Research Bureau is initiating its new rating reports in some dozen markets around the country this month. Included are New York, Chicago, Los Angeles, Houston, Kansas City, Salt Lake City, Denver, Phoenix, San Diego, Portland, Fresno and Honolulu.

Instead of basing the monthly rating on a one-week coverage, ARB will have both a one-week and a four-week report combined in the booklet.

Using Los Angeles as an example, the sample will be broken down in this manner. The one-week report will be based on 400 diaries, with 100 diaries being taken on each of the other three weeks of the month (total, 700 diaries). Each of the weeks will be equally weighted in the monthly rating.

The "secret week" method, in which stations will not know in what week the major sample is taken, will not be used in monthly markets because of an administrative problem involved. The four-week sample automatically tends to eliminate the "loading" of rating week, however, because it would make the weekly rating stand out conspicuously above the monthly one.

The new system is being initiated only in those markets in which a majority of the stations request it.

Also being added to the booklets are cumulative ratings for multi-weekly nighttime programs, net multi-weekly series (only local are now carried), and daytime audience composition studies.

the session by Representative Nank.

The bill would amend the Communications Act to enable the Federal Communications Commission to charge a fee on issuance and renewal of the license, and annually—or at whatever times the agency sees fit. The bill is with the House Commerce Committee.

WIBC Debuts With Full Pix, NBC Line-Up

PITTSBURGH — WIBC-TV, which debuted here last week, is placing its programming chips on virtually a full line-up of NBC-TV shows, plus a large number of syndicated half-hour vidfilms and feature films. The station is stripping Warner Brothers features from 11:30 p.m. to about 1 a.m. during the week. Saturdays 1-6 p.m. is being occupied by a double feature Western show and a feature matinee.

The important 6-7:30 p.m. weekday strip is being used for syndicated half-hour stanzas appealing to children. "Amos 'n' Andy," "Life With Elizabeth" and a half-hour anthology are seen in the 1-2:30 daytime strip. A "Popeye" cartoon strip goes at 5:30 p.m.

Syndicated product is being viewed for the last time during the day in the 11-11:30 p.m. strip where mysteries are being shown.

Net Audiences Hit New High

NEW YORK—Network TV has an all-time audience high this year, according to a Television Bureau of advertising analysis of Nielsen figures. Daytime sponsors have reached 11 per cent more homes than in 1956, nighttime sponsors 21 per cent more homes.

The average evening web show is reaching 1,308,000 more homes per telecast than last year, the average daytimer 294,000 more homes. Compared with 1955, nighttime is 41 per cent up, daytime 33 per cent. The McCann-Erickson Estimated TV Revenue for 1957 will be 8.5 per cent higher than in 1956, which TvB paraphrases as an investment this year of over a billion dollars by national advertisers in TV.

Plan Strategy for FCC Legality Plea On Booster Outlets

DENVER — Colorado Gov. Steven McNichols met with 50 executives last week to plan strategy for their October 1 meeting with the Federal Communications Commission on the legality of booster stations. To escape federal reprisal, the governor named owners of all booster stations, which carry TV to remote areas where normal reception is impossible, to his special "communications staff."

The FCC has so far outlawed operation of such stations. The execs here are amassing engineering data to fight the ban.

WOR Launches Four Half-Hr. Sunday Films

NEW YORK—WOR-TV here this week launches four more half-hour Sunday shows — "Rocky Jones," "Joe Palooka," "Science Fiction Theater" and "Eddie Cantor Comedy Theater." The five syndicated series currently on the Sunday schedule will continue.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

By Program Type:

Variety and Music Shows
Quiz and Panel Shows

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

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

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

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

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

VARIETY AND MUSIC SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
3-Net Avg. \$4.10; ABC Avg. \$2.01; CBS Avg. \$4.30; NBC Avg. \$2.01	3-Net Avg. \$4.92; ABC Avg. \$2.15; CBS Avg. \$5.34; NBC Avg. \$4.90	3-Net Avg. \$3.34; ABC Avg. \$1.29; CBS Avg. \$3.92; NBC Avg. \$4.31	3-Net Avg. \$7.82; ABC Avg. \$2.58; CBS Avg. \$8.32; NBC Avg. \$11.22
1. L. WELK (Dodge, ABC) \$1.20	1. L. WELK (Dodge, ABC) \$ 1.20	1. L. WELK (Dodge, ABC) \$ 0.89	1. L. WELK (Dodge, ABC) \$ 2.34
2. WELK'S TOP TUNES (Dodge, ABC) .. 1.66	2. WELK'S TOP TUNES (Dodge, ABC) 1.95	2. WELK'S TOP TUNES (Dodge, ABC) 1.40	2. WELK'S TOP TUNES (Dodge, ABC) 3.07
3. ED SULLIVAN (Lin.-Mercury, CBS) 2.07	3. ED SULLIVAN (Lin.-Mercury, CBS) 2.05	3. ED SULLIVAN (Lin.-Mercury, CBS) 1.68	3. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Noxzema, Sperry, Sunbeam, NBC) 3.51
4. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Noxzema, Sperry, Sunbeam, NBC) 2.62	4. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, Noxzema, Sperry, Sunbeam, NBC) 3.26	4. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Noxzema, Sperry, Sunbeam, NBC) 2.20	4. ED SULLIVAN (Lin.-Mercury, CBS) 4.21
5. COUNTRY MUSIC JUB. (W'mson, Dickie, Amer. Chicla, ABC) 3.16	5. COUNTRY MUSIC JUB. (W'mson, Dickie, Amer. Chicla, ABC) 3.29	5. COUNTRY MUSIC JUB. (W'mson, Dickie, Amer. Chicla, ABC) 2.48	5. STEVE ALLEN (S. C. Johnson, Greyhound, Revlon, Pharma Craft, NBC) 5.10
6. GODFREY'S SCOUTS (Lever, Tonl, CBS) 3.74	6. STEVE ALLEN (S. C. Johnson, Greyhound, Revlon, Pharma Craft, NBC) 4.46	6. ARTHUR MURRAY (Brist.-Myers, NBC) 3.09	6. COUNTRY MUSIC JUB. (W'mson, Dickie, Amer. Chicla, ABC) 5.33
7. ARTHUR MURRAY (Brist.-Myers, NBC) 3.87	7. JIMMY DEAN (Hazel Bishop, CBS) 4.82	7. GODFREY'S SCOUTS (Lever, Tonl, CBS) 3.23	7. JIMMY DEAN (Hazel Bishop, CBS) 6.11
8. AMATEUR HOUR (Hazel Bishop, NBC) 4.26	8. GODFREY'S SCOUTS (Lever, Tonl, CBS) 5.21	8. AMATEUR HOUR (Hazel Bishop, NBC) 3.49	8. JIMMY DURANTE (P. Lorillard, CBS) 7.10
9. STEVE ALLEN (S. C. Johnson, Greyhound, Revlon, Pharma Craft, NBC) 4.37	9. ARTHUR MURRAY (Bristol-Myers, NBC) 5.36	9. STEVE ALLEN (S. C. Johnson, Greyhound, Revlon, Pharma Craft, NBC) 3.57	9. AMATEUR HOUR (Hazel Bishop, NBC) 8.15
10. JIMMY DEAN (Hazel Bishop, CBS) 4.62	10. SPIKE JONES (L&M, CBS) 5.69	10. JIMMY DEAN (Hazel Bishop, CBS) 3.87	10. SPIKE JONES (L&M, CBS) 8.47
11. SPIKE JONES (L & M, CBS) 4.64	11. AMATEUR HOUR (Hazel Bishop, NBC) 5.71	11. SPIKE JONES (L&M, CBS) 4.49	11. GODFREY'S SCOUTS (Lever-Tonl, CBS) 8.58
12. JIMMY DURANTE (P. Lorillard, CBS) 5.28	12. JIMMY DURANTE (P. Lorillard, CBS) 5.84	12. VIC DAMONE (Kellogg, Oldsmobile, CBS) 5.10	12. ARTHUR MURRAY (Bristol-Myers, NBC) 8.93
13. VIC DAMONE (Kellogg, Oldsmobile, CBS) 6.00	13. VIC DAMONE (Kellogg, Oldsmobile, CBS) 8.56	13. JIMMY DURANTE (P. Lorillard, CBS) 5.23	13. VIC DAMONE (Kellogg, Oldsmobile, CBS) 15.67
14. DINAH SHORE (Chevrolet, NBC) ... 9.74	14. DINAH SHORE (Chevrolet, NBC) 15.71	14. DINAH SHORE (Chevrolet, NBC) .. 9.19	14. DINAH SHORE (Chevrolet, NBC) .. 30.43

QUIZ AND PANEL SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
3-Net Avg., \$2.51; ABC Avg., None; CBS Avg., \$2.51; NBC Avg., \$2.62	3-Net Avg., \$4.42; ABC Avg., None; CBS Avg., \$4.42; NBC Avg., \$4.52	3-Net Avg., \$2.12; ABC Avg., None; CBS Avg., \$2.16; NBC Avg., \$2.11	3-Net Avg., \$7.43; ABC Avg., None; CBS Avg., \$7.33; NBC Avg., \$7.56
1. \$64,000 QUESTION (Revlon, CBS) \$1.95	1. \$64,000 QUESTION (Revlon, CBS) \$2.35	1. \$64,000 QUESTION (Revlon, CBS) \$1.67	1. I'VE GOT A SECRET (R. J. Reynolds, CBS) \$3.88
2. I'VE GOT A SECRET (R. J. Reynolds, CBS) 2.10	2. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 2.37	2. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 1.75	2. \$64,000 QUESTION (Revlon, CBS) 5.14
2. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 2.10	3. I'VE GOT A SECRET (R. J. Reynolds, CBS) 2.67	3. I'VE GOT A SECRET (R. J. Reynolds, CBS) 1.85	3. AMATEUR HOUR (Hazel Bishop, NBC) 5.19
4. TWENTY-ONE (Pharmaceuticals, NBC) 2.48	4. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) 2.71	4. TWENTY-ONE (Pharmaceuticals, NBC) 2.12	4. PEOPLE ARE FUNNY (Tonl, R. J. Reynolds, NBC) 5.28
5. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) 2.53	5. TWENTY-ONE (Pharmaceuticals, NBC) 2.97	5. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) 2.14	5. TWENTY-ONE (Pharmaceuticals, NBC) 6.50
6. AMATEUR HOUR (Hazel Bishop, NBC) 2.71	6. BEST OF GROUCHO (De Solo, Tonl, NBC) 3.44	6. AMATEUR HOUR (Hazel Bishop, NBC) 2.22	6. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS) 6.15
7. BEST OF GROUCHO (De Solo, Tonl, NBC) 2.78	7. AMATEUR HOUR (Hazel Bishop, NBC) 3.63	7. BEST OF GROUCHO (De Solo, Tonl, NBC) 2.51	7. TO TELL THE TRUTH (Pharmaceuticals, CBS) 8.91
8. TO TELL THE TRUTH (Pharmaceuticals, CBS) 2.91	8. TO TELL THE TRUTH (Pharmaceuticals, CBS) 3.92	8. TO TELL THE TRUTH (Pharmaceuticals, CBS) 2.56	8. BEST OF GROUCHO (De Solo, Tonl, NBC) 7.01
9. PEOPLE ARE FUNNY (Tonl, R. J. Reynolds, NBC) 3.54	9. PEOPLE ARE FUNNY (Tonl, R. J. Reynolds, NBC) 4.92	9. PEOPLE ARE FUNNY (Tonl, R. J. Reynolds, NBC) 3.24	9. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS) 7.50
10. MASQUERADE PARTY (Assoc. Pdt., Knomark, Max Factor, NBC) 3.64	10. THIS IS YOUR LIFE (P & G, NBC) .. 5.21	10. MASQUERADE PARTY (Assoc. Pdt., Knomark, Max Factor, NBC) 3.42	10. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) 8.84
11. THIS IS YOUR LIFE (P & G, NBC) .. 4.27	11. MASQUERADE PARTY (Assoc. Pdt., Knomark, Max Factor, NBC) 5.35	11. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) 3.65	11. BEAT THE CLOCK (Hazel Bishop, CBS) 9.10
12. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) 4.50	12. NAME THAT TUNE (Amer. Home Prods., Kellogg, CBS) 6.64	12. THIS IS YOUR LIFE (P & G, NBC) .. 3.69	12. MASQUERADE PARTY (Assoc. Pdt., Knomark, Max Factor, NBC) 9.32
13. HIGH LOW (Ford, NBC) 5.28	13. HIGH LOW (Ford, NBC) 6.92	13. HIGH LOW (Ford, NBC) 4.86	13. THIS IS YOUR LIFE (P & G, NBC) .. 9.85
14. PANTOMIME QUIZ (Amoco, Time, CBS) 5.53	14. PANTOMIME QUIZ (Amoco, Time, CBS) 8.02	14. PANTOMIME QUIZ (Amoco, Time, CBS) 5.12	14. PANTOMIME QUIZ (Amoco, Time, CBS) 10.47
15. BEAT THE CLOCK (Hazel Bishop, CBS) 6.46	15. BEAT THE CLOCK (Hazel Bishop, CBS) 8.89	15. BEAT THE CLOCK (Hazel Bishop, CBS) 6.50	15. HIGH LOW (Ford, NBC) 11.43

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MCA-TV
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COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

By Sponsor Group

Toiletry, Toilet Goods,
Household Cleanser & Polish

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

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

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

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

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

TOILETRY & TOILET GOODS SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg. \$5.21; ABC Avg. \$4.70; CBS Avg. \$5.91; NBC Avg. \$4.34

1. WARNER (Adventure Theater, NBC)...\$1.95
1. REVLON (\$64,000 Question, CBS)... 1.95
3. H. CURTIS, SPERRY-RAND (What's My Line? CBS)... 2.10
4. SPERRY-RAND (Gunsmoke, CBS)... 2.24
5. MENNEN (Wed. Night Fights, ABC)... 2.27
6. GILLETTE, TONI (Caval. of Sports, ABC)... 2.48
7. REVLON (\$64,000 Challenge, CBS)... 2.53
7. P&G (Wyatt Earp, ABC)... 2.53
8. BRIST-MYERS (Alfred Hitchcock, CBS)... 2.56
10. NOXZEMA (Julius La Rosa, NBC)... 2.62
11. HAZEL BISHOP (Amateur Hour, NBC)... 2.71
12. TONI (Best of Groucho, NBC)... 2.78
13. LEVER (Lux Video, NBC)... 3.04
14. ASSOC. ARTISTS (Broken Arrow, ABC)... 3.21
15. P&G (Undercurrent, CBS)... 3.29
16. TONI (People Are Funny, NBC)... 3.34
17. MAX FACTOR (Whiting Girls, CBS)... 3.57
18. ASSOC. PRODS., MAX FACTOR (Masquerade Party, NBC)... 3.64
19. COLGATE (The Millionaire, CBS)... 3.65
20. SCHICK (Dragnet, NBC)... 3.68
21. H. CURTIS (SRO Playhouse, CBS)... 3.71
22. TONI (Godfrey's Scouts, CBS)... 3.74
23. BRIST-MYERS (Arthur Murray, NBC)... 3.87
24. BRIST-MYERS (Playhouse 90, CBS)... 3.90
25. WILDROOT, J&J (Robin Hood, CBS)... 3.99
26. COLGATE (Bob Cummings, CBS)... 4.10
27. P&G (The Web, NBC)... 4.21
28. P&G (Meet McGraw, NBC)... 4.22
29. HAZEL BISHOP (Amateur Hour, NBC)... 4.26
30. P&G (This Is Your Life, NBC)... 4.27
31. P&G (People's Choice, NBC)... 4.34
32. REVLON (Pharma Craft, Steve Allen, NBC)... 4.37
33. REVLON (20th Century-Fox, CBS)... 4.48
34. AMER. HOME PRODS. (Name That Tune, CBS)... 4.50
35. AMER. HOME PRODS., HAZEL BISHOP (D. Edwards News, CBS)... 4.59
36. HAZEL BISHOP (Jimmy Dean, CBS)... 4.62
37. CHESE-PONDS (Cheyenne, ABC)... 4.80
38. MAX FACTOR (Panix, NBC)... 4.89
39. LEVER (On Trial, NBC)... 5.04
40. K. CURTIS (Oh! Susanna, CBS)... 5.10
41. CHESE-PONDS (Conflict, ABC)... 5.14
42. COLGATE (Mr. Adams & Eve, CBS)... 5.23
43. CHESE-PONDS (Jim Bowie, ABC)... 5.47
44. LEVER (Private Sec'y, CBS)... 5.90
45. ARMOUR (Encore Theater, NBC)... 5.90
46. HAZEL BISHOP (Beat the Clock, CBS)... 6.46
47. LEVER (Chas. Farrell, NBC)... 7.41
48. PUREX (Festival of Stars, NBC)... 8.07
49. TONI (Blondie, NBC)... 8.13
50. ARMOUR (Danny Thomas, ABC)... 9.46

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg. \$7.15; ABC Avg. \$6.19; CBS Avg. \$5.44; NBC Avg. \$5.84

1. MENNEN (Wed. Night Fights, ABC)...\$1.99
2. GILLETTE, TONI (Caval. of Sports, NBC)... 2.08
3. SPERRY-RAND (Gunsmoke, CBS)... 2.13
4. REVLON (\$64,000 Question, CBS)... 2.35
5. WARNER (Adventure Theater, NBC)... 2.36
6. H. CURTIS, SPERRY-RAND (What's My Line? CBS)... 2.37
7. REVLON (\$64,000 Challenge, CBS)... 2.71
8. BRIST-MYERS (Alfred Hitchcock, CBS)... 2.75
9. P&G (Wyatt Earp, ABC)... 2.89
10. NOXZEMA (Julius La Rosa, NBC)... 3.26
11. TONI (Best of Groucho, NBC)... 3.44
12. ASSOC. P.D.T.S. (Broken Arrow, ABC)... 3.57
13. HAZEL BISHOP (Amateur Hour, NBC)... 3.63
14. LEVER (Lux Video, NBC)... 4.20
15. REVLON, PHARMA CRAFT (Steve Allen, NBC)... 4.46
16. COLGATE (The Millionaire, CBS)... 4.54
17. P&G (The Web, NBC)... 4.59
18. BRIST-MYERS (Playhouse 90, CBS)... 4.60
19. P&G (Undercurrent, CBS)... 4.70
20. SCHICK (Dragnet, NBC)... 4.71
21. H. CURTIS (SRO Playhouse, CBS)... 4.74
22. HAZEL BISHOP (Jimmy Dean, CBS)... 4.92
23. TONI (People Are Funny, NBC)... 4.92
24. TONI (Godfrey's Scouts, CBS)... 5.21
25. P&G (This Is Your Life, NBC)... 5.21
26. P&G (Meet McGraw, NBC)... 5.24
27. ASSOC. P.D.T.S., MAX FACTOR (Masquerade Party, NBC)... 5.33
28. BRIST-MYERS (Arthur Murray, NBC)... 5.38
29. HAZEL BISHOP (Amateur Hour, NBC)... 5.71
30. P&G (People's Choice, NBC)... 5.94
31. AMER. HOME PRODS., HAZEL BISHOP (D. Edwards News, CBS)... 5.94
32. REVLON (20th Century-Fox, CBS)... 6.15
33. MAX FACTOR (Panix, NBC)... 6.18
34. MAX FACTOR (Whiting Girls, CBS)... 6.20
35. CHESE-PONDS (Conflict, ABC)... 6.20
36. CHESE-PONDS (Cheyenne, ABC)... 6.35
37. AMER. HOME PRODS. (Name That Tune, CBS)... 6.64
38. COLGATE (Bob Cummings, CBS)... 6.77
39. LEVER (On Trial, NBC)... 6.91
40. WILDROOT, J&J (Robin Hood, CBS)... 6.99
41. CHESE-PONDS (Jim Bowie, ABC)... 7.34
42. ARMOUR (Encore Theater, NBC)... 7.55
43. H. CURTIS (Oh! Susanna, CBS)... 7.63
44. COLGATE (Mr. Adams & Eve, CBS)... 8.45
45. HAZEL BISHOP (Beat the Clock, CBS)... 8.89
46. LEVER (Private Sec'y, CBS)... 9.58
47. LEVER (Chas. Farrell, NBC)... 10.99
48. PUREX (Festival of Stars, NBC)... 11.11
49. ARMOUR (Danny Thomas, ABC)... 15.01
50. TONI (Blondie, NBC)... 15.51

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg. \$5.13; ABC Avg. \$5.11; CBS Avg. \$3.73; NBC Avg. \$4.17

1. REVLON (\$64,000 Question, CBS)...\$1.67
2. H. CURTIS, SPERRY-RAND (What's My Line? CBS)... 1.75
3. WARNER (Adventure Theater, NBC)... 1.78
4. SPERRY-RAND (Gunsmoke, CBS)... 2.07
5. REVLON (\$64,000 Challenge, CBS)... 2.14
6. NOXZEMA (Julius La Rosa, NBC)... 2.20
7. HAZEL BISHOP (Amateur Hour, NBC)... 2.22
8. BRIST-MYERS (Alfred Hitchcock, CBS)... 2.30
9. TONI (Best of Groucho, NBC)... 2.51
10. LEVER (Lux Video, NBC)... 2.63
11. P&G (Wyatt Earp, ABC)... 2.73
12. BRIST-MYERS (Arthur Murray, NBC)... 3.09
13. COLGATE (The Millionaire, CBS)... 3.12
14. MAX FACTOR (Whiting Girls, CBS)... 3.27
15. TONI (Godfrey's Scouts, CBS)... 3.29
16. TONI (People Are Funny, NBC)... 3.24
27. ASSOC. P.D.T.S., MAX FACTOR (Masquerade, NBC)... 3.42
28. ASSOC. P.D.T.S. (Broken Arrow, ABC)... 3.46
19. H. CURTIS (SRO Playhouse, CBS)... 3.47
20. HAZEL BISHOP (Amateur Hour, NBC)... 3.49
21. BRIST-MYERS (Playhouse 90, CBS)... 3.55
22. REVLON, PHARMA CRAFT (Steve Allen, NBC)... 3.57
23. AMER. HOME PRODS. (Name That Tune, CBS)... 3.63
24. SCHICK (Dragnet, NBC)... 3.67
25. P&G (The Web, NBC)... 3.69
26. P&G (This Is Your Life, NBC)... 3.69
27. P&G (Undercurrent, CBS)... 3.74
28. HAZEL BISHOP (Jimmy Dean, CBS)... 3.87
29. GILLETTE, TONI (Caval. of Sports, NBC)... 3.90
30. P&G (Meet McGraw, NBC)... 3.93
31. MENNEN (Wed. Night Fights, ABC)... 4.12
32. P&G (People's Choice, NBC)... 4.15
33. REVLON (20th Century-Fox, CBS)... 4.23
34. COLGATE (Bob Cummings, CBS)... 4.23
35. MAX FACTOR (Panix, NBC)... 4.48
36. LEVER (On Trial, NBC)... 4.56
37. AMER. HOME PRODS., HAZEL BISHOP (D. Edwards News, CBS)... 4.57
38. CHESE-PONDS (Cheyenne, ABC)... 4.68
39. CHESE-PONDS (Conflict, ABC)... 4.93
40. H. CURTIS (Oh! Susanna, CBS)... 5.01
41. LEVER (Private Sec'y, CBS)... 5.16
42. COLGATE (Mr. Adams & Eve, CBS)... 5.36
43. ARMOUR (Encore Theater, NBC)... 5.58
44. WILDROOT, J&J (Robin Hood, CBS)... 5.59
45. CHESE-PONDS (Jim Bowie, ABC)... 6.23
46. HAZEL BISHOP (Beat the Clock, CBS)... 6.30
47. PUREX (Festival of Stars, NBC)... 7.56
48. LEVER (Chas. Farrell, NBC)... 8.79
49. TONI (Blondie, NBC)... 9.57
50. ARMOUR (Danny Thomas, ABC)... 9.62

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg. \$1.51; ABC Avg. \$1.98; CBS Avg. \$1.77; NBC Avg. \$1.98

1. SPERRY-RAND (Gunsmoke, CBS)...\$2.84
2. P&G (Wyatt Earp, ABC)... 2.98
3. ASSOC. P.D.T.S. (Broken Arrow, ABC)... 3.27
4. NOXZEMA (Julius La Rosa, NBC)... 3.51
5. WILDROOT, J&J (Robin Hood, CBS)... 3.65
6. WARNER (Adventure Theater, NBC)... 3.83
7. H. CURTIS (Oh! Susanna, CBS)... 4.17
8. MAX FACTOR (Whiting Girls, CBS)... 4.45
9. BRIST-MYERS (Alfred Hitchcock, CBS)... 4.72
10. COLGATE (Bob Cummings, CBS)... 4.84
11. H. CURTIS (SRO Playhouse, CBS)... 4.91
12. REVLON, PHARMA CRAFT (Steve Allen, NBC)... 5.10
13. REVLON (\$64,000 Question, CBS)... 5.14
14. HAZEL BISHOP (Amateur Hour, NBC)... 5.19
15. P&G (People's Choice, NBC)... 5.19
16. CHESE-PONDS (Cheyenne, ABC)... 5.23
17. CHESE-PONDS (Jim Bowie, ABC)... 5.27
18. TONI (People Are Funny, NBC)... 5.28
19. SCHICK (Dragnet, NBC)... 5.58
20. P&G (The Web, NBC)... 5.83
21. COLGATE (The Millionaire, CBS)... 5.86
22. HAZEL BISHOP (Jimmy Dean, CBS)... 6.11
23. TONI (Blondie, NBC)... 6.30
24. CHESE-PONDS (Conflict, ABC)... 6.41
25. COLGATE (Mr. Adams & Eve, CBS)... 6.68
26. H. CURTIS, SPERRY-RAND (What's My Line? CBS)... 6.75
27. TONI (Best of Groucho, NBC)... 7.08
28. REVLON (\$64,000 Challenge, CBS)... 7.36
29. BRIST-MYERS (Playhouse 90, CBS)... 7.45
30. P&G (Meet McGraw, NBC)... 7.52
31. P&G (Undercurrent, CBS)... 7.84
32. LEVER (Lux Video, NBC)... 7.91
33. HAZEL BISHOP (Amateur Hour, NBC)... 8.15
34. MAX FACTOR (Panix, NBC)... 8.22
35. MENNEN (Wed. Night Fights, ABC)... 8.25
36. LEVER (Chas. Farrell, NBC)... 8.31
37. TONI (Godfrey's Scouts, CBS)... 8.50
38. AMER. HOME PRODS. (Name That Tune, CBS)... 8.86
39. BRIST-MYERS (Arthur Murray, NBC)... 8.93
40. HAZEL BISHOP (Beat the Clock, CBS)... 9.20
41. ASSOC. P.D.T.S., MAX FACTOR (Masquerade Party, NBC)... 9.52
42. P&G (This Is Your Life, NBC)... 9.85
43. ARMOUR (Danny Thomas, ABC)... 10.43
44. REVLON (20th Century-Fox, CBS)... 10.49
45. GILLETTE, TONI (Caval. of Sports, NBC)... 11.00
46. ARMOUR (Encore Theater, NBC)... 12.85
47. LEVER (On Trial, NBC)... 13.42
47. LEVER (Private Sec'y, CBS)... 13.42
49. PUREX (Festival of Stars, NBC)... 16.93
50. AMER. HOME PRODS., HAZEL BISHOP (D. Edwards News, CBS)... 29.73

HOUSEHOLD CLEANSER & POLISH SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg. \$4.88; ABC Avg. \$4.64; CBS Avg. \$3.74; NBC Avg. \$4.99

1. S. C. JOHNSON (Spotlight Play, CBS)...\$2.60
2. GOLD SEAL (Julius La Rosa, NBC)... 2.62
3. LEVER (Lux Video, NBC)... 3.04
4. P&G (The Line-Up, CBS)... 3.43
5. COLGATE (The Millionaire, CBS)... 3.65
6. P&G (The Web, NBC)... 4.21
7. P&G (Meet McGraw, NBC)... 4.22
8. P&G (This Is Your Life, NBC)... 4.27
9. S. C. JOHNSON (Steve Allen, NBC)... 4.37
10. P&G (Phil Sifers, CBS)... 4.47
11. AMER. HOME PRODS. (D. Edwards News, CBS)... 4.59
12. LEVER (On Trial, NBC)... 5.04
13. LEVER (Life of Riley, NBC)... 6.63
14. LEVER (Chas. Farrell, NBC)... 7.41
15. PUREX (Festival of Stars, NBC)... 8.07
16. ARMOUR (Danny Thomas, ABC)... 9.46

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg. \$6.53; ABC Avg. \$13.01; CBS Avg. \$4.82; NBC Avg. \$4.53

1. GOLD SEAL (Julius La Rosa, NBC)...\$3.26
2. S. C. JOHNSON (Spotlight Play, CBS)... 3.97
3. LEVER (Lux Video, NBC)... 4.20
4. P&G (The Line-Up, CBS)... 4.24
5. S. C. JOHNSON (Steve Allen, NBC)... 4.46
6. COLGATE (The Millionaire, CBS)... 4.54
7. P&G (The Web, NBC)... 4.59
8. P&G (This Is Your Life, NBC)... 5.21
9. P&G (Meet McGraw, NBC)... 5.24
10. P&G (Phil Sifers, CBS)... 5.39
11. AMER. HOME PRODS. (D. Edwards News, CBS)... 5.94
12. LEVER (On Trial, NBC)... 6.91
13. LEVER (Life of Riley, NBC)... 9.34
14. LEVER (Chas. Farrell, NBC)... 10.99
15. PUREX (Festival of Stars, NBC)... 11.11
16. ARMOUR (Danny Thomas, ABC)... 15.01

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg. \$4.80; ABC Avg. \$9.62; CBS Avg. \$3.41; NBC Avg. \$4.74

1. GOLD SEAL (Julius La Rosa, NBC)...\$2.20
2. S. C. JOHNSON (Spotlight Play, CBS)... 2.31
3. LEVER (Lux Video, NBC)... 2.63
4. COLGATE (The Millionaire, CBS)... 3.12
5. P&G (The Line-Up, CBS)... 3.20
6. S. C. JOHNSON (Steve Allen, NBC)... 3.57
7. P&G (The Web, NBC)... 3.69
7. P&G (This Is Your Life, NBC)... 3.69
9. P&G (Meet McGraw, NBC)... 3.93
10. LEVER (On Trial, NBC)... 4.36
11. AMER. HOME PRODS. (D. Edwards News, CBS)... 4.57
12. P&G (Phil Sifers, CBS)... 4.93
13. LEVER (Life of Riley, NBC)... 6.81
14. PUREX (Festival of Stars, NBC)... 7.56
15. LEVER (Chas. Farrell, NBC)... 8.79
16. ARMOUR (Danny Thomas, ABC)... 9.62

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg. \$9.34; ABC Avg. \$10.43; CBS Avg. \$10.73; NBC Avg. \$8.34

1. GOLD SEAL (Julius La Rosa, NBC)...\$1.51
2. S. C. JOHNSON (Spotlight Play, CBS)... 4.63
3. S. C. JOHNSON (Steve Allen, NBC)... 5.10
4. P&G (The Web, NBC)... 5.83
5. COLGATE (The Millionaire, CBS)... 5.86
6. P&G (Phil Sifers, CBS)... 6.55
7. P&G (The Line-Up, CBS)... 6.57
8. LEVER (Life of Riley, NBC)... 7.00
9. P&G (Meet McGraw, NBC)... 7.52
10. LEVER (Lux Video, NBC)... 7.91
11. LEVER (Chas. Farrell, NBC)... 8.31
12. P&G (This Is Your Life, NBC)... 9.65
13. ARMOUR (Danny Thomas, ABC)... 10.43
14. LEVER (On Trial, NBC)... 13.42
15. PUREX (Festival of Stars, NBC)... 16.93
16. AMER. HOME PRODS. (D. Edwards News, CBS)... 21.73

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WBUF Power Up To 1,000,000 Watts

BUFFALO. — WBUF-TV has doubled its power output to 1,000,000 watts, making the UHF station the most powerful TV outlet in New York State. The NBC-TV o&c station reports a rise in UHF homes in Buffalo from 105,000 to 227,000 in the 18-month period of NBC's management. The jump means an increase from 31.2 per cent to 65 per cent in set conversion.

'Bandstand' Draws 1.11 Adults, 1.18 Kids—ARB

NEW YORK — "American Bandstand" is averaging 1.11 adults against 1.18 children per set, according to American Research Bureau figures for August. The disk jockey 90-minute strip features dancing teen-agers and pop vocalist guests.

NEW YORK—Herb Dorfman has replaced Larry Eisenberg as publicity director of WABD here. Eisenberg last week became publicity relations director of WABC-TV.



DOMINANCE

There are all kinds, but when it comes to sales dominance in Southern California's fast-moving television market, you can bank on this...

KTTV serves more national advertisers than any other station in Los Angeles.*

KTTV serves more exclusive national advertisers than any other station in Los Angeles.*

KTTV serves more advertisers (period) than any other station in Los Angeles.*

Gets a little repetitious, doesn't it? Repetitious, but not tiresome. There's a difference...

In fact, more advertisers each year bank on KTTV's sales dominance to give their product a head start in this rough and tumble market.

Yes, there is a difference... and, in Southern California, the difference is KTTV.

KTTV
Los Angeles Times-MGM
Television
Represented nationally by BLAIR-TV

*BAR
Los Angeles Television Report
May 17, 1957

COMING COST PER THOUSAND ANALYSES:

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

ALTARS FOR ALTERS?

Alternate Client Weddings Plague Syndication Sales

NEW YORK — The co-sponsorship pattern which has taken over local as well as network TV is creating king-sized selling problems for syndicators, according to Tom Moore, sales chief of CBS-TV Film Sales. Moore pointed out that his firm had offered Providence's WJAR-TV "Whirlybirds" an alternate week client four times before it was able to find a second client and get the series on the station. Another such situation existed in Milwaukee where Clair-Oil wanted to purchase half of "The Honeymooners" but could not find a mate.

Moore maintained that the situation was making things difficult for virtually all syndicators who, in a large number of cases, could produce alternate week advertisers but couldn't line up the other half of the advertising marriage.

Stations Okay

Syndicators with alternate week sponsorships available can reach out for national, regional or local advertisers or go to stations and ask them to carry the half-sponsored stanzas until another client is forthcoming. Stations are not losing anything, Moore maintained, with shows half-sponsored, since they are not sustaining the time, but are collecting full time charges every other week with

'Station Group' Buys Stressed

NEW YORK—Importance of "station group" film buying is underlined in a move by Associated Artists Productions to establish a new division of "Station sales coordinators" reporting to General Sales Manager Bob Rich. First staffers are Kirk Torney, now en route to San Francisco for station meetings, and Len Hammer.

The division, according to AAP, "will be responsible for contact with all groups of stations, network office divisions and for the New York City stations." AAP has already scored feature film sales to Westinghouse, Triangle and CBS station groups.

'Log' to Saudi Arabia

NEW YORK—CBS Television Film Sales has made its fifth series sale to Saudi Arabia. "Navy Log" will be seen on the Arabian-American Oil Company station.

every expectation that the show will be fully sold out shortly to local advertisers.

Moore stated that it took nine months to get "Whirlybirds" fully sold in 47 markets. In Minneapolis, for example, Continental Oil, which wanted half of the series, had to co-sponsor another show for six months before "Whirlybirds" could take over the time

period and the co-sponsor could be worked free of a former commitment.

He suggested that advertisers, syndicators and stations take a more liberal and co-operative attitude toward solving alternate week selling problems to the long range benefit of all. The alternative, he claimed, would be a drying up of top syndicated product.

LIBRARY OF 1,200

Guild Leases RKO Shorts from C&C

NEW YORK—A major library of short subjects is being readied for first-run syndication, with Guild Films having leased the 1200-odd RKO shorts from Matty Fox's C&C Television Corporation. Estimated value of the package is \$1,000,000.

A minimum of three half-hour series will be made initially from the package, with each stanza comprised of two shorts, using about 650 items. "This Is America," "Sportscope" and a number of musical films are included in the buy, but the most valuable portion looks to be the large comedy catalog, which includes series starring Leon Errol, Edgar Kennedy, Clark and McCullough, Charlie Chase, Ned Sparks and Jimmy Gleason.

WABD, the Du Mont broadcasting station here, recently leased the bulk of the package direct from C&C and is currently incorporating some into existing cartoon-and-comedy omnibus shows, preparing new formats to feature the rest. Whether this would preclude Guild Films from making a New York sale is not yet known. An

Phil Cowan Quits Screen Gems Job

NEW YORK—Phil Cowan has resigned as director of publicity and exploitation for Screen Gems to open his own public relations firm. Cowan already has lined up a number of clients and will take space here shortly.

Screen Gems has not appointed his replacement.

alternate and "ideal" programming plan for the package, as described by a Du Mont exec, would be a 6 p.m. or 6:30 p.m. strip yielding 39 first-run weeks of four-day comedy, one-day education shows.

Guild Films is said to have set September 16 as kick-off date for its sales campaign.

'Playhouse 90' Foreign Sales

NEW YORK—Screen Gems has developed a unique plan for the marketing abroad of the eight 90-minute shows it filmed for "Playhouse 90" last season, which have already been seen twice. Except in some smaller countries where two of the dramas would be put into theatrical release, the eight are to be offered as spectacles, programmed one a month. In the U. S., the films will become part of Screen Gems' next package of Columbia feature films. In Canada, they will be sold as first-run TV shows. CBS-TV owns half the property.

'Judy Lee' Ad Doubles Sales for Buick Dealers

PHILADELPHIA — A single spot in a weather show here has doubled business for Belcher Buick, Inc., causing the dealer to drop all newspaper advertising. "Forecast With Judy Lee," seen at 6:30 p.m. over WRCV-TV, is the show which gave Belcher "seven out of 10 sales prospects."

'Ethan Allen' Debut Talked

NEW YORK — Goodson-Todman and CBS Film Sales are discussing a deal which may launch "Ethan Allen" as Goodson-Todman's first entry in half-hour filmed syndication.

Developed as a co-production with CBS network, the projected series about the Green Mountain hero has drawn several sales nibbles at the web level, but none of them ever developed to the contract stage. The chief problem was the lack of early-evening time slots on CBS in which a sponsor could slot the film show, coupled with an exclusivity clause which forbade a G-T sale directly to a client for slotting on CBS or ABC.

It's possible that the CBS syndication offshoot may come up with a network deal along the lines of the "Navy Log" sale on ABC which would satisfy the G-T contract with the network parent. But, since the entry is late in the season, CBS Film is more likely to pitch it for major regional syndication deals.

MGM-TV Feature Film Library Now Seen in 61 Markets

NEW YORK — MGM-TV is now in 61 markets with its feature film library. The last six markets to purchase the features are KSYD-TV, Wichita Falls, Tex.; KMJ-TV, Colorado Springs, Colo.; KHQ-TV, Spokane, and WEAR-TV, Pensacola, Fla.

WMBR-TV, Jacksonville, Fla., leased 150 top titles in the library for a limited number of runs over three years.

Norelco in 3 Winchell's

NEW YORK — Norelco has bought off three stanzas of "Walter Winchell File" from Revlon for Christmas shaver advertising in the ABC-TV Wednesday 9:30-10 p.m. series. Revlon has a 52-week deal with ABC.

Piel Produces Client Film for 'Mama' Use

NEW YORK—David Piel, Inc., is producing a two-reel color film, "Nationwide, Mama and You," for Nationwide Insurance Company. Combining animation and live action, the short will preview on "Mama," which Nationwide bought for a number of Eastern markets for its first venture into syndication.

Fineshriber In Internat'l Push by SG

NEW YORK — Concomitant with the naming of William Fineshriber as its director of international operations, Screen Gems is beginning preparations for an expansion of its international vidfilm sales. Fineshriber resigned as vice-president in charge of sales for Television-Programs of America to join Screen Gems.

Screen Gems' vice-president and general manager, Ralph Cohn, and Fineshriber will depart for the Far East in October. They will set up sales offices in Australia, Japan, the Philippines, Hong Kong and Thailand and look into production there. Screen Gems now has 39 international sales representatives.

Fineshriber, a veteran broadcasting executive, will headquarter in New York but spend most of his time supervising overseas operations first hand.

W'house Hunts Vidfilm Series

NEW YORK—Westinghouse is shopping for a vidfilm series which it would use in 26 key markets where its network advertising needs support. The electronics firm has never before sponsored film on a national spot basis.

It wants a first run show with an element of prestige. The Westinghouse dealers may be involved in the buy when it is made, possibly contributing time while the corporation contributes the program. McCann-Erickson is the agency.

Fat's in Fire

Continued from page 2
Gamble, however, are already building a hedge against any swing in public buying habits generated by a "scare" campaign in the food field.

Both firms have, for nearly a year, been test-marketing their own brands of liquid oil shortenings, using substantial TV and print schedules. Lever is grooming Instant Spry, and Procter & Gamble is readying Whirl Liquid Shortening as a national contender. Either firm can, on short notice, start scheduling commercials for these products in their TV shows, both day and night and expand distribution facilities.

Armour & Company is also in the act, having developed an off-beat product called "Arcofac," a highly unsaturated cooking oil made from safflower, which it's selling with a minor advertising push. There's a possibility, too, that the margarine makers—most of whose product is on the "saturated" side of the controversy—may change their product formulas and then go to town in big TV drives.

In any event, as one agency executive handling Mazola commercials observed, "It may shape up as one helluva fight."

"LOOKIN' AT SPORTS"



EVERY SATURDAY BEFORE THE GAME OF THE WEEK



with LEO EGAN Boston's Favorite Sportscaster

FOR AVAILABILITIES CALL JIM ALLEN, WBZ-TV SALES MANAGER, at ALgonquin 4-5670, or A. W. "BINK" DANNENBAUM, WBC Vice-President — Sales, MURray Hill 7-0808, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WOWO, Fort Wayne; KEX, Portland, Oregon; KPX, San Francisco; WIND, Chicago
WBZ-TV • WEZ • WEZA, Boston; WIZ-TV, Baltimore; KDKA • KDKA-TV, Pittsburgh; KYW • KYW-TV, Cleveland;
KPX represented by THE KATZ AGENCY, INC.
All other WBC Stations represented by PETERS, GRIFFIN, WOODWARD, INC.





When the winners in The Billboard's 5th Annual TV Program & Talent Awards poll were totaled, we discovered that KDKA-TV now is carrying (or has completed showing) 90.9% of the season's prize-winning Syndicated Shows!

In 6 major program award categories*, KDKA-TV's audience has viewed 50 of the 55 top programs!

We believe these figures will give you a

good idea why people in Greater Pittsburgh and surrounding counties are in the *habit* of tuning to KDKA-TV. They've developed this viewing habit because KDKA-TV makes a habit of bringing them the best available entertainment.

People like what they see and hear on KDKA-TV, and they respond by buying our advertisers' products. That's why... in Pittsburgh... no selling campaign is complete without the WBC station...

KDKA-TV's LIST OF PRIZE-WINNING SHOWS*

BEST OVER-ALL SYNDICATED SHOW WINNERS	5 out of 5
Best Comedy Series	8 out of 10
Best Dramatic Series	8 out of 10
Best Adventure Series	9 out of 10
Best Mystery Series	10 out of 10
Best Western Series	10 out of 10

CHANNEL 2 IS NO. 1 IN PITTSBURGH
KDKA 2 TV



WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO—BOSTON, WBZ-WBZA • PITTSBURGH, KDKA • CLEVELAND, KYW • FORT WAYNE, WOWO • CHICAGO, WIND • PORTLAND, KEX
 TELEVISION—BOSTON, WBZ-TV • BALTIMORE, WIZ-TV • PITTSBURGH, KDKA-TV • CLEVELAND, KYW-TV • SAN FRANCISCO, KPIX
 WIND represented by AM Radio Sales • WIZ-TV represented by Blair-TV • KPIX represented by The Katz Agency, Inc.
 All other WBC stations represented by Peters, Griffin, Woodward, Inc.

L. A. Stations Split Over Barter Issue

HOLLYWOOD—The issue of barter has split Los Angeles TV stations into two equally divided camps. Opponents of barter claim that it spoils advertisers for possible future spot purchases, and that, thru it, stations make unrealistic deals for their time. Proponents declare that it is a means of swapping fringe time for film product without monetary outlay, and that it actually can increase the net profit of a station.

Engaging in barter are KABC-TV, KHJ-TV and KRCA. Adversely set against it are KTLA, KNXT and KTTV (KCOP is not included because it is currently

undergoing a change in management). It is interesting to note that network stations are in the majority in the "pro" camp, indies in the "contra."

The strongest argument against barter, as voiced by KTLA's General Manager Lew Arnold, is that stations participating in it are actually discounting their rate cards, and that advertisers therefore no longer want to pay the regular rate when no barter is involved.

Selig Seligman and John Reynolds, of KABC-TV and KHJ-TV, reply that rate cards are merely guide posts, not bench marks, and

that, whether barter is involved or not, stations are constantly undercutting them to make a deal.

Seligman, asserting that, as far as he knows, there isn't a station in the country which doesn't discount its rate card, attacks the entire theory of the card classifications of time. Why, he asks, should a spot next to Ed Sullivan cost the same as one next to "Minnie Glutz," even if they are both in Class A time?

Most of the execs think that the barter situation has been blown up all out of proportion, and all agree that indiscriminate bartering would be bad for the industry. One of the outstanding facts to emerge is that those engaging in barter all declare that they consider each deal carefully on its individual merits, and that if it is not to the advantage of the station they turn it down.

To the argument that barter causes a station to give away its time while obtaining minimum remuneration, barter proponents answer that stations which do not engage in it often tie up huge sums in film product. As a result, they claim, a station's revenue may be high, but so will be its expenses, the result being that its net profit will be less than that of another outlet which gets free programming for time that probably would go unsold anyway.

All of the stations insist on retaining close control over product and advertisers in barter, and both proponents and opponents feel that barter will remain a relatively small factor in the industry, because good programming and good time will always be sold for cash. If the practice should become widespread, however, they agree that it could hurt the industry in the long run.

WMAL Adds 2 Syndication Strips to Sked

WASHINGTON — WMAL-TV here is implementing its new fall schedule with two first-run syndication strips. "Adventure," 6-6:30 p.m., will feature "Sheena," "Foreign Legionnaire," "Sky King," "Jungle Jim" and "Brave Eagle." "Family," 6:30-7 p.m., includes "Three Musketeers," "Judge Roy Bean," "Science Fiction Theater," "Soldiers of Fortune" and "Frontier Doctor."

The increased use of first-run half-hours on the ABC-TV affiliate also puts "O. Henry Playhouse," "State Trooper" and "Harbor Command" in prime evening time. WMAL has built a bowling alley in its studios for a live hour weekly show.

Ziv-TV Wraps Up 98% on 'Highway' 3-Year Renewals

NEW YORK — "Highway Patrol" continues to be one of syndication's top attractions to regional and local clients. Ziv-TV has wrapped up a 98 per cent score on third-year renewals, according to Bud Rifkin, Ziv's veepee in charge of sales, including virtually all of its multi-market deals for the series.

Among the clients renewing: Ballantine Beer for 25 markets, Kroger Stores for 13, Lion Oil for nine, Household Finance for three, Sealy Mattress for five and Morning Milk for four Western cities.

No Package on Ten AAP Pix

NEW YORK — No special "package" will be made up by Associated Artists Productions using the group of 10 post-'48 Warner features partially cleared for TV last week in deals with the director's and writer's guilds.

Altho an industry stir was caused in the trade with the announcement that percentage and fee agreements had been reached with the unions as the first step toward TV release, AAP officials deny they are the first of a post-'48 deluge from Warner thru AAP.

The 10 films, in fact, are already listed in the catalog for the Warner library, an AAP spokesman points out, distributed over the 13 package groups. Clearances therefore "are just a matter of fulfilling our existing contracts with stations already signed for the Warner library, and not a matter of developing an industry formula," according to AAP.

Vallee to Serve on Ross Productions

GALVESTON, Tex.—Jim Ross, master of ceremonies of "The Late Show" seen here nightly on KGUL-TV, and who recently formed Jim Ross Film Productions, Inc., has secured an agreement from Rudy Vallee to serve as an actor and director in film productions by the new local company.

The new company, according to Ross, will produce full-length films for the television industry, as well as industrial, documentary, religious and commercial films.

Now in Book Form!

BROADWAY'S SMASH HITS

By GORE VIDAL

A Visit to a Small Planet

Illustrated with photographs. \$2.95

By JOSEPH FIELDS and PETER DE VRIES

The Tunnel of Love

Illustrated with photographs. \$2.95

LITTLE, BROWN & COMPANY • Boston

NBC's TONIGHT

ED SULLIVAN... DAILY NEWS

"If he can continue to lick that murderous nine-hour-per-week schedule, Jack Paar will emerge as the TV sensation of the year. So far, his 'Tonight' program has been conspicuously fine, distinguished by his good taste, and his 'pro' quality. Paar registers exactly as he is, thoroughly nice."

BILLBOARD

"NBC-TV's 'Tonight' stanza should give late night viewers a new interest. Its star, Jack Paar, has always been an extremely personable gent, and on his new showcase, his charm and talent are even more in evidence. Paar has a real chance to put 'Tonight' back into the bigtime."

JANET KERN... CHICAGO AMERICAN

"This business of having a great, side-splitting 'Tonight' has got to stop or 'Tonight' will be the death of me before NBC has a chance to snatch up Paar's profitable option."

BEN GROSS... DAILY NEWS

"Jack, one of the keenest and wittiest entertainment personalities of our day."
"For years, critics and discriminating viewers have hailed Paar as one of the cleverest and most literate of comedians."

DICK KLEINER... NEA STAFF CORRESPONDENT

"Knowing Paar's record of success—success as far as the public goes—it's a good bet he'll be the next big star."

STURGIS HEDRICK... BUFFALO

"Jack Paar's version of the NBC 'Tonight' frolic showed possibilities in its premiere of making the After Dark fans forget all about his predecessors. His ready wit and natural charm fit nicely into the relaxed format."

BOB WILLIAMS... NEW YORK POST

"The more you look at Paar, the more you like him."

JACK O'BRIAN... JOURNAL-AMERICAN

"The Jack Paar Show last night hit its pleasantest, brightest, warmest, nicest party-mood stride... Now a Dandy."

JOHN FINK... CHICAGO TRIBUNE

"A thoughtful, perplexed and amused observer from the mad and whirling world. But Paar is Paar, a lonely man, a great comedian and, I think, a good bet to pull 'Tonight' back into the ranks of the top-flight shows."

TIME MAGAZINE

"Paar's low-toned impudence and highhanded wit often came off engagingly."
"—it looks as if Paar might be able to realize NBC's hopes of keeping TV 'live' after 11, when many U.S. homes are surfeited with aged Hollywood movies."

ROLAND E. LINDBLOOM... NEWARK EVENING NEWS

"Jack Paar got off to a happy start as the boss of the newly revised 'Tonight' on NBC."
"The major burden of entertainment fell on Jack—and his style of humor was refreshing."

BILL SMITH... SHOWBUSINESS

"Paar radiates a charm and a basic intelligence (latter a rare commodity on TV) that is completely refreshing. At times his humor resembles that of a New Yorker Magazine cartoon, a condition that will rebound to his credit and increase his viewers as time goes on."

HARRY HARRIS... THE PHILADELPHIA INQUIRER

"Jack Paar's 'Tonight' is shaping up as a consistently amusing—and dangerously subversive—105 minutes. Subversive of sleep, that is. If you get the habit, it's like nibbling peanuts."

NICK KENNY... DAILY MIRROR

"I like Jack Paar's tongue-in-cheek interviews on his new 'Tonight' show on NBC-TV and if he keeps up that pace, he'll soon be the hottest thing in town."

SID SHALIT... DAILY NEWS

"Jack Paar's low-pressure satire is the comedy highspot of TV these nights, a refreshing switch from others' hamminess and ho-humminess."

DIRECTION—MCA



SHE WAS MY FIRST LOVE

It seems silly to say it now. She was only eight years old. And I was not much older, really. But she was my first love, as she was the first love of millions of Americans.

Fact of the matter is that even as an eight-year-old, Shirley Temple had that certain magic. The magic of a great personality. The magic of being able to take you out of yourself. The magic of providing release from a less magical world.

In a word, she had *talent*. It seems incredible that such a tiny creature could sing the way she could. Could dance the way she could. Could capture the heart of America the way she did.

But she did all these things so well that she was the greatest motion picture personality of her time—causing a stampede of admirers that probably only a little child could lead.

I'd like to see her again as she was at her peak — and so, I'll wager, would my children, who are

about the same age now that Shirley Temple was then. Together, we'd experience the magnetism that comes from the pleasure of truly great entertainment.

As it happens, my children and I will have that opportunity shortly, when four of Shirley Temple's greatest motion picture triumphs will be seen on television from coast to coast on America's dynamic new NTA Film Network.

Along with millions of other Americans, I will re-discover my first love — and my children will discover that certain magic for the first time. But this time, we'll experience that pleasure together!

Ben F. Michtom, chairman of the board of the Ideal Toy Company, agrees: "Shirley Temple is our first love, too. That's why we've just purchased one-third sponsorship of this outstanding program series."

ADVERTISERS, PLEASE NOTE:

The NTA Film Network proudly presents four great Shirley Temple masterpieces, produced by 20th Century-Fox . . .

including such all-time triumphs as: "Rebecca of Sunnybrook Farm" • "Heidi" • "Wee Willie Winkie" • "Captain January"

These outstanding feature films will receive national television coverage . . .

on four Sunday afternoons, between October 20th and December 8th . . .

They will be shown on television stations reaching 83.1% of U.S. TV homes . . .

at the most active buying period of the year — the Holiday Season!

Phone, wire or write today for screenings and complete details . . .

whether you manufacture shoe-laces or soap, cameras or camisoles, candy or china . . . whether you have a modest or a multi-million dollar budget.

These outstanding Shirley Temple films will give you the maximum exposure for your commercials . . . at a low cost per thousand . . . in a package price that will be attractive even to the advertiser who has yet to enjoy the selling power of television.



60 WEST 55TH STREET, NEW YORK 19, N.Y. • PLAZA 7-2100

12 Post '48 Pix Pay Talent Guilds 32G

HOLLYWOOD — The talent guilds are skimming off a fantastic \$32,000 per picture from 12 post-1948 Warner Bros. pictures being released for TV by Associated Artists Productions. It represents a major victory for the guilds in their negotiations on the pix.

At best, the national gross on the dozen cannot come to much more than \$80,000 per picture. The guilds are, therefore, taking

just about 40 per cent of this (not included is an additional 6 per cent going to the AFM). It's believed, however, that AAP was willing to pay more in this instance because it needs the post-48 features in order to build a top-flight package including pre-48 pix.

The Screen Actors' Guild is getting more than 50 per cent of the payments, \$17,250 per picture, or a total of \$207,000. Screen Directors' Guild is receiving \$8,750, or \$87,500 (only 10 pix were involved in SDG and WGA talks). Writers get \$6,000, or \$60,000 for the lot.

The writers agreement is, in a sense, the most interesting, in that the \$6,000 is only a guarantee against the first \$100,000 gross for each film, with the guild getting 8 per cent of all earnings above that. No picture has ever grossed as much as \$100,000 on TV (except for the one or two given network exposure), but the clause is apparently aimed at the contingency of future pictures being released over television.

In the only previous comparable deal, that on the RKO pix, SAG received \$715,000, and the writers and directors guilds \$215,000 each. This comes to about \$14,200 per picture. Many of the RKO films, however, fell into a low-budget classification.

It appears more and more likely that, because of the great variation in cost and talent deals made in feature pix, negotiations with the guilds will be carried on on the merits of each package, and that a definite formula will never be established.

(Altho the directors have a basic demand of a minimum of \$600 per half hour plus \$300 on third run, or 25 per cent of the original salary, whichever is greater. This means that, on a 90-minute feature, minimum director's pay would be \$2,700.)

The AAP agreement, however, does appear precedential to the degree that it gives the guilds approximately 40 per cent of the estimated gross. If past patterns of the industry are followed, therefore, they're not likely to be satisfied with much less in subsequent talks.

'4 Star' at \$3½ Million

HOLLYWOOD — Reruns of Four Star Playhouse have grossed almost \$3.5 million since they started being syndicated by Official Films, it was reported last week. Official has been selling the program broken up into separate David Niven, Dick Powell, and Charles Boyer series.

TYROS HUNTED FOR COMM'LS

NEW YORK—New faces are needed for vidfilm commercials, too, producer Bob Lawrence feels.

He has detailed Casting Director Audrey Sammons to function as a "roving talent scout" for Robert Lawrence Productions among off-Broadway theaters, dramatic and dancing schools and model agencies, starting at once. She will concentrate particularly on such sources hitherto untapped, and will set individual interviewers for likely newcomers.

Talent hunt has been triggered, according to Miss Sammons, by "the increased number of new products in filmed commercials," which have necessitated "new identification between performers and products."

CNP to Distrib TV Character Merch. Items

NEW YORK — California National Productions will begin distributing, thru various manufacturers, a variety of character merchandise this week and next. Among the items: "Twenty-One" quiz game, "Silent Service" plastic puzzle, "Life of Riley" comic books, "Sir Lancelot" storybooks, "Tic Tac Dough" board game, "Little Rascals" squeeze toys and "Kokomo Jr." dolls, puppets and RCA Victor records.

The CNP products development board, created to originate and market items as well as license firms, will be headed by Robert Max, manager of the merchandising division. Selwyn Rausch, former merchandising chief for Tarrytoons, will also serve on the board.

\$1-Mil Orders On '26 Men'

NEW YORK—ABC Film Syndication has racked up over \$1,000,000 in orders for "26 Men" in eight weeks of selling. Sponsor sales accounted for 75 per cent and station sales for 25 per cent, with the total markets now 105.

The list of national advertisers for the adult Western is headed by Coca-Cola, Atlantic & Pacific, Frigidaire, Brylcreem, Quaker Oats, Budweiser and Bardahl. Among the big regional buyers are Standard Oil of Texas, Hood & Sons, Kroger, Freihofer Baking, Humpty Dumpty Stores and National Bohemian.

COMMERCIAL CUES

Steve Allen's "Steverino," the white and gold greyhound which has become an important TV personality with a retinue of trainers, grooms and baskets of fan mail, etc., has been the focal point in a three-month advertising experiment. The experiment, to humanize one of the nation's most recognized trade-marks. The Greyhound, which for a quarter of a century has been the symbol of fast and dependable service on the highways. Since Steverino's debut on April 7, her popularity has built up so well that she has been insured by Grey Advertising with the Greyhound Company, with Lloyds of London, for \$300,000.

The agency has many plans for continuing the campaign with a personal appearance at a giant race track in Florida, a trip to the West Coast in the planning stage and the Queen's crown to be presented to her during National Dog Week in September.

COLLYER WATCHED

Bulova has signed Bud Collyer as its special TV represent-

ative for commercials, film spots and general on-the-air promotion of the product. Collyer has been associated with the Bulova Company for the past few months and recently emceed its spectacular, "Five Stars for Springtime," in addition to regular pitches on the air and film spots.

Bill Thourby is the demonstrator on the series of new Shick commercials for its new model electric razor. . . . Playhouse Pictures is entering two spots in the Fourth International Film Festival at Cannes, France. Entries are "The Rope," an animated opening produced for the Tennessee Ernie Ford shows, and "Lion Tamer," filmed for Ford. . . . Louis Hoot, formerly of Five Star Productions, has been named associate producer for Academy Pictures.

UHF Product Out-Pulls VHF

ST. PETERSBURG, Fla. — WSUN-TV, to demonstrate the pulling power of UHF against VHF stations, scheduled "African Queen" against top feature films here on WFLA and WTVT, its VHF competitors in the Tampa-St. Petersburg market.

After four days of strictly on-the-air promotion, "Queen" drew a 16.4, with "Command Decision" runner-up with a 16.0, according to American Research Bureau incidental figures. The WFLA film drew a 13.4. The M-G-M package had been given a month-long promotion by WTVT.

TV 'Soaps' Add Intelligence To Old Hokum

Continued from page 1

tion with half-hour formats." The current pair of double-length soaps on CBS, "Edge of Night" and "As the World Turns," are 18 months old and thriving.

Two other CBS serials, "Search for Tomorrow" and "The Guiding Light," provide the highest-rated quarter-hours in daytime TV, according to the August Nielsen report, and have almost consistently led the daytime ratings for six years. This summer, CBS prepped two more entries, a documentary serial based on files of a social welfare agency and a drama set in and around an atomic energy lab.

"There still has to be a heroine to identify with," adds Bert Berman, director of daytime program development at the web, "but the pivotal character has now become a woman instead of a saint. Now that TV has won that battle, the time is ripe for more changes, especially in format." To that end, CBS just launched "The Verdict Is Yours," a serial with a law court locale, in which trials will run in about seven episodes each.

Katz and Berman credit the writer for the major advance in serials. "They have no ax to grind on the business side now," Berman explains, "and concentrate on improved plot content." Perhaps, it is this fact which has given us during the past six weeks a tenderly written and played love scene between a nervous husband and a wife in hard labor, a casual approval by two leading characters of the divorce of a sub-plot figure and detailed symptoms of a cancer victim's deterioration.

"A lot of people are even admitting that this is an art form," concludes Katz.

ZIV SETS THE PACE WITH...

5 out of top 8

syndicated shows in BIRMINGHAM!

# 1 MAN CALLED X	32.5
# 4 THE UNEXPECTED	27.8
# 5 HIGHWAY PATROL	27.3
# 7 DR. CHRISTIAN	24.5
# 7 SCIENCE FICTION THEATRE	24.5

Pulse, April, 57

ZIV TELEVISION PROGRAMS INC.

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

This Is News! Just Doing the Biggest Gross Business of Any Past Seasons

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- ★ Vocals
- ★ Instrumental
- ★ Harmony
- ★ Comedy Satires

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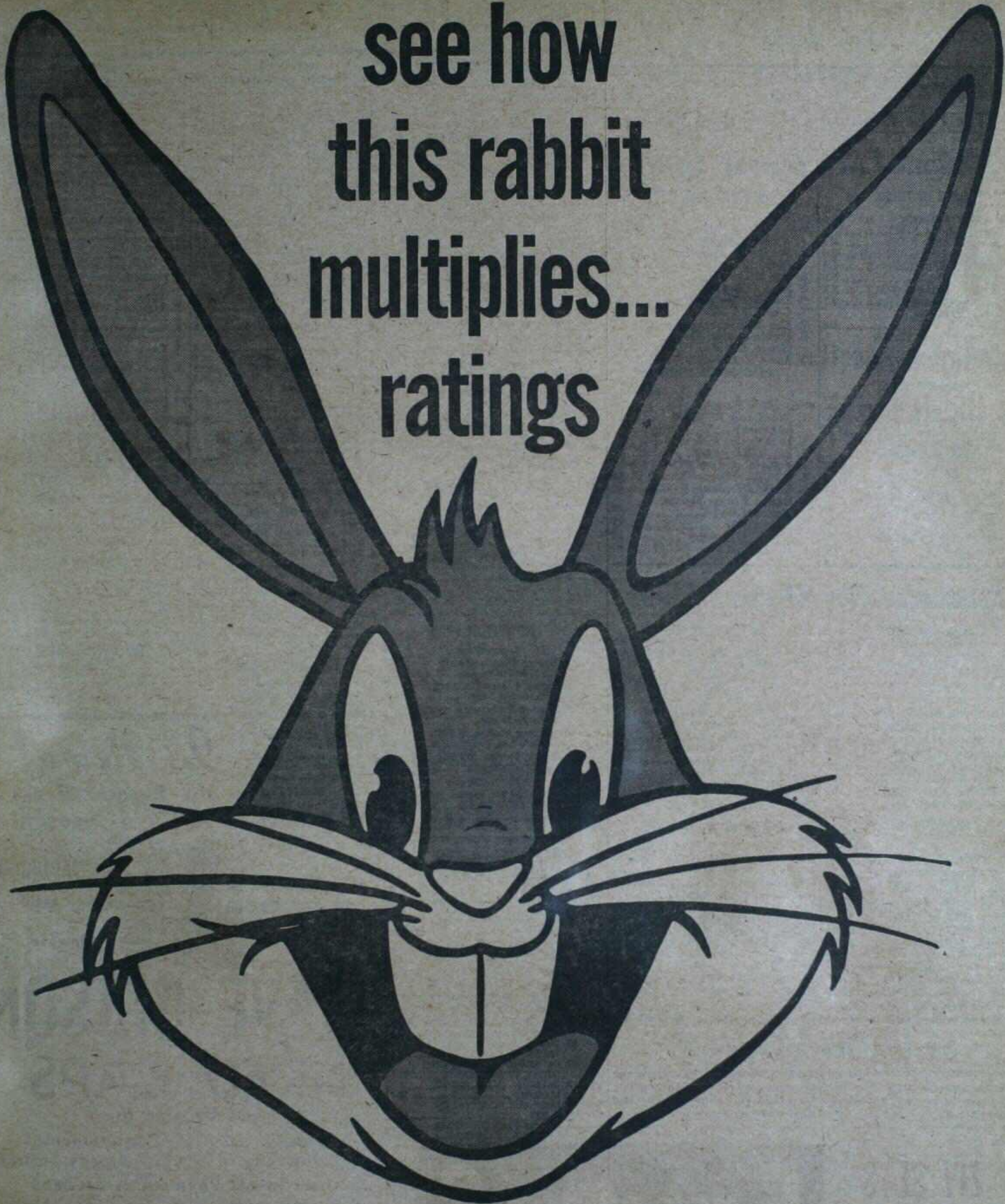
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Room 225
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Circle 6-8800

see how
this rabbit
multiplies...
ratings



Some mathematician, *Bugs Bunny*. In recent months the brash little star of Warner Bros. Cartoons increased the late-afternoon audience on KR0D-TV, El Paso, Texas, six-fold—jumping from a last-place 4.8 to a first-place 28.1 (ARB, May). Warner Bros' *Popeye the Sailor* gets Texas-size ratings in El Paso, too, pulling a 26.2 ARB for May—nearly three times greater than the combined total of the two other stations. The El Paso story alone is conclusive proof of the drawing power of A.A.P. Cartoons... a success story that is being duplicated from coast to coast.

To see how Bugs Bunny, Popeye the Sailor and other Warner Bros. Cartoons can multiply audiences in your area, write or phone:

a.a.p. inc.

Distributors for Associated Artists
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1511 Bryan St., RIVERSIDE 7-8553
9110 Sunset Blvd., CRENSHAW 6-5886

Productions Corp.
NEW YORK
CHICAGO
DALLAS
LOS ANGELES

PULSE FILM RATINGS for June

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

The Pulse Audience Composition Studies

Syndicated Film Comedy Shows

JUNE RATINGS

Table with columns: Rank, Show & Distrib., Avg. Rtg. Lists top 10 comedy shows like 'Life of Riley' and 'Amos 'n' Andy'.

AMONG WOMEN

Table with columns: Rank, Show & Distrib., Women Per 100 Homes Tuned In. Lists shows popular among women.

AMONG MEN

Table with columns: Rank, Show & Distrib., Men Per 100 Homes Tuned In. Lists shows popular among men.

AMONG CHILDREN

Table with columns: Rank, Show & Distrib., Kids Per 100 Homes Tuned In. Lists shows popular among children.

Syndicated Film Mystery Shows

JUNE RATINGS

Table with columns: Rank, Show & Distrib., Avg. Rtg. Lists top 10 mystery shows like 'Highway Patrol' and 'Code 3'.

AMONG WOMEN

Table with columns: Rank, Show & Distrib., Women Per 100 Homes Tuned In. Lists mystery shows popular among women.

AMONG MEN

Table with columns: Rank, Show & Distrib., Men Per 100 Homes Tuned In. Lists mystery shows popular among men.

AMONG CHILDREN

Table with columns: Rank, Show & Distrib., Kids Per 100 Homes Tuned In. Lists mystery shows popular among children.

STATION SIGNALS

Temperatures are rising on the Asian Flu topic, with station WFMJ-TV, Youngstown O., challenging KDKA-TV, Pittsburgh, for taking credit as "first station in U. S. to devote prime time to Asiatic Flu discussion" (The Billboard, September 2). In a wire to The Billboard signed by Mitch Stanley, WFMJ-TV points out: "Credit should really go to WFMJ-TV where a week before KDKA presentation, WFMJ-TV's public service series, 'This Concerns You,' presented a panel discussion by members of Mahoning County Medical Society on Asiatic Flu. The program was presented one day following Doctor Burney's announcement that sizable amount of U. S. population could contract the disease. Hope you will make correction in your column, giving credit where credit is due."

in Sacramento, and was picked up by the CBS outlet in Phoenix. Every other break now carries the plug for free TV.

The Storer Broadcasting Company introduced WVUE-TV, Channel 12, to more than 7,000 people in the Delaware Valley on Monday (2). "The New Vue" replaces WPFH which signed off the air on Monday (26) to permit time for programming the change-over.

To kick off its fall-winter season on its stripped "Million Dollar Movie," New York's WOR-TV is offering viewers a chance to out-guess the slide-rule experts. A contest week, which started September 2, was set by the Channel 9 indie in which viewers will mail in their estimates as to the total New York viewing audience of the premier show. The contestant coming closest to the final Pulse figure on "The Story of Vernon and Irene Castle," last of the Astaire-Rogers dance musicals from RKO, wins the grand prize: A \$1,000 dance course at the Fred Astaire Studios.

PULSE LOCAL RATINGS FOR JULY

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

BIRMINGHAM

2 TV STATIONS—148,900 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:

as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—612,700 (31st in U. S.) Buying Income—\$889,479,000 (41st) Retail Sales—\$607,803,000 (44th) Food Sales—\$142,033,000 (40th) Drug Sales—\$16,699,000 (53d) Automotive—\$141,745,000 (32d) Above figures include following counties: Jefferson

TOP NETWORK SHOWS

- 1. Gunsmoke, WBRC, S. 39.8
2. \$64,000 Question, WBRC, T. 39.3
3. I've Got a Secret, WBRC, W. 35.8
4. Beat the Clock, WBRC, S. 34.8
4. Oh! Susanna, WBRC, S. 34.8
4. S. R. O. Playhouse, WBRC, S. 34.8
7. Ed Sullivan, WBRC, Su. 34.5
7. \$64,000 Challenge, WBRC, Su. 34.5
9. Richard Diamond, WBRC, M. 33.8
10. Godfrey's Talent Scouts, WBRC, M. 33.3

TOP MULTI-WEEKLY SHOWS

- 1. CBS News, WBRC, M-F. 16.4
2. News, Sports, Weather (6 p.m.), WBRC, M-F. 15.7
3. Dinner Theater, WABT, M-F. 13.3
4. Edge of Night, WBRC, M-F. 12.8
5. Circle 6 Theater, WBRC, M-F. 12.7
6. Mickey Mouse Club, WABT, M-F. 12.5
7. Uncle Bill-Spooky, WBRC, M-F. 12.4
8. Circle 6 Ranch, WBRC, M-F. 12.3
9. Adventure 6, WBRC, M-F. 12.1
10. NBC News, WABT, M-F. 11.9

TOP FEATURE FILMS

Once-Weekly

- 1. Mystery Theater, WABT, S.-7:00-8:00 p.m. 14.8
2. Million \$ Movie, WBRC, S.-10:30-12:00 mid. 14.4
3. Premiere Performance, WBRC, Su.-2:00-3:30 p.m. 14.0
4. Luncheon Matinee, WBRC, Su.-12:00-1:30 p.m. 10.9
5. Starlite Theater, WABT, Su.-10:00-12:00 mid. 10.2

Multi-Weekly

- 1. Hollywood Hit Parade, WABT, M-F.-11:00-12:30 p.m. 7.5

TOP SYNDICATED FILMS

- 1. State Trooper (MCA), WBRC, T.-8:30 34.8
2. Sheriff of Cochise (NTA), WBRC, F.-8:30 32.3
3. Highway Patrol (Ziv), WBRC, T.-9:30 29.5
4. The Whistler (CBS), WBRC, F.-8:00 29.3
5. Whirlybirds (CBS), WBRC, Th.-8:30 18.8
6. Science Fiction Theater (Ziv), WBRC, Th.-7:30 17.8
7. O. Henry Playhouse (Gross-Krause), WBRC, Th.-8:00 17.3
8. San Francisco Beat (CBS), WBRC, Th.-9:00 15.8
9. Martin Kane (Ziv), WBRC, T.-7:00 15.5
10. Dr. Christian (Ziv), WBRC, W.-10:00 12.8
10. Men of Annapolis (Ziv), WABT, Th.-9:30 12.8
12. Dr. Hudson's Secret Journal (MCA), WABT, W.-8:30 11.3
13. Badge 714 (NBC), WBRC, M.-10:00 10.3
14. Unexpected (Ziv), WABT, T.-8:30 17.8
15. Famous Playhouse (MCA), WBRC, S., Su.-5:00 15.2
16. Death Valley Days (U. S. Borax), WABT, S.-9:00 14.3
17. Code 3 (ABC), WBRC, Th.-10:30 13.5
18. Susie (TPA), WABT, M.-10:30 13.3
19. Crosscurrent (Official), WABT, W.-10:30 11.8
20. Headline (MCA), WBRC, W.-11:15 9.8
21. City Detective (MCA), WBRC, M.-11:15 9.5
21. Man Behind the Badge (MCA), WBRC, F.-11:15 9.5
23. Federal Men (MCA), WBRC, T.-11:15 8.0
24. Lone Wolf (MCA), WBRC, Th.-11:15 7.5

BOSTON

2 TV STATIONS—873,200 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:

as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—2,991,300 (6th in U. S.) Buying Income—\$5,472,790,000 (7th) Retail Sales—\$3,782,581,000 (6th) Food Sales—\$927,203,000 (6th) Drug Sales—\$114,673,000 (6th) Automotive—\$596,532,000 (6th) Above figures include following counties: Essex, Middlesex, Norfolk and Suffolk

TOP NETWORK SHOWS

- 1. Playhouse 90, WNAC, Th. 33.9
2. Climax! WNAC, Th. 32.7
3. Gunsmoke, WNAC, S. 31.9
4. Whittling Girls, WNAC, M. 31.7
5. I've Got a Secret, WNAC, W. 31.0
6. Alfred Hitchcock, WNAC, Su. 30.5
6. Best of Groucho, WBZ, Th. 30.5
6. Millionaire, WNAC, W. 30.5
9. Richard Diamond, WNAC, M. 30.2
10. Godfrey's Talent Scouts, WNAC, M. 30.0

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WNAC, M-F. 18.7
2. Patil Page, WNAC, M, W, F. 14.4
3. News, Weather (7 p.m.), WNAC, M-F. 13.7
4. Queen for a Day, WBZ, M-F. 13.4
5. Boston Movietime, WBZ, M-F. 13.2
6. Search for Tomorrow, WNAC, M-F. 11.8
7. Captain Kangaroo, WNAC, M-F. 11.5
8. Guiding Light, WNAC, M-F. 10.9
9. Matinee Theater, WBZ, M-F. 10.9
10. News (6:45 p.m.), WBZ, M-F. 10.7

TOP FEATURE FILMS

Once-Weekly

- 1. Saturday Show, WNAC, S.-5:00-6:00 17.2
1. Million \$ Movie, WNAC, S.-3:30-3:15 11.9
3. Saturday Movietime, WBZ, S.-5:30-7:00 10.1
4. Action Theater, WNAC, S.-3:15-4:30 9.9
5. Movie, WBZ, Su.-5:30-7:00 9.5

Multi-Weekly

- 1. Boston Movie Time, WBZ, M-F.-4:45-6:45 13.2
2. Movie, WBZ, M-F.-1:00-2:30 10.2
3. Late Show, WNAC, S., Su.-11:30-12:00 mid. 10.1
4. Stars in the Night, WNAC, M-F.-11:30-12:00 mid. 9.7
5. Morning Star Time, WNAC, M-F.-8:45-10:00 a.m. 9.6

TOP SYNDICATED FILMS

- 1. Death Valley Days (U. S. Borax), WNAC, F.-10:30 24.2
2. Combat Sergeant (NTA), WNAC, S.-8:30 23.2
3. Annie Oakley (CBS), WNAC, Su.-5:00 22.5
4. Count of Monte Cristo (TPA), WNAC, T.-8:30 22.1
5. I Search for Adventure (Bagnall), WNAC, Su.-5:30 22.0
6. The Falcon (NBC), WNAC, W.-8:00 21.5
7. State Trooper (MCA), WNAC, Su.-10:30 20.2
8. Dr. Hudson's Secret Journal (MCA), WNAC, T.-10:30 19.2
9. Long John Silver (CBS), WNAC, Th.-8:00 17.9
10. I Led Three Lives (Ziv), WNAC, W.-7:30 17.5
11. Studio 57 (MCA), WBZ, T.-10:30 17.2
12. Sheriff of Cochise (NTA), WNAC, Su.-6:00 16.5
13. Federal Men (MCA), WBZ, T.-7:30 16.2
14. Studio 57 (MCA), WBZ, M.-10:00 15.5
14. Star and the Story (Official), WNAC, Su.-4:30 15.5
14. Waterfront (MCA), WNAC, Su.-7:00 15.5
17. Badge 714 (NBC), WNAC, W.-6:30 15.4
18. Superman (Flamingo), WNAC, F.-6:30 15.2
18. Big Playback (Screen Gems), WBZ, F.-10:30 15.2
20. Whirlybirds (CBS), WBZ, T.-7:00 14.7

CINCINNATI

3 TV STATIONS—309,800 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:

as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—997,000 (16th in U. S.) Buying Income—\$1,846,653,000 (18th) Retail Sales—\$1,237,083,000 (18th) Food Sales—\$288,030,000 (16th) Drug Sales—\$39,028,000 (12th) Automotive—\$233,243,000 (18th) Above figures include following counties: Campbell, Kenton, Ky.; Hamilton, O.

TOP NETWORK SHOWS

- 1. \$64,000 Question, WKRC, T. 23.5
2. Top Tunes and New Talent, WCPO, M. 22.7
3. Studio One, WKRC, M. 21.3
3. 20th Century-Fox, WKRC, W. 21.3
5. Dragnet, WLW-T, Th. 20.3
6. Twenty-One, WLW-T, M. 20.2
7. This Is Your Life, WLW-T, W. 19.9
7. What's My Line? WKRC, Su. 19.9
9. Lawrence Welk, WCPO, S. 19.5
10. \$64,000 Challenge, WKRC, Su. 19.2
10. Steve Allen, WLW-T, Su. 19.2

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WCPO, M-F. 16.5
2. 59-50 Club, WLW-T, M-F. 16.0
3. Secret File U. S. A., WLW-T, M-F. 14.2
4. Three-City Final (11 p.m.), WLW-T, 11.4
5. News, Weather (11 p.m.), WKRC, M-F. 10.1
6. Matinee Theater, WLW-T, M-F. 9.4
7. Ruby Wright Show, WLW-T, T., Th. 9.2
8. Bride and Groom, WLW-T, M-F. 9.1
8. Queen for a Day, WLW-T, M-F. 9.1
10. Pantomime Parade, WCPO, M-F. 8.4

TOP FEATURE FILMS

Once-Weekly

- 1. Double Feature, WLW-T, S.-1:00-4:00 20.2
2. Gold Cup Theater, WLW-T, Su.-9:30-11:00 16.3
3. Movietime U. S. A., WLW-T, Su.-3:00-4:30 14.4
4. Million \$ Movie, WCPO, F.-10:00-12:00 mid. 13.4
5. Premiere Performance, WKRC, Su.-11:15-12:00 mid. 9.8

Multi-Weekly

- 1. Home Theater, WKRC, M.-S.-11:15-12:00 mid. 9.4
2. Movietime U. S. A., WLW-T, M-F., Su.-11:15-12:00 mid. 6.0
3. Ladies' Home Theater, WKRC, M-F.-4:30-6:00 6.9
4. Hollywood Theater, WCPO, M-Th., S., Su.-10:00-12:00 mid. 6.6
5. Movie Matinee, WCPO, M-F.-12:00-1:30 3.1

TOP SYNDICATED FILMS

- 1. Sheriff of Cochise (NTA), WLW-T, M.-9:30 22.3
2. Dr. Hudson's Secret Journal (MCA), WKRC, T.-9:30 19.8
3. Studio 57 (MCA), WLW-T, W.-9:30 17.9
3. Silent Service (NBC), WKRC, Su.-10:00 17.9
5. Highway Patrol (Ziv), WCPO, Th.-10:00 17.7
8. Frontier Doctor (Hollywood), WCPO, F.-9:30 17.7
7. Your All Star Theater (Screen Gems), WKRC, T.-10:00 17.2
8. Frontier (NBC), WKRC, M.-10:30 17.0
9. Science Fiction Theater (Ziv), WLW-T, Th.-10:00 16.9
10. Stories of the Century (Hollywood), WKRC, S.-9:30 16.0
11. Dr. Christian (Ziv), WKRC, M.-10:00 15.5
12. Last of the Mohicans (TPA), WCPO, T.-8:30 15.4
13. I Am the Law (Sterling), WCPO, T.-9:00 14.9
14. I Led Three Lives (Ziv), WKRC, W.-10:00 14.7
14. Soldiers of Fortune (MCA), WLW-T, W.-10:00 14.7
16. Martin Kane (Ziv), WKRC, F.-10:00 14.5
17. Secret File U. S. A. (Balsani), WLW-T, M., F.-10:00 14.2
17. Whirlybirds (CBS), WKRC, S.-10:00 14.2
19. Racket Squad (ABC), WCPO, Th.-9:30 13.9
20. Ellery Queen (TPA), WKRC, F.-10:30 13.7

SHORT SCANNINGS

Barney Balaban, Paramount Pictures president, and Borge Hansen-Moller, California banker, were elected directors of Chromatic Television Laboratories, Inc.,

B. I. Brownold was feted at an anniversary dinner honoring his 35 years with the Grey Advertising Agency. Brownold joined Grey in 1922 and moved up thru the years

to his present slot as vice-president and account supervisor.

Mrs. Merrill Towne Glaser of the Crusade for Freedom has been named radio-TV director of the U. S. Committee for the United Nations promoting U. N. Day on October 24. . . . Edward Bleier has joined Tex McCrary, Inc., public relations, as vice-president.

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

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

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

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

COLUMBUS, O.

3 TV STATIONS—173,600 TV HOMES reported by The Pulse in the area surveyed

Market Statistics: as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—585,300 (135th in U. S.) Buying Income—\$349,253,000 (29th) Retail Sales—\$761,591,000 (133d) Food Sales—\$164,157,000 (133d) Drug Sales—\$25,718,000 (130th) Automotive—\$140,831,000 (133d) Above figures include following counties: Franklin

TOP NETWORK SHOWS

- 1. Playhouse 90, WBNS, Th. ... 21.6
2. 64,000 Question, WBNS, T. ... 20.4
3. Gunsmoke, WBNS, S. ... 18.9
4. Line-Up, WBNS, F. ... 15.5
5. 64,000 Challenge, WBNS, Su. ... 14.9
6. Lawrence Welk, WTVN, S. ... 14.4
7. What's My Line? WBNS, Su. ... 13.7
8. Climax! WBNS, Th. ... 12.6
9. Godfrey's Talent Scouts, WBNS, M. ... 12.4
10. Mr. Adams & Eve, WBNS, F. ... 11.9
11. Spotlight Playhouse, WBNS, T. ... 11.9

TOP MULTI-WEEKLY SHOWS

- 1. Looking-Long (10 p.m.), WBNS, M-F. ... 17.8
2. Mickey Mouse Club, WTVN, M-F. ... 12.9
3. Floroscope, Weather (10:45 p.m.), WBNS, M-F. ... 11.1
4. News, Misc. (11 p.m.), WBNS, M-F. ... 10.3
5. Filippo's Gang, WBNS, M-F. ... 10.0
6. Casper's Capers, WTVN, M-F. ... 9.7
7. 3 City Final (11 p.m.), WLW-C, M-F. ... 9.6
8. Conquest, WBNS, M-F. ... 9.5
9. Jo-Jo Club, WLW-C, M-F. ... 9.5
10. Armchair Theater, WBNS, M-F. ... 9.0

TOP FEATURE FILMS

- Once-Weekly
1. Premiere Performance, WTVN, Su. 9:30-11:45 ... 13.4
2. Playhouse on the Screen, WTVN, S. 10:30-12:00 mid. ... 10.7
3. 9 o'Clock Theater, WTVN, S. 9:00-10:30 ... 10.3
4. Gold Cup Theater, WLW-C, S. 9:30-11:00 ... 9.9
5. Mystery Theater, WTVN, S. 7:00-8:00 ... 9.7
Multi-Weekly
1. Armchair Theater, WBNS, M-Su. 11:00-12:00 mid. ... 9.6
2. Midday Movie, WTVN, M-F. 1:00-2:30 ... 8.1
3. Early Home Theater, WTVN, M-F. 2:30-4:00 ... 7.1
4. Ladies' Home Theater, WTVN, M-F. 10:00-11:00 a.m. ... 6.1
5. Home Theater, WTVN, M-F. 11:15-12:00 mid. ... 4.6

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WBNS, T. 9:30 ... 29.2
2. Men of Annapolis (Ziv), WBNS, F. 8:30 ... 22.3
3. San Francisco Beat (CBS), WBNS, Su. 8:30 ... 21.2
4. Last of the Mohicans (TPA), WBNS, S. 9:30 ... 20.4
5. Sheriff of Cochise (NTA), WBNS, S. 10:00 ... 20.3
6. Frontier Doctor (Hollywood), WTVN, F. 9:30 ... 18.4
7. State Trooper (MCA), WTVN, M. 9:30 ... 16.9
8. Celebrity Playhouse (Screen Gems), WBNS, T. 10:00 ... 16.4
9. Popeye (Assoc. Artists), WBNS, Th. 6:30 ... 15.0
10. Soldiers of Fortune (MCA), WBNS, M. 10:00 ... 14.7
11. Charlie Chan (TPA), WTVN, Su. 8:00 ... 14.1
12. Studio 57 (MCA), WLW-C, M. 9:30 ... 13.9
13. Susie (TPA), WBNS, Su. 10:30 ... 13.9
14. Federal Men (MCA), WLW-C, Th. 10:00 ... 13.8
15. Martin Kane (Ziv), WBNS, W. 10:30 ... 13.7
16. Crosscurrent (Official), WTVN, M. 8:00 ... 13.2
17. Waterfront (MCA), WBNS, F. 10:15 ... 12.9
18. Crusader (MCA), WLW-C, W. 10:00 ... 12.5
19. Code 3 (ABC), WLW-C, M. 10:00 ... 12.3
20. Dr. Christian (Ziv), WBNS, F. 4:30 ... 12.0
21. Sky King (Nabuco), WTVN, Su. 5:30 ... 12.0

KANSAS CITY, MO.

3 TV STATIONS—293,700 TV HOMES reported by The Pulse in the area surveyed

Market Statistics: as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—955,300 (118th in U. S.) Buying Income—\$1,849,781,000 (117th) Retail Sales—\$1,360,225,000 (115th) Food Sales—\$247,120,000 (118th) Drug Sales—\$65,660,000 (113th) Automotive—\$253,048,000 (117th) Above figures include following counties: Johnson, Wyandotte, Kan.; Clay, Jackson, Mo.

TOP NETWORK SHOWS

- 1. Ed Sullivan, KCMO, Su. ... 30.5
2. Wyatt Earp, KMBC, T. ... 30.5
3. Top Tunes and New Talent, KMBC, M. ... 29.9
4. What's My Line? KCMO, Su. ... 29.5
5. 64,000 Challenge, KCMO, Su. ... 28.5
6. Playhouse 90, KCMO, Th. ... 27.0
7. Gunsmoke, KCMO, S. ... 26.5
8. Navy Log, KMBC, T. ... 26.2
9. 64,000 Question, KCMO, T. ... 26.0
10. Father Knows Best, WDAF, W. 25.2
11. This Is Your Life, WDAF, W. 25.2

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KMBC, M-F. ... 16.8
2. 9:30 Theater, WDAF, T. W. ... 13.8
3. 10:30 News, Sports, KMBC, M-F. ... 13.7
4. Bandstand, KMBC, M-F. ... 13.1
4. Weather, Misc. (10:15), KMBC, M-F. ... 13.1
6. Queen for a Day, WDAF, M-F. ... 12.8
7. 5 Star Theater, KCMO, M-Th. 12.4
8. 3 Star News, Weather (6:00), KCMO, M-F. ... 11.6
9. Sports—3 Personally (6:15), KCMO, M-F. ... 11.5
10. Art Linkletter, KCMO, M-F. ... 11.4

TOP FEATURE FILMS

- Once-Weekly
1. Million \$ Movie, KCMO, S. 10:00-12:00 mid. ... 21.3
2. Gold Award Theater, KCMO, F. 10:30-12:00 mid. ... 20.1
3. Million \$ Movie, KCMO, Su. 2:00-4:00 ... 15.3
4. Premiere Playhouse, KMBC, F. 10:30-12:00 mid. ... 12.6
5. Gold Award Theater, KCMO, S. 2:00-4:15 ... 12.0
Multi-Weekly
1. 9:30 Theater, WDAF, T. W. S., Su. 9:30-11:30 ... 12.4
2. 5 Star Theater, KCMO, M-Th., Su. 10:30-12 mid. ... 12.3
3. Early Show, KCMO, M-F. 4:30-5:45 ... 10.5
4. Happy Home Theater, KMBC, M-F. 1:30-3:00 ... 8.0
5. Jackpot Movie, KMBC, M-F. 10:00-11:15 ... 7.9

TOP SYNDICATED FILMS

- 1. Studio 57 (MCA), KCMO, T. 8:30 ... 26.0
2. I Led 3 Lives (Ziv), KMBC, T. 9:30 ... 25.5
3. Martin Kane (Ziv), KCMO, S. 9:30 ... 24.5
4. Annie Oakley (CBS), KMBC, F. 6:00 ... 22.3
5. Stage 7 (TPA), KCMO, F. 10:00 ... 20.4
6. Rocky Jones, Space Ranger (Official), KMBC, W. 6:00 ... 19.5
7. Wild Bill Hickok (Kellogg), KMBC, Th. 6:00 ... 19.5
8. Whirlybirds (CBS), KCMO, Su. 10:00 ... 18.5
9. Sheriff of Cochise (NTA), KCMO, T. 9:30 ... 18.2
10. Superman (Flamingo), KMBC, T. 6:00 ... 18.2
11. Code 3 (ABC), KMBC, F. 7:00 ... 18.2
12. Highway Patrol (Ziv), KMBC, W. 7:30 ... 17.7
12. Frontier (NBC), KMBC, Th. 7:00 ... 17.7
14. Silent Service (NBC), WDAF, T. 8:30 ... 17.5
15. Star and the Story (Official), KMBC, M. 9:30 ... 16.5
16. Crusader (MCA), KCMO, Th. 10:00 ... 16.4
17. Soldiers of Fortune (MCA), KCMO, Su. 5:30 ... 15.5
18. State Trooper (MCA), KCMO, W. 10:00 ... 15.2
19. Willy (Official), KMBC, F. 9:30 ... 14.9
20. I Search for Adventure (Bagnall), KCMO, T. 10:00 ... 14.5
21. Star Performance (Official), WDAF, F. 9:30 ... 14.5

NEW ORLEANS

2 TV STATIONS—212,000 TV HOMES reported by The Pulse in the area surveyed

Market Statistics: as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—797,100 (20th in U. S.) Buying Income—\$1,211,480,000 (30th) Retail Sales—\$805,253,000 (128th) Food Sales—\$155,853,000 (136th) Drug Sales—\$32,520,000 (25th) Automotive—\$129,761,000 (40th) Above figures include following counties: Jefferson, Orleans and St. Bernard

TOP NETWORK SHOWS

- 1. Encore Theater, WDSU, S. ... 51.5
2. Lux Video Theater, WDSU, Th. 51.0
3. Adventure Theater, WDSU, S. ... 50.8
4. TV Playhouse, WDSU, Su. ... 50.4
5. Web, WDSU, Su. ... 50.8
5. Summer Playhouse, WDSU, T. ... 50.0
7. Kraft TV Theater, WDSU, W. ... 49.8
8. Boxing, WDSU, F. ... 49.3
9. Life of Riley, WDSU, F. ... 48.5
10. On Trial, WDSU, F. ... 47.8

TOP MULTI-WEEKLY SHOWS

- 1. NBC News, WDSU, M-F. ... 33.6
2. Sports, Weather (6:15 p.m.), WDSU, M-F. ... 32.3
3. Esso Reporter (6 p.m.), WDSU, M-F. ... 32.2
4. Little Rascals, WDSU, T. F. ... 28.1
5. My Little Margie, WDSU, M-F. ... 20.3
6. Queen for a Day, WDSU, M-F. ... 19.1
7. Stu Erwin, WDSU, M-F. ... 18.6
8. Little Theater, WDSU, M-F. ... 17.5
9. Modern Romances, WDSU, M-F. ... 16.9
10. Comedy Time, WDSU, M-F. ... 16.6

TOP FEATURE FILMS

- Once-Weekly
1. Premiere Performance, WDSU, S. 11:30-12:00 mid. ... 20.5
2. Western Roundup, WDSU, S. 7:30-8:30 a.m. ... 6.6
3. Afternoon Preview, WJAR, S. 12:00-3:30 ... 5.5
4. Afternoon Preview, WMR, T. 3:45-5:00 ... 2.7
Multi-Weekly
1. Midday Movie, WDSU, M-F. 11:00-12:15 ... 13.5
2. Late Show, WDSU, Su. 11:30-12:00 mid. ... 11.6
3. Million \$ Movie, WMR, M-Th. 9:30-12:00 mid. ... 6.6

TOP SYNDICATED FILMS

- 1. Frontier (NBC), WDSU, S. 7:30 ... 51.0
2. San Francisco Beat (CBS), WDSU, W. 8:30 ... 48.3
3. The Whittier (CBS), WDSU, T. 8:00 ... 46.8
4. Crusader (MCA), WDSU, T. 8:30 ... 46.3
5. Men of Annapolis (Ziv), WDSU, M. 8:30 ... 45.3
6. Dr. Christian (Ziv), WDSU, W. 9:00 ... 43.3
7. O. Henry Playhouse (Gross-Krasne), WDSU, Su. 8:30 ... 43.0
8. Highway Patrol (Ziv), WDSU, F. 10:00 ... 42.0
9. Esso Golden Playhouse (Official), WDSU, S. 9:00 ... 41.5
10. Soldiers of Fortune (MCA), WDSU, Su. 9:00 ... 41.5
11. I Search for Adventure (Bagnall), WDSU, S. 9:30 ... 41.0
12. Movie Museum (Sterling), WDSU, M. 6:30 ... 35.0
13. Martin Kane (Ziv), WDSU, S. 10:00 ... 31.3
14. Steve Donovan, Western Marshal (NBC), WDSU, S. 10:30 ... 29.5
15. If You Had a Million (MCA), WDSU, Th. 10:00 ... 28.5
15. Sheriff of Cochise (NTA), WDSU, W. 10:30 ... 28.3
17. Little Rascals (Interstate), WDSU, T. F. 5:00 ... 28.1
18. Whirlybirds (CBS), WDSU, M. 10:00 ... 28.0
19. State Trooper (MCA), WDSU, T. 10:00 ... 26.8
20. Damon Runyon Theater (Screen Gems), WDSU, Su. 4:30 ... 26.0
21. Studio 57 (MCA), WDSU, T. 10:30 ... 25.5
22. Range Rider (CBS), WDSU, F. 5:30 ... 25.3
23. Silent Service (NBC), WDSU, Th. 10:30 ... 24.8

PROVIDENCE

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

Market Statistics: as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—706,900 (27th in U. S.) Buying Income—\$1,204,268,000 (31st) Retail Sales—\$809,372,000 (127th) Food Sales—\$176,887,000 (128th) Drug Sales—\$29,233,000 (27th) Automotive—\$150,484,000 (28th) Above market statistics are for Providence-Pawtucket and include following counties: Bristol, Kent, Providence

TOP NETWORK SHOWS

- 1. Name That Tune, WPRO, M. ... 29.8
1. 64,000 Question, WPRO, T. 29.8
3. Playhouse 90, WPRO, Th. 29.3
4. Millionaire, WPRO, W. ... 28.3
5. Godfrey's Talent Scouts, WPRO, M. ... 27.8
5. Vic Damone, WPRO, W. ... 27.8
7. Groucho Marx, WJAR, Th. ... 27.3
7. Gunsmoke, WPRO, S. ... 27.3
9. Ed Sullivan, WPRO, Su. ... 27.1
10. I've Got a Secret, WPRO, W. ... 27.0

TOP MULTI-WEEKLY SHOWS

- 1. Esso Reporter, Weather (11 p.m.), WJAR, M-F. ... 15.8
2. News, Weather (11 p.m.), WPRO, M-F. ... 14.0
3. Salty Shack, WPRO, M-F. ... 13.5
4. CBS News, WPRO, M-F. ... 12.9
4. NBC News, WJAR, M-F. ... 12.0
6. Guiding Light, WPRO, M-F. ... 11.3
7. Search for Tomorrow, WPRO, M-F. ... 11.0
8. News, Sports, Weather (6:30), WPRO, M-F. ... 10.9
9. Premiere Performance, WJAR, M. T. ... 10.8
10. Million \$ Movie, WJAR, W-F. 10.4
10. Mickey Mouse Club, WPRO, M-F. ... 10.4

TOP FEATURE FILMS

- Once-Weekly
1. Big Movie, WJAR, S. 10:45-12 mid. ... 17.8
2. First Night, WJAR, Su. 10:45-12 mid. ... 12.5
3. Saturday Movie Matinee, WPRO, S. 2:00-4:30 ... 8.8
4. Sunday Cinema, WPRO, Su. 2:00-3:30 ... 8.3
5. Best of Million \$ Movie, WJAR, Su. 12:30-1:30 ... 7.6
Multi-Weekly
1. Premiere Performance, WJAR, M. T. 11:15-12 mid. ... 10.8
2. Million \$ Movie, WJAR, W-F. 11:15-12 mid. ... 10.4
3. Hollywood Cavalcade, WPRO, M-S. 11:00-12 mid. ... 9.9
4. Early Show, WJAR, M-F. 5:00-6:15 ... 9.2
5. Matinee, WJAR, M-F. 1:00-2:15 ... 6.1

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WJAR, T. 10:30 ... 21.0
2. Sheriff of Cochise (NTA), WPRO, S. 7:00 ... 17.8
3. I Spy (Guild), WJAR, W. 10:30 ... 14.8
4. State Trooper (MCA), WJAR, M. 10:30 ... 14.3
5. Jungle (Radio & TV Packagers), WJAR, F. 7:30 ... 14.0
6. Dr. Hudson's Secret Journal (MCA), WPRO, T. 7:00 ... 13.8
7. Kingdom of the Sea (Guild), WPRO, W. 7:30 ... 13.5
7. Stage 7 (TPA), WPRO, M. 7:00 ... 13.5
8. Superman (Flamingo), WJAR, M. 6:30 ... 13.3
10. I Led Three Lives (Ziv), WPRO, Th. 7:00 ... 13.0
11. Annie Oakley (CBS), WJAR, F. 6:30 ... 11.8
12. Wild Bill Hickok (Kellogg), WJAR, Th. 6:30 ... 11.3
13. My Little Margie (Official), WJAR, W. 6:30 ... 11.0
14. Star and the Story (Official), WJAR, Su. 4:30 ... 9.6
15. Rosemary Clooney (MCA), WPRO, F. 7:00 ... 8.8
16. Popeye (Assoc. Artists), WPRO, S. 9:00 a.m. ... 8.6
16. Crunch & Des (NBC), WPRO, S. 5:30 ... 8.5
18. Great Gildersleeve (NBC), WPRO, S. 5:00 ... 8.0
19. Bowling Time (Sterling), WJAR, S. 4:30 ... 7.4
20. Sherlock Holmes (Guild), WPRO, Su. 11:15 ... 7.3

WASHINGTON, D. C.

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

Market Statistics: as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.

Population—1,802,100 (10th in U. S.) Buying Income—\$3,979,860,000 (8th) Retail Sales—\$2,246,024,000 (19th) Food Sales—\$499,346,000 (11th) Drug Sales—\$98,952,000 (18th) Automotive—\$420,335,000 (10th) Above figures include following counties: District of Columbia; Montgomery, Prince Georges, Md.; Arlington, Fairfax, Va.

TOP NETWORK SHOWS

- 1. Ed Sullivan, WTOP, Su. ... 29.8
2. Gunsmoke, WTOP, S. ... 29.3
3. Twenty-One, WRC, M. ... 28.5
4. Wyatt Earp, WMAL, T. ... 28.0
5. 64,000 Question, WTOP, T. ... 23.4
6. Playhouse 90, WTOP, Th. ... 22.3
7. What's My Line? WTOP, Su. ... 21.9
8. Julius La Rosa, WRC, S. ... 21.3
8. Steve Allen, WRC, Su. ... 21.2
10. 20th Century-Fox, WTOP, W. ... 20.8

TOP MULTI-WEEKLY SHOWS

- 1. 11:00P.M. Report, WTOP, M-F. ... 13.8
2. Milt Grant, WTTG, M-F. ... 10.4
3. Mickey Mouse Club, WMAL, M-F. ... 9.9
4. Late Show, WTOP, M-F. ... 9.8
5. Guiding Light, WTOP, M-F. ... 9.3
6. Search for Tomorrow, WTOP, M-F. ... 9.3
7. Queen for a Day, WRC, M-F. ... 9.1
8. Valiant Lady, WTOP, M-F. ... 9.0
9. Love of Life, WTOP, M-F. ... 8.7
10. CBS News, WTOP, M-F. ... 8.4
10. Cisco Kid, WTOP, M-F. ... 8.4

TOP FEATURE FILMS

- Once-Weekly
1. Safeway Theater, WRC, S. 10:30-12 mid. ... 14.9
2. Sunday Movies, WTTG, Su. 1:00-2:30 ... 8.9
3. East-Side Kids, WTTG, W. 8:30-9:30 ... 8.4
4. Not for Nervous People Theater, WTTG, S. 9:30-10:30 ... 6.0
5. Sunday Theater, WTOP, Su. 1:30-4:00 ... 5.9
Multi-Weekly
1. Late Show, WTOP, M-Su. 11:15-12 mid. ... 9.4
2. Moviehouse U. S. A., WTTG, M. T. Th., Su. 8:00-10:30 ... 8.5
3. Washington Moviehouse, WTTG, M-F. Su. 10:30-12 mid. ... 5.7
4. Morning Movie, WTTG, M-F. 10:00-11:45 a.m. ... 3.8
5. Afternoon Movie, WTTG, M-F. 12:30-2:00 ... 2.4

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WTOP, S. 7:00 ... 14.9
2. Ramar of the Jungle (TPA), WTOP, W. 7:00 ... 14.3
3. Wild Bill Hickok (Kellogg), WRC, Th. 7:00 ... 12.3
4. Soldiers of Fortune (MCA), WTOP, M. 7:00 ... 11.3
4. Silent Service (NBC), WTOP, T. 10:30 ... 11.2
4. Superman (Flamingo), WRC, T. 7:00 ... 11.2
4. Sheriff of Cochise (NTA), WRC M. 10:30 ... 11.2
8. Men of Annapolis (Ziv), WTOP, T. 7:00 ... 10.7
9. Federal Men (MCA), WTTG, Th. 7:30 ... 10.5
10. Code 3 (ABC), WTOP, Th. 7:00 ... 10.3
10. Florian ZaBach (Guild), WTTG, Su. 5:30 ... 10.2
12. Famous Fights (Winik), WTTG, M. 10:00 ... 10.0
13. Captured (NBC), WTTG, F. 10:00 ... 9.9
13. Lone Wolf (MCA), WRC, T. 10:30 ... 9.9
15. I Led 3 Lives (Ziv), WTOP, W. 7:30 ... 9.5
15. The Falcon (NBC), WTTG, W. 8:00 ... 9.5
15. TV Reader's Digest (Telestar), WTTG, W. 9:30 ... 9.5
15. Annie Oakley (CBS), WTOP, F. 7:00 ... 9.5
15. Paris Precinct (Guild), WTTG, F. 10:30 ... 9.5
15. Confidential File (Guild), WTTG, S. 8:00 ... 9.5

Bleier fills the newly created post in charge of business development but will continue as director for Commercial Performance Index. Ethel Barrymore will be the biographical subject of Texaco's second "Command Performance" special over NBC-TV in December. Ed Wynn is guest of honor for the first of the series this month. Bernie Brillstein, publicity-pro-

motion-advertising director of the William Morris Agency, and Marilyn Cole, actress, will be married in November. Alec S. Nyary, column editor for NBC's press department died August 31 at the Hospital for Joint Diseases in New York. Bob Brahm, vice-president in charge of Gross-Krasne's New York office, is on a two-week cruise

aboard the Caronia to the West Indies with his actress-wife, Connie Carroll. Art Linkletter has been named Honorary Mayor of Hollywood. California Governor Knight conducted the formal induction ceremony on Linkletter's CBS-TV show. Jim Morgan returned to New York from Hollywood to establish permanent residence before commencing his new

Atlantic Acquires 'Devil-Miss Jones' NEW YORK—Atlantic Television will head off its 13-picture job of producing "Do You Trust Your Wife?" which will be done live from New York.

"Anniversary Package" of features with RKO's "The Devil and Miss Jones," starring Jean Arthur and Robert Cummings. World-wide TV rights to the feature have now been acquired by Atlantic, which has already closed sales on the newly acquired feature to WRCA-TV, New York, and WNBQ-TV, Chicago.

The Billboard Scoreboard

TV PROGRAM REVIEWS

LOCAL REVIEW

Unrehearsed 'Traffic Court' Rings the Bell

By BOB SPIELMAN

Cast: Judge Evelle J. Younger, Tim Sperl, Ed Worrel. Directed by Larry Robertson. Written and produced by Gene Banks and Bob Arbogast. (KABC-TV, Los Angeles, 7-7:30 p.m., PDT, August 23)

It isn't often that a television show can thrive on unrehearsed performances, but "Traffic Court" does just that. The program doesn't fall into any specific classification. If anything, it comes pretty near to educational TV on a commercial station. It's also highly entertaining.

Actual traffic court cases, culled from files, are presented on the half hour. Actors are used to portray the defendants; they are given an outline of the case and the charge against them, but no script, some two hours prior to air time. On camera they ad lib their defense.

Lassie (Net)

CBS-TV, Sunday (8), 7-7:30 p.m., PDT (Caught again).

It's not quite the same old show as "Lassie" starts off the new season, the first returnee to the fall schedule. Introduced in the opener in seven-year-old Jon Provost, scheduled to take the place of role-outgrown Tommy Rettig. Over the next 13-week period the entire family will fade out of the picture and be replaced; only Lassie remains.

From the opener Provost appears an engaging youngster who should have no trouble filling his role for the next five years or so. The coming season may be the most difficult, since he appears as yet a little young to shoulder the full load week in and week out.

Program continues to have a family atmosphere, altho its writing is slanted strongly towards the kids. As a matter of fact there is somewhat of a dichotomy, with adult plots being expounded thru juvenile dialog.

None of this is likely to matter much as long as Lassie remains the most poised actor in the show. Campbell commercials are attractive. Bob Spielman.

Date With the Angels (Net)

ABC-TV, Friday (6), 9:30-10 p.m., PDT (Caught again).

"Date With the Angels" exemplifies that rare combination, an ideally compatible program and sponsor. In what is termed the "premiere" show of the fall, "Date" also indicates that it has progressed steadily in quality from a somewhat shaky opening in June.

The half hour concerns itself with the return visit of nephew Jimmy Boyd to the harassed Angel household, and Jimmy Boyd's as bright as the stars over Alabama. He would make an interesting permanent addition.

What puts the program a good step and a jump ahead of most situation comedies, nowever, is that its writing and direction are done in a comical rather than a farcial vein. When a double take is called for its a double take and not a quadruple take; the people act like people, and not like an endless series of disguised Marx Brothers.

Plymouth's "Operation Snowball" commercials are perhaps slightly ahead of season, but they're good inducement to go out and buy Plymouth. Bob Spielman.

The judge, Evelle J. Younger, is a judge of the Los Angeles Municipal Court system. The bailiff and clerk also recreate their real-life roles.

The result is human and real drama of people squirming in the clutches of the law. Most of the violations are minor, but this does not detract from the interest of the cases. Producers Gene Banks and Bob Arbogast keep both them, and the people, varied enough to create a tableau of traffic violations.

There is, for instance, a frowsy blonde who almost caused an accordion pile-up by sauntering across a busy boulevard; a confused young woman who can't understand why she got a ticket for obeying the speed limit; a father teaching his 12-year-old son to drive and smashing a few cars in the process; a cocky and evasive gentleman who claims the officer must have mistaken his Cadillac for a truck, et al.

Production, altho limited to the court room, is fluid, with Dagnet-type closeups being used to good effect.

Meet McGraw (Net)

NBC-TV, Tuesday (3), 9-9:30 p.m., EDT (Caught again).

"Who are you?" the tough hood asks McGraw.

"I'm a salesman," replies Frank Lovejoy.

"Whaddaya selling?" asks the hood.

"Trouble," growls Lovejoy. "You should see our new line."

This repartee is fairly typical of what goes on in "Meet McGraw," the Don Sharpe-Warren Lewis package currently holding a summer-fall slot for P&G. "McGraw" (no first name) is a sort of cross between a Walter Mitty pipedream and vintage Dashiell Hammett, a footloose wanderer who combines the functions of cop, private eye, tomcat and terse simile-maker.

The episode caught had McGraw showing up on the campus of his alma mater in answer to a frenzied plea from the football coach. The star quarterback, it seems, was in imminent danger of discovering his father, whom he respected, was actually a boss of the local underworld. Thru McGraw's influence, the troubled lad regains faith in his father, gangster or not, and wins the girl.

—Charles Sinclair.

Sports Focus (Net)

ABC-TV, Thursday (5), 7-7:30 p.m., EDT (Caught again).

After a trial run earlier this year, "Sports Focus" has become a regular ABC strip preceding John Daly's newscasts. Director Mickey Trenner and writer Ed Silverman team up to crowd a lot of good material into the short telecasts, with no sense of hurry.

On the stanza caught, Floyd Patterson made an articulate guest. The ball scores were given clearly, and a filmed interview with a member of the San Francisco Seals threw new light on the move of the N. Y. Giants. Howard Cosell handled the various segments with authority and clarity, tho the live interview was too brief for him to develop any line of questioning.

The series has the virtue of variety, and its nice to watch a reporter who doesn't read from notes thru an entire show.

Bob Bernstein.

The Open Mind (Local)

WNBT, New York, Sunday (1), 12:30-1 p.m. EDT (Caught again).

A stimulating time was had by all during the controversial discussion which took place on "The Open Mind." With the subject "TV and Children," the center of the stage was held by Dr. Frederic Wertham, the psychiatrist, who did not mince words as he attacked TV for the unrelieved bloodletting which takes place on many Westerns.

The brunt of the psychiatrist's attack was taken by psychologist Dr. Robert Goldenson. Wertham raged that Goldenson's pamphlet "TV and Our Children: A Defense of the Medium," was "hot air" not research, and all it amounted to was "commercials for the TV industry."

Wide Difference

Their differences were vast. Goldenson sees Westerns as showing desirable values—teamwork, character-building, etc. He sees their "high drama, action, risk" as important values for the child's life. Wertham labels them as "crime shows patriotically described as Westerns" which do not give a true picture of the old West, basically a peaceful area. He labeled "Superman" the "most corrupting program on TV today."

Also in on the discussion was TV critic Harriet Van Home. She barely managed to intersperse a few words. Her major contribution, however, was a suggestion to viewers that they complain to networks, sponsors and agencies, if they see any violence on Westerns which they find distasteful. Richard Heffner handled the verbal exchanges as well as could be expected. Leon Morse.

260 'Rabbit' Cartoons Put Into Product'n

HOLLYWOOD—A new series of "Crusader Rabbit" cartoons are being put in production by Shull Bonsall and TV spots. Total of 260 of the episodes, each four minutes in length, will be turned out on 35 mm. color.

Bonsall bought all rights to the series, including the characters, merchandising, and 195 films now in syndication, from Alex Anderson and Jay Ward's Television Arts Productions last week.

Films will cost about \$3,500 per episode, or \$900,000 for 260 segments. They can be used separately, or be put together into 15 or 30-minute shows.

Merchandising deals have been made with Dell Productions and others. First of the new films will be ready for showing the end of this month. No distribution has been set so far.

Filmers Must Give FCC Info

NEW YORK—Three independent TV film producers were ordered Friday (8) to produce data and information on their costs and prices before the Federal Communications Commission. Screen Gems, Ziv-TV and MCA-TV (with its subsidiary, Revue Productions) refused last June to comply with FCC subpoenas for the data to aid the FCC investigation of network programming.

New York Federal Judge Frederick Van Pelt Bryan ruled that the companies must produce the information which is to be treated confidentially by the FCC and "not voluntarily disclosed."

NETWORK REVIEW

'Verdict' Deals With Reality of the Courts

By LEON MORSE

Star, Jim McKay. Lawyer, Spencer Pinkham. Judge, Arthur P. McNulty. Producer, Gene Burr. Director, Byron Paul. Sponsors, various. (CBS-TV, 3:30-4 p.m., EDT, September 1.)

An interesting daytime programming departure, "The Verdict Is Yours," needs a great deal more sharpening if it is to create the impact expected of it by the network. The prognoses for the program, however, remains healthy.

The format is reality drama—court cases which use bona fide lawyers and a judge but actors as the participants. The jury is selected from the studio audiences. Each case runs as long as it is necessary for it to be concluded.

The initial case, a choice one, concerned a six-year-old boy whose

foster parents were fighting his mother for custody. The two witnesses who gave testimony and were questioned were a servant of the foster parents and their doctor. The situation gave forth with a great deal of unprompted emotionalism, especially on the part of the foster mother. She wept buckets in the true daytime tradition.

The show seemed to have a static quality. Primarily, this was because the courtroom format restricted the camerawork. But the program also has a problem with its lawyers who cannot be controlled, except loosely to be directed for pacing and contrast. These are problems which will have to be solved.

Jim McKay handled his chore as a TV reporter well.

The Garry Moore Show (Net)

CBS-TV, Thursday (5), 10-10:30 p.m., EDT (Caught again).

After a six-week vacation, Garry Moore is back at CBS with all his pals, making small talk and offering pleasant entertainment to the ayem at-homers. On the stanza caught Thursday (5), Moore kicked off the half-hour by apologizing for the previous night's "I've Got a Secret," which he explained never quite got off the ground no matter how hard they all tried. "It was just one of those nights."

Durward Kirby, Denise Lor, Ken Carson and Frank Simms returned with Moore for the eighth year of this five-a-weeker. Earl Hall, comedian, filled the guest spot ably with an amusing take-off on a fencing lesson. Garry and his pals donned "Gay '90" costumes and offered "It's More Fun" and "He Had to Get Under."

It's a good combination — an affable guy, a pleasant gang to assist and soft pedal pacing hyped by a guest or two. For Garry Moore fans, and there must be a raft of them to keep him going for eight years, it apparently doesn't matter too much whether he's kidding, dancing, singing or selling, just as long as he's there.

Charlotte Summers.

'Nation' Expansion Kills 'Heckle'; 'Hit' Nixed for Schlitz

NEW YORK—"Face the Nation" gets an expanded format September 22, when it moves into the 1-1:45 p.m. time on CBS-TV. "Heckle and Jeckle," current tenant of the 1-1:30 slot, will be temporarily discontinued.

CBS will also drop Happy Felton's "It's a Hit" on September 21, replacing the kids' quiz with "Saturday Playhouse," an anthology made up of Schlitz reruns, in the 11:30-12 noon slot.

'Shock' Adds KENS

SAN ANTONIO — KENS-TV here has joined the quartet of stations kicking off the Screen Gems horror package, "Shock," the week of September 30.

800G 'Hunter' Sales

NEW YORK—Tedestar Films has racked up 50 sales for "White Hunter" totaling \$800,000. The adventure series, filmed in Africa, debuts in first-run syndication next month.

War for Space

• Continued from page 3

seen in action on telefilm shows this season:

Special location junkets are a growing favorite, with all-expense trips arranged to location sites for TV editors. The biggest one of the season has been set to whoop up the third season of "Robin Hood." Johnson & Johnson and Young & Rubicam will again fly 65 editors for a week of rubbernecking in England.

Local-level promotions—particularly in the 15 Trendex cities where they can give a boost to ratings impressive to sponsors — will be staged on a wide scale. At the very least, there will be a step-up in the long-distance "telephone interview" sessions staged out of Hollywood or New York between vidfilm stars and important TV editors, or "personal appearance tours" in key cities. Other gimmicks are more lavish. The new "Sally" vidfilm series, for instance, will have a special Trendex-city talent contest to seek a local double for Joan Caulfield, and who will have a part written into a special episode.

Photo Coverage

Photo coverage will be sharply upped on vidfilm shows, particularly in signing top-notch freelancers like Gjon Mili or Sam Shaw (who seldom work for less than \$150 per day) to shoot color stills of stars or show scenes. (This, incidentally, is likely to signal a move by the telefilmmakers and press agents against the venerable International Alliance of Theatrical Stage Employees ruling that only union still men can shoot on vidfilm sets, even on location, and must be hired as standbys if an indie lensman is doing the shooting. The union still men, TV press agents complain, turn out old-fashioned, look-alike photography, particularly on telefilm Westerns, which is no longer good enough.

Special "custom" publicity gimmicks are being tapped. This category is endless, ranging from writing guest columns for syndicated scribblers to hustling tickets to "My Fair Lady" for visiting TV editors. And, so the season gets under way and the rating panics begin, the publicity battles — and gimmicks — surrounding vidfilms will get hotter.

As the New York head of one large TV public relations firm puts it: "There'll be so much pressure on this season that the routine half-hour telefilm without a press budget will be lucky to get in the listings."

Cabot Initial Pkg. Release Widely Varied

NEW YORK — Cabot-Records has introduced a limited but widely varied group of albums in its initial package release.

The group is highlighted by a series of four dual 10-inch LP language instruction packages, primarily aimed at the market of children from 7 to 14 years old. Languages covered are French, Spanish, German and Italian. Each of the packaged courses are the product of the combined talents of eight top authorities in the language teaching field. Sets carry a \$4.95 tag and all have a 100 per cent exchange privilege. Promotion is being undertaken among teachers and school groups and dealers will get special displays.

The second LP in the release features veteran showman George Jessel, in material taken from his Carnegie Hall appearance. Jessel, celebrating his 50th anniversary in showbusiness, will be promoting the album in all his TV appearances. The package will sell for \$4.98.

The label is issuing two EP's in the current release. The first features newly cut material by Lionel Hampton and his band. The second is a kiddie package titled "Popeye, Official TV." This is figured to be a hot Christmas item in racks and record stores and will market for \$1 in either 45 r.p.m. or 78 r.p.m. form. The Hampton unit will sell for \$1.29.

Label Extends Fall LP Deal

NEW YORK — Atlantic Records has extended its fall album plan an additional three weeks. Originally set to expire on Labor Day (2), the plan will now run to September 23. Label spokesmen say the extension is due to unusually heavy response to the plan on the part of dealers. However, it's stressed that the new date is "absolutely the final deadline." Under the plan, dealers get a free bonus album for every eight albums ordered. The plan applies to the entire catalog of EP's and LP's, including four new LP's just issued.

New package release consists of "The Clown," featuring the Charles Minus Jazz Workshop; "The Warm Sound," with thrush Frances Wayne; "Plenty Plenty Soul," with Milt Jackson and a set entitled "Wilbur de Paris Plays and Jimmy Witherspoon Sings New Orleans Blues."

Cap 'De-Labeler' Cuts 50% on Salvage Waste

HOLLYWOOD — Capitol Records has successfully developed a "de-labeling" machine, the results of which reduce salvage waste by more than 50 per cent.

Until now, the label surface of rejected or returned records of all speeds could not be ground and melted down as re-usable disk compound because of the label. Use of any material in which the label was included would impair the quality of new disks. With a large area of shellac or vinyl under the label area, particularly in the case of 45 r.p.m. records, much of this was subsequently going to waste.

The new machine utilizes two sterling silver wire brushes which

PAGE SHOW GETS GLOBAL TWIST

NEW YORK — Patti Page's new CBS-TV show, "The Big Record," which debuts September 18 at 8 p.m., is rapidly shaping up as a global disk venture.

Michiko Hamamura, billed as Japan's top pop canary, is making her American debut on the premiere show, and executive producer Lester Gottlieb is currently setting up a deal whereby Russ Hamilton will be flown here from England to warble on the program in the near future.

Hamilton is known here, via his Kapp waxing of "Rainbow" (originally released in England on the Oriole label), but Miss Hamamura is virtually unknown to the juke box set. However, Gottlieb points out that she has a "hot Japanese record."

RCA Victor is releasing an EP by Miss Hamamura, tagged "Japan's Teen Queen," this month. Package, featuring vocals in both English and Japanese, includes "Banana Boat," "Calypso Joe," "Dark Moon," and "Venezuela." Canary will cut new sides for Victor here on September 24.

ASCAP Mgrs. In N. Y. Meet

NEW YORK — Forty District and Division Managers of ASCAP will hold a three-day sales meeting in New York starting Monday (9), according to Jules Collins, ASCAP sales manager. Each day of the session will be devoted to a specific phase of ASCAP operations.

A dinner for the sales staff and the Society's Board of Directors will be held on Wednesday (11).

Victor Streamlines West Coast Set-Up

HOLLYWOOD — A streamlined West Coast operation for RCA Victor Records will officially get under way this week (9), coincident with the arrival here of the top echelon brass of the diskery, here to outline plans to all RCA personnel and to introduce Bob Yorke, recently named manager of West Coast operations, to the industry.

Under the new plan, Si Rady, until now in the firm's international a.&t. department, will join the

completely erase the label from a disk. Records are first immersed in a water bath for approximately an hour and subsequently pass thru the machine under a stream of water. The entire operation is completely automatic and does not leave any paper product on the record, thus allowing the diskery to re-use the biscuit again.

Firm has also completed the installation of completely automatic compression pressing equipment. A conveyor belt feeds biscuit into the press, automatic timing device opens and closes the cavity, bottom and top labels are automatically put on, center holes punched and the record finally rejected under

(Continued on page 22)

Disk Talent Jams Radio-TV Fall Broadcast Bandwagon

20 Stars Spark Own Shows; Key Regular to Guest Spots Abound

By JUNE BUNDY

NEW YORK — Record artists will be featured on 76 regular radio and TV network shows and more than 19 special one-shots this fall, thus pointing up the ever increasing importance of disk talent in the broadcasting industry.

At least 20 fall TV shows will be headlined by disk stars, while 56 video airers will spotlight record names in key guest spots or as regular supporting performers.

Platter stars with their own shows this fall include: Perry Como, Eddie Fisher, Nat (King) Cole, Polly Bergen, Dean Martin, Rosemary Clooney, Dinah Shore, Jerry Lewis, Gisele Mackenzie, Tennessee Ernie Ford, and the four new "Hit Parade" warblers—Jill Corey, Tommy Leonetti, Alan Copeland and Virginia Gibson—on NBC-TV; Jimmy Dean and Patti Page on CBS-TV; Frank Sinatra, Lawrence Welk,

Pat Boone, Guy Mitchell, and Patrice Munsel on ABC-TV.

Special one-shot productions, spotlighting disk names this fall at NBC-TV include: Dorothy Collins in a musical version of "The Importance of Being Earnest" Mary Martin and John Rait in "Annie Get Your Gun" Nov. 27, Jill Corey and Steve Allen on the first in a series of "Texaco Command Appearance" shows September 19, three specials from Las Vegas, Nev., the General Motors Jubilee November 17 — a musical cavalcade covering a half century of the most popular American tunes, with Dean Martin, Jerry Lewis, Gwen Verdon and many disk names who originally introduced hit songs; Kay Starr in a musical version of "The Pied Piper" a musical version of "Pinocchio" October 13 with Mickey Rooney, a 75th anniversary show featuring

(Continued on page 22)

Disneyland Aims to Triple Vol. in 1958

Diskery Preps Promotion Barrage Cued To Corner Moppet Mart on All Fronts

HOLLYWOOD — Disneyland Records, disk subsidiary of the Walt Disney Studios, will immediately embark upon a mammoth expansion of the company's operation which is expected to more than triple the firm's volume in the coming year.

New plans will broadly deal with three areas: 1) The acquisition, as of October 1, of the distribution of the Mickey Mouse Club line of records until now handled by ABC-Paramount. 2) Strong emphasis to capture the children's record market via the merchandising of "Walt Disney—The Greatest Name in Children's Entertainment. 3) A new line of popular package goods,

the latter to be aimed at the adult market.

In all cases, the Disney disk material will garner exceptionally heavy television and motion picture pre-selling via a strong schedule of telefilm and theatrical material currently in production.

Label takeover of the Mickey Mouse Club series will consist only of new material at the outset, with firm plans for its distribution still being made. Existing ABC-Paramount distributors will continue to handle the line until the first of the year, at which time all inventory in their hands will revert to Disneyland. Firm has 31 distributors thruout the country, two of which are company-owned branches, the latter in Los Angeles and Philadelphia.

New material being readied in the Mickey Mouse Club line consists of five singles and a new LP, the latter titled "Mousketeer's Talent Round Up" at a suggested list of \$3.98. Two new pre-packs consisting of 10 each of five titles will be available for record dealers shortly. Single records in the series

(Continued on page 20)

'Juke Bill Not Forgotten'—O'Mahoney

WASHINGTON — The "many persons from coast to coast" who are interested in legislation on juke exemption from performance royalties, were recently assured by Senator O'Mahoney that his bill to amend the Copyright Act has not been forgotten. O'Mahoney (D., Wyo.), who is chairman of the Senate Judiciary Subcommittee on patents, trade-marks and copyrights, told the Senate on the last day of the session (August 30), that his committee would hold hearings on the bill at some future date.

Committee spokesmen say that the Senator is still hopeful of compromise between ASCAP and the juke interests. He will consider the proposals of the National Licensed Beverage Association to set up ceilings for the juke performance royalties, possibly to be incorporated in the bill.

The NLBA has suggested built-in limits to be set on the royalty amounts for which the juke box owner can be made responsible.

(Continued on page 90)

COPYR'T STORY CORRECTION

NEW YORK — In last week's story on copyright renewal problems it was incorrectly stated—as a result of a typographical error—that industry legalists advocated a 15 year copyright term. The copy was intended to state 50 instead of 15. The correct sentence is as follows:

"John Shulman, Joe Dubin, Judge Yankwich, Bob Burton and numerous other legalites in the industry have repeatedly called for a copyright term compatible with that of many European countries, specifically, 50 years after the death of the last surviving author."

Angel Preps Four Special Ballet Pkgs.

NEW YORK — Angel Records has four special ballet packages in the works between now and November, highlighted by the deluxe "Sadler's Wells Ballet Silver Jubilee" album. This package has been released here to coincide the arrival in the States of the Sadler's Wells Ballet, now known by royal decree as the Royal Ballet. The organization is marking its 25th anniversary this year.

The package was recorded by the Royal Opera Orchestra of Covent Garden and contains excerpts from 11 ballets which marked milestones during the group's first quarter century.

Next in line, for November 1 release, is a package of the complete Prokofiev "Cinderella" Ballet, recorded by Robert Irving and the Royal Philharmonic Orchestra. Cover of the package, designed for display value, contains a photo of prima ballerina Moira Shearer who danced its premiere in 1947.

Finally, the label has announced upcoming release of two disks by the Philharmonic Orchestra under conductor Efram Kurtz. The first is "Pavlova Ballet Favorites," while the second contains the complete "Petrouchka" ballet of Stravinsky.

Col. to Get 'Morningstar' Album Rights

HOLLYWOOD — Columbia Records is expected to close a deal shortly for the soundtrack album rights to the upcoming Warner Bros. production, "Marjorie Morningstar."

Film, currently being shot on location in the Adirondack Mountains in New York, stars Columbia pactee Carolyn Jones, the only member of the cast under contract to a diskery. Other principals are Gene Kelly, Natalie Wood, Claire Trevor, Ed Wynn and Marty Milner.

Eight songs have thus far been set for the film, tho the title song is expected to be reprised to conform to album length.

Charts Cue Indie Prowl for Lion's Share of Pop Market

Recap Tabs Two-Thirds Pop Best Sellers With Minor Labels

HOLLYWOOD — The lion's share of the pop single record business is now being amassed in greater quantities than ever before by the independent recording companies, with the latter group accounting for two-thirds of the pop records on The Billboard's Best Selling Charts during the first eight months of the year.

Even more revealing, however, is the continued swing of the pendulum away from cover recording by the industry and the apparent dominant position of sound, arrangement and talent on the songs that did make the charts. Despite the inroads of the indie diskeries, it's important to note that the greatest number of hit recordings by indies were one-time hits only. With few exceptions, the indies apparently have not been able to capitalize on the popularity of their artists, however fleeting it may be,

and come back with a repeat hit etching.

In all, a total of 131 pop singles appeared on the charts, with four firms, Capitol, Columbia, Decca and RCA Victor, accounting for 44 records. RCA Victor amassed the greatest number of pop single hits, 17 in all, with Columbia and Dot tied for second place with 15 chart disks each. The bulk of RCA's hits were accomplished by Elvis Presley and Harry Belafonte, who contributed a combined total of 12 records to RCA's total.

While the findings of the eight-month recapitulation are conclusive only in that they reflect past history and not any definitive trend, it nevertheless does point to the lack of concentration of hits so prevalent in the industry today. Labels that were nonentities a year or so ago are considered of some importance today, if not at the consumer level, then certainly at the distributor and dealer levels. Artists who were not on the scene a short time ago are now considered to be hot properties and command an

(Continued on page 24)

Disk Name Lack No Hurdle in Montreal

Low Budget Clubs Provide Big Talent Market; Jocks Maintain Disk Interest

By REN GREVATT

MONTREAL — Despite the lack of any consistent exposure of disk names, an almost complete blackout on jazz and what appears to be a snowballing of interest in the more fleshly pleasures of the striptease, the music business is perking at a healthy clip here.

At latest count, there are 98 operating night clubs on the St. Lawrence River island that comprises this city. This means that there's a ready market for the talent of many of the more than 2,500 members of the Musicians Guild, local chapter of the American Federation of Musicians.

Yet much interest centers on records, as well as on the non-name club presentations, and jockeys are a bigger factor than ever in this phase of the entertainment scene. This city accounts for nearly 10 per cent of the dominion's population and French and English speaking jocks, with a preoccupation for American pop disks, will be responsible to a great degree in the Montreal area's share of the anticipated all-Canada sale of 25 million records this year, a full one-third increase over 1956.

Jock programming and store sales show a strong leaning to Stateside preferences. Top sales slots here are occupied by such as Pat Boone, Elvis Presley, Tommy Sands and a young Ottawa lad, Paul Anka, who is now making it big on the American ABC-Paramount label. Tho the population ratio of French to English is about 70 to 30 here, American disks are still the big factor in the market.

Deny Onassis Wax Interest

NEW YORK — One of the more intriguing rumors of the past week was that the Greek shipping magnate, Aristotle Onassis, is looking to buy a record company in New York.

Reportedly, representatives of Mr. Onassis, who also owns the Casino at Monte Carlo, have been sounding certain indies here.

Mr. Onassis himself is out of the country at present, but The Billboard checked with Thomas Lincoln, president of Onassis' Central-American Steamship Corporation. Lincoln denied the rumor and said that he doubted that Mr. Onassis would be interested in such a small industry.

Levy Cues New Tape Policy

NEW YORK — Roulette Records last week signed the Count Basie ork and Joe Williams for several recordings. At the same time, Roulette chief, Morris Levy, said Basie's first Roulette LP, which will be cut this week, will also be released on binaural tape, thereby marking the label's entrance into the tape field.

Henceforth, said Levy, all of Roulette's important albums will be issued on binaural tape. The policy will also apply to Roulette's subsidiary labels—Gee, Rama and Tico. The tapes, as yet unpriced, will be handled thru Roulettes regular distribution chain. Ultimately Levy plans to issue key catalog items of all four labels on tape.

Basie and Williams, formerly under contract to Verve Records, will cut both albums and singles for Roulette. Williams will be recorded separately as well as with Basie, with his first single scheduled for release shortly. Basie's first Roulette LP, will spotlight a group of Neal Hefti originals with Hefti also doing the arrangements.

Meanwhile, Basie is scheduled to start a new concert tour early in 1958, at which time Roulette will launch a heavy exploitation campaign with jocks and dealers across the country.

Also signed by Roulette last week was jazz pianist Mary Lou Williams, who will cut both singles and albums for the label.

Calder Exits RKO-Unique

NEW YORK — Al Calder, professional manager of RKO-Unique Records two publishing firms, Britton Music and Lamas Music, is exiting that post this month in line with the label's new streamlined-staff program. (See last week's Billboard.)

Calder's contract still has 17 weeks to go, but a settlement was made and Calder agreed to waive the pact. Calder, who replaced Irving Deutch at RKO-Unique a few months ago, was formerly with Shapiro - Bernstein. The RKO-Unique music firms, heretofore operated as a separate operation, will now be handled by the label's record execs.

ELVIS LOOTS NORTHWEST

HOLLYWOOD — Elvis Presley smashed all records in the Pacific Northwest last weekend, grossing a total of \$147,000 via a total of five performances.

Labor Day weekend take was \$22,400 in Spokane on Friday night, \$44,000 in Vancouver, \$11,000 in Tacoma, \$36,000 in Seattle and \$34,000 in Portland. Shows were all presented in ball parks at a scale of \$3.50. Trek was Presley's first in that area and was promoted by Lee Gordon and Art Schurgin.

Capitol Skeds Hefty 'Joey,' 'Annie' Plugs

HOLLYWOOD — Capitol Records' hold on the musical comedy field, from motion pictures and television at any rate, remained quite firm with the diskery scheduling extensive promotions on its upcoming disk versions of "Pal Joey" and "Annie Get Your Gun."

"Joey" is from the Columbia picture of the same name and stars Frank Sinatra, Rita Hayworth and Kim Novack and will be released to coincide with the film in mid-October. Sinatra is reputed to have garnered the soundtrack rights for himself in behalf of Capitol, in a deal similar to that of "High Society."

"Annie Get Your Gun," currently being roadshowed with Mary Martin and John Rait, will be aired via an NBC-TV color spectacular on November 27 with the same two principals. Rait is under contract to Capitol, while Miss Martin is non-exclusive. Latter package will be the third show set to be issued, original cast having been etched by Decca, and the film version by M-G-M.

KAPP LP'S AGAIN KEYED TO 'FABULOUS' THEME

NEW YORK — Kapp Records is stressing merchandising values plus in its September package release program, with high promotion concentration on a limited number of new items. Pointing out that the label continues its policy of no discounts or special dating plans, sales chief Jay Lasker said: "We simply offer quality merchandise, which will sell itself without special deals."

Carrying out its "Fabulous Years" theme, which already has produced a best seller with the Roger Williams two-LP "Songs of the Fabulous Fifties," the label is releasing another two-pocket Williams LP, "Songs of the Fabulous Forties," a two-LP "Songs of the Fabulous Thirties" package, with David Rose and his ork, and a "Songs of the Fabulous Gay Nineties" package which includes various vocal and instrumental groups performing 50 songs of that period on one 12-inch disk. Accompanying the package will be a "Sing Along" songbook with words and music for all the tunes on the record. The latter package will sell for \$4.98, while the two-pocket editions will be tagged at \$7.96.

With a successful experience under its belt on five EP's from the current "Fifties" album, the label will also release nine new EP's—six taken from the "Forties" set and three from the "Thirties" package.

For the LP merchandising, a new browser has been designed which employs simulated champagne bottles and carries the copy "The Fabulous Vintage Years in Music." The browser will accom-

pany five each of the four "Vintage Years" packages spread out in a fan shape for maximum display value. In like manner, a new EP browser has been prepared which carries the heading, "Economy Package—EP's—Your Greatest Record Value." The EP browser is printed in black and yellow day-glow ink and holds 100 EP's. It's designed for dealers and especially for those who "had discarded EP's entirely and then were sorry about it," according to Lasker.

A window display has also been designed for the promotion which involves three-foot-high simulated champagne bottles carrying the "vintage music" theme. On each bottle's label position, a reproduc-

(Continued on page 24)

QUALITY TO DEB UNIQUE DEALER INVENTORY PLAN

By HARRY ALLEN

TORONTO — Quality Records, Ltd., taking a leaf from merchandising operations of other industries, has announced a unique plan to provide for a perpetual inventory of dealers' stocks on their labels.

Purpose of the plan, said Phil Anderson, Quality sales manager, is to clear dealers' shelves of dead stock. With the Quality Perpetual Inventory Plan, as it is called, "We make sure the dealers are healthy."

Anderson said there had been a terrific influx of albums on the market. Dealers then have to stock

FAIR ENOUGH

Jock Pays For Own Front

DES MOINES — Deejay Don Bell, KIOA, here, installed and operated his own booth at the 89th Iowa State Fair last week, marking the first time in the Fair's history that an entertainer set up a private tent with his own funds.

Bell moved from KRNT, a five-kilowatt station here, to KOIA, a 10 kilowatt, May 1, and the fair booth project was part of the jockey's long-range plan to "meet the people" in communities where his old show wasn't heard. Bell manned the booth himself from 11:30 a.m. to 1:30 p.m.—sandwiching it in between his daily deejay chores.

Visitors were given KIOA "Top Fifty" sheets, autographed Brenda Lee LP's and participated in drawing for free albums. Bell's sponsor Coca-Cola also contributed free lighters for adult visitors, and more than 100 Aid Teen Age cards were issued to youngsters daily. Bell estimates the promotion cost him around \$250.

Home Grown Canadian Wax On Increase

TORONTO — More phonographs are being manufactured in Canada by more companies than previously if figures for the number of records imported are any criterion.

For the first three months of this year, 587,237 records, having a value of \$302,967 were imported from the U. S. For the same period last year, 848,997, with a value of \$320,983 were brought across the border.

Importations from the United Kingdom likewise dropped, and the drop is almost half. This year, 48,775 records were shipped into Canada at a value of \$39,850, while last year, 88,608 records valued at \$92,394 came into this country.

Esoteric Goes Counterpoint

NEW YORK — Esoteric Records is changing its name to Counterpoint Records. The change in title of the firm name marks an increased emphasis on pop, jazz and classical disk material, according to Bill Fox, mahoff of the label. Pop a.&r. chief, Rudy De Saxe, has already set single recording dates for Serena Shaw. The label also plans fall release of 10 stereo tapes including material in folk, jazz and classical idioms.

many albums that don't move and are not aware always of what is moving. He said the plan is an adaptation of what is used by magazine distributors, sweater manufacturers, women's hosiery trade, tobacco jobbers, certain of the food trade and other industries. It includes 100 per cent return exchange on all the labels handled by Quality for any other album with the same label, series and price. Labels handled by Quality include, Mercury, Dot, MGM, Quality and Reo. The exchange offer is good on a year-round basis.

(Continued on page 20)

40

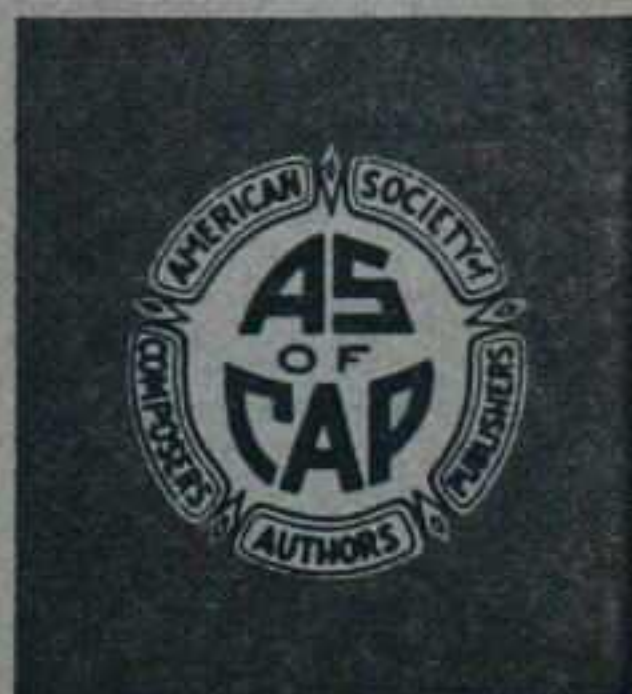
FORTY
YEARS
OF
SHOW
TUNES

ASCAP MUSIC... THE MUSIC OF SHOW BUSINESS!

The American Society of Composers, Authors and Publishers proudly presents a special issue of the ASCAP Program Guide entitled "40 Years of Show Tunes." Among the ASCAP membership are the men and women who have created top musicals for more than four decades. The compilation of songs in this latest Program Guide runs all the way from "Princess Pat" to "My Fair Lady." The listing includes not only the song titles with the composers, authors and publishers, but also names the performing artists and the available recordings of the hit songs of Broadway musicals from 1917 to 1957. Television and radio broadcasters, advertising agencies and all those engaged in entertaining the American public will find this Program Guide an invaluable source of program material.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 Madison Avenue, New York 22, New York



BIG BEAT STILL I BAIT

Demise of R&R Just So Much Wishful Thinking

NEW YORK—Altho the consumer press has been loudly proclaiming the comeback of sweet music in the pop field and simultaneously rejoicing over the "demise" of rock and roll, a study of The Billboard's best-selling singles charts this week indicates the jubilation is largely wishful thinking.

Twelve disks on the rhythm and blues retail chart this week also appear on the pop best-seller list, with 11 of those platters showing up among the top 15 pop records. Three of the disks appear on all three charts—pop, r.&b. and c.&w.—Elvis Presley's "Teddy Bear," Jerry Lee Lewis' "Whole Lotta Shakin' Goin' On" and the Everly Brothers' "Bye Bye Love." Lewis' Sun record is No. 1 on both the r.&b. and c.&w. charts, and No. 3 on the pop listing.

The dual-market rock and roll platters include six rockabilly disks—the aforementioned Presley, Lewis and Everly disks, plus Paul Anka's "Diana" (No. 1 pop record this week), Jimmie Rodgers' "Honeycomb," and the Crickets' "That'll Be the Day"—along with Nat (King) Cole's first rock and roll waxing "Send for Me," Larry Williams' "Short Fat Fanny," the

Court Negates AFM Order To Pic Firm

HOLLYWOOD — Superior Court Judge Bayard Rhone vacated an arbitration award order of \$12,636 against David Hire Productions here last week (5), the effect of which may result in changes or the negation of rulings by the International Executive Board of the American Federation of Musicians.

Action, originally brought by musician Richard Aurandt to Local 47, alleged he should have been paid for rebroadcasts of the "Wild Bill Hickok" radio show. Local trial board concurred, sending the case to the IEB for further action. Latter group also upheld Aurandt's claim and ordered Hire to pay. Plaintiff filed suit when Hire did not satisfy the arbitration award.

Court ruled that the ruling could not be enforced unless the IEB arbitration took place in Los Angeles County, or unless both parties agree to enforcement of the arbitration order. Since there was no agreement and IEB did not meet here, Judge Rhone ruled that the IEB decision was not binding and he had to vacate the order.

Katzel New Head Roulette Publicity

NEW YORK—Bud Katznel has been appointed director of publicity and public relations for Roulette Records. A seven-year man with Decca Records, Katznel started with the firm as Midwest promotion rep in Chicago. Later he was moved to New York in the Eastern promotion slot and lately he has served as an assistant to the diskery's promotion and publicity chief, Marty Salkin.

Roulette will continue its current deejay promotion set-up with Mel Turoff in New York in charge of a staff including Moe Schudman, New York and Boston; Lee Smith, Baltimore and Washington; Solly Solomon in Pittsburgh; Goody Goodlander, Cleveland; Sol Starr, Detroit; Stan Pat, Chicago and Jules Loschi, Los Angeles.

Coasters' "Searchin'," the Bobbettes' "Mr. Lee," Billy Ward's "Stardust," and the Del Vikings' "Whispering Bells."

Altho more ballads are showing up these days, most of them still feature the familiar triplet pattern and distinctive beat of the rock and roll idiom. Of the current top 15 best-selling singles, only two can legitimately be classified as pop ballads (sans any trace of rock and roll backing)—Debbie Reynolds' "Tammy," and Russ Hamilton's "Rainbow."

Col. Ads 4 Phono District Sales Mgrs.

NEW YORK — Columbia Records' phonograph division has added four new district managers in the sales operation. They are Frank J. Richter, Jean J. White, Len J. Molenda and John E. Sadewhite.

Richter will manage District No. 3, including West Virginia, North Carolina and Tennessee. White's territory is District No. 5, which includes Northern Ohio, Western Pennsylvania and Western New York. Molenda has District No. 6, including Michigan, Southern Ohio and Kentucky; and Sadewhite has District No. 8, including Missouri, Arkansas, Oklahoma and Colorado.

All four appointees report to James White, national sales director.

WESTREX PREPS NEW STEREO DISK SYSTEM

NEW YORK—A new system for recording and reproducing two-channel sound from records is claimed to have been successfully tested and proven by the Westrex Corporation, a wholly-owned subsidiary of the Western Electric Company.

A radical aspect of the Westrex system lies in the fact that a single stylus is used for the recording of two separate recordings of identical sound in a single disk groove. A single pickup stylus would also be employed for the playing of the disk. This system varies from other reported industry research in the stereo disk field which has been based on two separate tracks, one horizontal and one vertical, in the same groove. This latter system would require a stylus with two separate heads for stereo playback.

The current Westrex StereoDisk recorder employs the same electrical and mechanical principles as those employed in the present Westrex disk recording system now widely used throughout the industry. Westrex was the developer of the "hot stylus" recording technique and other standard sound equipment for the disk and motion picture industry.

The all-important factor of compatibility exists with the new system. Current monaural micro-

Haymes Signs With Jubilee

NEW YORK — Dick Haymes, vocalist who was last with Capitol Records, recently signed a recording pact with Jubilee Records. Haymes' first disk session for his new affiliation was scheduled to take place late last week.

VICTOR EP CATALOG

NEW YORK — RCA Victor has issued what is believed to be the first EP catalog. Booklet comprises 128 pages listing all of the Victor and Camden EP's, totalling 937 packages. Tome is a two-color job, cross-indexed.

Victor, S. F. Preem Studios East & West

NEW YORK — New studio facilities on both coasts were announced this week by RCA Victor Records here and by the indie San Francisco label in that city.

The new Victor set-up is located in the firm's East 24th Street offices and offers custom record clients the "most flexible recording facilities now in use in this country," according to the firm's spokesmen. The studio, designed by Victor's chief engineer and recording manager, William H. Miltenburg, is of the so-called "dead" type, which contains practically no reverberation factor. Thus engineers can individually "mike" each section of an orchestra and feed the sound thru any one of a number of echo chambers with varying characteristics.

The two San Francisco studios will be available to all artists, indie producers and other diskeries. They are adjacent to each other and are served by the same master control room. One of the studios has what is described as a "rich hall echo" sound, while the other has a "medium hollow" sound. Musicians who have tested the layout are reportedly very enthusiastic.

groove disks can be played with the new StereoDisk pickup and conversely, StereoDisk records can be played back with existing microgroove pickups for monaural reproduction.

Westrex officials said that representatives of practically all the major diskeries have followed the developments closely and have shown great interest in the project. Altho current sound reproduction with the system compares favorably with current hi-fi standards, engineers are continuing the work with an eye to obtaining even better quality.

The spokesmen stated that the matter of pressing the disks would be in the hands of the record companies to develop, but that the Westrex system for cutting the masters would be ready for official unveiling "within six weeks." No final decision has been made as to patent control or how to make the system available to the industry, but some type of leasing arrangement was seen as a possibility. System is expected to be demonstrated shortly at a meeting of the RIAA.

Label Inks Truman To Exec Slot

HOLLYWOOD — AMP-3 Records, Inc., new diskery organized here with headquarters at 1351 Selma Avenue, has signed Eddie Truman as West Coast representative. Truman, musical director for NBC-TV "Matinee Theater," will do a.&r. for the diskery as well as handling all West Coast functions. He will also be professional manager for the label's publishing enterprises, AMP-3 Music Publications and Addit Music Company.

MUSIC AS WRITTEN

New York

Dimitri Tiomkin returned to Hollywood Thursday (5) after inspecting the final print of "Search for Paradise," which includes his symphonic score and popular songs by Metropolitan star, Robert Merrill. The composer-conductor's next project will be the score for "Wild Is the Wind," the new Hal Wallis production starring Anna Magnani. . . . Julie Wilson starts a two-week stint at the Riverside in Reno on September 10. . . . Zebra Records has signed Baby Dee, a night club artist, Sam Rose, a folk tenor, and a new rock and roll group, The Cruisers. . . . Master Recordings recently moved into its new studio at 1697 Broadway, New York. . . . Carmel Quinn, the Irish thrush on "The Arthur Godfrey Show," begins a two-week engagement at the Beverly Hills Club in Newport, Ky., on September 16. . . . Jape Richardson, a deejay on radio station KTRM, Beaumont, Tex., has been pacted by Mercury-Starday.

Herman Diaz Jr., head album a.&r. man for Vik Records, recently returned from the West Coast,

Suspend BMI B'dcast Clinics Until 1959

NEW YORK—Altho the BMI program clinics for broadcasters will be suspended for the year 1958, it is the plan of the licensing agency to resume the clinics in 1959 in those States where the clinics may again be desired, according to Glenn R. Dolberg, BMI's vice-president in charge of station relations. Dolberg pointed out that after 310 clinics during seven consecutive years, the BMI staff felt it "had earned a respite from the big job of clinic preparation and the rigors of travel." Decision to suspend clinics was made despite the fact that 1957 attendance at 45 sessions set a new record and was 5.7 per cent higher than the previous year, Dolberg said.

The one-year suspension was recently announced by BMI in a letter to presidents of 41 State Broadcasting Associations. Association presidents across the country voiced regrets at the suspension of the clinics and looked to a resumption of them in 1959.

Dolberg presented statistics indicating that attendance at all clinics totaled 23,102 from March, 1951, to June, 1957. Total of 802 broadcasters served as clinic speakers, and attendance represented a cross-section of broadcaster personnel. The BMI exec stated that topics most discussed were local news, uses of music, promotion and public service.

"When music was discussed," he added, "it was without any relationship to the authors, publishers or licensing agencies, but a discussion in general terms on the broadcasting of music as one of the services performed by stations."

Col Disk Club Signs Kindler

NEW YORK — A. C. Kindler has been appointed director of warehousing, inserting and shipping for the Columbia LP Record Club, according to Willis Wardlow, assistant general manager-administration. Kindler, a veteran in the mail order business, will direct these operations in Terra Haute, Santa Barbara and other shipping locations. He will report to Wardlow.

where he signed and recorded several new artists. New properties include Elizabeth Scott, who will produce both singles and albums, Gale Robbins, Billy Regis, former trumpet man with Perez Prado and Jo Ann Gilbert. . . . Kathy Barr ex-coloratura soprano, has been pacted by RCA Victor for albums and singles. She is skedded to record "The Desert Song" with Tozzi and will also record strictly pop disks.

First release for newly formed Pop Records will be Sylvia Saynt's "Don't Blow Your Horn" backed with "Hey Freddy, Let's Go Steady." Paul S. Lasky is prexy for the new diskery. . . . Gloria DeMarco, of the Five DeMarco Sisters, Decca artists, is leaving the group to work as a single. The (Continued on page 20)

Victor Cues Canadian Dealers

TORONTO—RCA Victor here presented its fall program directly to dealers and distributors. Dealer meetings were held in various cities within a four-day period.

The meetings began with a talk on hi-fidelity and the Victor instruments, while the record merchandise was shown via slides and background music. About three-quarters of a million dollars' worth of business was signed up within three weeks of the meetings, company officials averred.

The RCA Victor program will be backed with a series of fall-color ads in national magazines in Canada, with Canadians picking up some of the spillover of the U. S. magazines.

Typical of the meetings was that held in Toronto, where two days of meetings were required to meet the interest of the dealers in the Victor program.

For the first time, the meetings were held in the RCA branch office showrooms, with the team lead off by A. H. Joseph, Canadian a.&r. from Montreal leading the pitch, followed by Lloyd Boothe, Toronto district manager, and Jack Feeney, record manager, telling the details of the program.

Bob Simpson, director of sales and promotion took the Victor story to the West Coast, while Jim Yateman, advertising manager, helmed the sessions in Edmonton and Winnipeg. Ernie Hammond, regional sales manager, told the story in the Maritimes.

Weather Cuts North Shore Jazz Receipts

LYNN, Mass. — Despite poor weather and a sudden shift to Boston for the third day's performances, the North Shore Jazz Festival raked up a total gross of approximately \$47,000 with some 15,000 fans attending. The festival, scheduled by producer Harold Leverant for August 23 thru 25, played in the Manning Bowl thru cool weather Friday and Saturday. When Sunday showed up rainy it was decided to move the show to the 6,500-seater Boston Arena. The Manning Bowl accommodates 30,000 but scaled down to make available seating for 16,000.

Tickets were pegged at \$2, \$3 and \$4 with a special bargain price for the three nights. Count Basie's band, Sarah Vaughan and most of the Birdland and Ganz regulars were on hand. Sound system was provided by Michael Wynn Wilson.

Everybody will Love

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**JERI
SOUTHERN**

Touch -

as she sings



THE TOUCH OF LOVE

THE LOVE THEME FROM THE PARAMOUNT PICTURE

“THE DEVIL’S HAIRPIN”

DECCA 9-30445



A NEW WORLD OF SOUND



TAKING OFF IN MEMPHIS, NEW ORLEANS, DURHAM, CLEVELAND

VIK 4X0285
"Come On, Be Nice"
b/w
"I Wanna Do Everything For You"

EDEN MUSIC, 1650 BROADWAY, N. Y. 19, N. Y.

MUSIC AS WRITTEN

Continued from page 18

thrush will continue working night clubs and will be available for guest television shots until next year. After February, her own firm will produce a weekly TV series, tentatively titled "The Good Old Days."

V. I. P. Records' address was listed incorrectly in The Billboard (8-19 issue) under New Record Labels. They are located at 157 West 57th Street, New York City.

Columbia Records' Paul Weston has been signed as musical director for "Crescendo," CBS-TV's "Du Pont Show of the Month," which will premiere on September 29. Paul Gregory is producer of the hour-and-one-half color musical, which will originate in New York under the supervision of Richard Levine, executive producer of the series. . . . The Anita Kerr Singers and the Owen Bradley Ork, both Decca artists, will be regulars on

the "Jim Reeves Show" which debuts on October 7. The five-day-a-week series will be heard on ABC from 1 to 2 p.m., and will be broadcast live from Nashville. The artists were teamed successfully on "White Silver Sands."

Jo Ann Tolley starts her third return engagement at the Steel Pier in Atlantic City on September 9. . . . Somethin' Smith and the Redheads will do their version of "You Always Hurt the One You Love" when they guest "The Big Record" on November 27. . . . Jimmy Dean is currently making personal appearances and disk jockey rounds in New York. . . . Bud Karsten will head Amp-3 Records' offices in Chicago. Eddie Truman, musical director for NBC-TV's "Matinee Theater," will handle West Coast activities for the new diskery and will also be professional manager of the firm's two pubberies, Amp-3 Music Publica-

tions and Addit Music Publishing Company.

Pianist Irving Fields and his trio closing a four-month engagement at The Sands, Las Vegas, September 25. He opens at the St. Moritz Hotel, New York, October 1.

Sets One-Stop Tape Service

NEW YORK—Mal's Recording Service, veteran mail-order merchant of recorded tapes, has begun a one-stop for tape dealers. Mal's guarantees to fill any order no matter how small and will pay the postage on all orders. Tape will be supplied to dealers

Dana Ads to Fall LP Deal

NEW YORK—Dana Records has instituted a special dealer dated billing plan as an extra feature of its fall album program, announced last month. Under the plan, which allows one free album for every seven purchased, dealers can make payments of one-third each in October, November and December. Six new LP's, to be released September 15, will be included in the new billing arrangements. The complete Dana fall program continues thru October 31, according to Jerry Blaine, proxy of Dana's parent firm, Jay-Gee Records Company.

at a straight 30 per cent off list. Checks must accompany the order. As an additional service, Mal's also supplies dealers with lists of latest releases, prices, titles, selections, etc.

One-stop is located in Rockaway Park, N. Y. at Dept. B, FO Box 37.

Disney Eyes Triple Volume

Continued from page 15

will list at 98 cents for both 45's and 78's.

In an effort to attain the lion's share of the children's market, the company has readied a new "story-teller" series, the latter consisting of a 12-inch LP and a record reader at \$3.98, a new "Sound Track Classics" line of EP's to list at \$1.29, and a new "story-teller" EP series to list at \$1.98. Five new LP's are scheduled for early release in the \$3.98 line; "Perri" and "Bambi" by Jimmie Dodd, "Dumbo" and "Pinocchio" by Jiminy Crickett and "The Legend of Sleepy Hollow" with Bing Crosby. Deal for the latter package has not as yet been firmed tho present technicalities are expected to be cleared.

Six EP's in the sound track series will also be released, with four hit tunes from top Disney theatrical product featured on each set. Latter are "Song of the South," "Pinocchio," "Snow White and the Seven Dwarfs," "Cinderella," "Bambi" and "Dumbo." A new pre-pack consisting of four each of

the six titles will be shipped to dealers. Latter will enable a dealer to stock and display the full line of merchandise.

Moppet Bait

The firm's \$1.98 story-teller line will have the benefit of extensive promotion and promises to be its leader in children's wax. First two sets will have tie-ins with Family Circle and McCall's magazines, and features Mary Martin in the story of "St. Francis of Assisi" and the Mickey Mouse Choir version of "Charles Dickens' Christmas Carol." A full line of EP record-readers are in the works for distribution this year.

With respect to its pop LP line, new Disneyland sets include "Alice in Wonderland," by Camarata; "Breakin' Leather," by Stan Jones; "Peter and the Wolf," by Sterling Holloway; "Jimmie Dodd Sings His Favorite Hymn"; "Autumn" and "Winter," by Camarata; "The King's Saxes," by Hymie Shertzer, and "Parisian Life," the latter a European import. In all, a total of 15 new LP's are expected to be available shortly.

In addition to those previously mentioned, new talent to make its bow on the label will include Dorothy McGuire, Jerome Courtland, Skip Farrell, Henry Calvin and Guy Williams.

Additional wax will be forthcoming from the studio's TV film and theatrical operations, the latter including music from "The Adventures of Zorro," "Andy Burnett," "Old Yeller," "Rainbow Road to Oz," "Light in the Forest" and "Sleeping Beauty." "Zorro" is the studio's new TV film serial, and will be aided by huge merchandising tie-ins similar to that which accompanied "Davy Crockett."

A pop single and an LP from the "Andy Burnett" telefilm will be released this month, with the music to be aired on the October 2, 9, 16 Disneyland TV show, three more showings in January and a six-time repeat later in 1958, in all a total of 12 hours of song exposure.

Simon & Shuster will continue to sell Disney wax in the 25 and 49-cent price brackets, with no new licensing of Disney material expected to go to other firms. Jimmy Johnson, vice-president of the firm, declared "we are confident that we will do more business in the next three months than we did in our entire first year in business." Johnson also pointed out that the diskery will have a package in 1958 from its new cartoon feature "The Sleeping Beauty," the first such new product to go to the company.

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

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RUTH DODDARD FINCH
A Ballad with a Beat
"Knockin' on the Door to Heaven"
Recorded by Jo Ann Lear
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9109 SUNSET BLVD., HOLLYWOOD, CALIF.

Pal Boone
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Pal Boone (E.P.)
"CATHEDRAL IN THE PINES"
The Hillhoppers
"MY CABIN OF DREAMS"
Pal Boone
"LOVE LETTERS IN THE SAND"
BOURNE, INC.—ABC MUSIC
136 West 52nd St., N. Y. C.

from the 20th Century-Fox Production
"AN AFFAIR TO REMEMBER"
An Affair to Remember
(OUR LOVE AFFAIR)
LEO FEIST, INC.

"I'M SENDING YOU THIS RECORD"
Bob Denton
DOT
AMERICAN MUSIC, INC.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

COMING
A great score composed by Dimitri Tiomkin for the new cinerama production
"SEARCH FOR PARADISE"
M. WITMARK & SONS

"WHO NEEDS ME?" "YOU DO!"
Independent publishers and record labels can now have COMPLETE personal representation on the West Coast in a unique co-op way you can easily afford. Young, experienced music man with top contacts and best recommendations will represent a limited few indie as "personal rep."
Write Box 3A-197
The Billboard
1520 N. Gower Hollywood 28, Calif.

You know those rare days when everything checks? Air smells good. Food tastes terrific. Even the old face looks good in the mirror. Today can be that kind of day. Call your doctor for a thorough medical checkup for cancer. Then write out a check—a nice fat one—and send it to "Cancer," in care of your local Post Office.
AMERICAN CANCER SOCIETY



**Terrific in Pittsburgh! Sensational in Akron!
Now watch COLUMBIA'S NEW TRANSISTOR PORTABLE
bring 'em into your store!**

"Concert sound in the palm of your hand!" That's what we promised customers in Pittsburgh and Akron when the new Columbia All-Transistor Portable (TR 1000) was quietly introduced late this spring! And as thousands of enthusiastic buyers now know, this portable lives up to its promise! Today, for the first time ever, you can offer your customers world-famous Columbia "big set" sound no matter where they are. Columbia's application of six unbreakable transistors makes for a palm-size portable with sound so big it performs almost like a console. It's full-fidelity in a transistor portable radio! And it's yours to sell now—for big profits from the "back to school" crowd, football enthusiasts, even early Christmas shoppers!

TESTED AND APPROVED FOR HIGHER PROFIT!

Thousands in Pittsburgh and Akron purchased this Columbia All-Transistor Portable offering high dealer profit.

TESTED AND APPROVED FOR FASTER TURNOVER!

Even without the benefit of extensive advertising, Pittsburgh and Akron dealers found the Columbia All-Transistor Portable a fast turnover item. Now Columbia offers you the most attention-getting mat ads ever designed for a radio—specially designed to bear your store imprint.

TESTED AND APPROVED FOR GREATER APPEAL!

The Columbia All-Transistor Portable makes no compromise with good sound. Instead of a midget speaker that gives a midget sound, Columbia uses a large full-fidelity speaker. The TR-1000 is "big enough to carry the name Columbia . . . yet small enough to fit in your pocket!" This flashing-light display stops every customer—and shows off the radio's handsome design.



FOR YOUR SUPPLY OF TRANSISTOR PORTABLES—DISPLAYS—MAT ADS—CALL YOUR COLUMBIA DISTRIBUTOR TODAY!
COLUMBIA PHONOGRAPHS . . . The Greatest Name in Sound . . . The sound of genius is on Columbia Records . . . Columbia accessories protect High Fidelity.

COLUMBIA  RADIOS

© Columbia. Marks Reg. Price is suggested list.

don't sell the steak...
sell the sizzle!!!



The bill-of-fare calls for
the greatest fall selling season ever
in records, phonographs, accessories—
the whole music industry!

MANUFACTURERS

You've got the product!
But how are you going to help
the dealer sell your product
to the consumer?
What are you doing to get your share
of this record-breaker market?
How are you going to sizzle?

TELL YOUR STORY IN THE BILLBOARD'S

FALL MERCHANDISING SPECIAL... September 23rd

Here's the place to show dealers how to boost sales
with your fall merchandise . . . merchandise aids
. . . special plans!

8,182 of top music record dealers across the country
will buy The Billboard's FALL MERCHANDISING
SPECIAL as a directory of

- your new releases, new products
- your display posters, folders, ad-mats, special point-of-sale aids available to them
- your promotion plans
- your national ad campaigns
- your merchandise plans

SIZZLE and SELL!

TIME'S SHORT. AD DEADLINE: SEPTEMBER 17TH

Reserve your space now from your Billboard man:

NEW YORK 36

1564 Broadway
Plaza 7-2800

CHICAGO 1

188 W. Randolph St.
Central 6-9818

HOLLYWOOD 28

1520 No. Gower
Hollywood 9-5831

ST. LOUIS 1

812 Olive St.
CHestnut 1-0443

Disk Talent Jams Radio-TV

• Continued from page 15

many platter names for Standard Oil.

One-shot Spectaculars at CBS-TV include DuPont's monthly shows, first of which (September 29) is tagged "Crescendo" and features Rex Harrison, Eddy Arnold, Dinah Washington, Ethel Merman, Turk Murphy, Tommy Sands, Norman Luboff Choir, Stubby Kaye, Peggy Lee, Mahalia Jackson, Benny Goodman, Louis Armstrong, and Diahann Carroll; a series of Edsel specials, starting October 13 with Bing Crosby, Frank Sinatra and Rosemary Clooney; a musical version of "Junior Miss" in November; Cole Porter's musical version of "Aladdin and His Lamp" in December; and five hour-long "Desi and Lucy" spectaculars, featuring top record stars as guests.

ABC-TV will air two hour-long Sinatra specs — featuring several big name guest disk artists — in addition to his weekly series.

Label affiliation of disk artists headlining their own TV shows this fall are fairly evenly divided between RCA Victor, Vik, Columbia, Capitol, Coral, Decca, Mercury (with Miss Page) and Dot (with Boone). However, the indies will undoubtedly reap a rich harvest of video plugs, via guest shots, since more and more bookers on network shows use the best-selling disk charts as a guest buying guide.

In line with this, Lester Gottlieb, CBS-TV programming veepee and executive producer of Patti Page's "Big Record" show, opines that a hot record act today is actually a greater drawing card on TV than any movie name, with the exception of a small handful of major box office picture stars.

Arthur Murray, echoes this philosophy, pointing out that Kathryn Murray's NBC-TV show this summer, which was one of the season's top-rated shows, spotlighted a hot record name practically every week.

NBC-TV shows regularly featuring disk names as guests or supporting performers include: Howard Miller's "Club 60," "Today" with Helen O'Connell, the Arlene Francis show, Jack Paar's "Tonight," which features a different boy and girl singer each week; the "Bob Hope Show," and "Omni-bus," which will devote 20 per cent of its fall shows to music.

CBS-TV shows in this category include: Arthur Godfrey's show, the "Garry Moore Show," with

Denise Lor as a regular; "Art Linkletter's House Party," the Red Skelton show, Jack Benny's monthly "Shower of Stars" program and his weekly half hour show, and "The Seven Lively Arts," which will shortly present the life story of Jellyroll Morton, starring Anthony Quinn.

At ABC-TV, record artists regularly guest on "Ozark Jubilee" (now tagged "Country Music Show") "Disneyland," "Mickey Mouse Club," and deejay Dick Clark's "American Bandstand." New best-selling record star Ricky Nelson also plugs his new platters, via the ABC-TV show "Ozzie and Harriet."

Network radio is equally record-star-minded these days. CBS Radio this fall will program shows featuring Mitch Miller, Stan Freberg, Rusty Draper, Guy Lombardo, Freddy Martin, Stuart Foster, Bing Crosby, Rosemary Clooney, while live music or records will be spotlighted on Percy Faith's "Woolworth Hour," "Amos 'n' Andy's Music Hall," Arthur Godfrey's morning show and his new Ford show, Art Linkletter's daily show, Robert Q. Lewis' daily and Saturday shows, and a large block of nitery band remotes, including a regular aircer from Manhattan's Birdland.

NBC spotlights dance bands every morning on "Bandstand," while a heavy schedule of pop disks and dance band-nitery remotes are aired over the web's "Monitor" (aired practically around the clock over weekends) and "Nightline" shows. NBC also airs "Grand Ole Opry" from Nashville on Saturday nights.

With the exception of its weekly live jazz show "Bandstand U. S. A.," Mutual is concentrating on disk programming this fall, via its new service to affiliates, whereby more than 1,000 pop records are played every week.

Live music is the format-watchword at ABC this fall. The web's new programming schedule is built around live performances of current disk hits, as sung and played on "The Breakfast Club," and a group of new shows. New aircers include the "Jim Reeves Show," a Merv Griffin show; a Jim Backus program, featuring Betty Johnson, Jack Haskell, the Honeydramers and Elliott Lawrence's ork; the Herb Oscar Anderson show, featuring Carol Bennett, the Satisfiers, Ralph Hermann's ork and a different name disk guest each week. Also a potent outlet for record plugs—both pop and country and western—this fall will be the "Red Foley Show."

In addition to the impressive list of radio and TV shows featuring disk talent listed above, recording artists and publishers expect to cash in heavily on dramatic shows this fall, many of which are scheduling dramas with music business themes. Several disk-dramas were aired successfully this summer, thus encouraging the webs to put even more emphasis on platter-plots this fall.

'De-Labeler'

• Continued from page 15

air pressure onto a conveyor belt again. The only manual operation required is the handling in trimming of the disk edge, the latter accomplished by a Capitol device.

Automatic timing equipment has been installed on all of Capitol's presses in its Scranton, Pa., plant, increasing the efficiency and record production. Company experimented with injection mold equipment some time ago and subsequently dismantled and sold the press.

The firm's de-labeling machine will be made available to other recording companies, according to Vice-President Jim Bayless.

RCA Set-Up

• Continued from page 15

dition will direct home office merchandising, sales and promotional policy. He will also have full authority to sign new recording artists and to negotiate for soundtrack packages from Hollywood studios.

The new plan of operation spotlights the growing importance of the West Coast according to top RCA brass, with a total of 47 artists who record for the label now making Hollywood their permanent residence. The continued growth of Hollywood as the center of the TV film industry and its relation to the disk business is also part of the reason for Yorke's appointment. Yorke will have the authority to make deals with TV film producers for the inclusion and spotlighting of RCA Victor disks as well.

Here to introduce Yorke at a gala cocktail party, hosted by Hal Maag, vice-president and Western division manager of RCA, were George Marek, v.p. and general manager of the record division; album topper Bill Bullock; Jim Burgess, singles department head; Ed Welker, album repertoire chief; Steve Sholes, named to head the singles repertoire department recently; Jerry Thorpe, publicity chief, and counsel H. Coly Tily.

BIG PROFIT NEWS!

PHILCO

FREE 90-DAY WARRANTY

on parts and service!

...your greatest assurance of big sales and profits

1. **PHILCO is America's most preferred radio!** Consumer surveys show . . . today more people own and enjoy Philco radios than any other make on the market. Now *all* Philco clock radios, table radios, transistor radios and phonographs carry a new 90-day parts and service warranty. It builds confidence, traffic — you profit!
2. **ONLY PHILCO offers a full 5-year unconditional guarantee on transistor radios!** (Models T-7 and T-500.) Here's proof of Philco's leadership in transistors. And here's the *most complete*, full transistor radio line! Precision-built and powered by regular flashlight batteries . . . so economical, and available *anywhere!*
3. **ONLY PHILCO offers unchallenged performance leadership in high fidelity!** Philco has an assembly of brilliantly matched components climaxed by the exclusive Electrostatic Speaker. Here's the line that lets you sell *genuine* high fidelity, that outperforms all others, for as little as \$119.95.

No other manufacturer offers and guarantees so much!

Again in '58 Philco leads the radio industry with more dealer-consumer benefits than any other single manufacturer! Here are revolutionary new all-covering guarantees that *prove* Philco's engineering leadership. Values and features that build traffic and make the cash roll in!

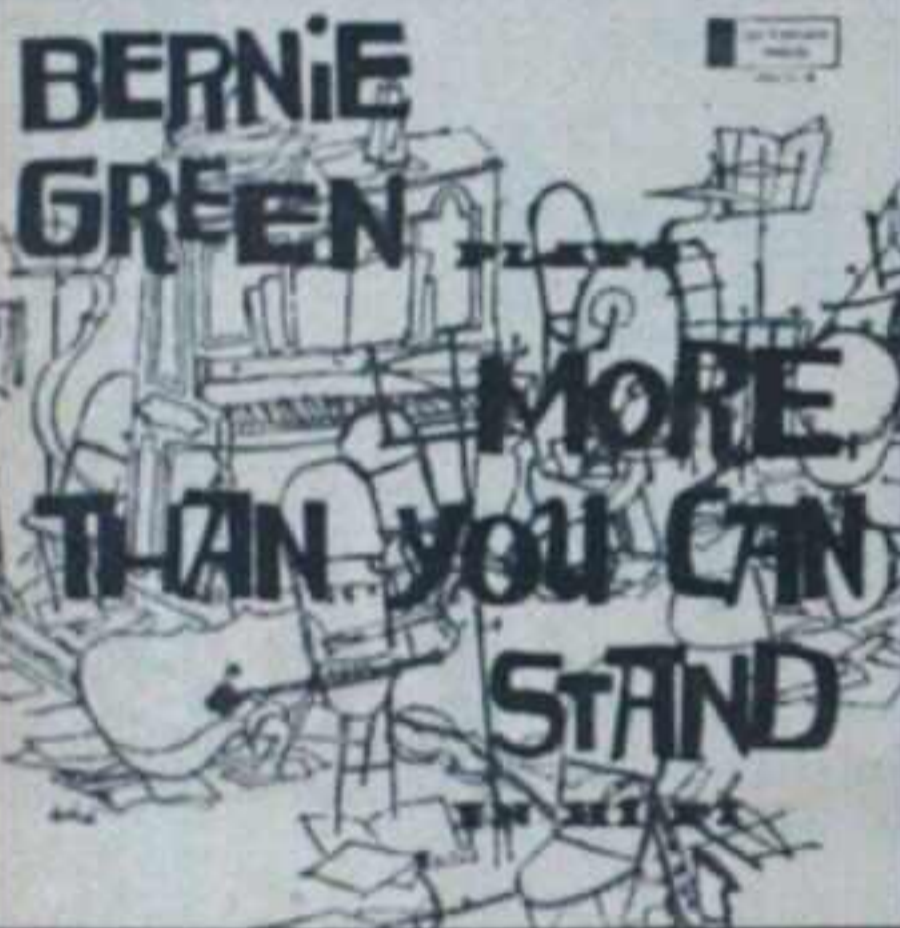
In every market — transistor radios, table radios

and high fidelity — you can sell *real* advances, *real* features. Now you can back your product *all the way*, because *Philco backs you!* Sound is Philco's business. A Philco franchise guarantees the finest sound for your customers, and the biggest, *undiluted* profits for you. Call your Philco Distributor and get set to prosper — get a Philco franchise *now!*

LOOK AHEAD . . . *and you'll choose* **PHILCO.**

attention dj's

win a complete ampex stereo home music system



One of your listeners will also win a duplicate prize by entering San Francisco Records' gigantic B.I.G. (Bernie Is Great) contest. This contest is concurrent with his new LP release pictured here.

THE RULES:

- 1 Fill out the application below.
- 2 Mail before midnight, Sept. 20th.
- 3 We will ship you a special 45 and complete rules of the contest free.

THE PRIZE:

AN AMPEX STEREO HOME MUSIC SYSTEM



REGISTRATION BLANK (PLEASE PRINT)

NAME _____ STATION _____

CITY _____ STATE _____ HOURS ON AIR _____

NAME OF MY SHOW _____

TYPE OF AUDIENCE I HAVE _____

I AM FAMILIAR WITH SAN FRANCISCO RECORDS _____

I AM NOT FAMILIAR WITH SAN FRANCISCO RECORDS _____

THIS MUST BE RETURNED BY MIDNIGHT, SEPTEMBER 20th, 1957, TO:
Betty Boston, San Francisco Records, 217 Kearny St., San Francisco 8, Calif.

Disk Situation in Montreal

• Continued from page 16

work here is done on the French level. As one record man, Lee Mandel of RCA Victor, put it: "We have to be satisfied with furnishing artists like the Four Lads, the Diamonds, the Crewcuts, the Rover Boys, Denny Vaughn, Gaele Mackenzie, Dorothy Collins and Paul Anka for the States to exploit."

Among the top jocks here are Jim Tapp, who does a once-a-week TV jockey show on the CBC network. One of the lighter CBC entries, the "Tap Room" has received a fine reaction, with its disks and interviews with stars. Other top jocks, who confirm a continuing interest in rock and roll here are Paul King of CFCF and Jack Curran of CIAD, the stations which share the bulk of the English audience. Fernand Gignac does the popular "Parade de la Chansonette Francais" — the French Hit Parade — on CHLP while Pierre Leroux does the American hits, introduced in French, on the same station. CKVL, in suburban Verdun, is one of several outlets which feature bilingual programming, with the emphasis on pop music.

With regard to audience tastes, rock and roll has been big indeed and it shares the interest with some ballad versions and slower material, similar to present trends in the United States. One local observer said that skiffle has never happened and that altho two calypso clubs are still operating, "performers are dying there."

In a city that is reportedly well-heeled, the night club scene offers a strange paradox. Low admission prices and general mediocrity of shows appear to be the rule. Most impressive show is at the Bellevue Casino as always. Jack Suz, producer, has been filling the 850-seater with plushy Latin Quarter type shows and is expanding to 1,400 capacity. The Four Aces and the Diamonds are among the few names booked here for the fall season. Still, Suz is able to make money on a policy of \$1 admission per person with no minimum or additional cover charge. In New York, the comparable Latin Quarter has a \$6 minimum.

A parade of 21 strippers is filling the Chez Paree nightly, while the Esquire Show Bar next door, offers a satisfactory but generally non-name group of rhythm and blues acts, with a similar no cover, no minimum policy. The well-known West End El Morocco, is also currently headlining a stripper, tho this club occasionally takes a name fling for a week and then subsides into low budget offerings for a month or more.

A stab at jazz is being made by the Chez Andre with combos being booked for the latter four nights of each week. Local bookers are eyeing this experiment with interest. There is no ballroom activity whatever and a long big band hiatus will be broken October 22 when Ted Heath opens with his British band or its first Canadian tour.

Explanation for the current tight club situation stems from the number of spots operating. A representative

of the local press explained that no club with a good following can afford to risk raising its prices or being closed for even one night. There's always another spot waiting to steal away the loyal crowd. Nobody feels free to book a high-powered, first-disk act because of the price involved. High salary might make necessary a price boost for the patrons, which could turn out to be suicide for the operator.

Experts here predict a continually increased disk business, even tho the fans can't see their heroes in person, because of frequent exposure via TV airings of American shows and the good work being done by the jock fraternity at the local level.

Coral Buys 3 Gale Masters

NEW YORK — Moe Gale has sold three of his Gale Records masters to Coral Records. Waxings were cut by Edna McGriff, Bob Stevens and the Three Veils. Miss McGriff's disk was released by Coral last week.

Meanwhile Gale said his deal for RCA Victor to distribute Gale Records—made early this spring—is "status quo — neither on nor off." Under terms of his pact, Gale may sell masters to other labels if RCA Victor is given first-refusal rights.

Indie & Pop Mart

• Continued from page 16

audience and a market of some value. If anything, the great number of indie firms, in all a total of 37, only reflects the rapid growth of the record industry and the state of flux that exists.

A breakdown of the labels and the number of disks they had on the Best Selling chart follows:

BCA Victor	17
Dot	15
Columbia	15
Capitol	8
Mercury	7
Imperial	7
Atlantic	6
Decca	4
Coral	4
Roulette	4
Cadence	3
Liberty	3
Specialty	3

Glory, Cameo, ABC-Paramount, Bally, Kapp, Gee and Epic each had two records on the charts, while King, Vik, Argo, Groove, Disneyland, Era, Chess, Fraternity, Verve, J & S, Chance, Checker, Sun, M-G-M, OJ, London, Jubilee, Lumiverse, Brunswick and Ember each had one record.

The hottest artists during the first eight months of the year were Elvis Presley, Harry Belafonte, Pat Boone, Fats Domino, the Platters, Guy Mitchell and Andy Williams. Of the veterans in the business, only Perry Como, Frank Sinatra, Eddie Fisher and Nat Cole appeared, with a flock of new names hitting the charts with regularity. In the latter category were such artists as Jim Lowe, the Tarriers, Joe Valenti, Sonny Knight, Buddy Knox, Mickey and Sylvia, Charlie Gracie and Eddie Cochran, to name but a few.

The charts completely disprove the armchair undertakers' premature report of the death of rock and roll, with nearly 60 per cent of the songs on the lists in this category. Calypso, ballads and rockabilly, followed in order of popularity.

The long list of labels suggests well for the industry, for it shows that size of a company alone is not a requirement for producing a hit. If the present trend continues, more indie labels can be expected to sprout wings and try for the pot of gold.

Kapp LP's Keyed

• Continued from page 16

tion of one of the album four-color covers will be pasted. The latter display is available to all dealers, while the browsers will be available thru distributors on the basis of quantity purchases.

The champagne bottle idea is also carried out on a special deejay "Vintage Years Library" kit, containing all four of the albums and a complete list of all songs in all the albums with titles and publishers for each. "With this, jockies can program many types of special shows," Laaker said.

NEW from V-M

The FIRST and ONLY Portable Tape Recorder to Play STACKED and STAGGERED STEREO Tapes!



YOU SELL IT \$225!*

V-M Pioneering does it again! Now you can sell a portable tape recorder without equal anywhere. BRAND NEW Model 714 tape-o-matic® plays Stacked AND Staggered stereo tapes at the flip of a switch! It's all yours—and with it goes the full profit margin V-M always gives you!

Never before have you had such sales edge! Not since V-M introduced the FIRST Popular-priced stereo-play tape recorders have you had the market all to yourself like this! And think what this NEW V-M development can mean to you in tape sales: You'll sell your entire recorded stereo tape inventory—stacked OR staggered!



V-M tape-o-matic Model 714 ...

The Voice of Music Stereo Tape Library. Silk, Satin and Strings, dreamy pop favorites. Big Beat with Mike, Mike Simpson and his Big Band. Lighting the Torch, Jay Norman Quintet with Vocalist Nancy Wright. Symphony of Dance, Musical Arts Symphony conducted by Leonard Sorkin. Christmas in Stereo, the John Halloran Chorus and the Sorkin Strings.

... two-channel, dual-speed manual record and playback, all-stereo playback. No other portable tape recorder does so much so well.

TO HELP YOU SELL: THE FIRST STEREO PROMOTION OF ITS KIND!

THE VOICE OF MUSIC STEREO TAPE LIBRARY is the hottest early-Fall promotion ever! With every V-M stereo tape-o-matic you sell, you can include a sensational "stereo starter set" of FIVE stereo tapes recorded especially for V-M! Top tunes, top stars, a deluxe boxed VOICE OF MUSIC STEREO TAPE LIBRARY, attractively packaged! It's a Genuine \$40 value!

But that's not all! Your V-M distributor will back you up with a complete program—mat ads, in-store displays, window banners! YOU NEVER HAD IT SO GOOD!

What's more, this is your BIG OPPORTUNITY to sell the complete Voice of Music portable tape recorder line—Models 710 and 711—as well as the ALL NEW Model 714! Remember, simple V-M Stereo Conversion Kits adapt them both to play EVERYTHING in stereo tapes!

Call your Voice of Music distributor. Sample shipments are beginning now. Promotional material will follow early in October. Get set for the hottest fall business in history! Sell a Unique NEW PRODUCT with a crowd-pulling NEW PROMOTION!

*Slightly higher in the West.



THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips



COMPLETE MUSIC STORE ON A RACK. The Music Sales Corporation, New York, has devised a special rack for use in department stores which will enable the user to offer a complete music service. The rack carries a music and record stock of about \$1,000 value. The cost to the store is about \$700 and there is no charge for the display. Only seven and a half feet long, the merchandiser holds LP's, EP's, pop singles, sheet music, music books and music and record accessories. Merchandise is sold the store on a guaranteed sale basis. Inventory is controlled by gummed tags which are removed when a record is sold, pasted on a post card and mailed to the Music Sales Corporation once a week. The firm points out that no highly trained help is needed to operate the rack.

GIMMICKS FOR EVERYONE

What Happens When a Disk Salesman Turns Retailer?

- After five years on the road, Stan Morris looks at the business from another angle
- The New Jersey dealer says selling is good training for retailing

By RALPH FREAS

PLAINFIELD, N. J.—Stanley Morris, owner of the Strand Record Centre, now practices what he once preached. For five years he was on the road as a record salesman for Times-Columbia and All State Distributors, telling dealers to do this, do that to increase their business. The shoe's on the other foot now and, from what an outside observer can see of the Strand operation, it's a very comfortable fit.

Works Every Angle

Stan has more gimmicks than Carter's has pills. He uses everything he saw in other shops as a salesman and has introduced a few ideas of his own. He has a baker's dozen club (buy 12 and get one free). He has gift certificates, nicely printed on fine paper to give it the appearance of a check or bond. He has specially imprinted record cleaning cloths given free to his best customers.

A question put to many customers is, "Would you like it wrapped for a gift?" In this, Morris feels he is doing something different from most record dealers. He points out that few customers actually avail themselves of the gift-wrapping service, but the question makes them aware of the Strand service and it's a reminder that, if they have a gift to buy for someone, a record makes a good one.

A Sign for Every Season

A large sign behind the counter proclaims, "Records—An Ideal Gift for Everyone. The Gift That Gives Year-Round Pleasure." But the sign is changed from time to time by simply sliding a card over the word "everyone." Morris has cards for every occasion. They read "Mother's Day,"

"Father's Day," "Christmas," "Valentine's Day," etc.

Like most dealers, Morris has customers complain about needle skipping, and he uses the complaint to sell a needle.

"To be realistic about it," says Stan, "many times the needle skipping is caused by a little too much bass on the record. It's the bass response kicking that needle off. So what happens? The customer comes back and says the needle still skips. I tell them to bring in their machine and I'll fix it free of charge. I either adjust the spring or put a little weight on the arm. The needle won't skip then, I've made a needle sale and the customer is happy. It works out fine all around."

The Strand Record Centre doesn't use listening booths. They haven't room enough. Instead, they have two Dictograph record players; one on the check-out counter, the other in the phono department.

Stan is sold on the use of an automatic changer on the Dictograph.

"When it gets busy in here—Thursdays and Saturdays you can't get in the place—the changer pays off. The kids want to listen before they buy and we just stack the 45's on the changer. That leaves the clerk free to handle another customer. The changer is simple to operate, too. All you have to do is flip one knob to start it or to reject. Also the Dictograph is a good machine. The customer gets home, plays the record on his phonograph and notices that it sounded better on the demonstrator. That makes him think that he might need a new phonograph and it frequently leads to a sale."

Morris believes the awning in front of his store is the best investment he has made. Actually, it is a large sign (see illustration below) rather than protection against the weather, and the awning is kept down, rain or shine.

"It really attracts business," says Stan, "and it cost so little. The awning itself cost \$70 and the art and lettering cost \$22. I've tried newspaper advertising and, believe me, this cheaper and it gets better results."

The Traffic Factor

Part of Morris' success is due to his location. When he was calling on a Plainfield dealer as a salesman, he noticed the favorable spot his store now occupies. It's located between a bank and a movie—both important traffic factors. In addition, a new Bamberger department store recently opened down the street away from the center of town. Anyone going to Bamberger's from midtown has to pass the Strand Music Centre.

Just before movie time at the theater next door is a heavy traffic time for Morris. The kids line up in front of his store to get into the show. Often, they'll spend that waiting period in the store listening to and buying the latest releases.

Inexpensive Advertising

What is the single most important element for success in the disk business? Morris credits his experience as a record salesman.

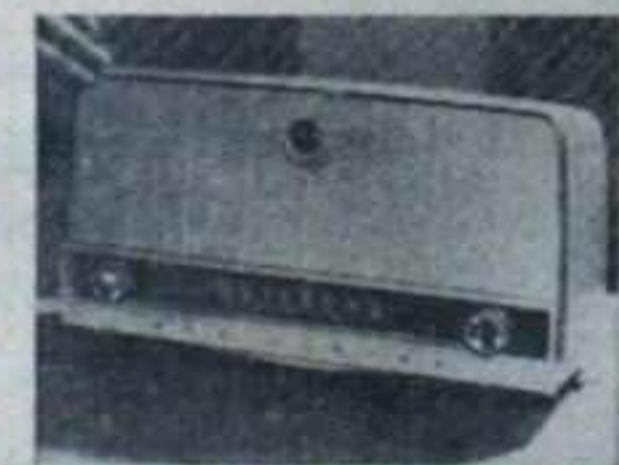
"As a salesman," he says, "I had to develop a sense of what was good or bad about a retailer's methods. As a result, I picked up a lot of knowledge that I never realized would be valuable to me. It's helped me with my buying—I don't make many mistakes—and it's helped me with my selling."

NEW PRODUCTS

HARTLEY SHOWS NEW SPEAKER CONE

Hartley Products, New York City, announces the production of an entirely new type of speaker cone, dubbed the "Polymerized" cone. It is the result of a new process of treating paper whereby it is treated chemically and then baked and toughened to provide an improved "attack." The firm says that a clearer, flat-

ter response with an absence of resonance is obtained. "Polymerizing" is an interlinking of the reactive chemical groups in the hydro-carbon content of the paper to achieve a more homogeneous and stiffer material. In general, the other specifications of previous Hartley speakers are retained in this model, which has been designated the "217."



radio with a swivel base. The "Winthrop" lighter model takes power from the line only during the ten-second heating operation. The lighter knob and "ash sleeve" have been designed to protect fingers effectively against accidental burning. The lighter assembly fuse turns off automatically in case of overheating.



Both the Winthrop and the Woodlawn feature four tubes and a rectifier and twin electrodynamic speakers plus phono jacks. The Winthrop will sell at \$39.5; the Woodlawn at \$34.95.

RIGHT: Lots of traffic calls for a high-impact sign. Strand has one in its all-weather awning. Rain or shine, the awning is down. Owner Stan Morris regards the awning as one of his best investments.

BELOW: Teen-agers audition disks played on a dictograph unit. The unit is automatic, a desirable feature when traffic is heavy and the clerks are busy.

BELOW, RIGHT: "The thing I need most is a wall stretcher," says Stan Morris. He has no washroom and no room for storage. Every inch of space is important. Notice how extra record stock and accessories are stored beneath browsers.



THE 1958 DECCA *hi-fonic*® LINE: PROVED BY SALES TO BE THE DEALERS' CHOICE!

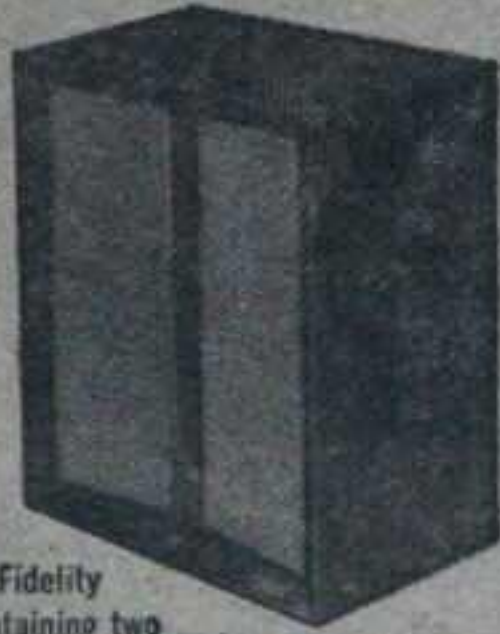
Here's performance, price range and variety to tickle the wallets of music lovers, hi-fi addicts, gift buyers—stock up now to catch those early Christmas shoppers . . . and get ready to reorder early for your fast yuletide sales season. Now's the time to prove that the Decca phonograph line is *your choice . . . the DEALERS' CHOICE!* Contact your Decca Salesman now!

THE HI-FONIC HOME MUSIC SYSTEM!



THE SUFFOLK

(Illustrated with The Hancock)
Model: DP-621 Mahogany, DP-622 Blonde—Decca Hi-fonic High Fidelity Home Music System. Open face changer and amplifier, also available with either

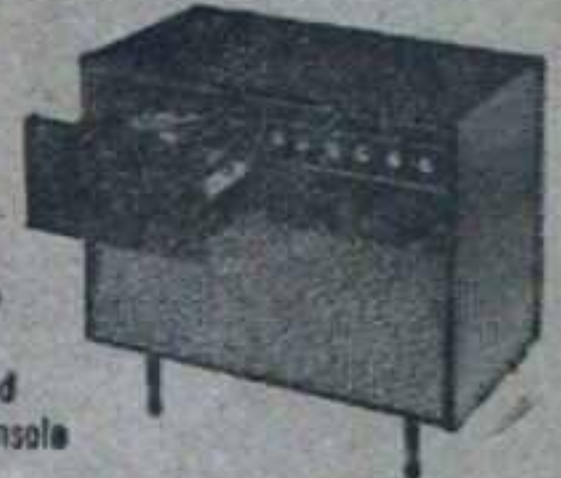


THE HANCOCK

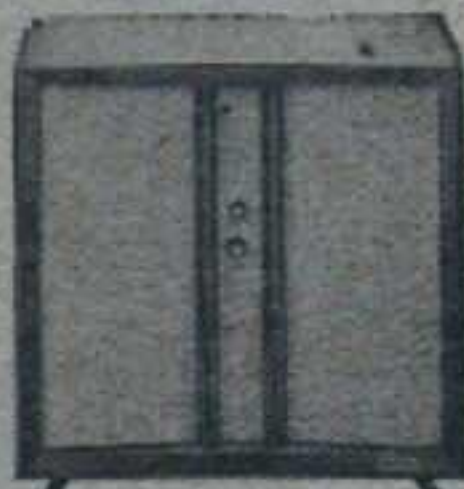
Model SE-811 Mahogany, SE-812 Blonde—Hi-fonic High Fidelity Speaker Enclosure containing two heavy-duty speakers.

THE RIVERSIDE

Model: DP-207 Mahogany, DP-208 Limed Oak, DP-209 Walnut, DP-210 Fruitwood. Super deluxe polished wood automatic High Fidelity console containing four speakers.



THE DAWSON — Model: SE-800 Hi-fonic High Fidelity Speaker Enclosure containing dual speakers.



THE KNOX

Model: SE-820 Mahogany; SE-821 Blonde; SE-822 Walnut—Hi-fonic High Fidelity Speaker Enclosure containing 4 speakers with crossover network.



THE DOUGLAS

Model: DP-264 Mahogany; DP-265 Blonde; DP-266 Walnut, DP-267 Fruitwood. Value leader Hi-fonic High Fidelity 4-speed automatic console containing three speakers.



THE LIVINGSTON

Model: DP-233 High Fidelity 4-speed automatic dual. Detachable wrought iron legs available.

THE AMBASSADOR

Model: DP-222 Mahogany, DP-223 Blonde; Hi-Fidelity 4-speed automatic containing three speakers. Available with brass legs.



THE DELAWARE

Model: DP-240 Mahogany; DP-241 Blonde; DP-242 Walnut; DP-243 Fruitwood. Budget priced Hi-fonic High Fidelity 4-speed automatic table model containing dual speakers.



THE MONTERREY

Model: DP-532 4-speed automatic portable with removable wrought iron legs.



THE SUTTER

Model DP-582 4-speed manual portable.

THE DEMONSTRATOR

Model: DP-610 4-speed High Fidelity manual transcription portable.



THE HARTFORD

Model: DP-542 Budget priced 4-speed automatic portable.



THE MIDDLESEX

Model: DP-190 45 rpm automatic.



THE NASSAU

Model: DPS-8 3-speed manual portable. Turnover cartridge.




THE ADAMS

Model: DP-551 Manual, portable 3-speed radio-phonograph.

THE WORCESTER

Model: DP-590 Super deluxe 4-speed manual portable, dual speakers.



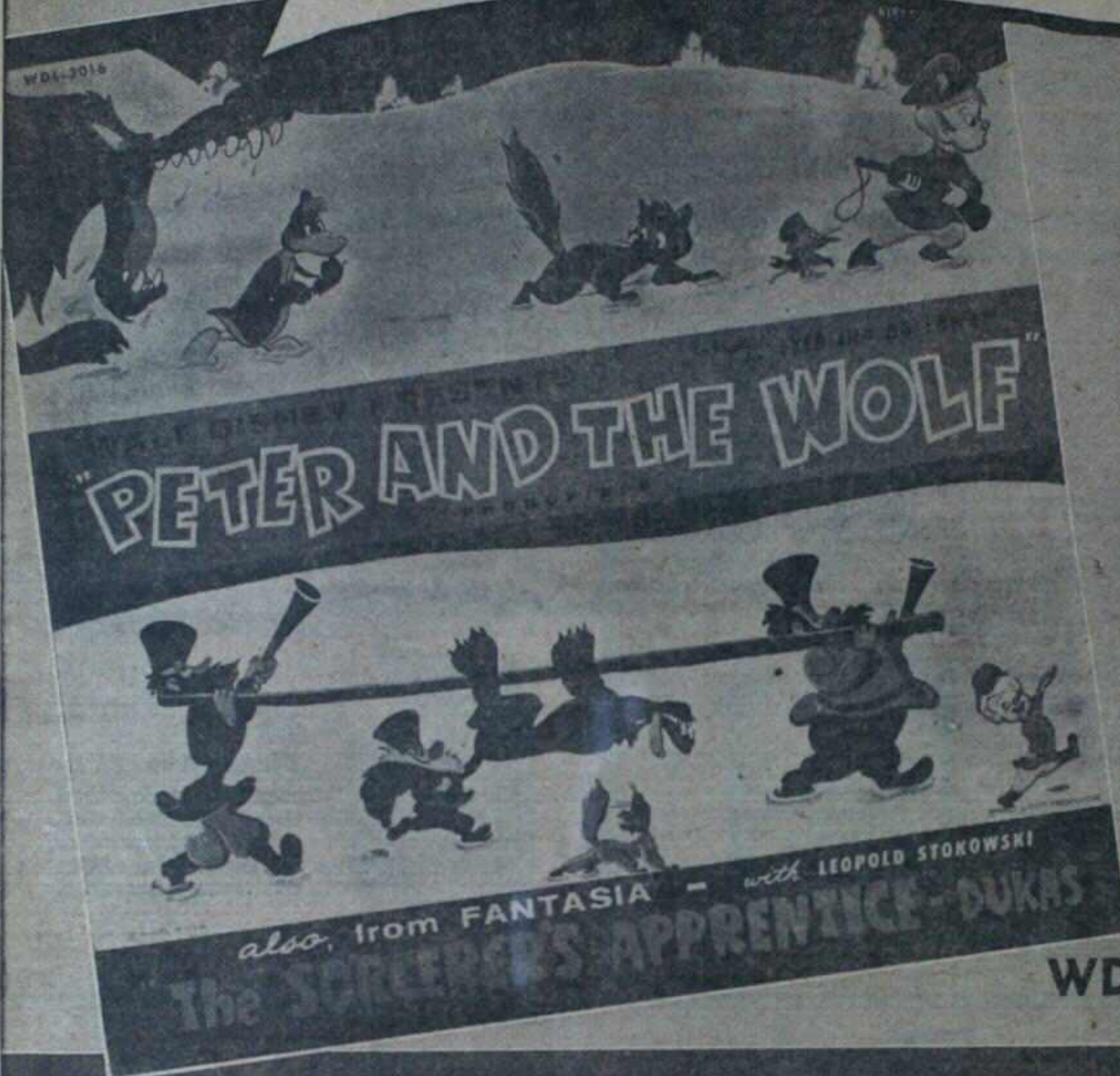
All phonographs,  Approved.

DECCA® *hi-fonic*® PHONOGRAPHS



A NEW
WORLD
OF SOUND®

Now! on **Disneyland** RECORDS



ANOTHER FABULOUS
SOUND TRACK ALBUM

"PETER AND THE WOLF"
(Prokofieff)

Will be narrated by **STERLING HOLLOWAY** on Disneyland's 4th Anniversary TV show^o September 11, ABC-TV, and seen and enjoyed by a pre-sold audience of millions.

PLUS—

Dukas' "Sorcerer's Apprentice" from Walt Disney's memorable movie, "FANTASIA." Leopold Stokowski conducting the Philadelphia Orchestra.

WDL-3016

EXPLOITATION

Peter And The Wolf, the highlight feature of Disneyland TV's 4th Anniversary Show, promises to score a solid hit with one of the largest TV audiences in America. The advance publicity coupled with Disneyland TV's established high rating will pull one of the greatest television audiences of 1957. This tremendous pre-sold audience should provide a fast ready-made market for Disneyland's new Peter And The Wolf with narration by Sterling Holloway. Original Sound Track.



Colorful window streamers, extensive advertising and publicity, plus the Disneyland TV exposure, all add up to **GREAT CONTINUOUS SALES THROUGHOUT THE COMING MONTHS!**

**Later TV showing in some cities. Check your TV listings.*

Disneyland
RECORDS

2400 West Alameda Street
Burbank, California

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



Best Selling Pop Albums

FOR SURVEY WEEK ENDING AUGUST 31

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

1. LOVING YOU—Elvis Presley RCA Victor LPM 1515
2. AROUND THE WORLD IN 80 DAYS—Sound Track Decca DL 9046
3. MY FAIR LADY—Original Cast Columbia OL 5090
4. LOVE IS THE THING—Nat (King) Cole Capitol W 824
5. A SWINGIN' AFFAIR—Frank Sinatra Capitol W 803
6. FILM ENCORES—Mantovani London LL 1700
7. HYMNS—Tennessee Ernie Ford Capitol T 756
8. OKLAHOMA!—Sound Track Capitol SAO 595
9. WONDERFUL, WONDERFUL—Johnny Mathis Columbia CL 1028
10. WE GET LETTERS—Perry Como RCA Victor LPM 1463
11. THE KING AND I—Sound Track Capitol W 740
12. *FOUR BY PAT—Pat Boone Dot DEP 1057
13. CALYPSO—Harry Belafonte RCA Victor LPM 1248

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

14. SONGS OF THE FABULOUS FIFTIES—Roger Williams Kapp KXL 5000
15. **JUST A CLOSER WALK WITH THEE—Pat Boone Dot DEPT 1056
16. THE EDDY DUCHIN STORY—Sound Track Decca DL 8289
17. HERE'S LITTLE RICHARD Specialty SP 100
18. ELVIS—Elvis Presley RCA Victor LPM 1382
19. SOUTH PACIFIC—Original Cast Columbia OL 4180
20. JACKIE GLEASON PRESENTS VELVET BRASS Capitol W 859
21. DUKES OF DIXIELAND, VOL. 3 Audio Fidelity AFLP 1851
22. ROARING TWENTIES—Charleston City All-Stars Grand Award GRD 33-340
23. AN EVENING WITH HARRY BELAFONTE RCA Victor LPM 1402
24. STEADY DATE WITH TOMMY SANDS Capitol T 848
25. BELAFONTE—Harry Belafonte RCA Victor LPM 1150
25. FRED WARING AND THE PENNSYLVANIANS IN HI-FI Capitol W 845

* Not available as a pop album. Available only on Dot DEP 1057.
 ** Not available as a pop album. Available only on Dot DEP 1056.

Most Played by Jockeys

FOR SURVEY WEEK ENDING AUGUST 31

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

Spotlight on Sound

SOUND AND FURY (1-12)—Sid Bass Ork. Vik Lx-1084.
 Title describes content perfectly. Bass has dealt with pretty much one mood, but still provided variety thru use of various agitated rhythms and sounds—all knowingly exploited in a manner to gas the hi-fi bugs. Some jazzmen are used provocatively—for example, the two trumpets of C. Shavers and J. Wilder in a stratospheric "battle." Includes such as "Power House," "Jungle Drums," and a good demo band in the title number.

Review Spotlight on . . .

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

Popular Albums

ELLIS IN WONDERLAND (1-12)—Ray Ellis Chorus and Ork. Columbia CL 993

Smooth treatments by top-flight orkster, Ellis, provide easy listening. A variety of tempos, Latin, slow, lush settings with chorus, and others with danceable beat, can appeal to teens and mature buyers. Selections include "How About You," "When I Fall in Love" and "Love Is a Simple Thing." Set is the September "Buy of the Month."

Special Merit Pop Album

GUITAR IN VELVET (1-12)—George Barnes. Grand Award. G.A. 33-358

The brilliant guitarist is presented here in a package of standards of different moods, "Someone to Watch Over Me," "Am I Blue," etc. Backed by his octet, the performances are notable both in technique and sound. In fact, the disk has an unusual sonorous quality which will appeal to hi-fi addicts. Cover is a beauty, a reproduction of a painting by Tracy Sugarman, well suited for display.

Classical Albums

HAYDN: SYMPH. NO. 10 "THE CLOCK" WAGNER: PRELUDES TO ACTS I & III FROM "LOHENGRIN; DAWN AND RHINE JOURNEY (1-12)—Phil. Symph. of New York (Toscanini). RCA Camden CAL 375

The last of the Toscanini series on RCA Camden and a very appealing recording, especially in view of the \$1.98 price. The sound is not all one would desire (the Haydn was recorded in 1929, the Wagner in 1936), but the interpretation is spirited in the Toscanini tradition. Full-color cover and liner notes enhance this fine old recording. Sure-fire sales.

GRIEG: "HAUGTUSSA" SONG CYCLE: FOUR SINDING SONGS (1-12)—Kirsten Flagstad. Edwin McArthur, Piano. London LL 1669

Grieg's song cycle provides a perfect medium for Flagstad's interpretative talents. Present rendition rivals earlier performance by soprano, now available, and represents considerable progress in recorded sound, of course. Together with Sinding's unfamiliar, but appealing, pieces, offers unique program well watched to artist's abilities.

GRIEG: LYRIC PIECES (ALBUMS I & II)—Walter Gieseking. Angel 35450, 35451

There is no real competition for these exquisitely modeled performances of Grieg's appealing miniatures. Recording does justice to Gieseking's subtleties of shading which raise these basically charming works to the level of small masterpieces.

KIRSTEN FLAGSTAD-HUGO WOLF & RICHARD STRAUSS RECITAL (1-12)—Edwin McArthur, Piano London LL 1680

With Flagstad enjoying renewed interest and healthy sales, recital of songs by two German masters of lieder should attain more than ordinary activity. Altho a few other singers might win greater acclaim for vocalism, few can equal Flagstad's maturity of conception.

Jazz Albums

THE JAZZ AT ABC PARAMOUNT (1-12)—Various Artists. ABC-Paramount. ABC S-1

This \$1.98 jazz sampler spotlights ABC-Paramount's 12-key jazz artists—Billy Taylor, Jackie and Roy, Don Elliott, Oscar Pettiford, etc. The label has a heavy promotional campaign behind its new jazz album release and sales on this package could be springboard to moving entire line.

Special Merit Jazz Album

THE FOUR BROTHERS—TOGETHER AGAIN (1-12)—Zoot Sims, Al Cohn, Herb Steward, Serge Chaloff. Vik LX 1096

A significant, salable session reuniting members of Herman band of a decade ago, recreating the saxophone sound that brought them fame. Much of the material assembled for the date is engagingly melodic and quite functional

for blowing. The blowing is the thing, and the fellows—Al Cohn, H. Steward, Z. Sims, S. Chaloff plus good rhythm—give fine accountings of themselves. It is to be noted that this is Steward's first jazz appearance on records in a long time; Chaloff's last before he died.

Spoken Word Albums

DOCTOR WATSON MEETS SHERLOCK & THE FINAL PROBLEM (1-12)—Sir J. Gielgud . . . Holmes; Sir R. Richardson . . . Dr. Watson; O. Welles . . . Moriarty. London LL 1568

An outstanding package—one that will fracture both the cultists and ordinary readers who have a knowledge of Arthur Conan Doyle's Sherlock Holmes stories. Holmes is portrayed by Sir John Gielgud, Watson by Sir John Gielgud, Watson by Sir Ralph Richardson and Moriarty by Orson Welles. Album captures the spirit and atmosphere of gas-lit London of the 19th century. The production by Harry Alan Towers and adaptation by John Keir bring to life the amazing characters. For specialty and class shops.

Children Albums

PROKOFIEFF'S PETER AND THE WOLF; THE WIZARD OF OZ (1-12)—State Symph. Orch. (Rozhdestvensky); Art Carney, Orch. and Chorus, (Miller). Golden A198:13

Sock coupling and presentation for this \$1.98 entry. Rack and retailer action should be considerable. "Oz" is considerably trimmed, of course, to fit one side, but "Peter" gets the full symphonic score. Frank Milano narrates latter, Carney does "Oz," which also has the top songs included. Double cover art, with "Peter" side a special visual delight.

ALI BABA AND THE 40 THIEVES (1-12)—Bing Crosby. Golden Masterpiece A298:20

At \$2.98, with Bing and considerable ballyhoo, this can't miss, especially on the racks. Times, by Sammy Cahn and Mary Rodgers, are delightful, and Bing sings well. He also narrates in that inimitable, informal manner. More discriminating parents will object to the gore and certain elements of morality involved, but the mass market will not be deterred.

A CHRISTMAS STORY (1-12)—Bing Crosby. Golden Masterpiece A298:21

Sales can be made on this the year around, if pushed. It's Bing again at \$2.98, in a fine story that leans on several American folk heroes, including Paul Bunyan, Johnny Appleseed and Dan'l Boone. Story and lyrics by Arnold Sundgaard, music by Alec Wilder, and includes one tune that could become a big seasonal hit—"How Lovely Is Christmas." Sock packaging at the price.

(Continued on page 30)

— Album Cover of the Week —



THE ART OF ROSA PONSELLE, RCA Camden CBL 100. Striking color photo is a modernistic painting of the artist as Brunhilde. The effective cover is an excellent display item and should stir interest.

Review Spotlight on . . .

Continued from page 29

International Spotlight

VAREL AND BAILLY (1-12") with Les Chanteurs de Paris. Angel 65037. The selections are originals by Varel and Bailly, the leaders of the group. Numbers vary from smart, sophisticated material to light, charming themes. The lyrics are in French, but each has a translation on the back cover. The harmonies by the versatile group are listenable throughout. The group is primarily a visual act, their disk appeal registers solidly, and the package could move if plugged.

Folk Special Merit

THE ENGLISH SINGERS (1-12") (Madrigals, Ballets and Folk Songs of Four Centuries)—The English Singers of London. Angel 35461. An outstanding package of its kind, by a group which brings a high degree of perfection to the art of ensemble singing. The packaging is exquisite and includes a text containing all the songs on the disk. Engineering is

excellent, with glossy surfaces. A must for specialty and class shops.

Classical—Spotlight on Sound

BRITTEN: PRINCE OF THE PAGODAS (2-12")—Orch. of the Royal Opera House, Covent Garden (Britten), London LL-1690/1. New full-length three-act ballet score is notable for brilliant orchestral colors, exotic touches, superbly reproduced by London's engineers. Dealers can be certain to interest hi-fi buyers and balletomanes in addition to usual buyers of modern music.

EP Spotlight

AROUND THE WORLD (1-EP)—Nat (King) Cole. Capitol EAP 1-813. Here's a sock EP package for dealers and a must programming item for jocks. Cole's velvety vocal chords are showcased on four current pop-single hits, including the title tune, "Fascination," "An Affair to Remember" and "There's a Gold Mine in the Sky."

Reviews and Ratings of New Albums

Classical

THE ART OF ROSA PONSSELLE (2-12")—RCA Camden CRL-100. One of the great singers of modern times in some unrivalled performances recorded over a period of 15 years in the 1920's and 1930's. Repertory includes operatic selections closely associated with Mme. Ponselle's notable triumphs, as well as more intimate songs. Vocal fans will flock to this.

CLASSICAL MUSIC FOR PEOPLE WHO DON'T KNOW ANYTHING ABOUT CLASSICAL MUSIC (1-12")—RCA Victor Symp. Ork (Bennett) RCA Victor LPM 2140. Routine performance of hummable classical themes, abridged from the scores and arranged by Robert Russell Bennett, who also conducts the ork. In other words, these are not snippings from the RCA Victor catalog. Dealers who sold last year's album for "people who hate classical music can gauge their sales on this one. It should sell to the same crowd for the same reasons.

MOZART: SYMPHONIES 38 ("PRAGUE") AND 39 (1-12")—Philharmonia Ork. (Klemperer) Angel 25408. The numerous existing versions of these works will be challenged considerably by these sensitive readings. Present performances should bring new adherents to the already great number of admirers of Klemperer's Mozart interpretations. Fine recorded sound.

THE ART OF MORIZ ROSENTHAL (1-12")—RCA Camden CAL 377. More treasures from the Victor vaults. Rosenthal, one of the giants of the keyboard, is represented here by selections of Chopin, Handel, Liszt and Johann Strauss Jr. The technique is phenomenal and the sound of most hands is quite good. The sides were recorded between 1928 and 1942. The album, of course, is one of a series released by Camden on the great keyboard artists of the past. Dealers who have carried the Camden packages by Josef Lhevinne, Paderewski, etc., will meet with equal success moving this one. A buy at the price.

MOUSSORGSKY-RAVEL: PICTURES AT AN EXHIBITION (1-12")—Philharmonia Ork. (Von Karajan) Angel 35430. A highly satisfactory dishing of a very popular work. Von Karajan's special flair for the dramatic makes the most of the rousing climaxes. Those English engineers have again provided listeners with a big, full-bodied sound. Demonstration will spark sales among the hi-fi minded.

CHOPIN: ETUDES OPUS 10 (1-12")—Claudio Arrau, Piano. Angel 35414. With this release, Arrau completes his well-wrought traversal of Chopin's Etudes. Good reception of earlier volume indicates comparable success here. Arrau's performances are always under control, convey elegance. Recording is good.

VAUGHAN WILLIAMS: SYMPH. NO. 8: PARTITA FOR DOUBLE STRING ORCH. (1-12")—London Phil. Ork. (Boult) London LL-1642. Good resonant recording of latest symphony by leading English composer. Recent Mercury release has taken the edge off initial sales, but excellent performance here demands attention. Additional interest lies in first recording of lively, strong-rhythmed "Partita."

LOTTE LEHMANN SINGS LEIDER (VOL. 1) (1-12")—RCA Camden Cal-378. The not necessarily a sack item, this

Jazz

THE BIRDLAND DREAMBAND VOL. II Maynard Ferguson and Various Artists (1-12") Vik LX 1077. All-star big-band disk is at least as good as Vol. I issued several months back, and which has sold where pushed. The Ferguson name has grown recently in the field, and this again will sell if shown. Plenty of ensemble and solo excitement throughout via writers Grouffre, Holtman, Paich, Wilkins, etc.; and soloist Ferguson, Cleveland, Cohn, Geller, etc.

CAUTION! MEN SWINGING Dennis Farnon Ork. (1-12") RCA Victor LPM 1495. A radical departure from his first set for Victor, "Magoo in Hi-Fi," Farnon veers to crisp, swinging big-band stylings for this outing. The Farnon arrangements and the general "feel" of the band relate to Les Brown, but, overall, there is sufficient individuality to give the band its own particular taste. Farnon's ability to write for brass; sprinkling of substantial jazz solos by D. Fagerquist, trumpeter; Ted Nash, tenor, etc., add appeal. If shown, should do extremely well with fans who go for big bands with a beat.

THE JAZZ MESSENGERS PLAY LERNER AND LOWE Altho it's one of several sets available by group in its "Moose-Code Modern" style of jazz, there's added interest here because of smart tune choice, which leads the improvisers into from "Fair Lady," "Brigadoon" (wrong publisher is credited here), and "Paint Your Wagon." Tempi have a hard-hitting sameness. Solo interest focuses on fast, Parker-ish tenor John Griffin. Fans of the "hard-bop" idiom to insure good sale.

PETE KELLY AT HOME Various Artists (1-12") RCA Victor LPM-1413. Music essentially in the Dixie vein by West Coast based traditionalists, i.e., D. Catcart, M. Matlock, George Van Eps, who turn in good performances that have elements of the rascally forceful and warmly mellow found in the more substantial traditional soundings. However, there is more of an arranged feeling to the music here than in most of the vintage Dixie. Could be sold to Dixie buyer concerned with danceable jazz band sound.

THE JOHNNY SMITH FOURSOME A well-rounded program by guitarist Smith, who, as always, is most persuasive on ballads. His singing sound and lyrical sense are used to the best advantage. Up tempo items here find their distinction in the close knit quality of group which lends a flowing quality. In all, an appealing set to cater to and less heavily oriented, as well. Good sound.

HERE I AM IN LOVE AGAIN Joe Burdick, Piano (1-12") Coral CRL 57175. An essentially modern jazz pianist who essays respect for tradition and traditional piano players in his work. Program of standards here is sensitively treated and has a low-flame

Popular

SONGS FOR HIP LOVERS Woody Herman (1-12") Verve MG V 2069. The fine line that separates jazz from pop is delicately held by Woody Herman, and only the fact that the wax is bound to have and deserves a wide audience, tips the scales to the "pop" classification. Herman's fine feeling for jazz, his meaningful phrasing, his rapport with the repertoire make this a knockout. Ace sidemen Ben Webster, Charlie Shavers, Bill Harris, Jo Jones, etc., accompany. Solid promotion plus exposure will sell this.

MAN WITH A THOUSAND FACES (Sound Track) Universal-International Ork (Gershenson) Decca DL 8623. The set should find favor with moviegoers. The pretty descriptive score has several lovely themes that vary from light gay attitudes to almost classical motifs. Particularly listenable is the main title which is based on a Chopin prelude. Rave reviews of picture should help with sales. Attractive cover.

TEENAGE PARTY The McGuire Sisters (1-12") Coral CRL 57154. A good title and sock cover photo make this LP a solid entry for the teen-age market. The girls sing up a pleasing storm on a group of rock and rollers and attractive standards, including several sides previously released as singles—"Rhythm 'N' Blues," "Rock Bottom," etc.

GLENN DERRINGER—ACCENT ON YOUTH ABC-Paramount ABC-193. Thirteen-year-old organist Derringer's first ABC-Paramount album, "Young Ideas," was one of the label's top sellers, and this package should chalk up an equally solid record. The youngster demonstrates his remarkable mastery of the organ piano and accordion on a group of nostalgic standards, with main emphasis on his solo work at the new Conn Organ.

GREEN EYES Helen O'Connell (1-12") Vik LX 1093. Remakes, with up-dated arrangements of numbers cut by thrush in her Jimmy Dorsey days, most of which were big hits in the early 1940's. Miss O'Connell's new-found TV popularity will make this a standard stock item for fall. More critically speaking, the voice lacks the old provocative quality. Good cover and notes and program offers good deejay fodder.

HIGHER THAN FI Marty Gold Ork (1-12") Vik LX 1097. Very well produced LP, good for mood sales, but the slight of the 12 tunes cut in dance tempo represent some of the best dance fare around. Other four are Gold originals, instrumental showpieces. Three different bands are used: One with brass octet and voices, which should appeal especially to hi-fi fans; another with seven reeds in a near-Miller style; and last with fiddles. Jocks can draw heavily from this. Can sell well if shown.

WHISPERING Luis Arcoz Ork (1-12") RCA Victor LPM 1385. Beautiful trumpet solos against settings varying from lushly romantic to fairly swinging can go in both pop and Latin American markets. The listenable numbers include "Laura," "Love Letters in the Sand" and "April Showers." Notes are written in both English and Spanish. Good dance set!

IN A SWINGIN' MOOD Ann Gilbert (1-12") Vik LX 1090. Young thrush shows great improvement over her first LP, issued last year, which was well received by pop and jazz critics. Approach is full and fresh, sometimes with a nod to Sarah Vaughan. Dealers and jocks looking for something new and different to push have a positive entity here. Program of standards is backed by three differently constituted groups, for good variety. Try the sensitive ballad treatment of "Back in Your Own Backyard." Appealing cover and well-documented notes.

DANCES WILD Russ Cate Ork (1-12") Vik LX 1085. Dances, mainly of foreign and exotic flavor, cut in fine hi-fi sound by three contrasting instrumental groupings brass and winds; nine guitars with rhythm; winds, multi-tympani and rhythm. Plenty of excitement and color, plus popular semi-classical repertoire, will sell this when shown. Includes such as "Sahre Dance," "Doll Dance," "Ritual Fire Dance." Plenty of change-up fare for jocks here.

SONGS BY STEVE LAWRENCE Coral CRL 57182. Steve Lawrence highlights this package of assorted pop tunes—including a couple of show songs, and several sides previously released as singles—"Fabulous," "Can't Wait for Summer," etc. Merita jockey play on basis of Lawrence popularity with teen-agers.

PUT THE BLAME ON MAME Something' Smith and the Redheads (1-12") Epic LN 3373. Here's a set that could have wide appeal. The teens could go for it, because of the rocker numbers with a danceable beat. It could click with the older set because of the smart tongue-in-cheek treatment accorded most of the tunes. Selections include "Honey," "My Melancholy Babe" and the title tune.

MOODS IN MUSIC Ciebanoff Strings, featuring the violin of Herman Clevantoff (1-12") Mercury 20270. Lushly stringed instrumental treatments of dreamy standards—"Intermezzo," "Wonderful One," "Our Waltz," etc.—make this package a soothing addition to any station's mood music library. Hi-fi fans will be interested in technique, whereby the violin is amplified considerably, via an echo chamber.

PRELUDE TO THE BLUES Sam (the Man) Taylor (1-12") M-G-M E 3573. Here's another lush instrumental package by Taylor, featuring his great sax solo work and haunting instrumental treatments of such sultry standards as "Blue Prelude," "Black Coffee," etc. Standout programming for mood music segs.

MUSIC TO MAKE THE STARY-EYED Robert Maxwell, Harp and Ork (1-12") M-G-M E 3571. Beautiful harp mastery against lush instrumentals settings provide a nice selection of dreamy themes. Stylings vary from slow, expressive thrums to fox-trots. The set can click with jocks looking for a new sound in mood packages and to dance buyers. Numbers include "Stella by Starlight," "All Through the Night" and "Evening Star." All of the tunes have a "star" idea.

SONGS BY ALAN DALE Altho Dale has moved over to ABC-Paramount, Coral still has sides in the can by the warbler, including this package. LP spotlights a group of nostalgic standards—"My Thrill," "Learn to Croon," etc.—along with several sides previously released as singles, including Dale's biggest single hits "Sweet and Gentle," "Cherry Pink" and "Oh Marie." Pleasing jockey fare.

THIS TIME WITH STRINGS Raymond Scott Ork (1-12") Coral CRL 57174. A nice mood package that can go well with buyers looking for relaxed, easy-listening sets. The tunes are Scott originals. Deejays have a new source of mood material here. Emphasis is mostly on strings, the some of the numbers are presented at an up-tempo pace. Selections include Scott's biggest hits—"In an 18th Century Drawing Room," "Toy Trumpet," etc.

HANDS ACROSS THE TABLE Johnny Desmond (1-12") M-G-M E 3561. Desmond has several Coral albums on the market right now, but this package—recorded by the singer some time ago—merits spins on the basis of polished vocal treatments of romantic standards—"Hands Across the Table," "April in Paris," "Too Young," etc. Smooth, sentimental programming for deejay jock segs.

OLD BUT NEW George Siravo Ork (1-12") Vik LX 1091. Fairly interesting program idea carried thru with arranging skill by Siravo. Tracks are dressed-up modern versions of American folk tunes by Foster, etc.; some quite danceable as Lindys, waltzes, etc. Jocks will get a boot out of most, and buyers looking for instrumental "novelties" with a "hip" twist will dig. Will need pushing, but pretty cover will help.

RUN OF THE ARROW Sound Track (1-12") Decca DL 8620. Beautiful, programmatic score by Victor Young can appeal to moviegoers. Themes range from lushly romantic to vigorously exciting. Interest in the set may be sparked by pic openings.

ORGANIZED FOR WALTZING Owen Bradley (1-12") Coral CRL 57161. The apparently insatiable organ album market should accord this package ready sales acceptance. Bradley plays smooth, highly melodic organ solo treatments—backed by rhythm accompaniment—of 12 lovely waltz standards—eight by Johann Strauss. A followup to Bradley's recent "Organ and Chimes" albums.

SPLIT PERSONALITY Squire Mason Ork (1-12") Vox 25-470. This hybrid album with a provocative title is an interesting blend of lushly orchestrated sides by the New Concert Orchestra with Alexander Glushkoff at the piano—and jazz-tinged instrumental treatments by Squire Mason. Selections range in mood from the sultry "The Dive" to the frantic "Bopology." Unusual effort programming for mood music shows.

MY OLD FLAME Julie Wilson (1-12") Vik LX 1095. This one is for Miss Wilson's sultry fans, and for those susceptible to the pic of a delicious creature (Miss Wilson) on the cover. Her chirping is nothing to rave about, altho it has, in this set of torch ballads, the quality of the eternally helpless, feminine female. Should be a fair seller in "class" shops. Good tune choice.

BRING ON THE HONKY-TONK PIANO Frankie Froba (1-12") ABC-Paramount ABC 199. Froba, one of the masters of the honky-tonk keyboard technique, does a dozen standards here. There are bluesy numbers, as "Sentimental Journey," and such popular back-room favorites as "Trot Test Tootsie." The beat and the fingers never waver, and range all over the keyboard. There's a lot of this stuff around; but of its type, this is a good one.

SOFT AND SMOOTH Buddy Milton Quartet (1-12") Tropicana 1206. The set can appeal in both pop and Latin American markets. The settings are Latin tempoo of several standards. The mood is soft and relaxed, and could go over with dance buyers. Tempos are mostly beguine. Selections include "I Concentrate on You," "Speak Low" and "Love Letters."

BONGO PARTY Mike Pacheco Sextet (1-EP) Tropicana EP 7002. Smooth treatments of Latin dance tempoo should satisfy those seeking dance sets. The attractive selections are "Blue Moon," "Cubano," "Caribean Romp" and "Blue Moon." Pacheco hits a nice groove that can attract in jazz and Latin American markets also.

LILLIAN ROTH SINGS Lillian Roth (1-12") Tops L 1567. A mediocre recording that's lacking technically, and decidedly inferior to a similar package available elsewhere. Miss Roth's songs, the old-timers she has made famous, are there, but there isn't much to recommend musically. Set lacks the spark and spontaneity Miss Roth has previously shown, the cover here may sell it to the supermarket set at \$1.47.

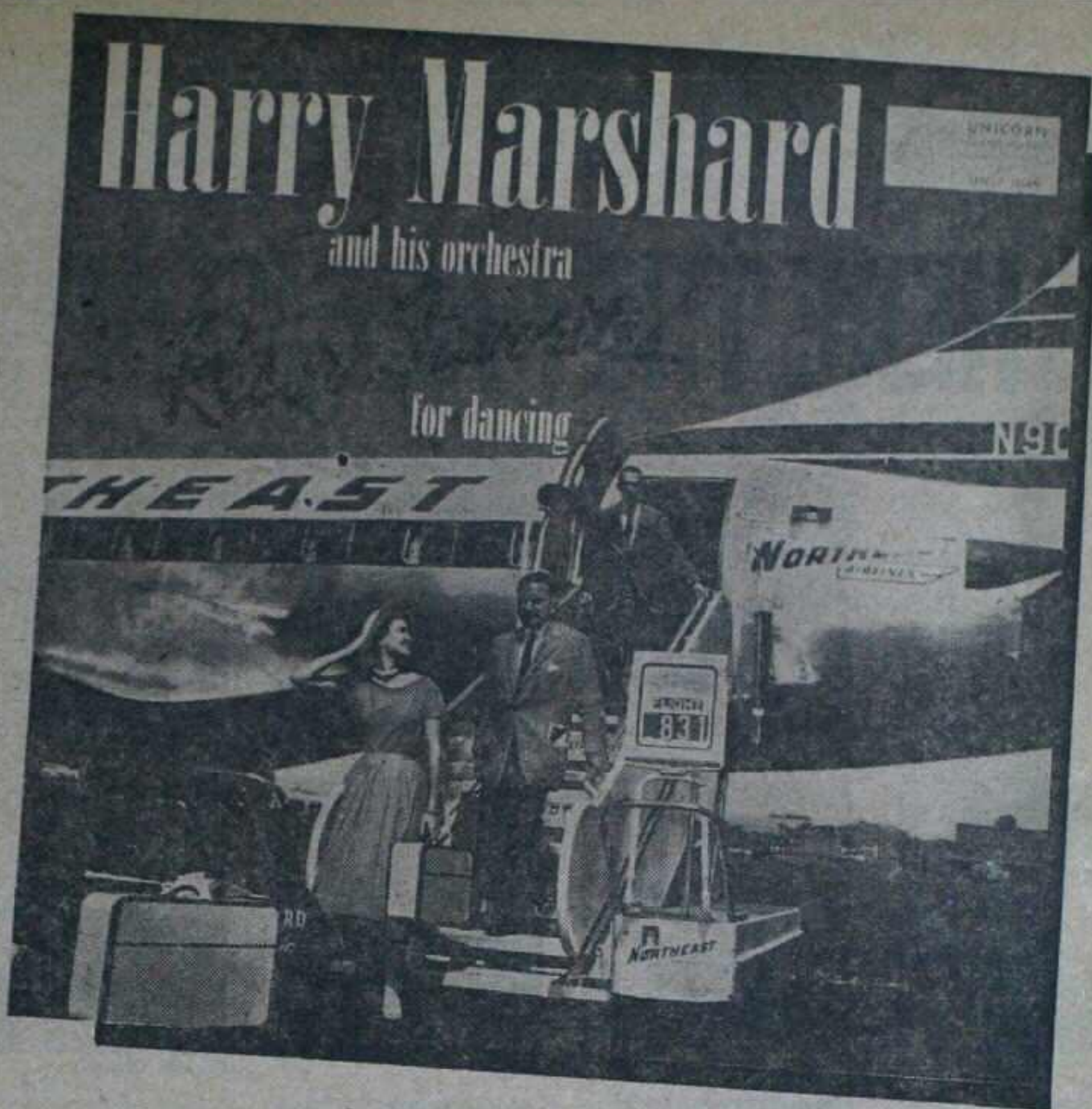
THE HEART OF PARIS The Montmartre Players (1-12") M-G-M E 3572. Instrumentals with the Gallic flavor. The material captures the Parisian mood. Included are "Heart of Paris," "Song From Moulin Rouge," "Frou Frou," etc. Dominant in the performances is the accordion of Herb Krein. A lot of this type of album is on the market. This one is in.

(Continued on page 41)

(Continued on page 41)

(Continued on page 34)

*it's already
taken
off...*



*...and is soaring to
new heights*

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HERE THEY ARE, "THE BEST OF '57"

15
BRAND NEW
POP
RECORDINGS!



LPM-1487 EPA1-1487



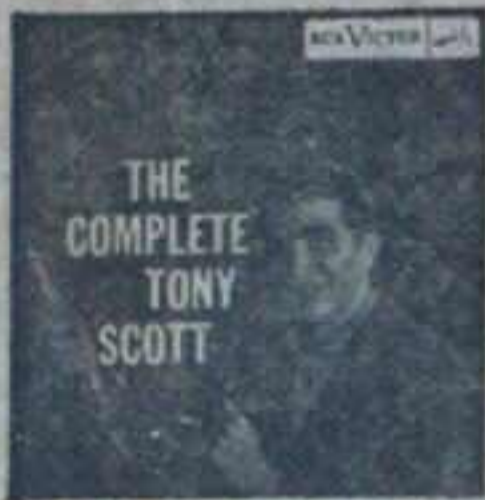
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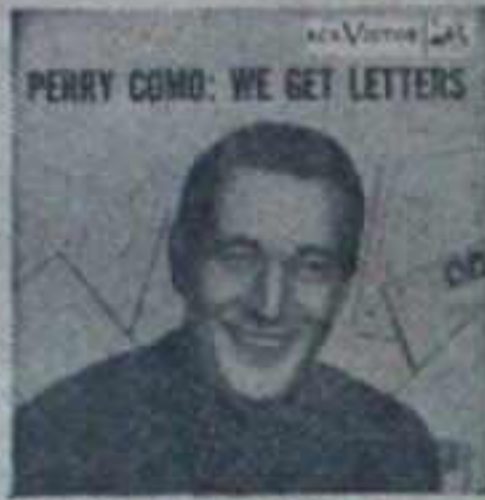
LPM-1474 EPA2-1474



LPM-1505 EPA1-1505



LPM-1452



LPM-1463 EPA2, 3-1463



LPM-1370 EPA1-1370



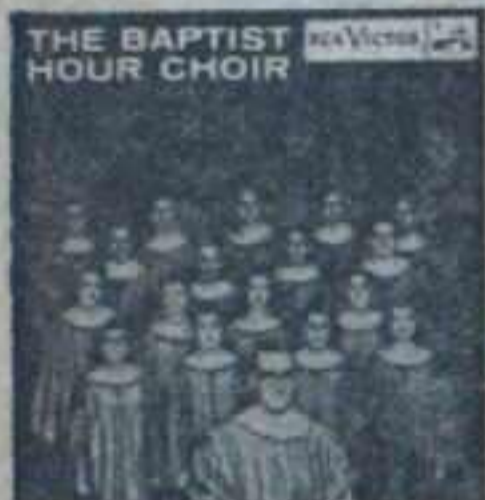
LPM-1485 EPA1-1485



LPM-1448 EPA1-1448



LPM-1385 EPA1-1385



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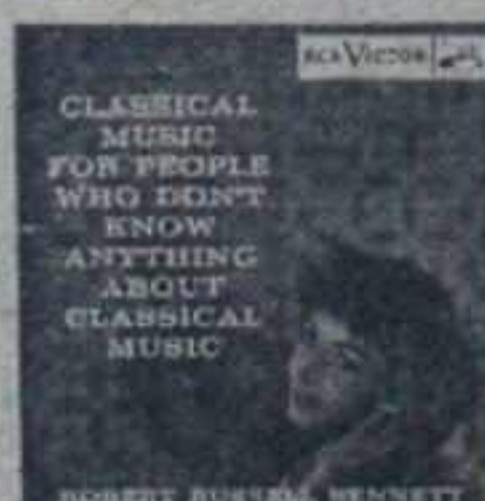
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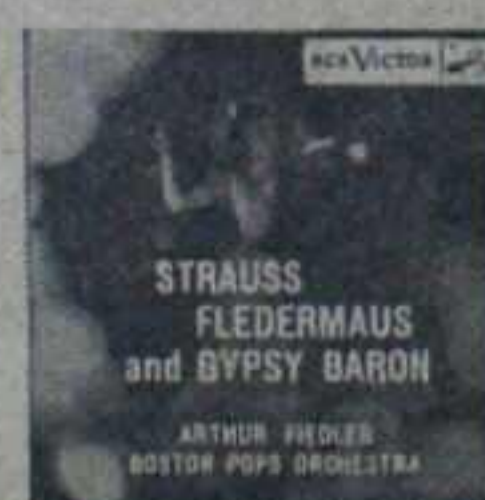
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Reviews and Ratings of New Popular Albums

Continued from page 30

corded well and should have a moderate potential.

FRENCH POST CARDS 70
Gerald Calvi Ork (1-12")
Coral CRL 57156

The Gallic approach is listenable on a variety of danceable themes—some familiar and others of a traditional folk type. The orking is lush and provides easy listening. Selections include "Malgouera," "Domani" and "Love and Marriage."

ON THE ROAD WITH ROCK 'N' ROLL 69
Mando and the Chili Peppers (1-12")
Golden Crest CR 3023

This routine rock and roll package—liberally spiced with a country flavor—may do well in the group's home State, Texas, but its general sales appeal is only fair. The boys play with an acceptable rock and roll beat and leader Mando warbles enthusiastically on several sides. Selections include "Candy Kisses," "Walkin' the Floor Over You," and "San Antonio Rose."

ROCK 'N' ROLL A LA FRANCAISE . . . 69
Roland Rock Ork (1-12")
Vox 25-490

Rock and roll, as interpreted by French band leader Roland Rock may have some curiosity value for jocks and collectors of off-beat packages, but it is doubtful if it will have much appeal to U. S. rock and roll fans. The titles are the same—"Rock Around the Clock," "I Want You to Be My Baby," etc., but general effect is more Parisian than Presley.

RAGGIN' THE RAGS 68
Harry Roy and the Hotcha Boys (1-12")
President PLP 1001

Here is a package of Dixieland material, done by a British group. Some will immediately pronounce it derivative, which of course it is; but it is also a free-swinging, well-integrated group belting out the songs with style. Included are "Tiger Rag," "Let's Do It Again," "12th Street Rag," etc. On one side Roy does some vocals.

JIMMY CULLEN AT THE SWAN CLUB 67
(Glenwood Landing, L. I.) (1-12")
JAC Recording Co. MG 78263

An attractive assortment of tunes styled for dancing. Set could appeal to those seeking relaxed dance packages. The orkster heads the King Cullen super markets during the week and plays at the Swan Club in Glenwood Landing, L. I., on weekends. The LP could have territorial appeal. Selections include "Bernie's Tune," "Once in Love With Amy" and several medleys.

CONCERT MINIATURES 67
Neal Hefli Ork (1-12")
Vik LX 1092

Hefli's is not a name one would associate with this type of innocuous salon material, and wary buyers will be disappointed. There's not a trace of jazz, and the scorings of such as "On the Trail," "Bells of St. Mary," etc., are not in the least distinctive. The good recording sound and some of the popular titles may attract buyers who aren't looking for Hefli per se.

Country & Western

SING ME A BLUE SONG 72
Hank Williams (1-12")
M-G-M E 3560

A repackaging of sides by the late, great Hank, this album will appeal to his fans who are insatiable. The material comprises 12 weepers, among them some of Hank's most affecting performances. Included are "Wedding Bells," "Mansion on the Hill," "I've Told Mama Goodbye." There are also sides which are rarely heard today and are valuable to collectors, such as "Blue Love (In My Heart)," "Why Should We Try Anymore," etc.

CREAKIN' LEATHER 70
Stan Jones (1-12")
Disneyland WDL 3015

A collection of Jones' own composition, e.g., "Wriggle Wriggle," "Riders in the Sky," "Too Young to Marry," etc., all of which are in the western mode. Material has a taint of Burl Ives to it, and makes for easy, relaxed listening. Lack of name value and the bulk of the selections which were not hit tunes, diminishes the lure here.

Children's

THE FIRESIDE TREASURY OF FOLK SONGS 88
Mitch Miller Ork and Chorus (1-12")
Golden A198-17

Material available in several forms on other Golden disks, now a sensational buy on the new \$1.98 LP series. Fine performances, sound, and

durable disk, plus attractive package make this a must for all types of outlets.

BIBLE SONGS AND STORIES 86
Terry Gilkyson (1-12")
Golden GRC 10

One of the fancier items in new Golden line, with broad appeal, even at the \$4.98 tag. Book and toy stores will probably sell a good share of these. Best-loved Biblical episodes from Old Testament are edited to child-size, beautifully illustrated and bound in a 22-page book with the top quality LP disk. Disk matter is a set of story-ballads, in a folk-spiritual style, clefted and sung by Gilkyson, with spirited chorus and orking in hi-fi sound. Dealers who get on this should be gratified.

ALICE IN WONDERLAND 80
Camarata Ork (1-12")
Disneyland WDL 4015

A remake of the all-time favorite Walt Disney flicker score, decorated by Tutti Camarata's orchestra and chorus. The ever beautiful title song, "I'm Late," and the clever "Rwas Brillig" are haunting melodies served up in plush, pleasing style. An excellent addition to any child's library.

Spiritual

SING PRAISES UNTO THE LORD 76
Doris Akers With the Simmons-Akers Singers (1-12")
RCA Victor LPM 1481

The noted Negro choir (four men, four women) with Doris Akers as the lead have a package of performances marked by dignity and style. The arrangements have the fine traditional rhythm; but what will appeal to may be the fact that the performances eschew extremes and empha-

size taste. Sides include "Lead Me to the Rock," "Jesus Is the Name," "He's a Light on My Pathway," etc.

Sports Car

PHIL HILL IN HIS OWN WORDS . . . 80
Around the Racing Circuit With a Great American Driver (1-12")
Riverside 5005

CARROLL SHELBY 80
The Career of a Great American Racing Driver (1-12")
Riverside 5006

To sports car racing fans, these two disks will hold endless fascination. Relative salability will depend on relative popularity of the two great racers interviewed. As a personality, Hill gets across more vividly on disks, but both impart a great deal of information, philosophy and opinion, dealing with their own careers, brands of cars, racing conditions, fellow-racers, tracks, etc. Even to those only casually interested in the field, one run-thru can hold attention.

Semi Classical

FRITZ KREISLER FAVORITES 75
R. Druian, Violin; J. Simms, Piano (1-12")
Mercury MG 50119

A dozen of Kreisler's noted miniatures are presented here with the delicacy and style which becomes such elegant compositions. Included are "Caprice Viennois," "The Old Refrain," "Liebesleid," etc. Dealers should not hesitate to demonstrate this album. It has marvelously clean surfaces, and Druian's violin is well-nigh flawless.

Band

THE DEUTSCHMEISTER BAND 72
Capt. J. Herrmann, Dir. (1-12")
Angel 35498

A strong collection of marches magnificently recorded, the Deutschmeister is one of the outstanding aggregations on the Continent and there is some promotion possibility in the 1958 tour planned for the group. Previous purchasers of band

(Continued on page 38)

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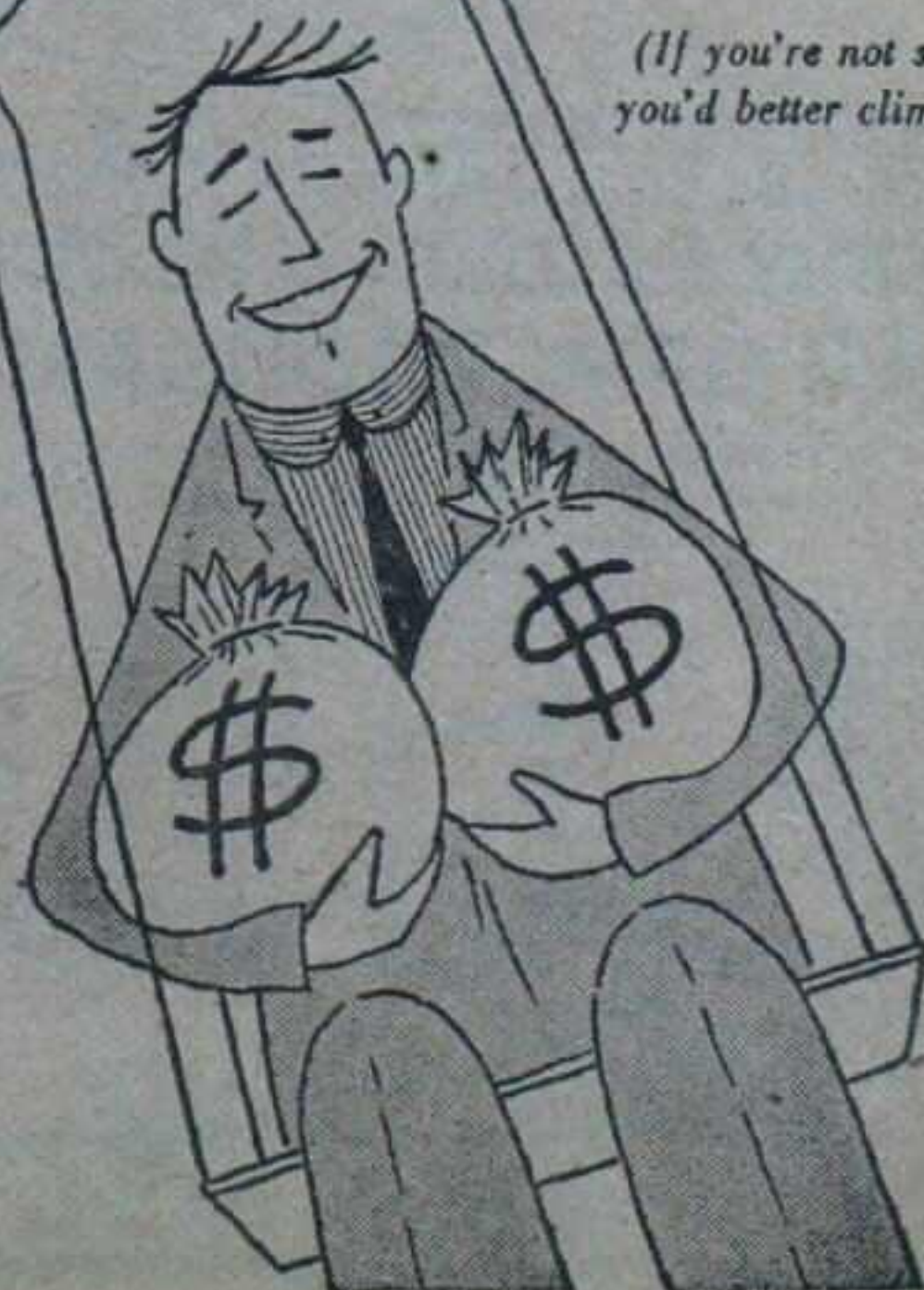
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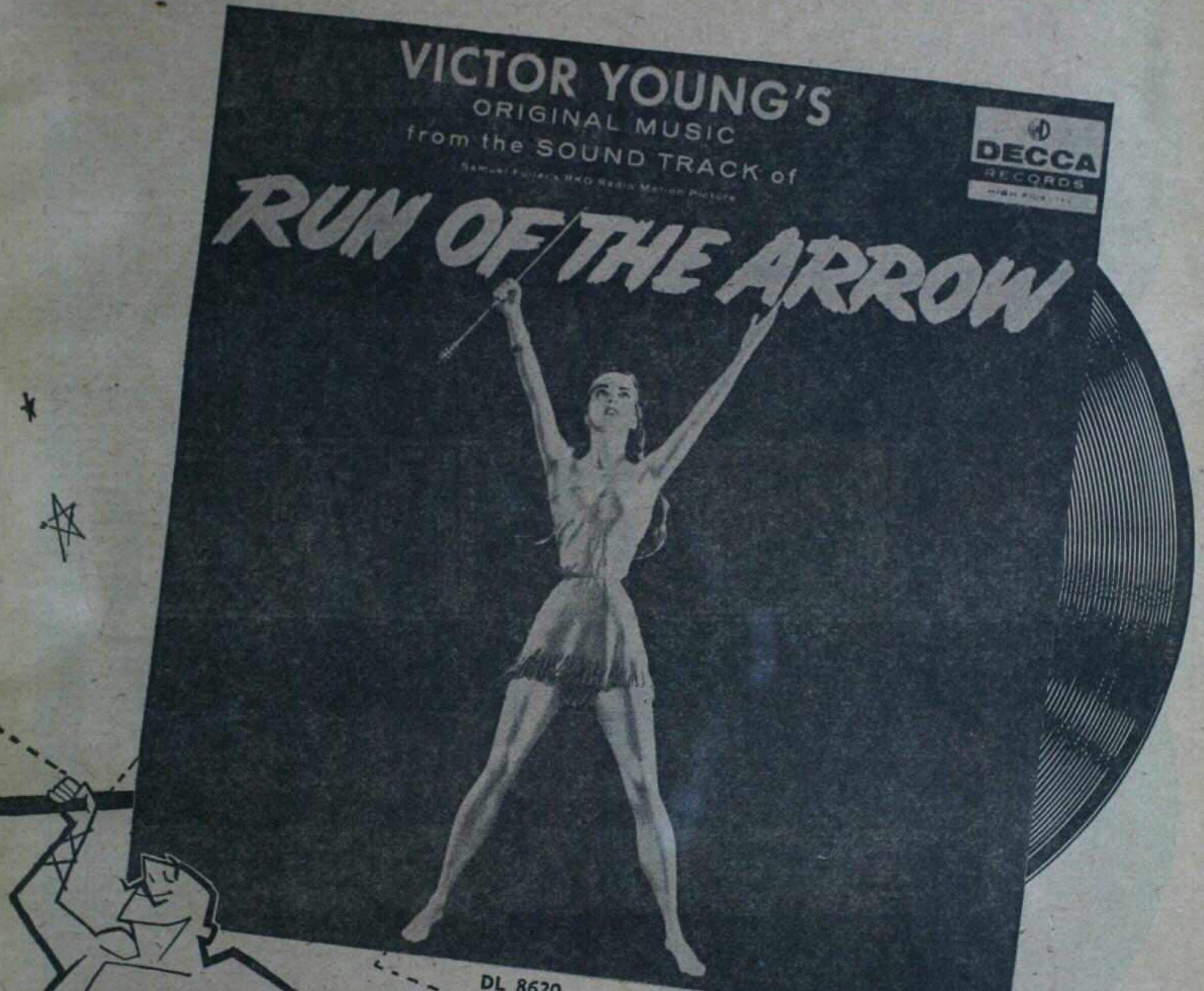
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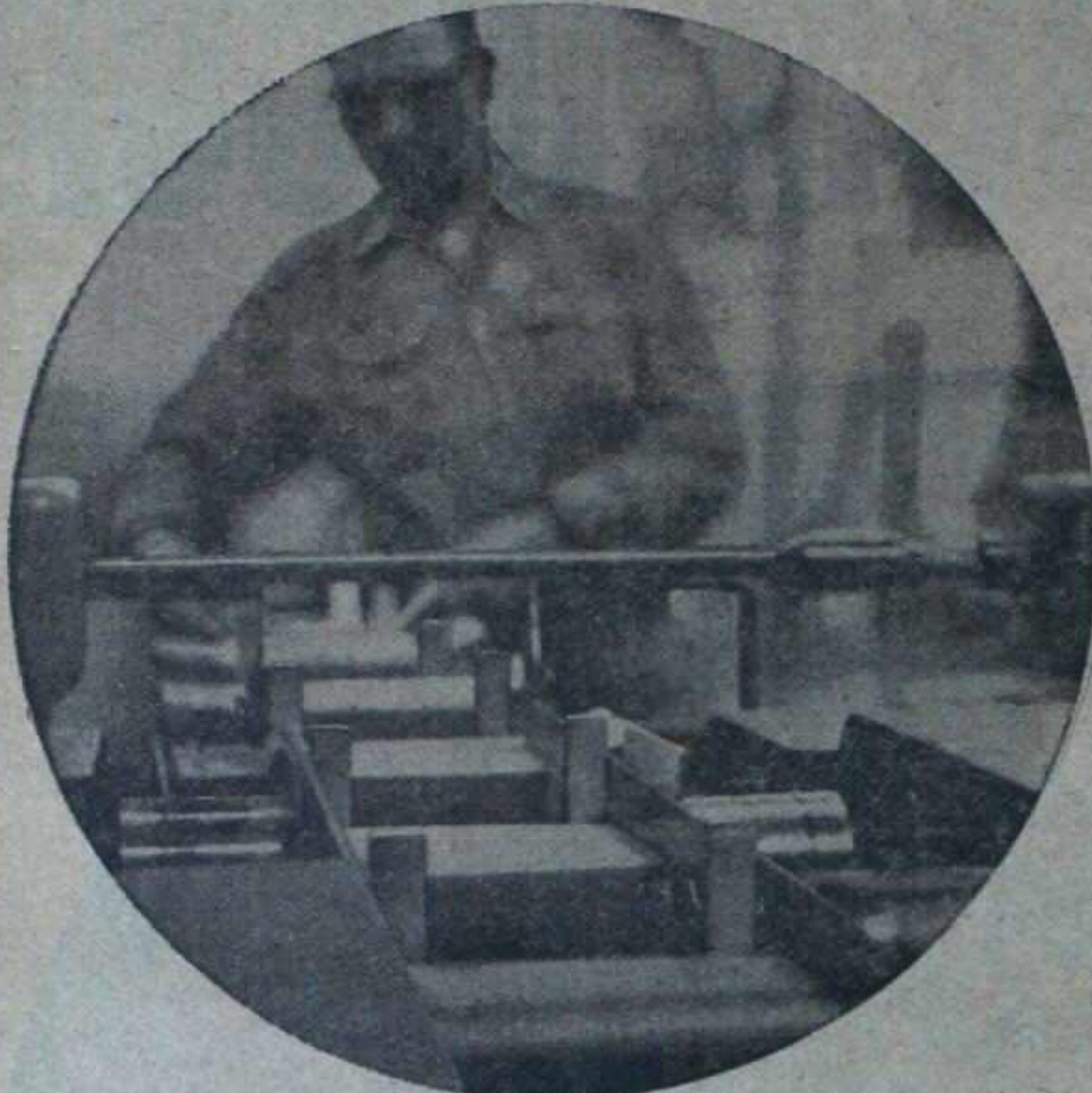
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Reviews and Ratings of New Popular Albums

Continued from page 34

disks are a natural for this one. Good strong beat will keep feet tapping wherever disk is played.

SOUNDS ON PARADE!
FRENCH MARCHES70
 Musique Militaire de Paris (de Foy) (1-12")
 Vox 25-380

The latest in a Vox series that includes American, Italian and Austrian band music. These bracing renditions by the Musique Militaire de Paris will appeal strongly to Francophiles who will find them typically and nostalgically French. Demonstrate the "Marseillaise" (band one, side two).

Specialty

GEORGE JESSEL—FIFTIETH ANNIVERSARY IN SHOW BUSINESS.....79
 (1-12")
 Cabot CAB 1001

Here's a powerful item for collectors and deejays with nostalgic old-timer programming segs. Veteran Jessel reprises his Golden Anniversary concert at Carnegie Hall—relates anecdotes and sings tunes associated with such show business greats as Al Jolson, Gus Edwards, George M. Cohan, etc. This could be a sleeper, since Jessel is currently guesting on a raft of top-rated TV shows to plug the package.

THE HOFFMUNG MUSIC FESTIVAL CONCERT78
 Various artists (1-12")
 Angel 35500

A very, very funny musical joke. This is a recording of an actual concert conceived by British cartoonist, George Hoffmung, who has been called, deservedly, a "highbrow Spike Jones." A typical hit is the "Grand Grand Overture for Orchestra, Organ, Rifles, Three Hoover Vacuum Cleaners and an Electrical Floor Polisher" in which the "domestic instruments" are heard in stunning high fidelity. Some of the humor has to be visualized but the intelligent and funny liner notes fill in the gaps for the disk buyer. Demonstrates for just about anyone.

BEST OF FOXX77
 Redd Foxx (1-12")
 Dooto DL 234

This \$4.98 package, first in a new Redd Foxx series, spotlights another hilarious monolog session by the deejay-comic. Supposedly recorded during actual performances—and spontaneous sounding laughter bears this out—LP stacks up as excellent special material for r.&b. jockey shows, and should do well in special market. A worthy follow-up to Foxx's seven volume album series "Laff of the Party."

COLLEGE DRINKING SONGS68
 The Blazers (1-12")
 ABC-Paramount ABC 201

The Blazers, with chorus directed by Frank Peterson, do 12 college songs such as "Maine Stein Song," "The Whiffenpoof Song," plus items from shows, as "The Heidelberg Stein Song" from "The Prince of Pilsen," etc. Adequate chanting; good sound. Particularly suitable for dealers in college towns. Back cover contains lyrics of the tunes.

International

SOUVENIR OF AUSTRIA75
 Various artists (1-12")
 Angel 65036

Charm — gemütlichkeit — are here in plenty. The music represents various sections of Austria, Vienna, Salzburg, Tyrol, Carinthia, etc., and is played and sung by many fine artists, some of whom have been presented on separate Angel packages before, such as baritone Erich Kunz, Jaro Schmied and His Schrammel Querset, etc. The album contains instrumentals, vocalists and a choral group, yodellers, a symphony group, etc. Addicts of this type of material will love it.

MUSIC OF THE VOLGA71
 Guy Luypaerts Ork (1-12")
 RCA Victor LPM 1417

A package similar to Luypaerts' "Music of the Danube" (see separate review), this album catches the musical mood of the peoples along the Volga. For this voyage Luypaerts features the balalaikas of Dimitri Lisakhoff, as against the cymbalon of the Danube trip. Authentic material, authentically arranged. Packages may be displayed together, one helping to sell the other.

MUSIC OF THE DANUBE71
 Guy Luypaerts Ork (1-12")
 RCA Victor LPM-1416

These sides comprise music one might hear along the more than 1,700 miles of the noted river. This in itself is a good album concept, lending itself to merchandising and giving the alert something to talk about. Included are compositions representing

Germany, Austria, Czechoslovakia, etc., respectively, such as "The Blue Danube," "Vienna, City of Dreams," "Song of Love," etc., the arrangements by Luypaerts are authentic in styling. This package features the cymbalon virtuoso, Nitz Codalban. A good album obeys type, and a companion package to "Music of the Volga" (see separate review).

Latin American

THE HEART OF HAVANA85
 Orquesta Aragon (1-12")
 RCA Victor LPM-1468

Top-grade cha-cha-cha package in the foremost Cuban style, with slick fiddlers, piccolo and rhythm. Rhythmic chanting and perfect tempi will gas the fans who understand that this is the style the natives themselves prefer. Very well recorded and programmed.

MUCHO PUENTE80
 Tito Puente Ork (1-12")
 RCA Victor LPM 1479

A widely diversified Latin set in that Puente has selected Latin tunes, American standards most appropriate for Latin rhythmic dressing; utilized a variety of instrumental settings and tempos; mixed them well; and come up with an appealing set. The buyer inclined to danceable Latin-oriented music gets a good run for his money here.

VALENTINO TANGOS IN HI-FI77
 Orchestra De Granados (1-12")
 Kapp 1064

This looks and sounds like a smart piece of merchandise. The package is inspired by "Valentino," the Columbia picture, and it presents 12 examples of the dance whose popularity in this country is often credited to the late screen star. The performances are lush and full of mood. Included are "Jalousie," "Por Que?", "The Sheik of Araby," etc. Dealers should time displays to tie in with the showing of the film.

LECUONA'S AFRO-CUBAN SUITE....68
 Noro Morales Ork (1-12")
 Vik LX 1100

Set is for listening rather than dancing, since actually it's an American arranger's (George Siravo) concert-style potpourri of top Lecuona tunes. Color and dynamics are varied by handing different sections to differently constituted groups—piano and rhythm, big brass, chanting chorus and large string section. One can imagine more indigenous scoring and more practical use of the material. For example, jocks don't have short portions they can cue up. Great cover is top asset.

LADY WITH THE LATIN AIRS73
 Carmen Barros (1-12")
 Vox 25-460

Thrash showcases a light, pleasing soprano on a group of familiar Latin tunes — "Malaguena," "B a b a l u," "Rumba Negra," "Maria Bonita," etc. Effective photo of Miss Barros on cover gives package good display value. Moderate sales appeal in its limited market.

ORESTES SANTOS AND HIS CUBAN BAND78
 (1-EP)
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(Continued on page 41)

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Reviews and Ratings of New Classical Albums

Continued from page 30

\$1.98 bargain is a natural for any serious collector, and a must for vocal students. Lieder include some of the best by Brahms, Wolf and Schubert, and even when the artist is heard in certain items made when she was past her peak, the sheer artistry compensates for vocal deficiencies. The designation "Vol. 1" indicates more of this wonderful stuff to come. Nice full-color cover and notes.

TCHAIKOVSKY: SYMPH. NO. 8 (1-12)—Toronto Symp. Orch. (Mac Millan) RCA Camden CAL 374 . . . 71
Okay interpretation of one of Tchaikovsky's most popular works. What the disk may lack in zest and polish, it makes up for in full spectrum sound. At the \$1.98 price, a good value. Disk should do very well on the racks, where the work is more important than the artistry of the performance.

A CHOPIN RECITAL (1-12)—Wilhelm Backhaus, Piano. London LL 1556 . . . 71
Reissue of material previously available on 10-inch disks, offers 12 études, supplemented by mazurkas, a waltz, and the "Ballade in G Minor." Backhaus' strongly individualistic approach results in some exceptionally fine moments, but is not calculated to convert admirers of other Chopin exponents.

HONEGGER: LE ROI DAVID (2-12)—S. Dancso (Soprano); M. DeMontmollin & F. Martin (Mezzo-Sopranos); M. Hamel (Tenor); L'Orchestre De La Suisse Romande (Ansermet) London XII. 1651/2 . . . 71
Youthful score by Swiss modernist in fine performance that attains moments of genuine grandeur. Soloists and chorus contribute moving performances under Ansermet's baton. Odd side offers bonus in well-recorded concert suite from Stravinsky's "L'Histoire du Soldat."

OPERATIC HIGHLIGHTS FOR ORCHESTRA - NO. 5 (1-12)—London Symp. Orch. (Pierino Gamba) London LI. 1671 . . . 71
Latest disk in London's operatic highlight series wanders from well-trodden paths with Mascagni's "Cleopatra" Overture and Verdi's somewhat better-known "I Vespri Siciliani" Overture. Among more standard fare, collection offers Ponchielli's "Dance of the Hours," Preludes to Acts 1 and 3 of "La Traviata" and the Intermezzo from "Cavalleria Rusticana." Performances are sprightly in style and sound.

PROKOFIEV: CONCERTO NO. 2. MOZART: CONCERTO NO. 3 (1-12)—Leonid Kogan, Violin. Angel 35344 . . . 70
Solid musicianship, good technical resources make this a satisfactory release. Prokofiev opus should be marked for special interest since competition is lighter than for the Mozart Concerto. Recording flatters Kogan's firm but smooth performance.

OPERA BUFFA (1-12)—Salvatore Baccaloni and various artists of the Metropolitan Opera Assoc. Concord 3008 . . . 70
A bit on the special side, consisting of

it does of basso arias. Credit Concord with handing the assignment to Salvatore Baccaloni, outstanding exponent of the buffa, or comic style, on the opera stage. Demonstration to opera lovers could spark sales of this fine-sounding disk and the intelligent program notes can also create interest.

THREE PIECES: GOLD AND THE SENOR COMMANDANTE: ONCE UPON A TIME (1-12)—Eastman-Rochester Symp. (Hanson) Mercury MG 50147 . . . 68
Works in a descriptive vein by three American composers—Kent Kennan, William Bergama and Bernard Rogers, respectively. Superb recording captures knowledgeable treatments of orchestra, which often surpass musical content in importance.

BACH: FRENCH SUITE NO. 6; ENGLISH SUITE NO. 5; PRELUDES AND FUGUES IN G MAJOR, NO. 15 AND NO. 39 (1-12)—Wilhelm Backhaus, Pianist. London LI. 1638 . . . 68
Keyboard connoisseurs and particularly fans of the authoritative German piano master Backhaus, will find much nourishment in his readings of these works, rarely recorded on piano. Despite occasional problems with time and facility, he gets to the musical heart of each section. Not too much competition around, but it's not for the mass market.

WOLF: LIEDER (1-12)—Dietrich Fischer-Dieskau; Gerald Moore, Piano. Angel 35474 . . . 68
Another gem by the superb young baritone. Lieder buyers will be an easy mark, and vocal students will find it most rewarding. Even tho there are competitive versions of the various songs around, duplication is no problem with this fare. Unfortunately, sales limited to small connoisseur clientele, and unlikely to match the artist's more popular Schubert-Schumann repertoire.

THE SPANISH HARPSICHORD (1-12)—Fernando Valenti, Harpsichord. Concord 4004 . . . 68
Excellent item for the connoisseur trade, and particularly for fanciers of the Scarlatti school. One side is devoted to sonatas of Soler, pupil of the latter, who received attention before from Valenti in a Westminster set. Flip contains works of other 18th century Spaniards, in styles of Scarlatti or Haydn coloration. Well-played and recorded, and packaged with real class.

BRAHMS: PIANO RECITAL (1-12)—Wilhelm Backhaus, Piano. London LI. 1637 . . . 68
Backhaus, who made monumental shillags of some of this music in the 1930's, does them on LP for the first time. Includes six pieces of Op. 118, others from Op. 76, 116, 117 and 119. Most of these shorter pieces have not been common on LP, but then, despite their strong appeal to connoisseurs, the market is fairly small. Those who know the music will take to these readings, if offered.

Reviews and Ratings of New Popular Albums

Continued from page 33

Set could appeal to fanciers of Latin dance rhythms. The smooth stylings are listenable and can move well in limited market. Numbers include "Cha Cha Cha Habana," "Hotcha Cha Mambo," "Tango in Purple" and "Say It's True."

Polka

STAN WOLOVIC AND THE POLKA CHIPS (1-12) . . . 87
ABC-Paramount ABC-204
Popular ABC-TV polka maestro's second LP for label, and should be big, especially in Midwest. Bright, colorful cover is fine for idiom, recording is live, and repertoire combines enough Polish and Slovenian material to please everyone. Where there are lyrics, most are in English, some in Polish too. Try familiar "Helen, Helen."

CHICAGO POLKAS (1-12) . . . 70
Johnnie Bomba Ork; The Polkateers
Dana 1218
Polish style polkas from the Midwest, with one side for each ork. Polkateers tracks sound old, but Bomba's are fresh and bright. Not too distinctive from heavy crop of polka disks the the label has been churning out, but should do business in the band's home locale.

Reviews and Ratings of New Jazz Albums

Continued from page 30

quality that should be attractive to mood/jazz clientele. Try "Do Nothin' Till You Hear From Me" and album title tune as demo-bands.

THE CHAMBER JAZZ SEPTET (1-12) . . . 72
Allyn Ferguson, Cond. (1-12)
Cadence CLP 1020
An attempt to synthesize jazz and serious music that is often provocative and meaningful, tho occasionally the writing is too busy, and the average listener would tend to lose out. However, this is a worthwhile set in that much of it comes off. The performances and sound are excellent, and it serves to introduce an impressive, new jazz altoist, John Leal. Sales potential lies with the more adventurous modern jazz buyer and classical clientele who have shown interest in jazz.

SOLOS FOR SEVEN (1-12) . . . 66
Bob Keene Septet. (1-12)
Anex A 4001
In its emphasis on standard material dressed in rather conservative J. Montrose arrangements, clarinetist Keene's Septet should find listeners outside the jazz area. Musicians on hand: S. Manne, Red Norvo, Pepper Adams, etc., should attract average jazz browser, but, if shown, the general lack of solo space, sameness of arrangements do not speak well for a substantial among the cognoscenti. Set would stand best chance with jazz and periphery clientele who like swell, understandable jazz.

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Mr. Bear
Record No. Amp. 129-1B—R&B

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Joe Colombo
Record No. Amp 130-1A—R&B

LOVE YOU ALL THE TIME
Joe Colombo
Record No. Amp 130-1B—Popular

SITTIN' ON TOP OF THE WORLD
Jerry Mar
Record No. Amp 131-1A—R&B

BROKENEST HEART IN TOWN
Jerry Mar
Record No. Amp 131-1B—Popular

ZIPPETY ZIP
The Empires
Record No. Amp 132-1A—R&B

IF I'M A FOOL
The Empires
Record No. Amp 132-1B—R&B

STOP DRIVIN', START DRIVIN'
Bert Keyes
Record No. Amp 133-1A—Rock'a'Billy

TOO WEAK TO STOP THE TREND
Bert Keyes
Record No. Amp 133-1B—Popular

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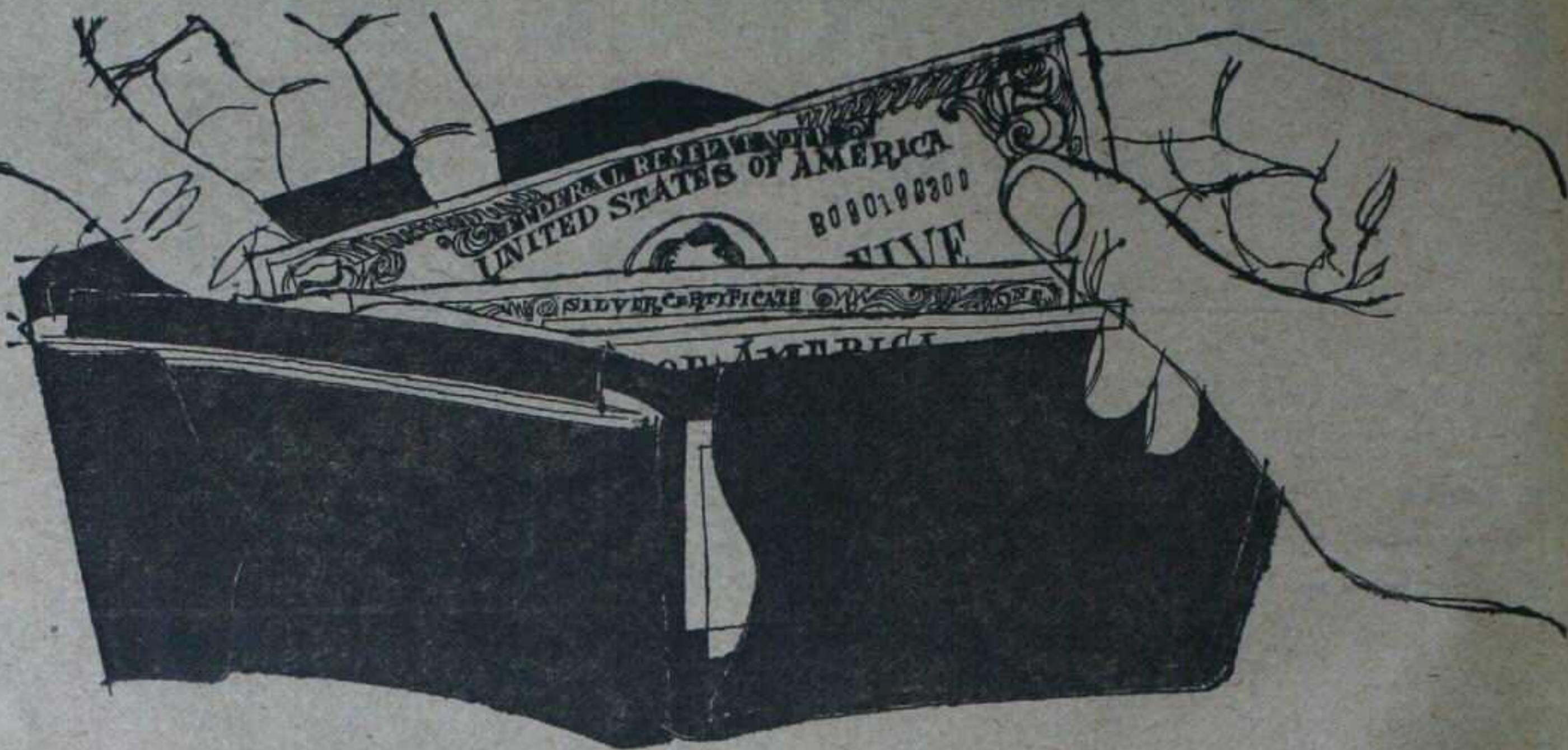
THE NATION'S TOP TUNES

For survey week ending August 31

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Tammy		1 8	5. Honeycomb		9 4
By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbis Reynolds, Coral 61851; Ames Brothers, Vic 20-6930. RECORDS AVAILABLE: George Barnes, Dec 30398; Joseph Gerahson Ork, Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Bill Snyder, Dec 30433.			By Bob Merrill—Published by Hawthorne Music (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4015. RECORD AVAILABLE: Georgie Shaw, Dec 30418.		
2. Diana		6 7	7. Teddy Bear		2 11
By Paul Anka—Published by Pamco Music, Inc. (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 9831.			By Kal Mann-Bernie Lowe—Published by Gladys Music (ASCAP) BEST SELLING RECORD: Elvis Presley, Vic 47-7000.		
3. Around the World		4 13	8. In the Middle of an Island		9 5
By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORD: Victor Young and Bing Crosby, Dec 30262. RECORDS AVAILABLE: George Barnes, Dec 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 20-6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 20-6853; Mantovani, London 1746; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Lawrence Welk, Coral 61741.			By Varnick & Acquaviva—Published by Mayfair (ASCAP) BEST SELLING RECORD: Tony Bennett, Col 40965. RECORDS AVAILABLE: Tennessee Ernie, Cap 3762; Anita Kerr Quartet, Dec 30417; Stan Wilson, Verve 10068.		
4. White Silver Sands		3 8	9. That'll Be the Day		8 4
By C. Mathews—Published by Fellows-Peer (BMI) BEST SELLING RECORD: Don Rondo, Jubilee 5288. OTHER RECORDS AVAILABLE: Owen Bradley, Dec 30363; Dave Gardner, OJR 1002; Lennon Sisters, Brunswick 55013.			By Jerry Allison-Buddy Holly-Norman Petty—Published by Nor-Va-Jak Music Co. (BMI) BEST SELLING RECORD: Crickets, Brunswick 55009. RECORDS AVAILABLE: Jelf Allen, Verve 10064; Buddy Holly, Dec 30434; Ravens, Argo 5276; Connie Russell, Era 1020.		
5. Fascination		16 4	10. Whole Lotta Shakin' Goin' On		15 5
By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP) BEST SELLING RECORD: Jane Morgan, Kapp 191. RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamilton, London 1758; Dick Jacobs, Coral 61864; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 20-6980; Ethel Smith, Dec 30421.			By D. Williams-S. David—Published by Marilyn (BMI) BEST SELLING RECORD: Jerry Lee Lewis, Sun 267.		
Second Ten					
11. Love Letters in the Sand		6 18	16. Bye Bye Love		9 15
By N. Kenny, C. Kenny & Coofs—Published by Bourne (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15570. RECORDS AVAILABLE: Charlie Carl, Songbird 207; Vi Vienne, V.I.P. 1003; Mac Wiseman, Dot 15578.			By B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1315. RECORDS AVAILABLE: Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; T. Tommy, Dot 15576.		
12. Rainbow		13 6	17. Old Cape Cod		14 14
By Ron Hulme—Published by Robbins (AP) BEST SELLING RECORD: Russ Hamilton, Kapp 184. RECORDS AVAILABLE: Bobby Breen, Chic 1013; Bill Darnell, Jubilee 5290.			By Rothrock-Wakus-Jeffrey—Published by George Pincus & Sons (ASCAP) BEST SELLING RECORD: Patti Page, Mercury 71101.		
13. I'm Gonna Sit Right Down and Write Myself a Letter		5 11	18. Love Me to Pieces		22 5
By Joe Young-Fred Ahlert—Published by De Sylva & Brown & Henderson (ASCAP) BEST SELLING RECORD: Billy Williams, Coral 61830. RECORDS AVAILABLE: Harry the Hipster, Hip 501; Larry Storch, Roulette 4014.			By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Jill Corey, Col 40955. RECORDS AVAILABLE: Janis Martin, Vic 20-6832; Rusty & Doug, Hickory 1008.		
14. It's Not for Me to Say		17 16	18. Stardust		21 8
By A. Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40851. RECORDS AVAILABLE: Jane Morgan, Kapp 185; Cyril Stapleton, London 1754.			By Hoagy Carmichael-Parish—Published by Mills (ASCAP) BEST SELLING RECORD: Billy Ward, Liberty 55071.		
15. Send for Me		12 10	18. Whispering Bells		18 8
By Allis Jones—Published by Winneton (BMI) BEST SELLING RECORD: Nat (King) Cole, Cap 3737.			By S. Lowery-C. Quick—Published by Gil-Fee-Bea (BMI) BEST SELLING RECORD: Del Vikings, Dot 15592.		
Third Ten					
21. Searchin'		22 15	26. There's a Gold Mine in the Sky		- 1
By Leiber-Stoller—Published by Tiger (BMI) RECORD AVAILABLE: Coasters, Atco 6087.			By C. Kenny-M. Kenny—Published by Bourne (ASCAP) RECORD AVAILABLE: Pat Boone, Dot 15602.		
22. Mr. Lee		26 4	27. Short Fat Fannie		20 10
By Bobbettes—Published by Progressive (BMI) RECORD AVAILABLE: Bobbettes, Atlantic 1144.			By Mary Williams—Published by Venice (BMI) RECORD AVAILABLE: Larry Williams, Specialty 608.		
23. Remember You're Mine		18 3	28. Affair to Remember		- 1
By Mann-Lowe—Published by Low-Tray Music Corp. (ASCAP) RECORDS AVAILABLE: Pat Boone, Dot 15602; Ray Vernon, Cameo 109.			By Warren, Adamson, McCarey—Published by Leo-Feist (ASCAP) RECORDS AVAILABLE: Luis Arcaraz, Vic 20-6952; Carmen Cavallaro, Dec 30362; Vic Damone, Col 40945; Angela Drake, M-G-M 12499; Pete King, Liberty 55073; Machito, Tico 407.		
23. My Heart Reminds Me and That Reminds Me		- 1	29. Goody Goody		24 2
By Al Stillman-C. Borgoni—Published by Symphony House (ASCAP) RECORDS AVAILABLE: Ambrose Ork, M-G-M 12542; Carmen Cavallaro, Decca 30076; Lenny Esposito, Coral 61874; Richard Hayman, Mercury 71178; Ted Heath, London 1690; Melachrino Strings, Vic 20-6671; Nick Noble, Mercury 70959; Della Reese, Jubilee 5292; Kay Starr, Vic 20-6981; Billy Vaughn, Dot 15466.			By Mercer-Malneck—Published by DeSylva, Brown & Henderson (ASCAP) RECORDS AVAILABLE: Ella Fitzgerald, Dec 30405 & Verve 10079; Jane Grant, Dot 15610; Teenagers, Gee 1039.		
25. So Rare		24 22	30. Hula Love		- 1
By Jerry Herli-Jack Sharpe—Published by Robbins (ASCAP) RECORD AVAILABLE: Jimmy Dorsey, Fraternity 755.			By Knox—Published by Kahl (BMI) RECORD AVAILABLE: Buddy Knox, Roulette 4018.		

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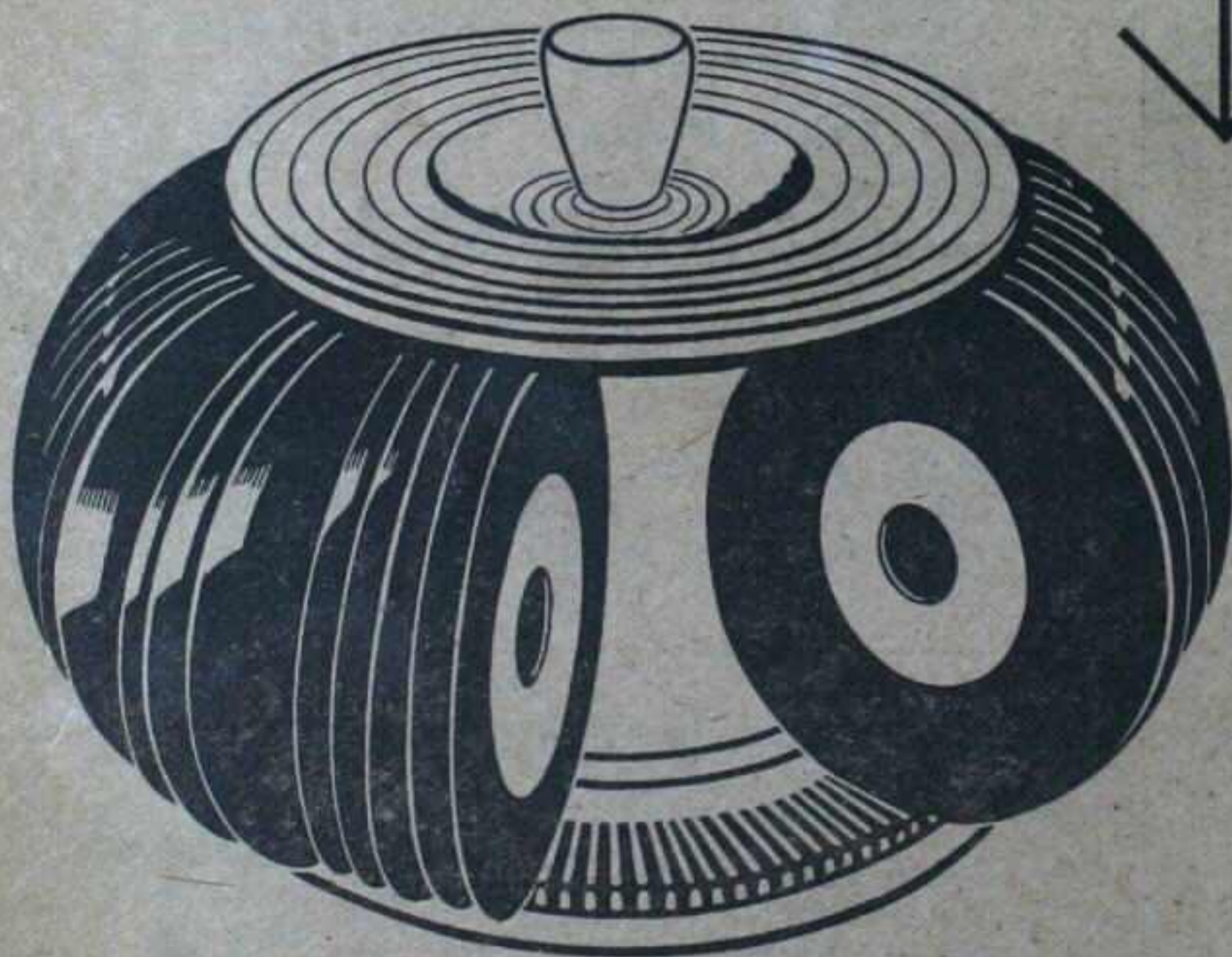
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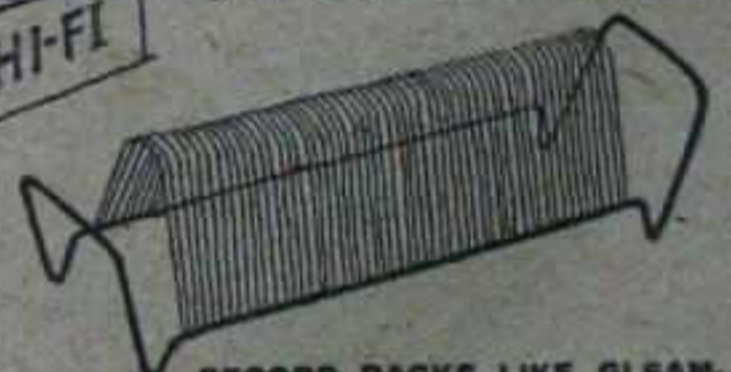
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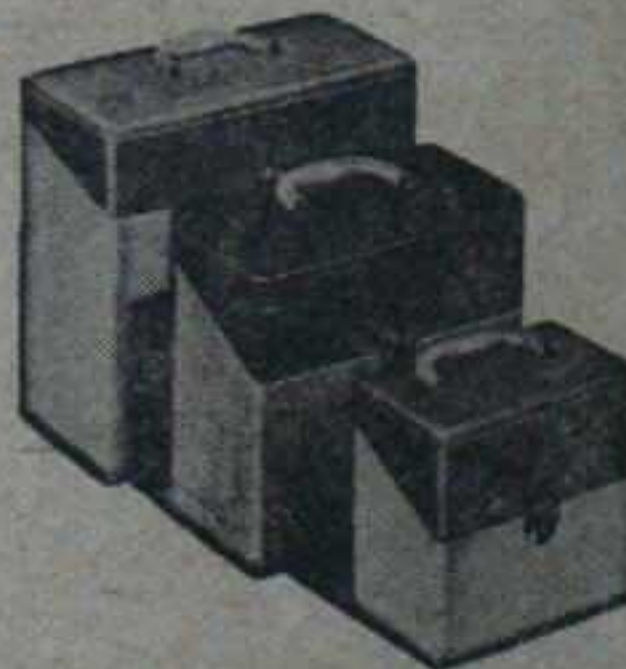
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b/w
WHISTLE STOP

From "New England Suite"
MITCH MILLER and
His ORCHESTRA and CHORUS
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THE EYES OF GOD
b/w
HIS INVISIBLE HAND

With RAY ELLIS
and His ORCHESTRA
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IN THE MIDDLE
OF AN ISLAND
b/w

I AM
With RAY ELLIS
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JILL COREY

LOVE ME TO PIECES

From the Westinghouse Studio
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"Love Me to Pieces"

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With JIMMY CARROLL
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b/w
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With RAY CONNIFF
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4-40993



SAMMY KAYE

MOONLIGHT SWIM

Vocal by Barry Frank
and The Kaydets

b/w
MARY LOU

Vocal by Sandi Summers
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SWING AND SWAY
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Best Sellers in Stores

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

FOR
SURVEY WEEK
ENDING
AUGUST 31, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. DIANA (BMI)—Paul Anka.....	2	7	10. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett.....	21	5	19. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (ASCAP)—Billy Williams.....	18	12
Don't Gamble With Love (BMI)—ABC-Paramount 9831			I AM (ASCAP)—Col 40965			DATE WITH THE BLUES (ASCAP)—Coral 61830		
2. TAMMY (ASCAP)—Debbie Reynolds... 1	7		12. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone.....	9	18	21. LOVE ME TO PIECES (BMI)—Jill Corey.....	20	5
French Heels (ASCAP)—Coral 61851			BERNARDINE (ASCAP)—Dot 15570			Love (BMI)—Col 40955		
3. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis.....	6	7	13. BYE BYE LOVE (BMI)—Everly Brothers.....	5	16	22. FASCINATION (ASCAP)—Jane Morgan.....		1
It'll Be Mine (BMI)—Sun 267			I Wonder If I Care as Much (BMI)—Cadence 1315			Midnight in Athens (ASCAP)—Kapp 191		
4. TEDDY BEAR (ASCAP)—Elvis Presley... 3	12		14. THERE'S A GOLD MINE IN THE SKY (ASCAP)—Pat Boone.....	13	5	23. AND THAT REMINDS ME (ASCAP)—Della Reese.....		1
LOVING YOU (BMI)—Vic 20-7000			REMEMBER YOU'RE MINE (ASCAP)—Dot 15602			I Cried for You (ASCAP)—Jubilee 5292		
5. THAT'LL BE THE DAY (BMI)—Crickets.....	4	4	15. WHISPERING BELLS (BMI)—Del Vikings.....	12	9	24. AROUND THE WORLD (ASCAP)—Victor Young.....		5
I'm Lookin' for Someone to Love (BMI)—Brunswick 55009			Don't Be a Fool (BMI)—Dot 15592			(VOCAL) (ASCAP)—Decca 30262		
6. HONEYCOMB (ASCAP)—Jimmie Rodgers.....	8	4	15. STARDUST (ASCAP)—Billy Ward.....	15	8	25. GOODY GOODY (ASCAP)—Teenagers... 20	3	
Their Hearts Were Full of Spring (ASCAP)—Roulette 4015			Lucinda (BMI)—Liberty 55071			Creation of Love (BMI)—Gee 1039		
7. SEND FOR ME (BMI)—Nat (King) Cole.....	7	11	17. WHITE SILVER SANDS (BMI)—.....	17	7	26. HULA LOVE (BMI)—Buddy Knox.....		1
MY PERSONAL POSSESSION (BMI)—Cap 3737			Stars Fell on Alabama (ASCAP)—Jubilee 5288			Devil Woman (BMI)—Roulette 4018		
7. RAINBOW (ASCAP)—Russ Hamilton... 14	6		18. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis.....	25	16	27. SO RARE (ASCAP)—Jimmy Dorsey.... 19	22	
We Will Make Love (ASCAP)—Kapp 184			Warm and Tender (ASCAP)—Col 40851			Sophisticated Swing (ASCAP)—Fraternity 755		
9. MR. LEE (BMI)—Bobbettes.....	16	5	19. SHORT FAT FANNIE (BMI)—Larry Williams.....	11	10	28. TAMMY (BMI)—Ames Brothers.....	26	5
Look at the Stars (BMI)—Atlantic 1144			HIGH SCHOOL DANCE (BMI)—Specialty 608			ROCKIN' SHOES (ASCAP)—Vic 6930		
10. SEARCHIN' (BMI)—Coasters.....	10	17				29. WONDERFUL, WONDERFUL (BMI)—Johnny Mathis.....		7
YOUNG BLOOD (BMI)—Ateo 6087						When Sunny Gets Blue (BMI)—Col 40784		
						30. JUNE NIGHT (ASCAP)—Jimmy Dorsey... 1		
						JAY-DEE'S BOOGIE WOOGIE (BMI) Fraternity 777		

Most Played by Jockeys

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.

FOR
SURVEY WEEK
ENDING
AUGUST 31, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. TAMMY (ASCAP)—Debbie Reynolds... 1	8		9. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER (ASCAP)—Billy Williams.....	3	12	17. OLD CAPE COD (ASCAP)—Patti Page... 10	14	
French Heels (ASCAP)—Coral 61851			Date With the Blues (ASCAP)—Coral 61830			Wondering (BMI)—Mercury 71101		
2. HONEYCOMB (ASCAP)—Jimmie Rodgers.....	4	3	10. TAMMY (ASCAP)—Ames Brothers.....	8	8	18. BYE BYE LOVE (BMI)—Everly Brothers.....	18	15
Their Hearts Were Full of Spring (ASCAP)—Roulette 4015			Rockin' Shoes (BMI)—Vic 6930			I Wonder If I Care as Much (BMI)—Cadence 1315		
3. DIANA (BMI)—Paul Anka.....	14	5	11. LOVE ME TO PIECES (BMI)—Jill Corey.....	19	6	19. SEND FOR ME (BMI)—Nat (King) Cole.....	12	9
Don't Gamble With Love (BMI)—ABC-Paramount 9831			Love (BMI)—Col 40955			My Personal Possession (BMI)—Cap 3737		
3. THAT'LL BE THE DAY (BMI)—Crickets.....	16	3	12. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone.....	6	18	20. FASCINATION (ASCAP)—Jane Morgan... 1		
I'm Lookin' for Someone to Love (BMI)—Brunswick 55009			Bernardine (ASCAP)—Dot 15570			Midnight in Athens (ASCAP)—Kapp 191		
5. TEDDY BEAR (ASCAP)—Elvis Presley... 2	19		12. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis.....	15	5	21. JUNE NIGHT (ASCAP)—Jimmy Dorsey.....		1
Loving You (BMI)—Vic 7000			It'll Be Mine (BMI)—Sun-267			Jay-Dee's Boogie Woogie (BMI)—Fraternity 777		
6. REMEMBER YOU'RE MINE (ASCAP)—Pat Boone.....	11	3	14. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett.....	17	4	22. LOVING YOU (BMI)—Elvis Presley.... 1		
There's a Gold Mine in the Sky (ASCAP)—Dot 15602			I Am (ASCAP)—Col 40965			Teddy Bear (ASCAP)—Vic 7000		
7. WHITE SILVER SANDS (BMI)—Don Rondo.....	9	7	15. IT'S NOT FOR ME TO SAY (ASCAP)—Johnny Mathis.....	8	16	23. SO RARE (ASCAP)—Jimmy Dorsey.... 15		
Stars Fell on Alabama (ASCAP)—Jubilee 5288			Warm and Tender (ASCAP)—Col 40851			Sophisticated Swing (ASCAP)—Fraternity 755		
8. RAINBOW (ASCAP)—Russ Hamilton... 7	6		15. AROUND THE WORLD (ASCAP)—Mantovani.....	12	8	24. FASCINATION (ASCAP)—Dinah Shore... 1		
We Will Make Love (ASCAP)—Kapp 184			The Road to Ballinagarry (ASCAP)—London 1746			Till (ASCAP)—Vic 6980		
						25. STARDUST (ASCAP)—Billy Ward..... 20	6	
						Lucinda (BMI)—Liberty 55071		

Patti Page

*Sings and Swings
a Great
Rhythm Side*

My How The Time Goes By



MERCURY #71189

Written by
Carolyn Leigh and Cy Coleman

EDWIN H. MORRIS & CO., INC.

31 West 54 St., NYC, NY

M-G-M Records

JONI JAMES

DAY DREAMING

CRYING IN THE SHADOWS

K12531 • MGM 12531



Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 31

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Bye Bye Love, Everly Brothers, Cdc.
Diana, Paul Anka, ABC-Para.
Fascination, Jane Morgan, Kapp
Love Letters in the Sand/Bernadine
Pat Boone, Dot
Rainbow, Russ Hamilton, Kapp
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.
Whispering Bells, Del Vikings, Dot

CHICAGO

Diana, Paul Anka, ABC-Para.
In the Middle of an Island
Tony Bennett, Col.
Mr. Lee, Bobbettes, Atl.
Rainbow, Russ Hamilton, Kapp
Searchin', Coasters, Atco
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
Whispering Bells, Del Vikings, Dot

DETROIT

Around the World, Mantovani, Lon.
Bermuda Shorts, Delroys, Apo.
Fascination/Swinging Sweethearts
David Carroll, Mer.
Flying Saucer, Buchanan & Goodman, Lun.
Love Me to Pieces, Jill Corey, Col.
Mr. Lee, Bobbettes, Atl.
Rainbow, Russ Hamilton, Kapp
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

EAST TEXAS

Diana, Paul Anka, ABC-Para.
Mr. Lee, Bobbettes, Atl.
Remember You're Mine/There's a Gold Mine in the Sky, Pat Boone, Dot
Short Fat Fannie, Larry Williams, Spe.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.
When I See You, Fats Domino, Imp.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
You're My One and Only Love/Honey Rock, Ricky Nelson, Vrv.

FLORIDA

Jenny Jenny, Little Richard, Spe.
Lonely Chair, Lloyd Price, Krc.
Miss You So, Lillian Offitt, Exc.
Mr. Lee, Bobbettes, Atl.
Send for Me/My Personal Possession, Nat (King) Cole, Cap.
Short Fat Fannie, Larry Williams, Spe.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Whispering Bells, Del Vikings, Dot
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
Wonderful, Wonderful, Johnny Mathis, Col.

LOS ANGELES

Bye Bye Love, Everly Brothers, Cdc.
Diana, Paul Anka, ABC-Para.
Love Letters in the Sand/Bernadine
Pat Boone, Dot
Searchin'/Young Blood, Coasters, Atco.
Short Fat Fannie, Larry Williams, Spe.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

NEW YORK AND NEWARK

And That Reminds Me, Della Reese, Jub.
Diana, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rit.
Send for Me/My Personal Possession, Nat (King) Cole, Cap.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

NORTHERN NEW YORK STATE

Fascination, Dick Jacobs, Cor.
Frankie, Bobby Helms, Dec.
Goody, Goody, Teenagers, Gee
Lasting Love, Sal Mineo, Epl.
Loving You/Teddy Bear, Elvis Presley, Vic.
So Rare, Jimmy Dorsey, Fly.
Stardust, Billy Ward, Lbt.

Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
There's a Gold Mine in the Sky
Pat Boone, Dot
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

NORTHERN OHIO

Diana, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rit.
Lotta Lovin', Gene Vincent, Cap.
Mr. Lee, Bobbettes, Atl.
Rainbow, Russ Hamilton, Kapp
Searchin', Coasters, Atco.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Whispering Bells, Del Vikings, Dot

NORTHWEST

C. C. Rider, Chuck Willis, Atl.
Cool Shake, Del Vikings, Mer.
Diana, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rit.
I Like Your Kind of Love
Andy Williams, Cdc.
Short Fat Fannie, Larry Williams, Spe.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Whispering Bells, Del Vikings, Dot
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
You're My One and Only Love
Ricky Nelson, Vrv.

PHILADELPHIA

Diana, Paul Anka, ABC-Para.
Fascination, Jane Morgan, Kapp
Honeycomb, Jimmie Rodgers, Rit.
It's Not for Me to Say, Johnny Mathis, Col.
Rainbow, Russ Hamilton, Kapp
Tammy, Debbie Reynolds, Cor.
Wonderful Wonderful, Johnny Mathis, Col.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

ST. LOUIS AND KANSAS CITY

Black Socks
Joe Bennett & Sparkletones, ABC-Para.
Bye Bye Love, Everly Brothers, Cdc.
Diana, Paul Anka, ABC-Para.
Goody Goody, Teenagers, Gee
Gotta Get to Your House
David Seville, Lbt.
Honeycomb, Jimmie Rodgers, Rit.
In the Middle of an Island
Tony Bennett, Col.
Mr. Lee, Bobbettes, Atl.
Searchin', Coasters, Atco.
Send for Me Nat (King) Cole, Cap.
Short Fat Fannie, Larry Williams, Spe.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

SAN FRANCISCO AND OAKLAND

Bye Bye Love, Everly Brothers, Cdc.
Chicken Baby Chicken, Tony Harris, Ebb
Flying Saucer, Buchanan & Goodman, Lun.
Rainbow, Russ Hamilton, Kapp
Short Fat Fannie, Larry Williams, Spe.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
To the Aisle, Five Satins, Emb.
White Silver Sands, Don Rondo, Jub.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

SOUTHERN OHIO

Fallen Star, Jimmy Newman, Dot
Love Letters in the Sand, Pat Boone, Dot
Remember You're Mine/There's a Gold Mine in the Sky, Pat Boone, Dot
Searchin'/Young Blood, Coasters, Atco.
Send for Me/My Personal Possession, Nat (King) Cole, Cap.
Tammy, Debbie Reynolds, Cor.
Teddy Bear, Elvis Presley, Vic.
White Silver Sands, Don Rondo, Jub.

WASHINGTON AND BALTIMORE

And That Reminds Me, Della Reese, Jub.
Diana, Paul Anka, ABC-Para.
Lotta Lovin'/Wear My Ring
Gene Vincent, Cap.
Love Me to Pieces, Jill Corey, Col.
Tammy/Rockin' Shoes, Ames Brothers, Vic.
Tammy, Debbie Reynolds, Cor.
Teddy Bear/Loving You, Elvis Presley, Vic.
That'll Be the Day, Crickets, Brk.
Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun

Billy Williams
THE GAUCHO
SERENADE
and
SHANGHAI

K12537

Chuck Alaimo Quartet
HOW I
LOVE YOU

and
LOCAL 66
K12508 • MGM 12508



MARVIN
RAINWATER
MY LOVE IS REAL

MY BRAND OF BLUES

K12511 • MGM 12511

Murray Arnold
Quartet
MOONLIGHT

(From album "Overheard in a Cocktail Lounge")

PICKED BY
BILLBOARD & CASH BOX
K12530

Sam (the Man) Taylor
TANGANYIKA
and
A TOUCH OF THE BLUES

K12529 • MGM 12529

SALES ACTION ON
LOOK UP
K12441

Keep your
eyes and
ears on...

CARMEL QUINN
WHO ARE YOU FOOLIN' NOW?
YOU CAN'T RUN AWAY FROM YOUR HEART

K12540

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**AGAIN
AGAIN
AGAIN
AGAIN**

**PROVEN
HIT
MAKERS**

**THE
PLATTERS**

**ONLY
BECAUSE***

AND

**THE MYSTERY
OF YOU***

MERCURY 71184



* A BILLBOARD SPOTLIGHT HIT

the hits are on

jubilee



Don Rondo

THERE'S ONLY YOU

b/w

FORSAKING ALL OTHERS

5297

WHITE SILVER SANDS

5288



Della Reese

AND THAT REMINDS ME

5292



Bill Darnell

RAINBOW

5290

Big Al Sears

AROUND THE WORLD

b/w

FASCINATION

5293

Dion and The Timberlanes

THE CHOSEN FEW

5294

Don Lee

ECHO, ECHO, ECHO

Blue Chip 0013

The Paragons

LET'S START ALL OVER AGAIN

Winley 220



Product of

Jay-Gee Records



Top 100 Sides

FOR SURVEY WEEK ENDING AUGUST 31

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

Position	Song, Artist, Label	Position Last Week
1.	TAMMY, Debbis Reynolds, Coral	1
2.	DIANA, Paul Anka, ABC-PARAMOUNT	2
3.	TEDDY BEAR, Elvis Presley, Victor	3
4.	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	8
5.	THAT'LL BE THE DAY, Crickets, Brunswick	6
6.	BYE BYE LOVE, Everly Brothers, Cadence	4
7.	SEARCHIN', Coasters, Atco	7
8.	RAINBOW, Russ Hamilton, Kapp	9
9.	HONEYCOMB, Jimmie Rodgers, Roulette	16
10.	SEND FOR ME, Nat (King) Cole	11
11.	LOVE LETTERS IN THE SAND, Pat Boone, Dot	5
12.	WHITE SILVER SANDS, Don Rondo, Jubilee	12
13.	WHISPERING BELLS, Del Vikings, Dot	10
14.	SHORT FAN FANNIE, Larry Williams, Specialty	13
15.	MR. LEE, Bobbettes, Atlantic	20
16.	I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER, Billy Williams, Coral	14
16.	STARDUST, Billy Ward, Liberty	17
18.	IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia	21
19.	SO RARE, Jimmy Dorsey, Fraternity	15
20.	LOVE ME TO PIECES, Jill Corey, Columbia	18
21.	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	19
22.	OLD CAPE COD, Patti Page, Mercury	23
23.	FLYING SAUCER, Buchanan & Goodman, Luniverse	22
24.	GOODY GOODY, Teenagers, Gee	25
25.	TO THE AISLE, Five Satins, Ember	26
26.	REMEMBER YOU'RE MINE, Pat Boone, Dot	24
27.	JENNY, JENNY, Little Richard, Specialty	27
28.	SHANGRI-LA, Four Coins, Epic	28
29.	THERE'S A GOLD MINE IN THE SKY, Pat Boone, Dot	29
30.	WONDERFUL, WONDERFUL, Johnny Mathis, Columbia	35
31.	AROUND THE WORLD, Mantovani, London	32
32.	FASCINATION, Jane Morgan, Kapp	63
33.	AND THAT REMINDS ME, Della Reese, Jubilee	51
34.	LOVING YOU, Elvis Presley, Victor	34
34.	TAMMY, Ames Brothers, Victor	29
36.	WHEN I SEE YOU, Fats Domino, Imperial	39
37.	OVER THE MOUNTAIN, Johnnie & Joe, Chess	33
38.	I LIKE YOUR KIND OF LOVE, Andy Williams, Cadence	36
39.	AROUND THE WORLD, Victor Young, Decca	41
40.	WHITE SPORT COAT, Marty Robbins, Columbia	37
41.	GONNA FIND ME A BLUEBIRD, Marvin Rainwater, M-G-M	31
41.	YOU'RE MY ONE AND ONLY LOVE, Ricky Nelson, Verve	—
43.	LOTTA LOVIN', Gene Vincent, Capitol	38
44.	BERNARDINE, Pat Boone, Dot	38
44.	SUSIE Q, Dale Hawkins, Checker	47
46.	LONG, LONELY NIGHTS, Lee Andrews, Chess	44
47.	JUNE NIGHT, Jimmy Dorsey, Fraternity	57
48.	ALL SHOOK UP, Elvis Presley, Victor	46
49.	HULA LOVE, Buddy Knox, Roulette	69
50.	COOL SHAKE, Del Vikings, Mercury	53
51.	TEENAGER'S ROMANCE, Ricky Nelson, Verve	40
52.	ISLAND IN THE SUN, Harry Belafonte, Victor	44
53.	FOUR WALLS, Jim Reeves, Victor	43
54.	DARLING IT'S WONDERFUL, Lovers, Lamp	48
55.	VALLEY OF TEARS, Fats Domino, Imperial	48
56.	IN THE MIDDLE OF AN ISLAND, Tennessee Ernie Ford, Capitol	—
56.	LET THE FOUR WINDS BLOW, Roy Brown, Imperial	51
56.	WITH ALL MY HEART, Jodie Sands, Chancellor	63
59.	ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU, Huey Smith, Ace	62
60.	FALLEN STAR, Jimmy Newman, Dot	54
60.	YOUNG BLOOD, Coasters, Atco	53
62.	FALLEN STAR, Ferlin Husky, Capitol	60
62.	LONG LONELY NIGHTS, Clyde McPhatter, Atlantic	57
64.	DARK MOON, Gale Storm, Dot	42
65.	BLACK SLACKS, Joe Bennett & The Sparkletones, ABC-Paramount	73
65.	FRAULEIN, Bobby Helms, Decca	67
67.	FALLEN STAR, Hilltoppers, Dot	65
67.	MY HEART REMINDS ME, Kay Starr, Victor	74
67.	START MOVIN', Sal Mineo, Epic	60
70.	FREIGHT TRAIN, Rusty Draper, Mercury	62
70.	ZIP, ZIP, Diamonds, Mercury	81
72.	SCHOOL DAYS, Chuck Berry, Chess	70
73.	C. C. RIDER, Chuck Willis, Atlantic	65
73.	FASCINATION, David-Carroll, Mercury	97
75.	BON VOYAGE, Janice Harper, Prep	71
75.	LASTING LOVE, Sal Mineo, Epic	—
77.	AROUND THE WORLD, Bing Crosby, Decca	71
77.	FASCINATION, Dick Jacobs, Coral	89
77.	FARTHER UP THE ROAD, Bobby (Blue) Bland, Duke	81
81.	WHITE SILVER SANDS, Dave Gardner, OJ	68
81.	AN AFFAIR TO REMEMBER, Vic Damone, Columbia	—
81.	DANCIN', Perry Como, Victor	78
83.	JUST BETWEEN YOU AND ME, Chordettes, Cadence	—
83.	REBEL, Carol Jarvis, Dot	93
85.	MOONLIGHT SWIM, Nick Nobel, Mercury	76
85.	ROCKIN' SHOES, Ames Brothers, Victor	—
87.	BUILD YOUR LOVE, Johnnie Ray, Columbia	84
87.	JAY-DEE'S BOOGIE WOOGIE, Jimmy Dorsey, Fraternity	77
89.	CHICKEN BABY CHICKEN, Tony Harris, Ebb	92
89.	GOTTA GET TO YOUR HOUSE, David Seville, Liberty	—
89.	HIGH SCHOOL ROMANCE, George Hamilton IV, ABC-Paramount	82
92.	AROUND THE WORLD, McGuire Sisters, Coral	89
92.	MISS YOU SO, Lillian Oltis, Entre	—
92.	SWINGIN' SWEETHEARTS, Ron Goodwin, Capitol	—
95.	OH BABY DOLL, Chuck Berry, Chess	74
96.	FIRST KISS, Norman Petty Trio, Columbia	81
96.	PASSING STRANGERS, Sarah Vaughan & Billy Eckstine, Mercury	88
98.	COME GO WITH ME, Del Vikings, Dot	84
98.	ROUND AND ROUND, Perry Como, Victor	97
100.	WHAT WILL I TELL MY HEART? Fats Domino, Imperial	78

TED NEWMAN

and his sensational hit

PLAYTHING

THE MOST

**Copied Original
Record On The Charts**

B/W UNLUCKY ME - REV 3505

*The New **HOT** Label*



**REVERE RECORD
CORPORATION
3703 N. 7th ST., PHOENIX, ARIZ.
AM 5-2551**

POPULAR

GOODY GOODY
★ TEENAGERS ★
CREATION OF LOVE
Gen 1039

BYE BYE LOVE
★ EVERLY BROTHERS ★
I WONDER IF I CARE AS MUCH
Cadence 1315

LOVE ME TO PIECES
★ JILL COREY ★
LOVE
Columbia 40955

RAINBOW
★ RUSS HAMILTON ★
WE WILL MAKE LOVE
Kapp 184

THAT'll BE THE DAY
★ THE CRICKETS ★
I'M LOOKIN' FOR SOMEONE TO LOVE
Brunswick 55009

I'm Gonna Sit Right Down and Write Myself a Letter
★ BILLY WILLIAMS ★
DATE WITH THE BLUES
Coral 61830

WHISPERING BELLS
★ DEL VIKINGS ★
DON'T BE A FOOL
Dot 15592

SHORT FAT FANNIE
★ LARRY WILLIAMS ★
HIGH SCHOOL DANCE
Specialty 608

FASCINATION
★ JANE MORGAN ★
MIDNIGHT IN ATHENS
Kapp 191

IN THE MIDDLE OF AN ISLAND
★ TONY BENNETT ★
I AM
Columbia 40965

SEND FOR ME
★ NAT (KING) COLE ★
MY PERSONAL POSSESSION
Capitol 3737

STARDUST
★ BILLY WARD ★
LUCINDA
Liberty 55071

WHOLE LOTTA SHAKIN' GOIN' ON
★ JERRY LEE LEWIS ★
IT'll BE MINE
Sen 267

AND THAT REMINDS ME
★ DELLA REESE ★
I CRIED FOR YOU
Jubilee 5392

TAMMY
★ DEBBIE REYNOLDS ★
FRENCH HEELS
Coral 61851

IT'S NOT FOR ME TO SAY
★ JOHNNY MATHEIS ★
WARM AND TENDER
Columbia 40651

HULA LOVE
★ BUDDY KNOX ★
DEVIL WOMAN
Roulette 4018

WHITE SILVER SANDS
★ DON RONDO ★
STARS FELL ON ALABAMA
Jubilee 5288

LOVE LETTERS IN THE SAND
★ PAT BOONE ★
BERNARDINE
Dot 15570

DIANA
★ PAUL ANKA ★
DON'T GAMBLE WITH LOVE
ABC-Paramount 9881

JUNE NIGHT
★ JIMMY DORSEY ★
JAY-DEE'S BOOGIE WOOGIE
Fraternity 777

TAMMY
★ AMES BROTHERS ★
ROCKIN' SHOES
RCA Victor 6930

MR. LEE
★ BOBBETTES ★
LOOK AT THE STARS
Atlantic 1144

SEARCHIN'
★ THE COASTERS ★
YOUNG BLOOD
A&O 6087

SO RARE
★ JIMMY DORSEY ★
SOPHISTICATED SWING
Fraternity 755

TEDDY BEAR
★ ELVIS PRESLEY ★
LOVING YOU
RCA Victor 7000

AROUND THE WORLD
★ VICTOR YOUNG, BING CROSBY ★
AROUND THE WORLD
Decca 30262

WONDERFUL WONDERFUL
★ JOHNNY MATHEIS ★
WHEN SUNNY GETS BLUE
Columbia 40784

HONEYCOMB
★ JIMMIE RODGERS ★
THEIR HEARTS WERE FULL OF SPRING
Roulette 4015

THERE'S A GOLD MINE IN THE SKY
★ PAT BOONE ★
REMEMBER YOU'RE MINE
Dot 15602

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.
FALLEN STAR
★ JIMMY NEWMAN ★
I CAN'T GO ON THIS WAY
Dot 15574

FRAULEIN
★ BOBBY HELMS ★
HEARTSICK FEELING
Decca 30194

FOUR WALLS
★ JIM REEVES ★
I KNOW AND YOU KNOW
RCA Victor 6874

FALLEN STAR
★ FERLIN HUSKY ★
PRIZE POSSESSION
Capitol 3742

MY SHOES KEEP WALKING BACK TO YOU
★ RAY PRICE ★
DON'T DO ME THIS WAY
Columbia 40951

GOMMA FIND ME A BLUEBIRD
★ MARVIN RAINWATER ★
SO YOU THINK YOU'VE GOT TROUBLES
A&O 12412

FARTHER UP THE ROAD
★ BOBBY (BLUE) BLAND ★
SOMETIME TOMORROW
Duke 170

LONG LONELY NIGHTS
★ CLYDE McFLATTER ★
HEARTACHES
Atlantic 1149

TO THE AISLE
★ FIVE SATINS ★
WISH I HAD MY BABY
Ember 1019

ROCKIN' PNEUMONIA AND THE BOOGIE-WOOGIE FLU
(Parts 1 & 2)
★ HUEY SMITH ★
Ace 530

THINK FIVE ROYALES I'D BETTER MAKE A MOVE
★ FIVE ROYALES ★
King 5053

OPERATORS BEST BUYS

JOHNNY CASH
Give My Love to Rose
Home of the Blues
Sun 279

JOHNNY MATHEIS
I Gave My Love a Cherry
Columbia 40993

ANDY WILLIAMS
Lips of Wine
Straight From My Heart
Cadence 1316

ERBIE FREEMAN
Beautiful Weekend
Drumplin's
Imperial 5461

GOOGIE BENE
Beautiful Weekend
Rock-A-Boogie
Class 212

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

THE AMES BROTHERS
Melodie D'Amour
So Little Time
RCA Victor 7040

RAY CHARLES
Swanee River Rock
I Want a Little Girl
Atlantic 1154

STONEWALL JACKSON
A Broken Heart, a Wedding Band
(You're Right) I Need You Real Bad
Columbia 40997

LITTLE RICHARD
Keep a Knockin'
Cary Believe You Wanna Leave
Specialty 611

FATTI PAGE
I Remember Today
My Bow the Time Goes By
Mercury 71189

DOON RONDO
There's Only You
Forsaking All Others
Jubilee 5297

BOBBY CHARLES
Yes You Baby
One Eyed Jack
Chess 1070

DEL VIKINGS
I'm Spreading
When I Come Home
Dot 15626

SONNY JAMES
Love Compromise
Mighty Loveable Man
Capitol 3792

EDNA McGRUFF
I Hart Too Much to Cry
I Get the Feeling
Brunswick 53023

TEDDY BANDAZZO
I Was the Last One to Know
Vik 8289

ERNEST TUBB
On Home
My Treasure
Decca 30422

JOE TURNER
I Need a Girl
Trouble in Mind
Atlantic 1155

RECORDS ELIMINATED FROM LAST WEEK'S PANEL

While these records are still juke box favorites in many areas, they have been eliminated because of the greater national programming strength of the NEW HIT records in the adjoining chart.

Around the World-The Road to Ballantary
Mantovani, London 1746

Flying Saucer-Marian Melody
Buchanan & Goodhue, Lunivore 185

Jenny-Jenny/Miss Ann
Little Richard, Specialty 606

When I See You/What Will I Tell My Heart
Babe Douglas, Imperial 8484

Miss You So If You Only Knew
Lillian Offit, Eschlo 2184

Old Cape Cod/Wondering
Patti Page, Mercury 71181

Over the Mountain/My Baby's Gonna Be On
Johnnie & Joe, Chess 1654

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TONY MARTIN

SCUSAMI c/w AT LAST 47/20-7007

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 102A

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• Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. TAMMY (Northern).....	1	8
2. AROUND THE WORLD (Young).....	2	12
3. LOVE LETTERS IN THE SAND (Bourne).....	3	16
4. IN THE MIDDLE OF AN ISLAND (Morris).....	7	5
5. FASCINATION (Southern).....	8	4
6. WHITE SILVER SANDS (Fellows-Peer).....	5	8
7. OLD CAPE COD (Pincus).....	6	11
8. AN AFFAIR TO REMEMBER (Feist).....	14	2
9. I'M GONNA SIT RIGHT DOWN (AND WRITE MYSELF A LETTER) (DeSylva-Brown-Henderson)....	4	8
10. RAINBOW (Toff-Melchior).....	12	3
11. TEDDY BEAR (Gladys).....	9	8
12. DIANA (Pamco).....	—	1
13. ISLAND IN THE SUN (Clara).....	15	4
14. IT'S NOT FOR ME TO SAY (Korwin).....	11	11
15. MY HEART REMINDS ME (Symphony House).....	—	1

• Best Selling Sheet Music in Britain

(For week ending August 31)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Love Letters in the Sand—Day (Bourne)	When I Fall in Love—New World (Young)
Forgotten Dreams—Mills (Mills)	All Shook Up—Belinda (Presley-Shalimar)
Around the World—Sterling (Young)	Bye Bye Love—Acuff-Rose (Acuff-Rose)
With All My Heart—Bron (DeSmar)	Diana—Mellin (Pamco)
Island in the Sun—Feldman (Clara)	In the Middle of an Island—Morris (Oxford)
We Will Make Love—Melcher-Toff (Artista)	White Sport Coat—Frank (Acuff-Rose)
Mr. Wonderful—Chappell (Lanrel)	I'd Give You the World—Macmelodies (Shapiro-Bernstein)
Puttin' on the Style—Essex (Melody Trail)	Scarlet Ribbons—Mills (Mills)
Wonderful Wonderful—Leds (E. B. Marks)	Dark Moon—Day (Dandelion)
Last Train to San Fernando—Essex (Ludlow)	Tammy—Macmelodies (Northern)

• Best Selling Pop Records in Britain

(For week ending August 31)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. DIANA—Paul Anka (Columbia).....	2
2. LOVE LETTERS IN THE SAND—Pat Boone (London).....	3
3. LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia).....	6
4. ISLAND IN THE SUN—Harry Belafonte (RCA).....	4
5. ALL SHOOK UP—Elvis Presley (HMV).....	1
6. WATER WATER/HANDFUL OF SONGS—Tommy Steele (Decca).....	11
7. WITH ALL MY HEART—Petula Clark (Pye-Nixa).....	9
8. BYE BYE LOVE—Everly Brothers (London).....	5
9. WANDERING EYES—Charlie Gracie (London).....	15
10. TEDDY BEAR—Elvis Presley (RCA).....	7
11. SHIRALEE—Tommy Steele (Decca).....	14
12. WE WILL MAKE LOVE—Russ Hamilton (Orion).....	10
13. FABULOUS—Charlie Gracie (Parlophone).....	8
14. LITTLE DARLIN—Diamonds (Mercury).....	13
15. PUTTIN' ON THE STYLE/GAMBLIN' MAN—Lonnie Donegan (Pye-Nixa).....	12
16. PARALYZED—Elvis Presley (HMV).....	19
17. TAMMY—Debbie Reynolds (Vogue-Coral).....	—
18. DARK MOON—Tony Brent (Columbia).....	18
19. AROUND THE WORLD—Ronnie Hilton (HMV).....	17
20. START MOVIN'—Sal Mino (Philips).....	16
21. IN THE MIDDLE OF AN ISLAND—King Brothers (Parlophone).....	11

• 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

An Affair to Remember (R) (F)—Felix—ASCAP
 And That Reminds Me (R)—Symphony House—ASCAP
 Around the World (R) (F)—Young—ASCAP
 Band of Angels (R)—Witmark—ASCAP
 Bye Bye Love (R)—Acuff-Rose—BMI
 Fascination (R) (F)—Southern—ASCAP
 Goody Goody (R) — DeSylva, Brown & Henderson—ASCAP
 Honeycomb (R)—Hawthorne—ASCAP
 I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
 In the Middle of an Island (R)—Mayfair—ASCAP
 It's Not for Me to Say (R)—Korwin—ASCAP
 June Night (R)—Feist—ASCAP
 Love Letters in the Sand (R) (F)—Bourne—ASCAP
 Love Me to Pieces (R)—Acuff-Rose—BMI
 Marching Along to the Blues (R)—Miller—ASCAP
 My Heart Reminds Me (R) — Symphony House—ASCAP
 Old Cape Cod (R)—Pincus—ASCAP
 Raintree County (R) (F)—Robbins—ASCAP
 Send for Me (R)—Winneton—BMI
 Shangri-La (R)—Robbins—ASCAP
 Soft Sands (R)—Weiss & Barry—BMI
 Sophia (R)—Thunderbird—BMI
 Swinging Sweethearts (R)—Morris—ASCAP
 Tammy (R) (F)—Northern—ASCAP
 There's a Gold Mine in the Sky (R)—Bourne—ASCAP
 Through the Eyes of Love (R)—Pickwick—ASCAP
 Twelfth of Never (R)—Empress—ASCAP
 When My Sugar Walks Down the Street (R)—Mills—ASCAP
 White Silver Sands (R)—Fellows Peer—BMI
 (You Can't Lose the Blues With) Color (R)—Berlin—ASCAP

Television

Around the World (R) (F)—Young—ASCAP
 Blossom Blossom (R)—Shapiro-Bernstein—ASCAP
 Bye Bye Love (R)—Acuff-Rose—BMI
 Deep Blue Sea (R)—Dominion—BMI
 Famous Last Words (R)—Quinlet—BMI
 Fascination (R) (F)—Southern—ASCAP
 Goody Goody (R) — DeSylva, Brown & Henderson—ASCAP
 Gotta Get to Your House (R)—Larrabee—BMI
 Happy Happy Birthday (R)—Donna—BMI
 I Can't Give You Anything But Love Baby (R)—Mills—ASCAP
 I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
 In the Middle of an Island (R)—Mayfair—ASCAP
 It's Not for Me to Say (R)—Korwin—ASCAP
 Jitterbug Mary (R)—Merc-De!—BMI
 Julie Is Her Name (R)—Skyview—BMI
 June Night (R)—Feist—ASCAP
 Lips of Wine (R)—Martin—BMI
 Lonely Trumpet (R)—Moonlight—BMI
 Love Letters in the Sand (R) (F)—Bourne—ASCAP
 Love Me to Pieces (R)—Acuff-Rose—BMI
 Mr. Lee (R)—Progressive—BMI
 My Heart Reminds Me (R) — Symphony House—ASCAP
 My Hearts Desire (R)—Larrabee—BMI
 Please Don't Say Sonora (R)—Debnat—ASCAP
 Tammy (R) (F)—Northern—ASCAP
 That'll Be the Day (R)—Nor-Va-Jak—BMI
 There's a Gold Mine in the Sky (R)—Bourne—ASCAP
 Through the Eyes of Love (R)—Pickwick—ASCAP
 With You on My Mind (R)—Muirfield—ASCAP
 Worlds Apart (R)—Coliseum—BMI

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EVERLY BROS

wake up little susie

and

maybe tomorrow

cadence 1337

• Review Spotlight on . . .

POP RECORDS

THE EVERLY BROTHERS . . . Cadence 1337 . . . WAKE UP, LITTLE SUSIE
(Acapella, BMI)

THE EVERLY BROTHERS . . . Cadence 1337 . . . MAYBE TOMORROW
(Acapella, BMI)

The Everly Brothers still have a lot going with "Bye Bye Love." Their rock-swing love no. 1 single tops with extra lyrics seems a strong bet to repeat. The "Maybe Tomorrow" is a country ballad, selected by the brothers, and presented with attractive hill-billy accompaniment. Please see this in all markets.



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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

This Week's Best Buys

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

CHANCES ARE (Korwin, ASCAP)—Johnny Mathis—Columbia 40993
—Latest by the artist is really taking off. All markets report very strong sales. Flip is "I Gave My Love a Cherry," (Empress, ASCAP). A previous Billboard "Spotlight" pick.

LIPS OF WINE (Martin, BMI)—Andy Williams—Cadence 1336—Tho in release only a short period, demands for the disk are already strong with all markets reporting heavy sales. Flip is "Straight From My Heart," (Thompson, BMI). A previous Billboard "Spotlight" pick.



Recent Pop Releases Coming up Strong

FOR SURVEY WEEK ENDING AUGUST 31

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

Black Slacks *The Sparkletones*
(BMI) ABC-Paramount 9837

Bon Voyage *Janice Harper*
(BMI) Prep 111

In the Middle of an Island *Tennessee Ernie Ford*
(ASCAP) Capitol 3762

Just Between You and Me *Chordettes*
(BMI) Cadence 1330

Lasting Love *Sal Mineo*
(BMI) Epic 9227

Lotta Lovin' *Gene Vincent*
(BMI) Capitol 3763

My Heart Reminds Me *Kay Starr*
(ASCAP) RCA Victor 6981

You're My One and Only Love *Ricky Nelson*
(ASCAP) Verve 10070

Review Spotlight on . . .

POP RECORDS

LITTLE RICHARD . . . Specialty 611 **KEEP A' KNOCKIN'**
(Venice, BMI)

CAN'T BELIEVE YOU WANNA LEAVE (Venice, BMI)
Little Richard fairly explodes with energy in his selling of "Knock-in," a fast rocker. "Can't Believe" is a ballad on which the artist uses a shoutin' approach that should easily find favor. The two strong readings should keep his dual-market streak going.

PATTI PAGE . . . Mercury 71189 **ILL REMEMBER TODAY**
(Hollis, BMI)

MY HOW THE TIME GOES BY (E. H. Morris, ASCAP)
Top side is a gay, lyrical waltz attractively warbled by the thrush, who is still scoring with "Old Cape Cod." Soft chorus and ork backing assist nicely. "Time" has the artist on a multi-track treatment of a catchy, medium-beat tune with charming, wistful lyrics. Either side should attract.

DON RONDO . . . Jubilee 5297 **THERE'S ONLY YOU**
(Broadcast, BMI)

FORSAKING ALL OTHERS (Kahl, BMI)
Rondo registers strongly with his delivery of "There's Only You," a pretty ballad with chorus support and ork backing. While the Don Cornell version may compete strongly, this appears to be the jolt platter. "Forsaking" is a pretty waltz with a folkish flavor and is also presented with appeal. Platter can be a smash sequel to "White Silver Sands."

DEL VIKINGS & KRIPP JOHNSON . . . Dot 15636 **I'M SPINNING**
(Fee Bee, BMI)

WHEN I COME HOME (Fee Bee-Meridian, BMI)
Bright, cheerful effort by the hot group on a cute Latin-beat tune appears a strong contender. Fine vocal stint by Johnson is backed with usual sock mastery by the Vikings. Flip, "When I Come Home," is a slow ballad with rhythm backing that can also be in there.

THE AMES BROTHERS . . . RCA Victor 7046 **MELODIE D' AMOUR**
(Rayven, BMI)

The group presents the delightful theme with style and taste. Listenable treatment of the Latin-beat tune could make the side a big one. Flip, "So Little Time," is a philosophical ditty that is also warbled with feeling (Winneton, BMI).

TEDDY RANDAZZO . . . Vik 0289 **KIDDIO**
(Eden-Brookville, BMI)

I WAS THE LAST ONE TO KNOW (Eden, BMI)
The young artist who came very close with his first platter, "Next Stop Paradise," can make it here. "Kiddio" is a sock rendition of a powerful rock and roller from the new film, "Mr. Rock and Roll." Flip, "I Was," is an attractive go on a poignant ballad, which is also featured in the film.

POP DISK JOCKEY PROGRAMMING

MISS SAM STANLEY . . . Verve 10086 **I'M GONNA LOCK MY HEART AND THROW AWAY THE KEY**
(Robbins, ASCAP)

The talented new canary makes an impressive disk debut with a cute performance of the engaging oldie. Clever gimmick has a male voice answering phrases thruout the side, reminiscent of the Billy Williams treatment of "I'm Gonna Sit Right Down and Write Myself a Letter." Flip, "A Hundred Years From Today," shows choice thrashing on the pretty standard. Whirls of either side should delight. (Shapiro-Bernstein, ASCAP).

Reviews and Ratings

LONNIE DONEGAN
Puttin' on the Style 83

MERCURY 71181—Side is second on the best-selling list in England. The Skiffler will have competition from Rudy Hanson and Dickie Valentine here. Vocal as usual is vigorously cheerful. (Melody Trails, BMI)

Gamblin' Man 75
Similar approach on a folkish theme. Strong selling here can also cop play. (Ludlow, BMI)

DON CORNELL
There's Only You 82

CORAL 61879—A pretty ballad. Cornell belts it out, with chorus and Dick Jacobs' ork behind him. Side has a leisurely tempo and a sensitive lyric. Don Rondo's version, tho, will be hard to beat. (Broadcast, BMI)

Homesick Blues 75
A nostalgic feeling marks this one. It's a very fetching tune, chanted with style by Cornell. Jocks will find this very good programming. (Southern, ASCAP)

THE CLEFTONES
Hey, Babe 81

GEE 1041—Smartly-produced side has a cheerful group vocal with bright guitar and brass band support. Side can attract in both pop and r.&b. markets.

What Did I Do That Was Wrong? 80
Pretty ballad is attractively rendered by the lead with listenable support from the group. Side can also go in r.&b. marts. (Planetary, ASCAP)

THE GALLAHADS
One Love Alone 80

VIK 0291—Sound of this disk catches the listener. It's a ballad, with a western quality. Lead singer's dreamy mood is accompanied by a whistling effect in the background. May take off. (Moon Mist, BMI)

Take Back My Ring 77
String backing behind the chanters is gimmicked here to produce an unusual sound. Another good side meriting exposure. (Moon Mist, BMI)

WHITEY-KNIGHT
Travelin' Blues 80

DOT 15630—Artist hits a very listenable groove on a country-styled piece of material. Chorus and bright guitar assist the vocal on the medium-beat blues. Also a c.&w. contender. (Peer Int., BMI)

Take Me in Your Arms 74
Strong reading by Knight on an attractive medium-beat honky-tonker with chorus support and guitar backing. Side could also attract c.&w. coin. (Hill & Range, BMI)

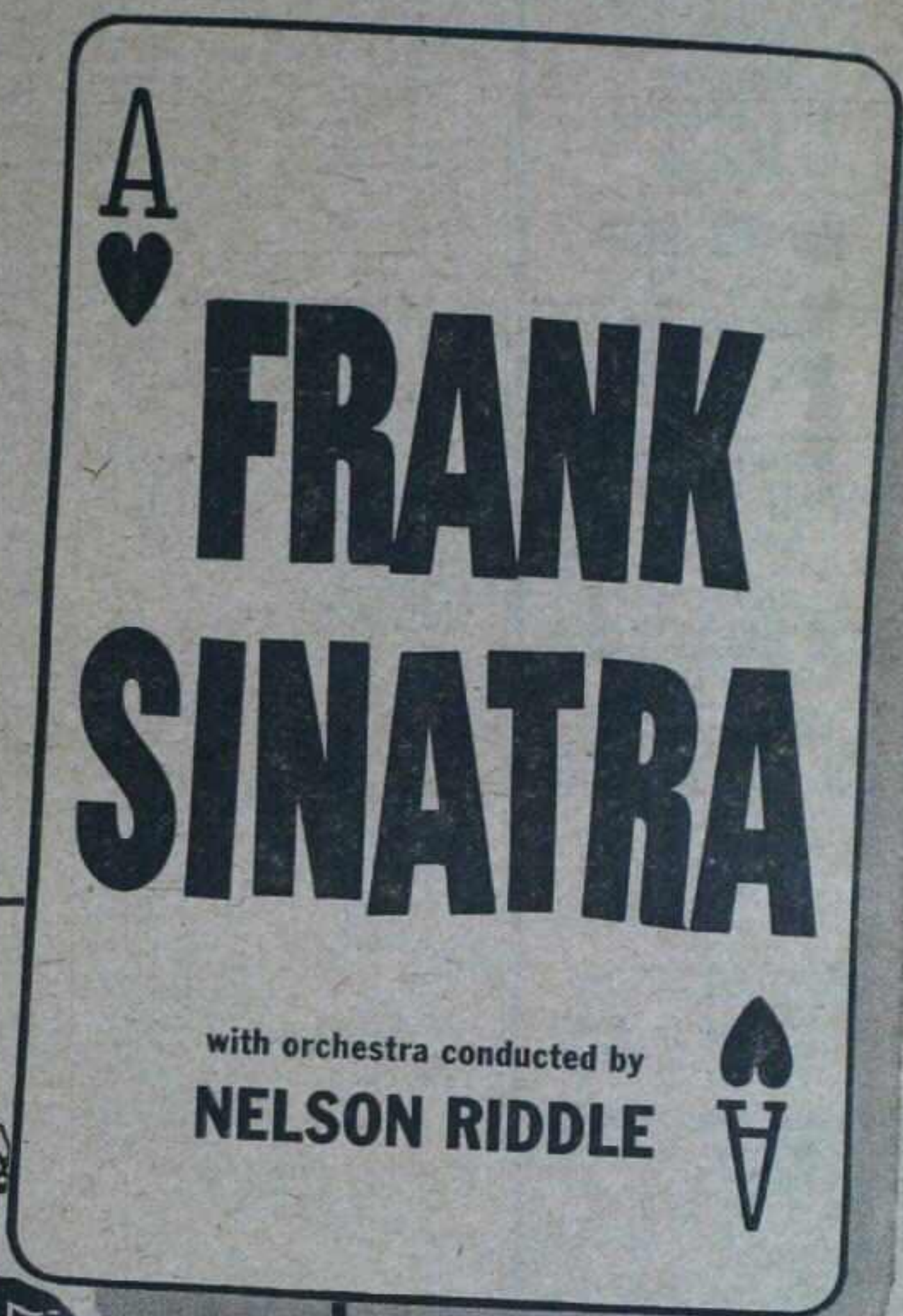
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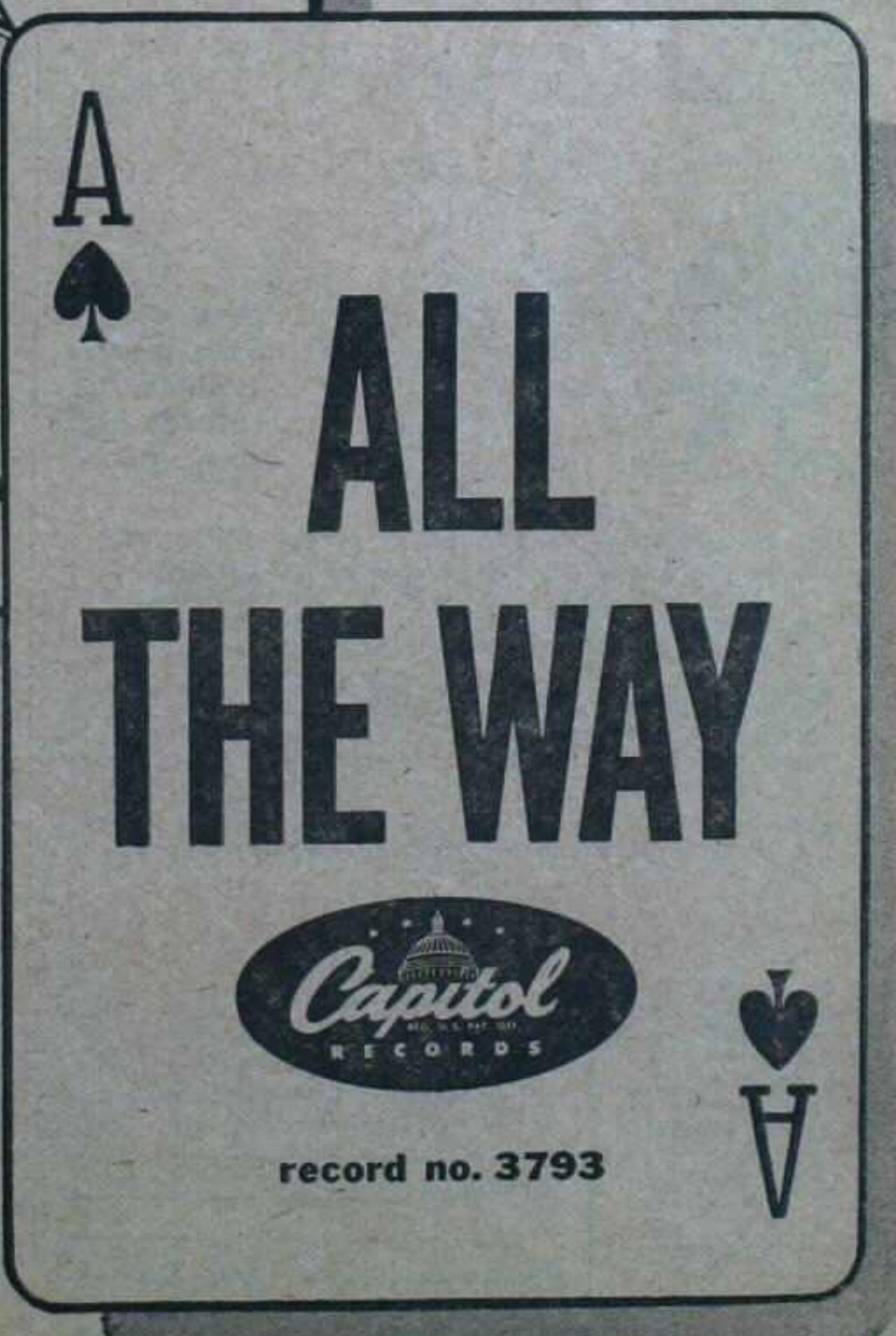
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Federal 12302

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Deluxe 6144

THE MIDNIGHTERS
LET 'EM ROLL
b/w
**WHAT MADE YOU
CHANGE YOUR MIND**
Federal 12305

**KING
RECORDS**

Reviews of New Pop Records

Continued from page 58

DAVE RICH
Chicken House.....77
RCA VICTOR 7045—Rich chants a catchy rhythm-novelty with a great rockabilly beat. Appeal for all three markets. (Tree, BMI)
I've Learned....75
Country warbler has an interestingly plaintive approach to a pop ballad, which could move out c.&w., too. (Regent, BMI)

RICKY PAGE
I'm Old Enough Now.....77
LIBERTY 55094—A pretty melody, slow in tempo, gives this side a change of pace. The gal really warbles effectively and merits exposure. (Fortune, Liblon, BMI)
Wee Willie....73
Rockabilly platter, with the chick's vocal having individuality. Backing is typical low-pitched string arrangement. Interesting talent. (Regent, BMI)

CINDY AND LINDY
The Language of Love.....77
ABC-PARAMOUNT 9874—Considerable charm to this side by the vocal duo of Cindy and Lindy. Tune has a Tex-Mex feeling and backing includes exciting guitar stylings. Watch it. (Sequence, ASCAP)
Brigitte's Song....71
From the upcoming production "And God Created Women," this side is a ballad by the vocal duo. Backing is lush, with fiddles predominating. (Regent, BMI)

TONY MARTIN
At Last.....76
RCA VICTOR 7007—Swing, up-tempo version of the Glenn Miller standard. Martin exhibits his usual showmanly delivery. Excellent jockey wax. (Fest, ASCAP)
Seasam!....75
Leisurely-paced ballad with lush backing is warbled by Martin with style and lazy charm. (Southern, ASCAP)

THE HARVEY BOYS
If You'll Be My Love.....76
CADENCE 1335—Smooth group reading of folksy melody with lyrics aimed at teen-agers. Modified rock and roll backing. Merits exposure. (Cedarwood, BMI)

Sweet Honolulu Luv's....74
Schmaltzy island theme, complete with ukulele backing, is sung with suitable sentimentality and languid tempo. (Mack Martin, BMI)

MITCH MILLER
Whistle Stop.....76
COLUMBIA 40999—Happy, highly melodic instrumental theme is highlighted by effective harpsichord work and gay wordless vocalizing by chorus. Excellent jockey wax. (Cromwell, ASCAP)
The Bowers Grenadiers....74
Spirited march tempo version of the oldie, with virile chorus work and stimulating drum backing. (Holla, BMI)

RIC MARLOW
Baby Come Home.....76
LIBERTY 55095—Tune is a clever adaptation of "The Blue Danube." Mild rocker is attractively presented with chorus backing. Side could take off. (House of Fortune, BMI)
Pretty Baby....73
Tune is not the oldie. This is gay new rocker presented in a light, easy fashion by the artist. It can attract. (House of Fortune, BMI)

NAN CASTLE
Angel With Horns.....75
RCA VICTOR 7042—A pleasant country ditty with effective lyrics and rock and roll beat is handed okay delivery by Miss Castle. (Tree, BMI)
A Steady Baby....75
Gal sells bouncy rockabilly item, clefted by Boudleaux Bryant, with personality and infectious beat. Should grab off pop and c.&w. spins. (Acuff-Rose, BMI)

CORNELL GUNTER
If We Should Meet Again.....75
LIBERTY 55096—Rock and roll balladier sells a moving ballad with considerable feeling. Excellent backing by chorus. (Fortune, BMI)
Neighborhood Dance....75
Meaningful reading of appealing ballad with good lyrics. Merits jockey play. (Fortune, BMI)

JESS DUBOIS AND THE HITCH HIKERS
Beautiful Love.....75
ABC-PARAMOUNT 9848—Sparkling vocal by Dubois with good group support. Side is a mild rocker presented with a shuffling beat and could attract coin in r.&b. markets, too. (Cromwell, ASCAP)
Angels Don't Live on Earth....74
Pretty waltz with nice lyrics gets a warm warble by the group. Weeper can also go in c.&w. markets. (Ampco, ASCAP)

JOHNNY DESMOND
Be Patient With Me.....75
CORAL 61880—Desmond belts this one out with style. It's a rhythm side with a strongly marked beat and a swingy arrangement. Watch it. (Shaw, ASCAP)
Missing....74
Quality material—a ballad with mood and feeling. Desmond's solid vocal is backed by a chorus and tasteful instrumental arrangement. (BMI Canada, Ltd., BMI)

BUDDY GRECO
You Are Mine.....75
KAPP 192—A sensitive song of quality. Greco chants it with emotion, to a classy backing. For deejays looking for better wax. (Dehmar, ASCAP)
Lenna....74
A rock and roller of blues construction, and a rockabilly quality in the strings. Arrangement included hand-clapping and a chorus for rousing effect. (Garland, ASCAP)

CAVIN (HOUND) RUFFIN
My Little Home on the Range.....75
GOLDEN CREST 114—Ruffin does this side in an unabashed imitation of Fats Domino. The effect is a good one, too, with the western-flavored oldie coupled with a persuasive r.&b. beat. (C.F.G., BMI)
Hurry, Hurry....73
Blues with a good sound. Best is r.&b. style, but for a good part of the record the horns are subdued. An interesting performance. (C.F.G., BMI)

LES BAXTER ORK
Search for Paradise.....75
CAPITOL 3798—Beautiful performance of the sensitive title theme from new Cinerama film. Baxter's blending of voices and strings produces a side full of mood and flavor. (Wimark, ASCAP)
Recorded: Marcelino....73
Pretty instrumental, performed with light, graceful style and enthusiasm. For deejays.

RONNIE McBEE
I'll Be Waiting for You.....75
DOT 15633—Country warbler packs a hefty emotional wallop on a stirring dramatic ballad with rock and roll-styled backing. (Randy-Smith, ASCAP)

My Lonely Heart Keeps Crying....73
Unusual vocal treatment by McBees and unblinded enary on a sprightly country ditty with a churchy flavor. Could go both pop and c.&w. (Randy-Smith, ASCAP)

DEAN STEWART
Something Happened.....75
FRATERNITY 781—Stewart belts this one in very solid style. It's a ballad, very slow in tempo, with a heavily accented beat by the strings. A chorus behind Stewart helps the effect. Good wax. (Target, BMI)
Chicken Hop....71
This side is an organ instrumental by Margis Meiner. Bluesy in quality. (Buckeye, ASCAP)

BOB CREWE
Torn and Tattered Heart.....74
BRUNSWICK 55021—A pretty side in waltz time. Tune has a country feeling, and a melody that stays with the listener. Crewe warbles it with style. (Conley, BMI)
I Can't Shake the Blues....74
This side is a rhythm piece with a slow, accented beat, and triplets in the piano. A change from the flip, and an effective side. (Conley, BMI)

PEREZ PRADO
Beautiful Margaret.....74
RCA VICTOR 6990—Flashy Latin instrumental by the mambo king. Beautiful trumpet by Tony Facchino. Sound is excellent. For deejay programming. (Peer Int'l, BMI)
Leyenda Mexicana....74
Title means "Legend of Mexico." Side in contrast to flip, is in faster tempo. Very stylish number, excellently recorded. For deejay programming. (Symphony House, ASCAP)

THE MELACHRINO ORK
My Heart Reminds Me.....74
RCA VICTOR 7072—Song adapted from "Autumn Concerto," in a lovely instrumental treatment. The reading has color and mood, and makes a fine side for jocks. (Symphony House, ASCAP)
Whatever Lola Wants....73
The fine tune from "Damn Yankees" in a colorful instrumental treatment. Beautiful sound, and the typical Melachrino styling. For jocks. (Frank, ASCAP)

THE PRUDHOMME TWINS
I Don't Need a Diary.....74
IMPERIAL 5457—Plenty of teen-appeal here. Gals sing with sweet simplicity on lighthearted, up-tempo ditty with sock lyrics. (Commodore, BMI)
Earthly Heaven....72
Solemnly-paced rock and roll ballad with heavy beat is accorded stylized treatment by girls. A dual-market entry. (Travis, BMI)

VERNON TAYLOR
Losing Game.....74
DOT 15632—Wisful reading by Taylor on a moving weeper with good lyrics. Both sides have c.&w. appeal as well as pop. (Starrite, BMI)
I've Got the Blues....72
Poignant blues is wrapped up in a personable rockabilly vocal and pleasant beat. (Alamo, ASCAP)

BUNNY PAUL
Beedle-Lump-Bump.....74
BRUNSWICK 55022—Rhythm novelty with bounce and charm. Bunny Paul's vocal and Ray Ellis' arrangement make a very strong coupling. Watch it. (Cherio, BMI)
The One You Love....71
Adapted from an old melody, this makes a very pretty side. Bunny Paul's vocal is full of heart, and it has the advantage of a smart Ray Ellis backing. (Cherio, BMI)

PEGGY KING
C'Mon Over.....74
COLUMBIA 40996—Vivacious chirping on pleasant ditty with country flavor. Should grab off jockey play. (Fest, ASCAP)
If You Don't Love Me....70
Fast moving rhythm tune with novelty-styled lyrics with a black magic gimmick. Pert vocalizing. (Commander, ASCAP)

DON CARROLL
In My Arms.....74
CAPITOL 3783—A strong rock and roll ballad, enhanced by excellent backing and competent warbling. Carroll also penned tune. Merits spins. (Lowery, BMI)
The Things I Might Have Been....69
Carroll does nice vocal job on a pleasing ballad with a rock and roll feeling. Flip, tho, has more play-appeal. (Meridian, BMI)

JIM EDDY
I Have No Sweetheart.....73
MERCURY 71171—Soft, light vocal on a ballad with subdued chorus and ork support. Side could attract. (Pare, BMI)
All of Me....73
Bright styling of the oldie in a rocker vein. Side appears as strong as flip. (Bourne, ASCAP)

JACKIE WILSON
Reet Petite (Finest Girl You Ever Want to Meet).....73
BRUNSWICK 55024—A rock and roller, with a lively, gimmicked vo-

cal belted out by Wilson. Dick Jacobs' arrangement moves right along. (Suchle, BMI)
By the Light of the Silvery Moon....71
The great standard proves a very attractive side as done here. Wilson's vocal is relaxed. He's backed by chorus and neat arrangement by Jacobs. (Remick, ASCAP)

SAM COOKE
Summertime.....73
KEEN 34013—The great Gershwin standard gets an uncommonly interesting. (Continued on page 59)

TIMMIE (OH YEAH!) ROGERS
has a smash on Cameo #116
"BACK TO SCHOOL AGAIN"
Oh Yeah!
CAMEO RECORDS

Billboard Pick and Cash Box Sure Shot
RUSS MILLER
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CLYDE STACY
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"BE PATIENT WITH ME"
by THE TEENAGE WEREWOLF
CA 1017
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ABC-PARAMOUNT
ALAN DALE
I'LL NEVER FORGIVE YOU
b/w
HOW VERY WONDERFUL #9845

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"LITTLE NEVA"
Jericho Brown
RKO-Unique 412
RKO UNIQUE

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VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Alan Fredericks, WGBB, Freeport, L. I., N. Y., has scheduled another record hop for his "Night Train," on September 7, for the benefit of the United Cerebral Palsy Fund, Hempstead Armory, Hempstead, Long Island. His last benefit-hop at the Knights of Columbus Hall in Far Rockaway, N. Y., spotlighted Frankie Lyman and the Teen-Agers. . . . Marge Waller is Don Bell's new secretary at KIOA, Des Moines.

MORE FEM SPINNERS: The most newsworthy lady jockey this month was U. S. Treasurer Mrs. Ivy Baker Priest, who did a brief deejay stint on Bob Hardwick's program over KDYL, Salt Lake City, August 20 to promote U. S. Savings Bond sales. Mrs. Priest personally selected disks for her show, including such apt items as "I've Got Five Dollars," "Pennies From Heaven" and "The Money Tree." . . . Meanwhile, Carolyn Johns has joined KTUL, Tulsa, Okla., to emcee 10 p.m. to midnight show tagged "Sleepy Time Gal." . . . Another successful fem jock is Carol Hill, who has been doing a daily record show, "TV Tune Time," over WGLV, Easton, Pa., for the past year and a half.

GIMMIX: Paul Coburn, KLUB, Salt Lake City, recently conducted a contest whereby listeners were awarded free albums if they could answer the question "How Old Is Diana?" (a reference to Paul Anka's current best seller). According to 16-year-old Anka, Diana is a real girl from Ontario, Can., and she is 18 years old. Coburn received 1,000 contest entries.

Tom Edwards, WERE, Cleveland, notes: "The influence of the ABC-TV 'American Bandstand' show (emceed by deejay Dick Clark, of WFIL-TV, Philadelphia) is reflected at my record hops, where the kids are now doing the new steps they've learned from the Philly kids. . . . WERE, incidentally, was the first station in the Cleveland area to offer free Asiatic flu vaccine shots to all station employees. . . . Meanwhile, WCUE, Akron, announced

MONITOR MUSICAL SURVEY

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

- Asheville, N. C. "That'll Be the Day," Crickets, Brunswick.
- Baltimore, Md. "Tammy," Debbie Reynolds, Coral.
- Marinette, Wis. "Love Me to Pieces," Jill Corey, Columbia.
- Tulsa, Okla. "Old Cape Cod," Patti Page, Mercury.
- Roswell, N. M. "One More Ride," Sons of the Pioneers, RCA Victor.
- Medford, Ore. "Fascination," Dina Shore, RCA Victor.
- Johnston, Pa. "Rainbow," Russ Hamilton, Kapp.
- Nashville "Bye Bye Love," Everly Brothers, Cadence.
- San Claire, Wis. "Diana," Paul Anka, ABC-Paramount.

YESTERYEAR'S TOPS—

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

- SEPTEMBER 13, 1947
1. Peg O' My Heart
 2. That's My Desire
 3. I Wonder Who's Kissing Her Now
 4. Smoke, Smoke, Smoke (That Cigarette)
 5. Feudin' and Fightin'
 6. Near You
 7. When You Were Sweet Sixteen
 8. The Lady From 29 Palms
 9. I Wonder, I Wonder, I Wonder
 10. I Wish I Didn't Love You So
- SEPTEMBER 13, 1952
1. You Belong to Me
 2. Auf Wiederseh'n Sweetheart
 3. Wish You Were Here
 4. Half as Much
 5. Botch-a-Me
 6. I Went to Your Wedding
 7. Walkin' My Baby Back Home
 8. High Noon
 9. Meet Mr. Callaghan
 10. Somewhere Along the Way

last week that all WCUE staffers would be inoculated with the serum as soon as it becomes available locally.

SCREEN STUCK SPINNERS: Hollywood is becoming increasingly aware of jockeys as plot material. A new movie, "Cry Terror," features a New York deejay character who helps solve a murder case. Producers are using call letters of real-life Manhattan station WNEW in film. . . . Meanwhile Paul Bern, KNUZ, Houston, was picked as one of seven to appear in a new Universal-International movie "Once Upon a Horse." Quantity-wise the new Vanguard film "Jamboree" is in the lead, with 19 jocks playing themselves in the picture. Lineup includes Howard Miller, WIND, Chicago; Dick Clark, WFIL, Philadelphia; Dick Whittinghill, KMPC, Los Angeles; Ed Bonner, KXOX, St. Louis; Barry L. Lee, WJAS, Pittsburgh; Sandy Singer, WTCH, Minneapolis; Jocko Henderson, WOY, New York; Keith Sandy, CKEY, Toronto; Gerry Myers, CKOY, Ottawa; Ray Perkins, KIMN, Denver; Joe Smith, WVDA, Boston; Joe Finan, KYW, Cleveland; Milt Grant, WTTG, Washington; Zena; Sears, WAOK, Atlanta; Robin Seymour, WKMH, Detroit; Jack Payne, BBC, London; Jack Jackson, ITV, London; Chris Howland, West Deutsche Hundfunk, Cologne, Germany; Werner Gotze, Bayerische Hundfunk, Munich, Germany.

Chuck McPherson, ex-spinner at WJAT, Swainsboro, Ga., joined WWNS, Stateboro, Ga., last month. . . . Guy Andrews appointed program director of WEIM, Fitchburg, Mass. New jock at KTRR, Rolla, Mo., is Chuck Anderson, who replaced Lee Coffee. . . . Jim Ford has moved from WSPN, Saratoga Springs, N. Y., to WOKO, Albany, N. Y. . . . Grant Titus, WWON, Woonsocket, R. I., recently celebrated his fifth anniversary with the station where he is now program director as well as deejay. . . .

Veteran news commentator Norman Brokenshire has joined WKIT, Garden City, L. I. His show, tagged "Take It Easy," will be aired from noon to 2 p.m. daily and will feature "Good music." . . . New spinner at WPLM, Plymouth, Mass., is Johnny Chandler, who helps an afternoon ailer, "The Music Shop." . . . Larry Kane left KNUZ, Houston, last month to join KXYZ, same city. His new show time is 3-6 p.m. and 6:30-8 p.m. daily, and he's in the market for voice tracks.

Reviews of New Pop Records

Continued from page 58

esting reading here. Cooke's vocal is full of heart. He's backed by a chorus and an instrumental backing with attractive melodic figure.

You Send Me... 72
Blake displays good technical equipment and style in his vocal. Material is tasteful. (Higuera, BMI)

THE TRACEY TWINS
Kissin' Diploma... 73
EPIC 9230 — Cute novelty rhythm song, slanted obviously for the teen market. Side has a lively lilt. Jocks will find it a change of pace. (Wemar, BMI)

Because We Are Young... 71
The Tracey Twins have a youthful, fresh sound. Tune is in the teen groove, with backing featuring strings. Arrangement has a western flavor. (Golden West, BMI)

THE PONI-TAILS
It's Just My Luck to Be 15... 73
ABC-PARAMOUNT 9846—A plaintive ballad, slow in tempo, and with an attractive melody line. Lyric of course is in the teen groove. (BMI Canada, Ltd.)

Wild Eyes and Tender Lips... 71
Side has a folk-flavored lyric, with a rockabilly-type performance by the group. Latter quality is emphasized by the strings. Nice. (Meridian, BMI)

DAN BELLOC
High Tide Boogie... 73
FRATERNITY 778 — Instrumental with chorus. Watch this one. It has a bright, brassy sound, a touch of Dixieland quality, and a smart arrangement for the chorus. (Scherer, BMI)

Dansero... 71
Essentially an instrumental, with chorus accompaniment. The voices and the brassy quality of the arrangement blend to make an unusual sound. (BAF, BMI)

DAMITA JO
Disillusioned Lovers... 72
ABC-PARAMOUNT 9849—Medium-tempo tune is spiritedly sung by the artist. Brassy ork backing and a bright piano interlude help sell the side. Side could take off. (Sunbear, BMI)

My Heart Is Home (Crying for You) 71
Thrush attractively presents a pretty ballad with rhythm backing and chorus support. Fair chances. (Ampco, ASCAP)

LES BROWN ORK
Don't Yield to Temptation... 71
Brunswick 55025—Rhythm side with a novelty lyric chanted by Butch Stone. Deejays will find it out of the common groove. (Atlantic, BMI)

Swingin' at the Met... 71
The Frank Comstock instrumental done in relaxed fashion with a swingy feeling. For jocks. (Crystal, ASCAP)

THE GOOFERS
The Dippy Doodle... 71
Coral 61881—Bill Haley and His Comets revived the tune a few weeks ago. Rockin' presentation of the oldie could attract. (Lincoln, ASCAP)

Take This Heart... 70
Bright vocal on a calypso-type tune that develops into a rocker on the bridge. Fair prospects. (Copar, BMI)

FRANKIE AVALON
Teacher's Pet... 71
CHANCELLOR 1006—Song is from the film, "Jamboree." Avalon sings it rockabilly-style, with a good bluesy quality. (Magnificent, BMI)

Shy Guy... 64
A rock and roller, the not of the extreme type. Avalon's fair vocal is supported by a chorus. (Debutar, ASCAP)

JILL WHITNEY
Rebel... 70
ABC-PARAMOUNT 9851—Tune is currently going well for Carol Jarvis on Dot. This version may still attract. Artist has a nice sound on the ballad with rhythm support. (Falstaff, BMI)

Cuddle Bug... 69
Medium-tempo tune with cute lyrics gets a pleasant vocal, but larger share of coin for the disk will probably go to-tilp. (Wemar, BMI)

THE ANDREW SISTERS
I'm Goin' Home... 69
CAPITOL 3784—A slight country flavor in the lyric marks this lively rhythm piece. A fair job by the Sisters. (Par-Four, ASCAP)

By His Word... 69
A rousing, religious tune, with a march tempo. There's a chorus behind the Sisters, and an arrangement which emphasizes the drums. (Leeds, ASCAP)

JUNE WEBB
Final Affair... 68
RCA VICTOR 7022—Plaintive thrushing on a pretty weeper-ballad, penned by Jim Reeves. Tune and delivery are country, but backing is pop-ish. (Open Road, BMI)

Crewcut Romeo... 67
Country thrush pipes acceptably on pop-ish rhythm tune with decidedly pop backing by chorus and ork. (Tree, BMI)

(Continued on page 60)

THE BIG 4 FOR YOU

THERE'S NO TOMORROW
DOWN IN THE ALLEY

THE CLOVERS 1152

1153
SHOW ME
I HOPE WE MEET
(On The Road Someday)

RUTH BROWN

1154
SWANEE RIVER ROCK
I WANT A LITTLE GIRL

RAY CHARLES 1155

I NEED A GIRL
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records

The Cash Box
AWARD O' THE WEEK
From The Billboard
AUGUST 19, 1957

TERRY DEAN
Dream Boy
(Oh, Oh, Oh) 79

POPLAR 102—15-year-old thrush exhibits fresh new vocal quality and sincerity on an intense rock and roll ballad. Could be sleeper. Not same tune that's been around lately with same title. (Chelwood, BMI)

D.J.'s: If you don't already have your copy, write for free sample.

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Fred Maddox, of Maddox Brothers and Rose, is working the Copa Club in Pomona, Calif., while Cal and Rose continue with Cliffie Stone's Saturday night TV show and dance in Los Angeles. And they tell us that the threesome recently took delivery on four new Cadillacs to haul their unit and acts on future tours. . . . Regular features at Ralph Hicks' Jubilee Ballroom, Baldwin Park, Calif., on the Friday and Saturday shows and dances are Betty Luther, Wally Lewis, Wynn Stewart, Dick Miller, Joni Shields and the Johnny Moseby band. Name guests are spotted each week. . . . An article titled "All Dressed Up," by Red Foley, covering three pages and prettied up with a color photo of his ribs, was featured in a recent edition of the Sunday radio-TV magazine section of The New York Herald-Tribune.

Harold Cohen, attorney and former network TV exec, now a member of the firm of Ashley-Steiner, has been appointed permanent New York representative of Crossroads TV Productions, according to Crossroads president, Ralph Foster. Cohen, who paid his first visit to the Ozarks last weekend, will be a part of the Springfield, Mo., firm's stepped-up efforts to bring still more network TV originations into the Crossroads shop. . . . Rocky Star and the All-Star Playboys are working the tri-State area of Illinois, Missouri and Iowa out of Keokuk, Ia. . . . Abbie Neal, presently on a fishing trip in Shining Tree, Ont., with her husband,

resumes with her gal band at North Braddock, Pa., September 19. Other September dates are "WWVA Jamboree," Wheeling, W. Va., 21; Dubois, Pa., 26; Royal Ballroom, Wilkesburg, Pa., 27, and "WWVA Jamboree," Wheeling, 28. On October 13 Abbie and her girls hop to Akron to appear at the Armory there on a bill with Wilma Lee and Stoney Cooper, Wayne Raney, the Sunshine Boys, Skeeter Bonn, Rusty and Doug and the Music Makers.

"Georgia Jubilee," originated by Station WTJH, East Point, Ga., June 29 last, continues to give two performances each Saturday, 3 and 8 p.m., at East Point Auditorium, with the matinee performance, from 4-5, being aired over WTJH. Among the "Jubilee" regulars are the Ric Carrey Trio, Jerry Reed, Ray Stevens, Windy Bagwell and the Sunliters, Little Jimmy Dempsey, Judy Tolbert, Priscilla Mitchell, and the Cherokees, with Speedy Price, Shorty Boyd, Lem Bryant and Rodney Attaway. Mercury-Starday recording artist, Curtis Gordon, is "Georgia Jubilee" manager and booker. Ray Kinnamon, Atlanta deejay and program director at WTJH, is emcee. Bobby Helms guests with the show September 7, and Jimmy Newman fills that slot September 21.

Ray Price made his first "Country Music Jubilee" appearance in Springfield, Mo., Saturday (31), along with frequent gal guest, New York TV songstress, Betty Ann Grove. . . . Red Foley, the Country Rhythm Boys band and the Marksmen will take part in the annual homecoming celebration Wednesday (4) in Red's hometown, Berea, Ky. . . . Uncle Cyp Brasfield is headlining Bisbee's Comedians, tent show of which he was formerly part owner, on its tour of week stands in Tennessee and Kentucky. . . . Bill Walker, upon his return to Springfield, Mo., last week from California, learned that Columbia had just made a pop deejay distribution of his "On My Mind Again."

The Smith Brothers, Tennessee and Smitty, are now heard daily over WTJH, East Point, Ga., 12 noon to 1, on a program called "Meetin' Time," on which they spin old and new gospel favorites. If you have a gospel release you'd like to have plugged, shoot it on to the boys. Tennessee and Smitty have a new Decca release coming up soon. Tunes are "Say It Again" and "There Goes My Heart." . . . Joe Bill's "Country Picnic," beamed over KRLD-TV, Dallas, each Sunday afternoon, recesses for six weeks beginning September 1 to give way to pro football. Beginning September 8, producers Joe Bill and Jimmy Fields will replace the 4 p.m. Sunday sked with a new show, "Dude Ranch," featuring comic Okie Jones. When it resumes after six weeks, "Country Picnic" takes a Saturday night spot, preceding the "Jimmy Dean Show" on the same station.

After two years at "Town Hall Party" in Compton, Calif., Freddie Hart has left to join Lefty Frizzell on the "Country America" TV show over Channel 7, Hollywood. . . . Fred Maddox, of the Maddox Brothers, currently at the Copa Club, Pomona, Calif., held a country music evening September 2 at the club for Coast artists and their families. Present were Jimmy Newman, Carl Perkins, Merle Travis, Steve Stebbins, Freddie Hart, Lefty

Reviews of New Pop Records

Continued from page 59

LEW QUADRING ORK
Angelita 67
CORAL 51813—Attractive tune (from movie "The Restless Breed"), with a gentle Latin tempo sung with smooth effectiveness by the Lee Gordon Singers. Moderata spin potential. (Oman, ASCAP)
Seven Days in Barcelona . . . 65
A thoroughly pleasant instrumental version of appealing theme. However, several versions of tune have already made jockey rounds. (Amy, BMI)

CAROL BURNETTE
I Made a Fool of Myself Over
John Foster Dulles 66
ABC-PARAMOUNT 9850 — Nitery comedienne made wire services when she sang novelty on TV, and disk may grab off some play. Performance-wise, tho, ditty is less effective minus visual comedy. (Bloom, ASCAP)
Pu-Uh-Uh-Up-Py Love
(Puppy Love) 65
A fairly funny take off on the young love theme i nrock and roll disk field. Same comment on commercial possibilities. (Bloom, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

DIXON HOLMAN: Song of the Gaucho/Golden Grain—Dot 15643
MEL KITCHEN: Is I Am/My Heart Will Always Cry—Co-Op 1502

Polka

EDDIE BLATNICK
Our Wedding Waltz 80
DECCA 30440 — Fast international-

Frizzell, Betty Luther, Bud Hobbs and Skeets McDonald.

Talent roster of the Country Music Festival held September 8 at Kentucky State Fair, Louisville, included Minnie Pearl, Judy Lynn, Pat Kelly, Smith Twins, Stonewall Jackson, Midwestern Square Dancers, Bonnie Lou, Randy Atcher's Hoe Downers, Jimmy Osborn, Jimmy Logsdon, Tommy Downs, Ginger Callahan and Red Kirk. . . . Guest artist at the August 24 "Louisiana Hayride" at Shreveport was Melvin Endsley (RCA Victor), writer of "Singin' the Blues" and "Love Me to Pieces." . . . Tillman Franks, former manager of Johnny Horton, has taken over the Artists Service Bureau at KWKH, Shreveport. . . . Leon McAuliffe and His Cimarron Boys make a September 14 appearance at Oklahoma Free Fair, Muskogee, in a package composed of the Y-Knot Twirlers, Leroy VanDyke and Tabby West. . . . Piano man Vic Davis has joined Hank Thompson and His Brazos Valley Boys. The Thompson group will appear on Cliffie Stone's "Home Town Jamboree" in Los Angeles on September 28.

Happy Ison, program director of the Central Broadcasting Company, Orlando, Fla., and c.&w. deejay on WKIS there, says he'd like to hear from artists and managers who would like to play Florida this fall and winter. . . . Johnnie Bailes is currently arranging fall bookings for the Nancy Auditorium, Swainsboro, Ga., and is anxious to hear from artists interested in playing the spot. Johnnie may be contacted at Station WJAT, Swainsboro. . . . Smiley Burnette plays the rodeo at Benton, Ark., September 6-7, and September 12-15 works a similar engagement at Sikeston, Mo. He's set for the fair

(Continued on page 61)

type waltz is waltzed by Blatnick and Mary Kasperki. Orking is in the Cleveland style. Strong box entry. (Trans World, BMI)
Everybody's Polka 80
Top-grade polka instrumental, not too fast for the younger generation's taste. (Forrest, BMI)

GENE WISNIEWSKI ORK
New Moon (Polka) 79
DANA 3169—Bright, catchy instrumental, well-recorded. Fine for the younger generation of polka fans. (Dana, BMI)
Melody Cruise (Waltz) 78
Up-to-date orking of crisp, terp-worthy waltz with an international flavor, clefted by Irving Fields. Good juke side. (Crest, ASCAP)

JOHNNIE BOMBA ORK
Cindy (Polka) 79
DANA 3263—Chicago ork is well-recorded in this moderately-paced instrumental. Styling will have broad appeal. Catchy item.
You, You Are the One (Waltz) . . . 76
German standard ("Du Du") is orked in typical polka band style, with crisp waltz tempo, accordion, etc.

WALTER SOLEK ORK
Pajama Party (Polka) 79
DANA 3257 — Instrumental. Better sound than flip, and a sparkler that can do business on the boxes. (Dana, BMI)

Dreamboat 76
Polka is strongly Slavic in style, and orking is Polish style, shrilly recorded. Special appeal in Polish sectors. Instrumental. (Dana, BMI)



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• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING AUGUST 31

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. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)— Jerry Lee Lewis	3	12
2. TEDDY BEAR (ASCAP)—Elvis Presley LOVING YOU (BMI)—Vic 20-7000	2	11
3. BYE BYE LOVE (BMI)—Everly Brothers I Wonder If I Care as Much (BMI)—Cadence 1315	1	17
4. FRAULEIN (BMI)—Bobby Helms Heartick Feeling (BMI)—Dec 30194	4	24
5. GONNA FIND ME A BLUEBIRD (BMI)— Marvin Rainwater	5	20
6. FOUR WALLS (BMI)—Jim Reeves I Know and You Know (BMI)—Vic 20-6874	6	20
7. FALLEN STAR (BMI)—Jimmy Newman I Can't Go On This Way (ASCAP)—Dot 15574	9	15
8. FALLEN STAR (BMI)—Ferlin Husky PRIZE POSSESSION (BMI)—Cap 3742	8	9
9. MY SHOES KEEP WALKING BACK TO YOU— Ray Price	7	5
10. GEISHA GIRL (BMI)—Hank Locklin Livin' Alone (BMI)—Vic 20-6984	14	3
11. TANGLED MIND (BMI)—Hank Snow MY ARMS ARE A HOUSE—Vic 20-6955	11	8
12. YOUNG HEARTS (ASCAP)—Jim Reeves TWO SHADOWS ON YOUR WINDOW (BMI)— Vic 6973	—	1
13. WHITE SPORT COAT (BMI)—Marty Robbins Grown-Up Tears (BMI)—Col 40864	10	22
13. MISSING YOU (BMI)—Webb Pierce BYE BYE LOVE (BMI)—Dec 30321	—	14
15. IS IT WRONG? (BMI)—Warner Mack Baby Squeeze Me (BMI)—Dec 30301	13	5
15. TEENAGE DREAM (BMI)—Marty Robbins PLEASE DON'T BLAME ME (BMI)—Col 40969	—	1

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 31

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. On My Mind Again, B. Walker, Col.
2. Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
3. Is It Wrong? Warner Mack, Dec.
4. Missing You, Webb Pierce, Dec.
5. Young Hearts, Jim Reeves, Vic.

Dallas-Fort Worth

1. Geisha Girl, Hank Locklin, Vic.
2. Fraulein, Bobby Helms, Dec.
3. Four Walls, Jim Reeves, Vic.
4. My Shoes Keep Walking Back to You
Ray Price, Col.
5. Bye Bye Love, Everly Brothers, Cdc.

Houston

1. Geisha Girl, Hank Locklin, Vic.
2. Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
3. Fraulein, Bobby Helms, Dec.
4. Bye Bye Love, Everly Brothers, Cdc.
5. Fallen Star, Ferlin Husky, Cap.

Memphis

1. Fraulein, Bobby Helms, Dec.

Nashville

1. Gonna Find Me a Bluebird
Marvin Rainwater, M-G-M
2. Tangled Mind, Hank Snow, Vic.
3. Is It Wrong? Warner Mack, Dec.

Nashville

1. My Shoes Keep Walking Back to You
2. Fraulein, Bobby Helms, Dec.
3. Teddy Bear, Elvis Presley, Vic.
4. Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
5. Mister Love
Ernest Tubbs-Wilburn Brothers, Dec.
6. Tangled Mind, Hank Snow, Vic.

New Orleans

1. Is It Wrong? Warner Mack, Dec.
2. Teddy Bear, Elvis Presley, Vic.
3. Bye Bye Love, Everly Brothers, Cdc.
4. Next in Line, Johnny Cash, Sun
5. Sick and Tired, Chris Kenner, Imp.

Richmond, Va.

1. Fraulein, Bobby Helms, Dec.
2. My Shoes Keep Walking Back to You
Ray Price, Col.
3. Teddy Bear, Elvis Presley, Vic.
4. Fallen Star, Jimmy Newman, Dot

• This Week's C&W Best Buys

GIVE MY LOVE TO ROSE (Knox, BMI)

HOME OF THE BLUES (Hi-Lo, BMI)—Johnny Cash—Sun 279—The artist, who consistently makes it, appears to have a two-sided hit. Requests are about even at this point. All of the top markets report that the platter is moving well. A previous Billboard "Spotlight" pick.

FOLK TALENT AND TUNES

Continued from page 60

at Tyler, Tex., September 18-21, and September 23-24 works another rodeo engagement at Fort Smith, Ark.

Mae B. Axton, co-writer of "Heartbreak Hotel," has signed as an exclusive writer for Cedarwood Publishing Company. Mrs. Axton, who resides in Jacksonville, Fla., also works on artist and record promotion in Florida for the Jim Denny Artist Bureau. . . . Rev. Andrew Jenkins, composer of "The Death of Floyd Collins" and "God Put a Rainbow in the Cloud," was killed recently in an Atlanta

auto accident. . . . Don Deal, Era disk artist, and his brother-manager, Jim, were involved in an automobile collision near Eureka, Calif., August 25. The former suffered a broken arm and ribs while the latter remains on the critical list with a brain concussion. Along with Hank Cochran and Tomy Cole, the Deals were on a lengthy coastal tour at the time of the crash.

Jim Reeves starts a new one-hour radio show in Nashville October 7. The Anita Kerr Singers will be regulars on the daily show, which is to be carried over the

(Continued on page 64)



Johnnie and Jack

"LOVE FEVER"
c/w
"MOVE IT ON OVER"
(One of Hank Williams' Best)
47/20-7018



two heap great
c & w ballads!

JEAN SHEPARD

IT SCARES ME HALF TO DEATH
ACT LIKE A MARRIED MAN

record no. 3796



• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING AUGUST 31

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.	BYE BYE LOVE—Everly Brothers..... Cadence 1315 (BMI)	1	13
2.	FRAULEIN—Bobby Helms Dee 30194 (BMI)	5	23
3.	FOUR WALLS—Jim Reeves..... Vic 20-6874 (BMI)	4	20
4.	FALLEN STAR—Jimmy Newman..... Dot 15574 (BMI)	3	17
5.	MY SHOES KEEP WALKING BACK TO YOU— Ray Price Col 40951 (BMI)	2	6
6.	TANGLED MIND—Hank Snow..... Vic 20-6955 (BMI)	5	4
7.	WHOLE LOTTA SHAKIN' GOIN' ON— Jerry Lee Lewis..... Sun 267 (BMI)	6	8
8.	GONNA FIND ME A BLUEBIRD—M. Rainwater... M-G-M 12412 (BMI)	7	23
9.	I HEARD THE BLUEBIRDS SING— Jim Edwards & Maxine & Bonnie Brown..... Vic 6995 (BMI)	14	2
10.	TEDDY BEAR—Elvis Presley..... Vic 20-7090 (ASCAP)	8	10
10.	TWO SHADOWS ON YOUR WINDOW— Jim Reeves Vic 6973 (ASCAP)	14	3
12.	MISSING YOU—Webb Pierce..... Dee 30321 (BMI)	11	13
13.	GEISHA GIRL—Hank Locklin..... Vic 6984 (BMI)	—	2
14.	MY ARMS ARE A HOUSE—Hank Snow..... Vic 6955 (BMI)	—	3
15.	TEENAGE DREAM—Marty Robbins..... Col 40969 (BMI)	—	1

• Review Spotlight on . . .

C&W RECORDS

ERNEST TUBB

Go Home (Tubb, BMI)
My Treasure (Hi Lo, BMI)—Decca 30422—Tubb pours meaning into the lyrics of "Go Home," an attractive, philosophical honky-tonker. The strong reading against listenable piano and guitar backing should go well. "My Treasure," the flip, is also in the honky-tonk vein, but at a slightly faster pace. Both sides can be winners.

SONNY JAMES

Love Conquers (Central Songs, BMI)
Mighty Lovable Man (Big "D," BMI)—Capitol 3792—James comes on strongly with his sensitive treatment of "Love," a pretty ballad with rhythm backing and a chorus assist. Flip, "Mighty Lovable Man," is a mild rockabilly with modern harmonies and has bright guitar and chorus backing. Platter can also attract coin in pop markets.

STONEWALL JACKSON

A Broken Heart, a Wedding Band (Tubb, BMI)
(You're Right) I Need You Real Bad (Starrite, BMI) Columbia 40997—Powerful selling by Jackson on "Broken Heart," a weeper, really satisfies. The artist who did well with his last effort, "Don't Be Angry," appears a good bet to score here. Flip, "I Need You," is a bright weeper attractively presented against listenable hill backing.

• Reviews of New C&W Records

SONNY JAMES

Love Conquers..... 82
CAPITOL 3792—Sensitive treatment of a ballad with rhythm backing and chorus support. This is the more traditional side and can pull both pop and c.&w. coin. (Central, BMI)
Mighty Lovable Man..... 80
Mild rockabilly has a very modern sound. Backing features a bright guitar with a chorus assist. Should attract. (Big "D," BMI)

CARL BUTLER

Cry You Fool, Cry..... 76
COLUMBIA 40994—Waltz is in a popish vein with piano triplets and listenable guitar prominent. Medium-beat weeper is delivered nicely and could go well. (Golden West, BMI)
River of Tears..... 75
Attractive selling by Butler on a medium-beat honky-tonker with guitar and piano backing featured. Side may attract. (Loast, BMI)

SLEEPY LA BEFF

All the Time..... 76
MERCURY 71179—Hard driving rockabilly side, with La Beff contributing an intense, exuberant vocal. Could go pop. (Starrite, BMI)
Lonesome..... 70
Haunting theme is wrapped up in a stirring vocal, altho it hasn't the impact of the flip. (Starrite, BMI)

THE BENNY HALL TRIO

She's Telling Me the Same Thing... 75
CAPITOL 3785—Mountain treatment of an up-tempo honky-tonker is strongly read against usual hill back-

ing. Impressive debut by the group on the weeper could attract. (Central, BMI)

Never Take Her Love From Me... 73
Medium-beat honky-tonk taste is presented with hill harmonies and features guitar, piano and fiddle support. May have territorial appeal. (Central, BMI)

WERLY FAIRBURN

No Blues Tomorrow..... 70
SAVOY 1521—Interesting side has a country flavor. The medium-beat blues is attractively presented with country backing, but sound could draw big buys in all markets. (Planemar, BMI)
Telephones Baby... 70
Mild rockabilly gets a very listenable chant by the artist with a

(Continued on page 84)

SMASH HIT!

"WHOLE LOT OF
SHAKIN' GOING ON"

"IT'LL BE ME"

JERRY LEE LEWIS

SUN 267

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING AUGUST 31

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
1. WHOLE LOTTA SHAKIN' GOIN' ON (BMI) — Jerry Lee Lewis	8	2
2. TEDDY BEAR (ASCAP) —Elvis Presley	1	10
3. SEND FOR ME (BMI) —Nat (King) Cole	4	11
4. SEARCHIN' (BMI) —Coasters	3	15
5. SHORT FAT FANNIE (BMI) —Larry Williams	2	12
6. MR. LEE (BMI) —Bobbettes	—	1
7. FARTHER UP THE ROAD (BMI) — Bobby (Blue) Bland	7	4
8. STARDUST (ASCAP) —Billy Ward	6	9
9. WHISPERING BELLS (BMI) —Del Vikings	5	8
10. THAT'LL BE THE DAY (BMI) —Crickets	—	1
11. DIANA (BMI) —Paul Anka	—	1
12. BYE BYE LOVE (BMI) —Everly Brothers	11	12
13. ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU (BMI) —Huey Smith	9	7
14. LONG LONELY NIGHTS (BMI) —Clyde McPhatter	11	6
15. HONEYCOMB (ASCAP) —Jimmie Rodgers	—	1

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING AUGUST 31

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. WHOLE LOTTA SHAKIN' GOIN' ON — Jerry Lee Lewis	2	4
2. FARTHER UP THE ROAD —Bobby (Blue) Bland	1	3
3. SEND FOR ME —Nat (King) Cole	3	8
4. LONG LONELY NIGHTS —Clyde McPhatter	7	4
5. TEDDY BEAR —Elvis Presley	3	11
6. SHORT FAT FANNIE —Larry Williams	5	10
7. WHISPERING BELLS —Del Vikings	5	5
8. SEARCHIN' —Coasters	11	14
9. MR. LEE —Bobbettes	14	2
10. STARDUST —Billy Ward	9	7
11. OVER THE MOUNTAIN —Johnnie & Joe	14	13
12. ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU —Huey Smith	—	4
13. LONG LONELY NIGHTS —Lee Andrews	—	4
14. MISS YOU SO —Lillian Offitt	8	3
15. LOVE ROLLER COASTER —Joe Turner	—	1
15. JENNY, JENNY —Little Richard	11	10

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING AUGUST 31

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Diana, Paul Anka, ABC-Paramount
2. Mr. Lee, Bobbettes, Atl.
3. Rockin' Pneumonia and the Boogie Woogie Flu, Huey Smith, Ace
4. Farther Up the Road, Bobby (Blue) Bland, Duke
5. That'll Be the Day, Crickets, Brk.
6. Short Fat Fannie, Larry Williams, Spe.

Charlotte

1. Teddy Bear, Elvis Presley, Vic.
2. Short Fat Fannie, Larry Williams, Spe.
3. Rockin' Pneumonia and the Boogie Woogie Flu, Huey Smith, Ace
4. Stardust, Billy Ward, Lbt.
5. Darling It's Wonderful, The Lovers, Lamp

Chicago

1. Teddy Bear, Elvis Presley, Vic.
2. Farther Up the Road, Bobby (Blue) Bland, Duke
3. Searchin', Coasters, Atco.
4. Love's a Hurting Game, Ivory Joe Hunter, Atl.
5. Send for Me, Nat (King) Cole, Cap.

Cincinnati

1. Think, Five Royals, King
2. Stardust, Billy Ward, Lbt.
3. Rockin' Pneumonia and the Boogie Woogie Flu, Huey Smith, Ace
4. Searchin', Coasters, Atco.
5. That'll Be the Day, Crickets, Brk.

Detroit

1. Farther Up the Road, Bobby (Blue) Bland, Duke
2. Mr. Lee, Bobbettes, Atl.
3. Send for Me, Nat (King) Cole, Cap.
4. Teddy Bear, Elvis Presley, Vic.
5. Think, Five Royals, King
6. Stardust, Billy Ward, Lbt.

Los Angeles

1. Send for Me, Nat (King) Cole, Cap.
2. Farther Up the Road, Bobby (Blue) Bland, Duke
3. Searchin', Coasters, Atco.
4. Teddy Bear, Elvis Presley, Vic.
5. Mr. Lee, Bobbettes, Atl.
6. Rockin' Pneumonia and the Boogie Woogie Flu, Huey Smith, Ace
7. Short Fat Fannie, Larry Williams, Spe.
8. Think, Five Royals, King
9. Bye Bye Love, Everly Brothers, Cdc.
10. Long Lonely Nights, Clyde McPhatter, Atl.

New Orleans

1. Stardust, Billy Ward, Lbt.
2. Miss You So, Lillian Offitt, Exc.
3. Farther Up the Road, Bobby (Blue) Bland, Duke
4. Searchin', Coasters, Atco.
5. Sick and Tired, Chris Kenner, Imp.

New York

1. Mr. Lee, Bobbettes, Atl.
2. Send for Me, Nat (King) Cole, Cap.
3. Short Fat Fannie, Larry Williams, Spe.
4. Farther Up the Road, Bobby (Blue) Bland, Duke
5. C. C. Rider, Chuck Willis, Atl.
6. Bye Bye Love, Everly Brothers, Cdc.
7. Long Lonely Nights, Clyde McPhatter, Atl.
8. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
9. Miss You So, Lillian Offitt, Exc.

Philadelphia

1. Think, Five Royals, King
2. Send for Me, Nat (King) Cole, Cap.
3. Short Fat Fannie, Larry Williams, Spe.
4. Stardust, Billy Ward, Lbt.
5. To the Albie, Five Satins, Emb.

St. Louis

1. Miss You So, Lillian Offitt, Exc.
2. Long Lonely Nights, Clyde McPhatter, Atl.
3. Send for Me, Nat (King) Cole, Cap.
4. Stardust, Billy Ward, Lbt.
5. Teddy Bear, Elvis Presley, Vic.
6. Bye Bye Love, Everly Brothers, Cdc.

Washington, D. C.

1. That'll Be the Day, Crickets, Brk.
2. Lotta Lovin', Gene Vincent, Cap.
3. Honeycomb, Jimmy Rodgers, Rtl.
4. Send for Me, Nat (King) Cole, Cap.
5. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
6. Searchin', Coasters, Atco.

This Week's R&B Best Buys

BEAUTIFUL WEEKEND (Recordo, BMI)—Ernie Freeman—Imperial 5461—Googie Rene—Class 212—Both versions of the tune are moving. The Freeman treatment has a slight edge, but the Rene styling is also much in demand. Most markets report that sales are good and building. Flip of the Freeman platter is "Dumplin's," (Carney, BMI). The Rene flip is "Rock-A-Boogie," (Recordo, BMI).

Review Spotlight on . . . R&B RECORDS

LITTLE RICHARD

Keep A' Knockin' (Venice, BMI)
Can't Believe You Wanna Leave (Venice, BMI)—Specialty 611—See listing under Review Spotlight on Pop Records.

RAY CHARLES

Swanee River Rock (Progressive, BMI)
I Want a Little Girl (Shapiro-Bernstein, ASCAP)—Atlantic 1154—A pair of wonderfully effective sides here by the chanter and either one can go. Topside is a snappy adaptation of the Stephen Foster cleffing with smart, staccato choral backing. Flip is a slow, deliberate rendition of the classic with a beautifully scored horn harmony. Equally strong. Watch both.

JOE TURNER

I Need a Girl (Progressive, BMI)
Trouble in Mind (Leeds, ASCAP)—Atlantic 1155—A solid coupling for the boss of the blues. First comes a jumping blues, done in his typically ebullient, swinging style. This can move fast. Flip is the great blues standard done in highly moving and memorable fashion. Take your pick. Either side can click.

EDNA MCGRIF

I Get the Feeling (Chappell, ASCAP) — Brunswick 55023 — A talented belting thrush makes a very impressive disk debut with this commercial side. The gal has a solid sound and excitement on the slow rock and roller which also accents a strong choral backing. Definitely worth watching. Flip is "I Hurt Too Much to Cry." (Sheldon, BMI).

BOBBY CHARLES

Yea Yea Baby (Muirfield, ASCAP)
One Eyed Jack (Arc, BMI)—Chess—1670—First pair of sides in a good spell for Charles and both can make a strong run for the money. On top is an easy-going, medium paced swinger handled in top-notch style. Flip has an older styled pattern with a rhythmic recitation about a sad experience in a card game. Good merchandise here and both rate heavy action.

Reviews of New R&B Records

BIG BOB KORNEGAY

Stay With Me Baby 77
HERALD 506—Fervent pleading by Kornegay on a strong Southern blues. Merits spins. (Shallmar, BMI)
Hondinger 76
Bright, bouncy rhythm item warbled with sock showmanship and infectious timing. (Angel, BMI)

THE MELLO-TONES

Ca-Sandra 77
GEE 1040—Up-tempo tune with a shuffling pace is nicely presented by the group with attractive orb support. (Duchess, BMI) (Bridgeport)
RailBike Roll 74
Exuberant approach on a happy up-tempo rocker with a very danceable beat. (Duchess, BMI) (Bridgeport)

JOHN LEE HOOKER

Little Wheel 76
VEE JAY 255—Solid selling job by Hooker on Deep South blues with provocative lyrics. (Tollie, BMI)
Rozie Mae 75
Another strong vocal stint on a compelling blues. (Tollie, BMI)

DEAN BARLOW

Through the Years 75
ONYX 513—Ballad is very similar to "You Belong to Me." Sincere reading by Barlow with chorus and orb backing makes side one to watch. (Malver, BMI)
Dearest One 74
Up-tempo rocker gets a vigorous treatment by the artist with happy backing. (Malver, BMI)

TAB SMITH

My Mother's Eyes 75
UNITED 211 — Attractive modern treatment of the evergreen with a slow, danceable beat. Sincere vocal by Smith can find favor. (Feist, ASCAP)
Dance 73
Tenor sax is featured on the Latin-rhythm oldie. Listenable styling can attract. (B & F, BMI)

LOUIS BROOKS AND HIS HI-TOPPERS

Don't You Know? 74
EXCELLO 2119 — Gutbucket blues-rocker is happily chanted by Brooks against a shumba-type beat. Side could create interest. (Excellorec, BMI)
Gonna Stop Foolin' Myself 74
Funky blues weeper gets a knowing go by the artist. Slow rhythm backing helps set the groove. (Excellorec, BMI)

SKYLARKS

Oh Man River 74
VERVE 10082—The great standard done as a rhythm piece, with a rollicking beat. Skylarks are backed

with modern-sounding instrumentation. Kern-Hammerstein, ASCAP)
There's a Boat Leavin' Soon for New York 71
The Gershwin tune gets a flashy, effective arrangement. For jocks looking for some of the lesser-performed Gershwin material, here's nice wax. (Chappell, ASCAP)

(Continued on page 64)

IT'S BRAND NEW!

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VEE-JAY RECORDS

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Fortune Record 837

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"SOMETIMES TOMORROW"

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NAPPY BROWN'S "BYE-BYE BABY"

Savoy #1514

Keep Your Eye on BIG MAYBELLE'S

"ALL OF ME"

Savoy #1512

SAVOY

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B/W

"YOU SAY YOU LOVE ME"

J 1660

Johnnie & Joe

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"IT WAS THERE"

B/W

"THERE GOES MY HEART ON FIRE FOR YOU"

J 1659

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B/W

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ON THE BEAT

RHYTHM & BLUES-ROCK & ROLL

By REN GREVATT

After a summer of ballads and sweet music talk, it looks like a great day for rock and roll. Package shows and theater bookings are booming like never before as fall activity swings into high gear. Irving Feld's Washington booking combine, Super Attractions, kicked off its "80 Days" fall edition of its "Biggest Show of Stars for 1957," Friday (6) at the Syra Mosque in Pittsburgh with one of the strongest pop and rock and roll talent line-ups in recent memory.

The first six weeks of the tour, thru October 15, will feature such greats as Fats Domino, Clyde McPhatter, Lavern Baker, Frankie Lymon, Chuck Berry, the Crickets, Paul Anka, the Everly Brothers, the Spaniels, the Bobbettes, Johnny and Joe, the Drifters, (Crying) Tommy Brown and Paul Williams and his band, with Harold Cromer as emcee. When the crew reach the Coast on October 15, Eddie Cochran, Buddy Knox and Jimmy Bowen and the Rhythm Orchids will be added, while the Bobbettes, the Spaniels and Johnny and Joe will leave the cast. On October 31, the Diamonds join the show. In addition to the cross-country U. S. dates for the tour, the package has been booked for at least five Canadian appearances as well. It's expected that Dominion fans of Paul Anka, a native of Ottawa, will help the show pull in hefty loot north of the border.

Meanwhile, Shaw Artists has booked a package to be headed by Mickey and Sylvia, for a six-week tour of the South and Texas. Package will be taken out by Eli Weinberg and a roster of big talent is being lined up.

Archer Associates have lined up their first important package for a five-week trek thru the Midwest, parts of the South and finally the Coast. Included in this group will be the Coasters, Lillian Offitt, Lowell Fulson, Johnny (Guitar) Watson, the Four Cadillacs and Ernie Freeman and his band. Opening is set for October 18 in Oklahoma City. Arrangements are being worked out for the Coast bookings thru the Milton Deutsch Agency, which has the Coasters under contract.

The Apollo Theater has had one of its greatest weeks during the Labor Day week with an all-star line-up consisting of Fats Domino, Big Maybelle, Bo Diddley and deejay Joeko (Space Man) Henderson, with the Harptones and Lee Andres and the Hearts as added attractions. Bob Schiffman, Apollo exec, reported that a near record gross was in the offing, with the biggest single day's gross in the theater's history reported for Sunday (1).

At the Brooklyn Paramount, Alan Freed's package was reportedly "breaking it up." According to on-the-scene re-

ports, Little Richard and Jo Ann Campbell were the hottest acts on the bill with the audience, but there was solid response, too, for the Diamonds, the Del Vikings, Mickey and Sylvia, the Moonglows, Larry Williams, the Five Keys and Jimmy Rodgers.

Freed continued in the news on the rock and roll front with reports that he would go to England for an October 20 opening in a show that would feature Little Richard, the Moonglows and Jo Ann Campbell, supported by additional British acts. The tour is "90 per cent sure," at this time, according to a spokesman. The Jolly Joyce Agency is setting the tour.

Other foreign dealings in the works include possible visits by Fats Domino to both Australia and England. The Australian deal, tho in the talking stage for some time, may have hit a snag due to the fact that the Australian promoters have not offered to cover the \$1,700 transportation cost per man. In any event, Domino is booked thru November with Irving Feld's "Biggest Show of Stars of 1957," which will be followed by a vacation prior to his joining the Alan Freed New York Paramount Christmas show. On the British front, it's reported that two agents, Music Corporation of America and the Foster Agency of London have both offered healthy figures for Domino's services for London and the provinces. However, none of the projected overseas dates can possibly come off till after the first of the year, due to current commitments.

Bill Haley and the Comets will play the Casa Loma Ballroom, St. Louis, before carrying out a number of dates in California, Oregon and Washington, the latter of which will carry thru October 16. Lavern Baker cut a number of sides for single and LP release last week while Clyde McPhatter cut a new single Thursday (5). Both artists open with the "Biggest Show of Stars" in Pittsburgh, Friday (6).

Atlantic Records received an interesting note from deejay Sheldon Silk in Fall River, Mass. Silk's father operates the Lee Furniture store there. Kids in the town, hip to the relationship between jockey and store operator, are on a "one-two-three, here comes Mr. Lee," kick whenever they see Silk's pater. Silk has spun the disk frequently which has kept teen-agers conscious of the platter and hasn't done the Lee Furniture Company any harm either, thru the gobs of extra publicity.

Ruth Cage has been signed to do publicity for Shaw Artists. . . . Archer Associates have signed Big Maybelle, effective September 15. The agency has also pacted the Del Rays, an r.&b. vocal group. . . . The Gale Agency opens a West Coast office on September 15. Irv Schact will be in charge of the operation there. . . . The French Quarter, Union City, N. J., has signed Savoy pacters, the Jive Bombers, for a four-week stay. . . . Styletone Records' chanter, Vic Stevens, is letting fans decide, thru letters, whether he should keep or clip his sideburns. Writers of 50 best letters from male fans get a free copy of the singer's current disk, "Love Me Baby." The 50 best girl respondents, get not only a free "Love Me Baby," but a free Naturflex Bra as well, in their proper size, of course, according to a press release, for their ideas on the sideburns.

FOLK TALENT AND TUNES

Continued from page 61

ABC network. . . . Eddie Hill has left his d.j. post at WSM, Nashville, to join the Jim Denny Artists Bureau. . . . Eileen Rodgers, until now a pop artist, has stepped into the c.&w. field and will appear on the September 28 edition of "Grand Ole Opry." Her latest release is "Third Finger, Left Hand" on Columbia.

With the Jockeys

Hal Howard, Bullet artist and disk spinner at WPNX, Columbus, Ga., is vacationing in Florida. During his absence Jerry Richmond is subbing on Howard's split six-hour stint of c.&w. music. In addition Richmond does a daily two-hour "Old Fashioned Hymn Singing Get-Together." . . . Deejay Ken Knox has ankle KLIF, Dallas, for a slot at KTSA, San Antonio. . . . Don Estes, who has cut Lawton Williams' tune, "Fraulein," on Decca, is spinning 'em at KPRC-TV, Houston. . . . Eddie Bond, c.&w. band leader and composer and deejay on KWEM, Memphis, has cut a new record for Mercury, "Hershey Bar,"

b.w. "Lovin' You, Lovin' You." . . . Deejay Roy Leo Castlebury, formerly of KFTV, Paris, Tex., will help kick off a new station, KVCK, Wolf Point, Mont., September 1. He asks for all types of wax. . . . Al Shade, country deejay at WLBR, Lebanon, Pa., has been doing personals in the area with his Short Mountain Boys and Girls band. Shade needs records.

Dusty Rose, deejay at KITO, San Bernardino, Calif., infos that the station's new studios will be officially opened around September 15, with an array of guests, including the roster from Rep Records, slated to show up for the ceremonies. The station was recently destroyed by fire and has been operating under emergency conditions. . . . Yodeling Slim Dallas, formerly heard on XEDM and XEFW, Mexican border stations, has signed to do four-hour daily shows on WENO, new country station in Nashville. Dallas says he needs records.

Reviews of New C&W Records

Continued from page 62

chorus assist. Bright guitar is featured. Side, like flip, can go in all parts. (Planemar, BMI)

CURTIS GORDON

I Wouldn't . . . 68
MERCURY 71183—Effective country-styled warbling with modified rock and roll backing on an okay ditty with a good beat. Moderate spin potential. (Starrite, BMI)
Please Baby Please . . . 66
Same comment. (Starrite, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

- EDDY EDDINGS: Just a Friend of Mine/The Same Old Situation—Columbia 102
- JIMMIE LAUDERDALE: The Flame of Love/Right Away, Quick, Quick—Jopz 1001
- RONALD MANSFIELD: Lonely/Tell Me Pretty Words—Beam 707
- MCCORMACK BROTHERS: The Banjo Strut/No Substitute Will Do—Hickory 1067
- ANDY ROBERTS: Ole Lady/Could I Be—Norva 1000

Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	6	—	—
ACME	—	1	—
ATLAS	—	1	—
BEAM	—	—	1
BRUNSWICK	3	—	—
CADENCE	1	—	—
CAPITOL	3	—	1
CHANCELLOR	1	—	—
COLUMBIA	2	1	—
COLUMBUS	—	—	1
CO-OP	—	—	1
CORAL	4	—	—
DELUXE	—	1	—
DOT	4	1	1
EPIC	1	—	—
EXCELLO	—	1	—
4 STAR	—	1	—
FRATERNITY	2	—	—
GER	1	—	1
GOLDEN CREST	1	—	—
HERALD	—	1	—
HICKORY	—	—	1
IMPERIAL	1	—	—
JUBILEE	1	—	—
JOPZ	—	—	1
KAPP	1	—	—
KEEN	1	—	—
LIBERTY	4	—	—
MERCURY	3	—	2
NORVA	1	—	—
ONYX	—	—	1
RCA VICTOR	7	—	—
ROULETTE	1	—	—
SAVOY	—	—	1
UNITED	—	1	—
VEE JAY	—	1	—
VERVE	1	—	—
VIK	2	—	—
TOTAL	54	13	13

Reviews of New R&B Records

Continued from page 63

JOE BENSON
Rock and Roll Jungle . . . 73
DE LUXE 6146—Novelty is an up-tempo rocker with a very danceable beat. Selling by Benson can attract. (Men-Lo, BMI)
Somebody Told Me . . . 71
Weeper-ballad is nicely rendered by Benson with slow rhythm backing featuring a brief tenor solo. (Men-Lo, BMI)

WILLIE MABON
Light Up Your Lamp . . . 73
FEDERAL 12306 — Salty warble issued to chick. Spirited warble of the blues material, which is a little dated in approach, but which could sell in less urbane markets. (Armo, BMI)
Rosetta, Rosetta . . . 70
Pleaser with a pounding beat. Strong warble, but over-all doesn't stand out in current crop. (Armo, BMI)

ROY GAINES
Annabelle . . . 72
DE LUXE 6147 — Gaines, warbler-guitarist, wails some medium blues on this side. Material isn't standout stuff, but he gives it full mileage. Fair potential. (Men-Lo, BMI)
Night Beat . . . 72
"Night Train" type blues instrumental featuring Gaines' great guitar. Fine moody, danceable stuff for jocks and boxes. (Men-Lo, BMI)

TEMPO TONES
Come Into My Heart . . . 7
ACME 718 — Up-tempo rocker is belted with enthusiasm by the group. Nice go by the lead. Good orking helps. (Beam, BMI)
Somewhere There Is Someone . . . 68
Good performance on a ballad with rhythm backing, featuring a few vocal gimmicks. (Beam, BMI)

TRAVELERS VOCAL GROUP
Lenora . . . 76
ATLAS 1086—Tribute to Lenora is a bright, cheerful effort that is interpreted with vigor by the group. (Mac-Avery, BMI)
Betty Jean . . . 70
Ballad is nicely chanted by the lead with attractive group support and rhythm backing. Side appears as strong as flip. (Mac-Avery, BMI)

THE MILLER SISTERS
You Made a Promise . . . 79
ACME 717—Smooth styling by the sisters of a ballad that shows a spiritual influence. Listenable backing helps present side. (E. B. Marks, BMI)
Crazy Billboard Song . . . 68
Novelty deals with a mixture of expressions and slogans found on billboards. (Beam, BMI)

HOLLIS MANLEY
Maybe I'm Wasting My Time . . . 66
FOUR STAR 1711—Nice treatment of an old-fashioned blues. "Talking" tenor and earthy guitar accompany the vocal. (Four Star, BMI)
I'm Killing Me . . . 66
Side is also a blues at a slightly faster clip. Old-fashioned approach may find tough slugging in today's r.&b. market. Discs flavor bars. (Four Star, BMI)

The Billboard's Spotlight (Aug. 19, 1957, Issue)

" . . . Expressive, earthy vocal on 'Daddy' . . . Flip shows equally attractive chanting . . . fine ark support. Know-how with lyrics and strongly provocative selling on both sides . . . Talented artist . . ."

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Minn. State Fair Tops Million Mark Again for New High

**Pulls 1,054,484 Despite Rain 6 Days;
'West-O-Rama' Up; RAS Off \$1,000**

ST. PAUL—Bad weather, causing cancellation of one afternoon and two night grandstand shows, failed to keep the Minnesota State Fair from setting a new attendance record for the fourth consecutive year, going over the million mark the third time in as many years. Douglas K. Baldwin, fair board secretary, posted the 10-day total ending Labor Day at 1,054,484, up approximately 25,000 over the '56 high of 1,029,225. The 1957 figure, Baldwin said, brought the 10-year average attendance to 906,877.

What amazed Baldwin about the new attendance record is that the peak mark was set despite one of the worst weeks, weatherwise, ever experienced here. And everyone else connected with the 96th annual expo shares that amazement. The Labor Day attendance figure was 112,943, barely under the

1949 all-time high for the day of 113,327. During the 10-day run three new one-day attendance records were set. Opening Saturday, August 24, saw a new high of 98,060, surpassing the previous 95,578 established last year. Monday (26), Kid's Day, was a new peak at 103,819, while the last Saturday (31) the 124,697 attendance beat out the previous high of 119,898 helped swell the final week-end figure but was neither a new high nor equal to the same day last year.

The fair had rain and cool winds Monday (26); same Tuesday; wash-out Wednesday, forcing the first night grandstand cancellation in seven years; 55-degree temperature and drizzle Thursday; a deluge Friday bringing about cancellation of the big car races in the afternoon; radio-television predictions

(Continued on page 81)

R-B Mismanagement Suit Seeks Ouster Of Norths, Concello

SARASOTA, Fla. — A \$20,000,000 mismanagement suit has been filed against John Ringling North, Henry Ringling North and Arthur M. Concello, all of Ringling Bros. and Barnum & Bailey Circus.

The action was taken by Stuart G. Lancaster, vice-president of the circus and pace-setter among the minority stockholders, and his mother, Mrs. Hester Ringling Sanford, stockholder and officer in the circus company.

The suit charges that over the past 10 years the defendants have cost the circus up to \$20,000,000 thru mismanagement and diversion of funds.

It asks that the three defendants be removed from their positions with the circus.

It also asks that the court order a full accounting of the circus financial operation and that the defendants be ordered to pay back any amount which the audit may find has been lost to the circus thru mismanagement.

The suit was filed on behalf of the corporation, it was stated, and not for the individuals. It was filed in chancery court of the 12th judicial district of Florida.

Charges Detailed

It charges the defendants with "gross mismanagement, neglect of duty and flagrant violation of the trust bestowed by the corporation." It also charges malfeasance, misfeasance and nonfeasance and charges that the defendants have caused irreparable damage to the corporation.

(Continued on page 75)

ATTENDANCE, \$\$ UP AT NEBRASKA FAIR

**Midway Races 11% Ahead of 1956;
Ice Show Off, Others Run Ahead**

LINCOLN, Neb.—The Nebraska State Fair last week was racing towards a new attendance mark here and by Wednesday (4), with only two days to go, expected to top its previous record of 304,000, set in '54.

In addition to the attendance bulge, Ed Schultz, veteran manager, reported that all departments were up over last year and total receipts stood to top those of '56.

"Holiday on Ice," the featured grandstand attraction, was the only major show that was lagging behind last year. The icer registered a 10 per cent dip in receipts and, as a result, fair officials announced that it would be replaced in '58.

The Cisco Kid opened the fair Saturday (31). The Aztec-Mayan spectacular with the Flying Indians was in for matinees on Tuesday and Wednesday but did not come up to expectations.

Races Click

Al Sweeney-produced auto races drew good crowds on both Sunday and Monday afternoons, an overflow the first day, a full stand on Labor Day. Sweeney was due back in with big car races on Thursday and a 200-lap stock car race on Friday. Earl Newberry's Trans-World Daredevils were set to close the fair Friday night.

William T. Collins' Shows scored

(Continued on page 71)

CNE EYES NEW GATE MARK DESPITE RAIN ON 2 BIG DAYS

**Bob Hope Registers Excellent Biz;
R-B Circus, Conklin Midway Win**

TORONTO—Rain on two of its biggest days—opening Saturday and Labor Day—hit the Canadian National Exhibition but the 14-day event went into Friday (5), next to closing day, trailing by only 7,000 the gate count to the same point last year.

CNE officials were confident that given weather thru the closing two days, the big exposition would overcome the loss and finish ahead of its 2,832,500 gate amassed in '56.

Rain the first of the three Saturdays cut that day's gate from 305,000 of last year to 272,600 and about 8 hours of assorted rain thru Labor Day trimmed the holiday gate from 304,500 to 262,500.

The "ex" was running strong—impressively so—as it entered the final days not only because it was close to overcoming the losses to rain but also because it was operating with a higher gate fee, the charge being 75 cents as against 50 cents last year.

Even with rain on two of the big days, the Conklin's midway business was running close to '56 at the end of the first two days. Added earning power in the Conklin's line-up served to offset the effects of the rain which on two of the big days not only thinned CNE crowds but sent exhibition patrons under cover.

Hope Scores

"Canadiana," the CNE's mammoth night grandstand spec produced by Jack Arthur, registered excellent business with Bob Hope as the headliner. Near capacity to capacity crowds were pulled thru the first two days, and the final two night shows figured to be sell-outs.

Bethany, Mo., Snaps Back In Record Run

BETHANY, Mo.—The Northwest Missouri State Fair, which last year cut back its scheduled run from seven to three days because of critical drought conditions, closed its '57 five-day run with big increases in all segments of its operations over '55, its last comparable run.

Despite rain Thursday night (5), the closing night, the fair chalked up a 30 per cent gate increase, a 42 per cent increase in ride business, and considerably higher grandstand business, both afternoon and night, than it did in the corresponding five-day period of its five-year run.

The Sunset Amusement Company, on the midway for the fourth year, reported games concessions as well as ride and show receipts up sharply. Before the fair closed Sunset, which is owned and operated by Ken Garman, was re-contracted for '58.

The Trans World Daredevils, in opening day for afternoon and night shows, and stock car races, presented by Ray Duckworth of Indianapolis, both afternoon and night of the following day, showed gains of 40 per cent each over the like attractions in '55. Bill Merritt's rodeo, in for matinees Tuesday and Wednesday, played

(Continued on page 71)

Hope worked in rain-Labor Day night and also Labor Day afternoon, when one of two special matinees of the grandstand show was presented. The Hope-headed, Arthur-produced spec was also scheduled for another matinee the closing day. Going into the closing two days, this show was close to the gross figures ran up when Ed Sullivan headed the show.

The Ringling-Barnum Circus was in for six matinees and two early bird shows the first full week of the ex. In on a first money guarantee of \$60,000, the circus hit over that amount and the exhibition made money on the presentation.

During the closing weeks, auto races were held Tuesday thru Friday, to keep the grandstand open, and they were run to light crowds, as the CNE hit its normal post-Labor Day let-down caused by the opening of schools.

"Canadiana," which last year went without a name, this year was minus the traditional musical ride of the Royal Canadian Mounties, now touring Europe. The production from a scenic standpoint of size was down from last year, but Bob Hope made up for the difference in this respect. He captivated the huge grandstand throngs.

"Canadiana" again featured a

(Continued on page 71)

IND. STATE FAIR SETS GATE MARK

**Coliseum Show, Horse Show Dip;
Grandstand, Midway, Races Gain**

INDIANAPOLIS — The Indiana State Fair drew to a close here Friday (6) with a new attendance record on its books, altho its attractions were mixed, some ahead of last year, others behind.

Thru Thursday (5), next to the last day, the fair had clocked 849,674 people thru its outside gates. With the Friday count yet to be added to this total, and a good crowd on the grounds that afternoon, little trouble was expected in topping last year's all-time record of 844,117.

The name-laden Coliseum show was off slightly, grossing \$91,093.06, after taxes, against \$93,236.67 in '56 when Pat Boone and Tennessee Ernie Ford headed the bill. Toppers this year included Boone in a return engagement plus Guy Mitchell, Joni James, Fontane Sisters, Four Aces and Jan Garber's orchestra.

The Barnes - Carruthers night grandstand show, this year featuring the Lennon Sisters, topped last year's revue, but fell below expectations, according to fair officials. In five nights, the show grossed

\$27,049 compared with \$22,766 in six nights last year. Show was to wind up the fair with its last performance on Friday night.

The Swenson Thrillcade, in four performances, grossed \$17,105.76 compared with \$22,785 last year in the same number of shows. Harness racing, including Grand Circuit event, took in \$47,000, compared to last year's \$42,000. The society horse show, which takes over the Coliseum during the week, was off sharply. This year's gross was given as \$27,000; last year it was \$45,490.

An all-Western horse show, augmented by Rin Tin Tin, Rusty and Rip Masters, Smiley Burnette, Kenne Duncan and Leon McAuliffe, did strong business in three performances on the two opening days, topping a country and western show which kicked off the fair in '56.

Cetlin & Wilson Shows ended up a big winner. Each day's ride and show receipts topped those of last year, despite a heavy down-pour about supper time on Labor Day and cool weather the final two days of the fair.

N. Y. State Draws 364,996 in 7 Days

**Autry Grosses 30G Despite Rain Loss;
Liberace Pulls 4,000 in Two Shows**

SYRACUSE, N. Y.—Bolstered by the addition of an extra day, the New York State Fair had exceeded last year's attendance total of 369,864 by Thursday afternoon (5) and Bill Baker, director, figured it was a good bet to mark up its first 500,000 run. The fair opened Friday (30) instead of the customary Saturday and picked up 27,115 customers. Official count thru Wednesday, a 50,000-day, was 364,996.

This year's event presented the widest array of name talent seen here, and the public's reaction at the box office was varied. Coming in for four days ending Monday (2), Gene Autry lost the biggest

of his six scheduled grandstand performances to rain, but still took out close to \$20,000 and the remainder being split 75-25 in Autry's favor. The gross was just about \$30,000.

It was one of the rare times an attraction has done well before the 7,800-seat uncovered grandstand. Altho the fair gate was 90,337 on Labor Day, rain caused cancellation of Autry's afternoon show.

Liberace Just Fair

Other attractions did not fare so well. A late withdrawal by Pat Boone was followed by the signing of Liberace for two night shows in the Coliseum on Tuesday (3).

(Continued on page 71)

NEW SWITCH

Post-Labor Day Crowd Sets Record at Dayton

DAYTON, O.—Most fairs that run thru Labor Day experience a sharp drop in patronage on that Tuesday. Not so with the Montgomery County Fair here which racked up the biggest day of its run on a day when normally people aren't thinking strongly of going to a fair.

A grandstand program featuring the Lone Ranger, Tonto and Lassie is credited with doing the trick by Goldie Scheible, secretary-manager of the sturdy fair. On that day, a total of 19,417 people paid to get into the fair and an esti-

mated 20,000 came in free (kids under 12) to see the TV Western hero and the TV dog star.

In two shows, matinee and evening, the show played to a total of 7,166 people, setting a new grandstand record here. And the attendance for that day also hit a new all-time high figure.

Total attendance at the five-day fair, which ended Wednesday (4), was slightly under '56 on a paid basis, but the big turnout of free admissions pushed it well ahead, Miss Scheible reported. Total paid was 80,397 for the five days.

Joie Chitwood Show scored well in two shows on Saturday and a GAC-Hamid revue featuring Guy Mitchell, did well Sunday night.

The fair's program of harness racing was bigger than ever this year. Due to a rainout on Monday night, some of the events were held over until Labor Day. On that day a total of 12 heats were run with 93 horses going to the post.

Dr. Jim R. Hay, Ohio director of agriculture, was a guest on Saturday, dedicating the fair's new livestock arena and officially opening the fair.

Gooding Amusement Company unit, with John Enright as manager scored big winnings. Total ride and show gross was sharply ahead of '56 and kids' day set a new mark for this midway.

New Edmonton Aud Has Busy Schedule

EDMONTON, Alta.—Bookings to date indicate a busy fall and winter season for Edmonton's new Jubilee Auditorium.

E. J. Plewes manager, says bookings have been received as far in advance as July, 1958. The first week in October is "booked solid," with events scheduled for every night and Sunday afternoon.

The spacious auditorium building can accommodate meetings in club rooms and performances in a 450-seat auditorium in the basement, as well as major functions in the main hall where 2,700 can be seated.

Saint John Ex Survives Rain To Beat 1956

SAINT JOHN, N. B.—The Saint John Exhibition closed here Saturday night (31) with a new high in total paid admissions of around 60,000. The previous year's total, somewhere around 50,000, had been equalled by Friday night.

The gain was the more notable since Monday (26) was lost to rain and a storm cancelled afternoon business on Tuesday (27), manager Roy Hastings pointed out.

Adult admissions went at 25 cents in the afternoon and 50 cents at night, and children a straight dime.

Harness racing on Wednesday (28) and Saturday (31) evenings was popular. Pari-mutuel betting totaled close to \$70,000. Admission to the paddock area was free. Charge for the grandstand was 25 cents in the afternoon and 50 cents at night.

GAC-Hamid grandstand show did not work in the rain on Monday nor the next afternoon. Neither did they work on race nights but wound up the week with a double-header matinee Saturday afternoon. Included in the show were Roland Tiebor Jr., seals; Billy and Kaye Outen, high and fancy diving; Two Adams, cycling; Two Virginians, juggling; St. Leon Troupe, teeterboard. Music was by Bruce Holder's local orchestra. Midway was by Bill Lynch Shows.

The fair plant embraces 85 acres, of which 75 are now usable. Buildings include three for commercial exhibits and three for competitive displays. Improvements for 1958 will probably include more display buildings and some midway paving.

Rutland Fair Runs Close To Best Past Seasons

RUTLAND, Vt.—No records were being broken for attendance at the Rutland Fair last week, but weather was improving and crowds comparable to those in the fair's best years were responding.

Opening on Labor Day drew some 29,000 to the grounds, close enough to the record 35,000 to please all fair officials. The parking oval inside the track was jammed by noontime. Some rain fell briefly just before noon and in the afternoon, and is credited with discouraging the numbers of patrons which would have pushed the day's total to a new record.

On the midway, the King Reid Shows took a big ad to proclaim its kiddie day bargain prices for

the second day of the fair. The Tuesday turnout of 18,000 was 2,000 behind last year's, but the weather improved and spending was encouraging.

Manager A. B. Porter said good attendance was assured for Wednesday, governor's day, since the majority of stores, banks and other business in the city were closed in honor of the fair visit of Governor Johnson and former Governor Proctor.

Good reception was extended to the GAC-Hamid revue, which included a dance line, Peg-Leg Bates, Bory and Bor, novelty; Cindora, high bike act; Four Kovacs, trampoline; Victor Julian's dogs, the Six Symphonettes, acrobatic, and Maxie and Millie, slapstick.

Hunt Circus Proves Cure For Palisades Park Slump

PALISADES, N. J.—A week's extension of the Hunt Bros.' Circus brought the Palisades Amusement Park season to a close on Sunday (8). Park owner Irving Rosenthal exercised an additional one-week option on the circus, originally brought in for 15 days.

Business for the show, billed as the Hunt Bros.' Circus and Montana Eddie's Wild West Show, was fair thruout the run. Weekends, when there was three shows a day, were best, and there were a few heavy mid-week crowds.

What the attraction did, however, was prevent the end-of-season business of the park from faltering as it has done in recent years. The tail end of August would normally be very weak, Rosenthal said, but the lure of the circus and the heavy advertising devoted to it, helped considerably.

Business Better

The management said paid attendance for the circus would be more than 20 per cent higher than for the circus with which the park heralded its season opening in the spring. With the show being bought for a flat price from the Hunt family, the park had a potential gross of \$4,000 to \$6,000

daily. Attendance was placed in excess of 70,000.

For next season, several stores will be eliminated to make room for a glass house, it is reported. Another opening attraction will be used for next year's opening. Rosenthal said park manager Anna Cook will go to Europe to negotiate for a German midget circus.

Plans are advancing for construction of a 54-lane bowling alley building on park property, fronting on Palisades Avenue. This would occupy the forward portion of the parking lot, at the bus circle.

Columbus, Ind., Gets 300G Ice Skating Rink

COLUMBUS, Ind.—Construction of a \$300,000 outdoor ice skating rink will be undertaken here next spring and completed by Thanksgiving of 1958, the Hamilton Foundation, sponsors of the project, announced last week.

Dedicated to the late B. F. Hamilton, founder of the Hamilton Manufacturing Company, Columbus, the rink surface will be 220 feet long and 85 feet wide. It is estimated that the area will provide skating space for 1,000 persons.

In the summer the concrete surface will be adaptable for tennis, volleyball and badminton.

Freezing and maintenance apparatus will be kept in an adjoining building, also to be constructed next year. A site has yet to be selected.

Blacktop Job For 1958 Set By Clearfield

CLEARFIELD, Pa.—Generally good weather and attendance surpassing 110,000 have encouraged the Clearfield County Fair board to think seriously about much-needed improvements for the 1958 fair, Edward A. Clark, manager, reports.

There will be a reconditioning of one building, and extensive black topping of main arteries of the grounds. Fair ended August 3.

Indiana Coliseum Readies New Ice

INDIANAPOLIS — Installation of the new ice floor in the Coliseum on the State Fairgrounds will be completed by October 1, the Indiana State Fair Board reported this week.

A progress report had been received by the board from the Burge Ice Machine Company, the engineering firm in charge of the project.

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Brussels Fair Sets Snyder Water Follies

NEW YORK — Word was received here from the Brussels World's Fair in Belgium that Sam Snyder's Water Follies will be one of the special attractions during the fair. The Comedie Francaise and Bolshoi Ballet had previously been confirmed.

Snyder's show will appear before a grandstand erected in a prominent location by Continental showman Georges Francaise and presumably will be a paid attraction. There will be two shows daily.

Dates of the Brussels fair are April 17 to October 19 of next year. A 1928 convention limits the length of such a fair to six months. The United States is not a signatory to the convention, which explains the much longer run of the New York World's Fair prior to World War II.

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2.	Rox Saunders, Jr.—Ark.	No. 5	865.50
3.	O.H. Smith—W. Va.	No. 3	777.75
4.	H. Bartholomew—Iowa	No. 3	743.75
5.	Browning Bros.—Ore.	No. 5	724.75
6.	C. W. Byers—Iowa	No. 3	714.00
Average per Wheel.....			\$ 838.08

No. 3 BIG ELI continues as the leading profit-earner. Two BIG ELI SCRAMBLERS were winners in Contest No. 2. Read the full report in July-August BIG ELI NEWS. A copy will be sent free upon request. Ask for information and price list #71 on BIG ELI WHEELS.

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Herb Dotten

Talks to 'Outer Space'

"IT'S JUST like talking to outer space," quipped Bob Hope to the crowd of about 25,000 as he peered into the remote corners of the enormous grandstand of the Canadian National Exhibition, Toronto.

For Hope, his appearance at the CNE was a stimulating experience. He had appeared before more people at one time—in places where the audience surrounded him—but never before had he faced into so large an audience.

It takes a rare performer to hold so large an audience. But the CNE grandstand turnout was enthusiastic—extremely so—the night we caught Hope. And he enjoyed the realization that so vast a throng was with him every quip of the way.

In past years Hope has made some few appearances at fairs in the U. S.—principally one-nighters. This season, besides the CNE, he will be at the Eastern States Exposition, Springfield, Mass., and the York (Pa.) Interstate Fair.

The "feel" of live audiences, such as he enjoyed at the CNE, along with an opportunity to have his family with him during his fair engagements probably will cause him to play more U. S. fairs next year. He will have a representative at the Chicago outdoor convention this winter to discuss possible fair bookings for '58.

The Ringling-Barnum Title Magic

Relaxing backstage at the CNE, where the Ringling show was the afternoon grandstand attraction for the first half of the run, Art Concello, the boss man of the circus operation, glowed as he again recounted what he regards as the show's gains since it abandoned the Big Top to play in buildings and under open skies at ball parks and fairs.

"Just look at the small number of circus hands out there," he said, his arm pointing to the race track on which the circus performance was being presented. "Just think how many more people would have been necessary if we were playing under canvas."

"And, if we were under canvas, we'd need a new top at least every other year. And think of the difference in our move expenses. Why, they are down to an eighth of what they were since we cut the size of the show and gave up moving on our own train," he raved on.

"Then consider how easy it is for us to set up. The seats are already there. There are plenty of toilet facilities. And there's a ticket-selling crew available at every spot. Most important, we're making money, not dropping it as we used to when we took to canvas after leaving the Boston Garden."

"We've got plenty of buildings to play. There are at least 120 of sufficient size to accommodate the show. And in the summer, when we can't work indoors, there are ball parks and fairs. We've done well at our ball park dates, at the CNE, and should do well at the Pomona (Calif.) Fair—our next fair and the only other fair on this year's route."

"Fairs give us a ready-made captive audience. They're wonderful. And we'll play more fairs if they want us."

At the CNE the Ringling-Barnum presentation was considerably less than the Big Top presentation of yesteryear. But the magic of the Ringling-Barnum title showed up; it gave the CNE matinee attendance that was surpassed only by the heavy crowds pulled several years ago by Roy Rogers.

Exhibition officials, however, expressed some disappointment; they figured attendance for the circus would be bigger than it was. They had banked heavily, they conceded, on the magic of the Ringling-Barnum name.

Out from under the Big Top it will take some doing for the Ringling-Barnum circus to sustain the magic of the title at its present levels. It will, among other things, demand imaginative thinking and action. Without such thinking and action, the Ringling-Barnum luster that once was will dim.

Longer Run for Seaway Opening Year

"The results our commercial exhibitors have been getting are remarkable... really remarkable," Hiram E. McCallum, the CNE's general manager, observed as he leaned over his desk in his office in the exhibition's new \$3,500,000 Women's Building.

"Four days after we opened several major exhibitors told me that if we closed then—10 days before the end of our run—they already would have obtained results which would more than warrant the expense of their exhibits for the full 14 days," McCallum continued.

"One—a representative of a fine china firm—said he was snowed under by inquiries from exhibitiongoers asking where they might buy the products and by inquiries from still others—representatives of retail stores—who sought to become outlets for the firm's products in communities throughout Canada."

"In a very real sense, the exhibition has become more than a fair... more than a place to build consumer interest in various products. It also has become an effective trade fair. The number of retail outlets which make initial contacts with manufacturers or manufacturer outlets is very big. And we are encouraging this. For the first time this year on several mornings for a few hours each we are closing the commercial buildings to the public and opening it only to the trade."

The CNE manager, who is a former mayor of Toronto, turned the conversation to 1959, when the exhibition plans to go all out to mark the opening of the St. Lawrence seaway.

"We're seriously considering extending our run in '59. And we'll probably add two days then, opening on a Wednesday instead of a Friday."

The De Luxe Tour and Justifiable Pride

The seemingly tireless Patty Conklin merely changed his stride, shifting from high gear into neutral, a rather unnatural pace for the head of the Conklin midway operation at the CNE.

The de luxe tour of the midway was over. We had been in and out of the Wild Mouse ride which Patty had imported from Germany, in and under the new Derby Racer ride, heard a mechanical organ, another of Patty's importations from Germany; been thru the new Hot Rod ride, noted the new mechanical village imported from Germany and seen his new well-flashed building erected solely for use as a photograph gallery.

Too, we had been in and out of the merchandise stock rooms, noted the concessions and scanned the financial returns of the many different attractions on the Conklin midway.

There was pride in Patty's voice. The man who lives and breathes

(Continued on page 68)

RAIN DODGER

Holter Loses Only 1 Show To Weather

FLEMINGTON, N. J.—Five years of playing fairs with his racing ostriches have proven good for Gene Holter, who has his longest string of fair dates this year. Some 110 spots were booked this season thru Ward Beam, of Goshen, N. Y., most of them fairs, and Holter's season, which began in February, has suffered only one rainout.

The year's opener in February was the Date Festival in Indio, Calif. From then on, Holter's performing and racing animals, a collection which grew from the original ostrich offering, played indoors with horse shows in Edmonton and Calgary, then Eastern speedways until fairs began.

Business thus far has been at least as good as in 1956, with the only rainout being Monday (26) in Nazareth, Pa., at the speedway there. Fair dates this season include Richmond, Va.; Sandy Creek, Middletown and Gouverneur, N. Y., and the Eastern States Exposition, West Springfield, Mass.

Plan Toronto Tent Theater

TORONTO—A stock issue in both the United States and Canada will finance the construction of a music circus here at the Dixie Plaza, a shopping center. Four Western New Yorkers from Buffalo will finance their \$200,000 theater corporation from the issue. Expected to get under way in June, 1958, the Music Fair will present a series of musicals-in-the-round.

Heading the corporation is Lewis T. Fisher, producer at Buffalo's Melody Fair. Associated with him are Frank Abate, Max Clarkson and Kenneth Gil, with the Canadian interests handled by James Alexander Benwick and Bertram Wilkes. The Toronto operation will be 140 feet in diameter, with 35-foot stage, seating 2,000. The parking area will accommodate 1,000 cars.



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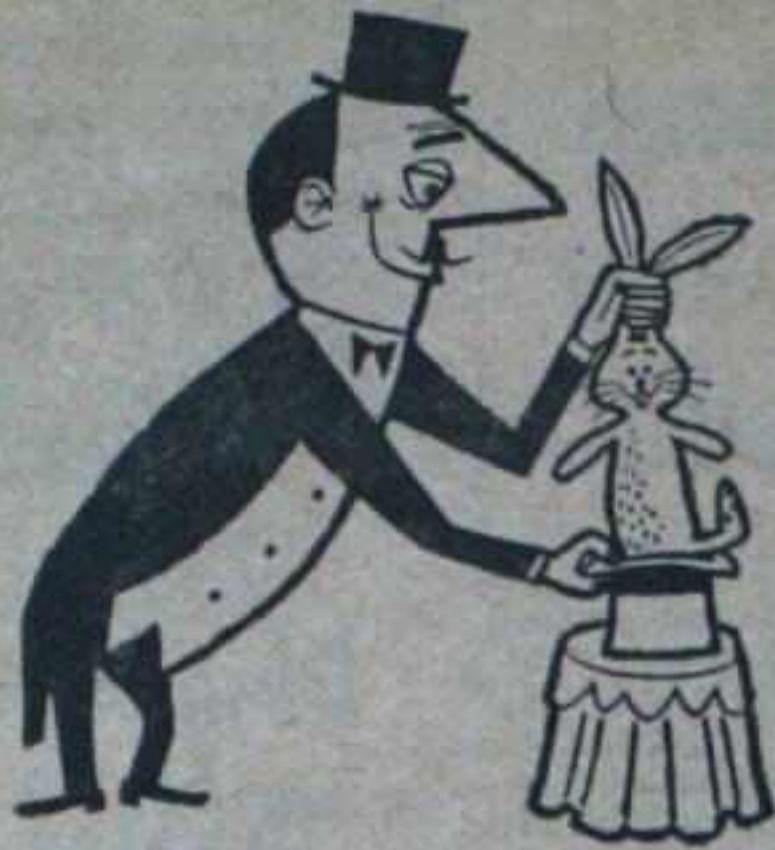
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ARENAS & AUDITORIUMS

Lansing Meeting Business Built by Public Relations

CHARLES ZIOGAS words his goal for the Lansing (Mich.) Civic Center in a concise manner: Get people into the building. As he notes, there are many ways of accomplishing this. And he has been using most of them with success.

Ziogas, however, gives special attention to public relations. This has been his greatest tool in running up high totals for the booking of meetings, dinners, clubs and similar events for the six meeting rooms in the Civic Center. His accomplishments in this field are among the most outstanding in arena and auditorium management.

THIS MONTH'S schedule includes 99 meetings that will attract more than 13,000 people, but that is low. In May there were 155 meetings with 84,000 people, and that is the high point of the past 12 months. The year's average has been 115 meetings monthly. This, of course, is in addition to such major events as sports, ice shows, circuses and conventions in the Civic Center.

There are unusual features for both newspapers and broadcasting in the Lansing public relations operation.

From the time Ziogas was named manager and first asked for conferences with representatives of The Lansing State Journal, the relationship has been good. The Civic Center is a regular stop on the beat of a State Journal reporter. The newspaper strives for wide coverage of meetings, including those at the Civic Center, and each picture, each story about a meeting there tends to publicize the facilities.

Most unusual in this phase, however, is that the newspaper runs the Civic Center's schedule of events daily. Sunday issues carry the full week's program. This is trimmed as each day goes by, and the Saturday edition carries only one day's schedule. The listings include the so-called minor events with which Ziogas has been so successful. It is probable that some of the bookings, such as wedding receptions, have been won over because of this listing for as many as seven days.

SIMILARLY, BOTH WJIM, television, and WILS, radio have public service programs that give frequent mention to smaller events booked at the Civic Center. WJIM also checks daily with the building for news of events being held there. Periodically, WJIM staffers meet with Civic Center staffers to discuss coming events and how they can work together.

Newsworthy persons who come to the Civic Center often are virtually rushed onto the air for an interview or for word of present and future events at the building. An advance agent for a show who books a Civic Center date is likely to find himself on TV a few minutes later, broadcasting the news of his attraction. Personalities connected with the "minor" meetings also are potential TV material when they have novel stories to tell.

ZIOGAS BELIEVES that Lansing is the "meetingest" town he has known. It seems everyone likes to go to meetings. Thru a program that puts emphasis on close press and broadcast co-operation, Ziogas has made the Civic Center the "meetingest" building.

Dotten Talks to Outer Space

• Continued from page 67

the carnival business had reason to be proud. He and his brother, Frank, had invested an additional \$250,000 in the midway before the '57 CNE opened. The midway was jammed with people. The line-up of rides was never stronger.

"When we first had the CNE midway in 1937 we grossed \$110,000 and we lost \$24,000. Folio hit that year and cut the CNE's attendance by 400,000," Patty recalled.

"Last year we grossed \$569,000. This year we budgeted for \$650,000."

The final figures weren't in, but the likelihood is that Patty did it again.

Elliott Back In Rodeo Biz

PLATTEVILLE, Colo.—Vern Elliott, veteran producer of rodeos, is back in business again.

A month ago, at the conclusion of the Colorado Springs Pikes Peak or Bust rodeo, Elliott announced that he had sold his entire interests in the rodeo business, including his horses and Brahma bulls, to Beutler Bros., of Ponca City, Okla.

Last week Elliott announced he had bought a quarter partnership in the Cremer Rodeo Company, which produced the rodeo at the Colorado State Fair.

Elliott had operated with the Beutler firm for the past five years. He is now a part owner in a firm headed by Harry Knight, of Fowler, Colo., and Gene Autry. The Cremer organization was founded by Leo Cremer, who died a few years ago.



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So. Dakota State Fair Sets Gate, \$\$ Marks

HURON, S. D.—The South Dakota State Fair here thru Thursday (5), fourth day of its six-day run, was romping at a record pace.

Paid attendance for the first four days was 98,000, contrasting with the 75,000 tally to the same point last year. Receipts from all sources for the same period aggregated \$82,000. For the full six days last year receipts totalled \$89,000.

Ken Balgeman, serving his fifth year as secretary-manager, said that receipts for the full run would hit \$130,000, which would be an all-time high.

All segments of the fair were up. On the midway the Art B. Thomas Shows were racking up record grosses. On Labor Day the Thomas aggregation had ride and show receipts of \$11,800, which not only was the biggest day in the show's history but the biggest for the midway at the fair. Grandstand receipts, both after-

noon and night, were up sharply. Labor Day stock car races, staged by Frank Winkley, grossed \$9,700, up \$3,600 from last year. The Trans World Daredevils, managed by Leo Overland, turned in a \$7,500 grandstand Thursday (4) which was more than triple its take of last year, when it grossed \$2,100. Big car races, also staged by Winkley, Tuesday (2) and harness horse races Wednesday (3) also drew better crowds than last year.

A Barnes-Carruthers revue registered a \$13,000 grandstand take the first four nights. This was an increase of \$4,000 over the gross for a like attraction last year.

The sharp gate jump was made in the face of increased admission prices, which were upped from 25 to 50 cents. In doubling its gate fee, the fair gave up its income from parking, turning its 7,000 capacity areas into free parking. Last year parking carried a 25-cent charge.

Good weather and a huge machinery exhibit, the largest here in years, were given credit by Balgeman for boosting attendance.

DEBUTS AT FAIR

Comedy Illusion Show Devised for Arenas

By IRWIN KIRBY

QUEBEC CITY, Que.—An indoor package of definite concern to auditoriums and arenas was unveiled Friday (30) in the Coliseum of the Exposition Provinciale de Quebec. On view in its first North American performance was "Sim Sala Bim," an enticing potpourri of magic, comedy and music which scored an instant success with its French-Canadian audience.

The show appeared to solve an arena problem peculiar to this French-speaking region in that its star and emcee, the illusionist Kalanag, is multi-lingual. His style calls for constant verbal exchanges with his viewers during the two-and-a-half-hour stint.

"Sim Sala Bim" is chiefly a stage-show and partners Harold Steinman and Sam Shayon, who are standing the nut for this lavish unit, had to turn the 10,000-seat arena into a vast auditorium. At a sacrifice of a third of the interior they curtailed off one end and hung a complete set of drapes, curtains and drops which required some 40,000 feet of rope. They also installed a full, deep stage.

What Kalanag does, as he has done thruout Europe, Africa and South America, is dress up an illusion show as a musical comedy revue, and the combination is a perfect one. Sixteen chorus girls appear in a series of production routines similar to those done in outdoor grandstand revues. They reappear with the principals in varying numbers and costumes. Kalanag does not work alone, wisely surrounding himself with a bevy of attractive girls and male performers.

Among his presentations are these: He makes a passenger-bearing automobile disappear on stage. He works in the audience while pouring drinks of their choice from a glass pitcher full of water. He saws a woman in three and scatters the pieces around the stage. He empties a jug of water at least 20 times during the show, into an urn, and at the end both are empty. He severs a standing woman at the waist and has the lower half walk around the stage.

Close to 4,000 French-Canadians were kept in stitches by the dialog at the show caught Saturday (31). There was humor in every stunt. The "operation" scene was done in a hospital setting, for example, with doctor and assistants appropriately garbed and using oversized tools.

Bill for D. C. Stadium Sent To President

WASHINGTON — Legislation to survey plans for a 50,000-seat open-air stadium here was approved by the House and sent to the President.

House members made it clear that the bill only is authorization for a \$35,000 survey to determine the "economic feasibility" of the \$6,000,000 project. Members expect the stadium commission to consult with Congress before going ahead with financing or construction.

The bill, as finally approved, requires the Armory Board to issue bonds to repay the federal government for the stadium site, opposite the National Guard Armory. Treasury Secretary will approve the interest rate on bonds to finance the project. Beer sale will be allowed in the stadium.

Long Island Arena a Shell; Needs Money

NEW YORK—The Long Island Arena, originally set for an August, 1957, opening, is up but empty. Close to a half-million dollars was raised thru public subscription for the 4,200-seat Quonset styled structure which was to offer a variety of entertainment and sports events in Commack on Long Island.

A couple of hundred thousand dollars more is needed. Flooring and ice plant work is incomplete. Various other finishing touches have to be done including work on a 3,000-car parking lot.

Long Island Arena was to offer ice hockey as the home of the New York Rovers in the winter of 1958. Then a spring opening was set this year with the probability of Frank Wirth-booked circus. Bill Link is president of the arena and Tom Lockhart, well known in hockey and amateur athletic circles, is manager.

Denver Publicity Rolls for 'Follies'

DENVER — Shipstads and Johnson's "Ice Follies" is getting spreads nearly every day in both local newspapers, a full month ahead of its scheduled opening September 25 for a five-day run at the Coliseum.

Local promoter Horace Nash, of the Denver Arena Corporation, has lined up nearly two dozen guest spots on radio and TV for members of the show during their stay here. A hospital has contracted for the capacity 8,000 on opening night and is selling the tickets at the regular box-office price as a money-raising gimmick.

Publicist Ed McLaughlin is utilizing feature stories and pictures of various members of the cast for news release material.

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 Baker United: (Fair) McLeansboro, Ill.
 Beam's Attractions: (Fair) Front Royal, Va., 10-14; (Fair) Roanoke Rapids, N. C., 16-21.
 Bee's Old Reliable: (Fair) Camp-ton, Ky.; (Fair) Booneville 16-21.
 Belle City: (Fair) Reedsburg, Wis., 11-14.
 Blue Grass: (Fair) Cape Girardeau, Mo.; (Fair) Columbus, Miss., 16-21.
 Bogle, F. C.: (Fair) Wewoka, Okla., 9-11; (Fair) Holdenville 12-14; (Fair) Bristow 16-20.
 Brown, Al, Tri-State: Willmar, Minn., 11-14.
 Buck, O. C.: Hickory, N. C.; Albemarle 16-21.
 Buckeye State: Seaman, O.; Vanceburg, Ky., 19-21.
 Burdick's Greater: Edna, Tex., 9-12; Cameron 14-17.
 Burkhart, No. 1: Clarksville, Ark., 10-14; Lake Providence, La., 16-21.
 Byers Bros.: (Fair) Camden, Ark.; (Fair) Coushatta, La., 16-21.
 Capell Bros.: Beaver, Utah, 9-11.
 Capital City: (Fair) Russellville, Ala.; (Fair) Oneonta 16-21.
 Central States: Pawhuska, Okla., 9-21; (Fair) Ada 16-19.
 Cetlin & Wilson: (Fair) Reading, Pa.; (Fair) Richmond, Va., 18-28.
 Chanos, Jimmie: Greenville, O.; Rey Key, Ind., 16-21.
 Cherokee Am. Co.: Chandler, Okla.; Shawnee 16-18.
 Collins, Wm. T.: (Fair) Enid, Okla., 9-12; (Fair) Muskogee 14-22.
 Crafts Expo.: Lodi, Calif., 12-15.
 Crystal Am.: Monck's Corner, S. C.
 Cumberland Valley: (Fair) McMinnville, Tenn.; (Fair) Manchester 16-21.
 Davis Am. Co.: Burns, Ore., 11-15; John Day 18-21.
 D. & D.: Corning, Ia., 14-17.
 Dixie Am.: Sallisaw, Okla., 11-14; (Fair) Mulberry, Ark., 18-21.
 Donovan Bros.: Woodward, Okla.; (Fair) La Grange, Tex., 19-21.

Dowell, Dicki Lamasa, Tex.; Clovis, N. M., 16-21.
 Down River Am. Co.: Ecorse, Mich., 10-15.
 Drew, James H.: (Fair) Winder, Ga.; (Fair) Lavonia 16-21.
 Drago, No. 1: Muncie, Ind.; Shirley 16-21.
 Drago, No. 2: (Fair) Akron, Ind.
 Dumont: Lewisburg, Tenn.
 Dyer's Greater: Tiptonville, Tenn.; Savannah 16-21.
 Eastern Am. Co.: Norway, Me.
 Eddie's Expo.: Spartansburg, Pa.
 Empire State: Bryan, Tex.
 Evans United: Lexington, Mo., 10-14.
 Franklin, Don: (Fair) Tyler, Tex., 14-21; (Fair) Wharton 24-28.
 Frontier: Holbrook, Ariz., 10-14.
 Fun-Beam: (Fair) Front Royal, Va.; (Fair) Roanoke Rapids, N. C., 16-21.
 Gala Expo.: Star City, Ark.; Eudora 16-21.
 Gem City: (Fair) Columbia, Tenn.
 Gentsch, J. A.: McComb, Miss.; Brookhaven 16-21.
 Georgia Am. Co.: (Fair) Dawsonville, Ga.; (Fair) Cumming 16-21.
 Glades Am. Co.: Chesterfield C. H., Va.; Elkton 16-21.
 Gladstone Expo.: Hobenwold, Tenn.; (Fair) Parsons 16-21.
 Gold Medal: (Fair) South Hill, Va.; (Fair) Tarboro, N. C., 16-21.
 Gooding Am. Co., No. 1: (Fair) Cincinnati, O.
 Gooding Am. Co., No. 2: (Fair) Saginaw, Mich.
 Gooding Am. Co., No. 3: (Fair) Knoxville, Tenn.
 Gooding Am. Co., No. 4: (Fair) Bellville, O.
 Gooding Am. Co., No. 5: (Fair) Norwalk, O.
 Gooding Am. Co., No. 6: (Corn School) LaGrange, Ind.
 Gooding Am. Co., No. 7: Bloomington, Ind.
 Gooding Am. Co., No. 8: (Fair) Upper Sandusky, O.
 Gooding Am. Co., No. 9: (Fair) Cadiz, O.
 Gooding Am. Co., No. 10: (Fair) Circleville, O.
 Grand American: Audubon, Ia.
 Greater Dixieland: Forest Hill, La.
 Hale's Shows of Tomorrow: Humbolt, Neb., 11-14; Plattsmouth 19-21.
 Hames, Bill: Abilene, Tex.; Amarillo 16-21.
 Hammond, Bob: Seguin, Tex.; (Fair) Hempstead 16-21.
 Hamm, Morris: Hughesville, Pa.; Elizabethtown 16-21.
 Happyland: (Fair) Allegan, Mich.
 Hartsock Bros.: Brashear, Mo., 12-14; Livonia 18-21.
 Heth: (Fair) Jackson, Tenn.; Marietta, Ga., 16-21.
 Hoard & Mullis: Crawfordville, Ga.; Jefferson 16-21.
 Holiday Am. Co.: Cole Camp, Mo., 9-13.
 Hottle, Buff, No. 1: Covington, Tenn.; Florence, Ala., 16-21.
 Hottle, Buff, No. 2: (Fair) Kennett, Mo.; (Fair) Yazoo City, Miss., 16-21.

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 Johnny's United: (Fair) Decatur, Ala.; (Fair) Cullman 16-21.
 Kemp United: Gravity, Ia., 9-12.
 Key City: Sebastopol, Miss.; Newton 16-21.
 Kile, Floyd O.: Mountain Home, Ark.
 King Bros.: Eads, Colo.; Boise City, Okla., 16-21.
 Latin American: Taylor, Tex., 10-17.
 Lee Am. Co.: LaGrange, Ga.; Decatur 16-21.
 Lindle: Taylorville, Ill., 11-13.
 Manning, Ross: (Fair) Rutherfordton, N. C.; Lenoir 16-21.
 Maryland Bazaar: Hughesville, Md.; Leonardtown 16-21.
 M. D. Am. Co.: Kingston, Pa.; (Fair) Gratz 16-21.
 McKenna Rides: Montello, Wis., 13-15.
 Meeker's Colfax, Wash.; Moscow, Idaho, 16-21.
 Merriam's Midway: Scribner, Neb., 10-13; Milford 16-17; Cozad 18-20.
 Midway of Mirth: Batesville, Ark.; Marvel 16-21.
 Mighty Interstate: Springfield, Tenn.; (Fair) Guntersville, Ala., 16-21.
 Miller, Ralph R.: (Fair) Kaplan, La.
 Monarch: (Fair) Wynn, Ark.; Blytheville 16-21.
 Moore's Modern, No. 1: (Fair) Pauls Valley, Okla., 10-14; Dewey 16-21.
 Motor State: Water Valley, Miss.; Pontotoc 16-21.
 Mound City, No. 2: Cisme, Ill., 11-14; Wood River 20-22.
 Mullins' Royal Pine: (Fair) Michias, Me., 12-15.
 Nelson, Geo. W.: (Fair) Glenwood, Ark., 11-14.
 Northern Expo.: Kalispell, Mont., 12-14.
 Norton's Greater: Cut Bank, Mont.
 Olson: (Fair) Louisville, Ky., 9-15; (Fair) Chattanooga, Tenn., 16-21.
 Page Bros., No. 1: (Fair) Ashland City, Tenn.; Linden 16-21.
 Page Bros., No. 2: Guntersville, Ala.
 Page Combined: Asheboro, N. C.
 Palmetto Expo.: Rockwell, N. C.; Durham 16-21.
 Pan American: Murphysboro, N. C.
 Penn Premier: (Fair) Fredericksburg, Va.; (Fair) New Bern, N. C., 16-21.
 Port City Rides: Maquon, Ill., 13-14.
 Powelson Am. Co., No. 1: Wooster, O.; Dover 16-21.
 Powelson Am. Co., No. 2: Seneca-ville, O.; Clarrington 17-21.
 Prell's Broadway: (Fair) Gastonia, N. C.; (Fair) Goldsboro 16-21.
 Putska, A. H., Ams.: Garden Prairie, Ill., 13-15.
 Raines Am.: Idabel, Okla.; Paris, Ark., 16-21.
 Rainier: Eugene, Ore., 11-15.
 Raley Bros.: Pittsboro, N. C.; Taylorville 16-21.
 Reid's Golden Star: Lebanon, Tenn.; Lexington 16-21.
 Reid, King: Cobleskill, N. Y.
 Reithoffer, Blue: Great Barrington, Mass.
 Reithoffer, Green: (Fair) Lititz, Pa.
 Reithoffer, Orange: Honesdale, Pa., 10-14.
 Rock City: Perryville, Ark.
 Rogers Bros.: (Fair) Glenwood, Minn., 13-15.
 Rohr's Modern Midway: Washington, Ill.; Streator 17-21.
 Rose City Rides: Ellington, Mo.; Clarkton 16-21.
 Royal American: (Fair) Topeka, Kan., 9-12; (Fair) Hutchinson 14-19.
 Royal, Jack: Holly Hill, S. C.
 Royal United: Atkinson, Ill., 9-10; Forreston 11-12; Galena 13-15; Worthington, Minn., 17-18.
 Rumble Rides: Mt. Vernon, Ind.; French Lick 16-21.
 Schafer's Just for Fun: Warren, Ark.; Hot Springs 16-21.
 Shan Bros.: Canton, Ga.
 Siebrand Bros. Comb.: Blackfoot, Idaho.

Skerbeck: Ludington, Mich., 10-14; (Fair) Onekama 18-21.
 Smiley's Am. Co.: Bowman, S. C.
 Smith, Geo. Clyde: Oxford, N. C.; Farmville, Va., 16-21.
 Snapp Greater: Bentonville, Ark.
 Soonerland: (Fair) Greenwood, Ark.
 Southland Am. Co.: Port St. Joe, Fla.
 Star Am. Co.: Battle Creek, Mich., 10-15; Defiance, O., 17-21.
 Star Am. Co., No. 2: Duncan, Okla.; Chickasha 16-21.
 Stephen, Otto: Queen City, Mo., 12-14.
 Stephens, C. A.: Monck's Corner, S. C.; Lynchburg 16-21.
 Stipe's: Whitehall, Wis., 13-15.
 Strates, James E.: (Fair) York, Pa., 10-14; (Fair) Shelby, N. C., 17-21.
 Strong's Am. Co.: Cordell, Okla., 10-14; Clinton 16-19.
 Sunset Am. Co.: Lamar, Mo.; (Fair) Dexter 16-21.
 Tassell, Barney: Brookneal, Va.
 Tatham Bros. Comb.: Sullivan, Ill.
 Tennessee Valley Am. Co.: (Fair) Leighton, Ala.
 Thomas, Art B., No. 1: Spencer, Ia.; Lennox, S. D., 16-21.
 Thomas, Art B., No. 2: Waterloo, Neb., 11-14; Butte 18-17; Little Rock, Ia., 20-21.
 Thomas Joyland: Martinsville, Va.; Conford, N. C., 16-21.
 Thomas, W. A.: Cairo, Neb., 10-16.
 Thompson Bros.: McClure, Pa., 9-13.
 Tidwell: Levelland, Tex., 9-13; Post 14-21.
 Tinsley, Johnny T.: Elberton, Ga.; Lawrenceville 16-21.
 Tip Top: Berlin, Wis., 13-15.
 Tivoli Expo.: (Fair) Jonesboro, Ark.; (Fair) Bastrop, La., 16-21.
 Tower Am. Co.: Lovington, N. M., 10-14.
 20th Century: Texarkana, Tex., 16-21.
 United Expo.: Hamburg, Ark.
 United States: Dublin, Va.
 Victory Expo.: (Fair) Lawton, Okla., 10-14; (Fair) Ardmore 17-21.
 Vinson: Baldwin, Miss.
 Virginia Greater: Murfreesboro, N. C.; Williamstown 16-21.
 Wallace Bros.: Monticello, Ark.; (Fair) Eldorado 16-21.
 West Coast, No. 1: (Fair) San Jose, Calif., 9-15; Modesto 16-22.
 West Coast, No. 2: (Fair) San Jose, Calif., 9-15.

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Western: (Fair) Waterville, Wash., 10-15.
 Williams Am.: West Jefferson, N. C.
 Wilson's Famous: Canton, Ill., 11-14.
 Wolfe Am. Co.: Wallace, N. C.; Latta, S. C., 16-21.
 World's Finest: Renfrew, Ont., 10-14; Picton 16-18; Lindsay 19-21.
 World of Mirth: Brockton, Mass.
 World of Pleasure: (Fair) Fayetteville, Tenn.
 Young, Monte: Salt Lake City, Utah, 12-22.

Circus Routes

Beatty, Clyde: Tuscaloosa, Ala., 9; Meridian, Miss., 10; Selma, Ala., 11; Troy 12; Panama City, Fla., 13; Dothan, Ala., 14; Pensacola, Fla., 16; Mobile, Ala., 17; Hattiesburg, Miss., 18; Brookhaven, 19; Natchez 20; Monroe, La., 21.
 Beers-Barnes: Shippensburg, Pa., 9; Fayetteville 10; Waynesboro 11; Smithsburg, Md., 12; Strasburg, Va., 13; Woodstock 14; Timberville 16; Clover Hill 17; Christians Creek 18; Troutville 19; Natural Bridge 20; Buchanan 21; Bedford 23.
 Carson & Barnes: Dove Creek, Colo., 9; Dolores 10; Cortez 11.
 Cristiani Bros.: Albertsville, Ala., 9; Jasper 10; Demopolis 11; Greenville 12; Mobile 13; Pensacola, Fla., 14-15.
 Hagen Bros.: Maryville, Mo., 9; Atchison, Kan., 10; Ottawa 11; Emporia 12; El Dorado 13; Wichita 14.
 Hunt Bros.: Burlington, N. J., 9-14.
 Kelly-Miller: Cape Girardeau, Mo., 9; Dexter 10; Mayfield, Ky., 11; Union City, Tenn., 12; Dyersburg 13; Humboldt 14.
 Polack Bros. Western: Seattle, Wash., 12-15; Eugene, Ore., 18-19; Harlingen, Tex., 26-27.
 Strong, John A.: (Fair) Orland Center, Calif., 11-15; (Fair) Auburn 17-21; (Fair) Modera 25-27.

Miscellaneous

Autry, Gene: (Fair) Pomona, Calif., 23-29.
 Greene, Dr. Morton (Hypnotist): Flora, Ill., 10; Whitehall 11; Fairfield 12; Vandalia 13.
 North's Illusion Show: Brockton, Mass., 9-14; Rochester, N. H., 16-21.
 Rabbit Foot Minstrels: Pine Bluff, Ark., 9; Dumas 10; Dermott 11; Lake Village 12; Eudora 13; Park Dale 14; Lake Providence, La., 16.

Ice Shows

Holiday on Ice of 1958: Sioux City, Ia., 9-10; Salt Lake City, Utah, 13-22; Butte, Mont., 24-29.
 Holiday on Ice of 1957: Oklahoma City, Okla., 9-10; Albuquerque, N. M., 12-15; Amarillo, Tex., 16-21; Lubbock 22-27.
 Ice Capades, 18th Edition: New York 9-15; Buffalo, N. Y., 18-24.
 Ice Vogues of 1957: Columbus, Ga., 10-15; Nashville, Tenn., 16-21; Tallahassee, Fla., 22-26; Pensacola 27-30.
 Shipstads & Johnson's Ice Follies: Los Angeles 9-22; Denver, Colo., 25-29.

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Trenton Draws 18,746 For First 500 Miler

TRENTON, N. J.—Paid attendance of 18,746 reportedly attended the first 500-mile auto race at the newly reconstructed Trenton Speedway, located on the New Jersey State Fairgrounds. It was the second race date held there since the work project was completed.

Sam Nunis, promoting races at the spot, which now seats 22,000, said his organization came out ahead on the program offered Labor Day, a USAC race featuring late model stock cars. Nunis considered this fortunate for a major

event at a brand-new oval. There were 48 starters in the race.

The speedway opened June 23 with construction just having ended, and Nunis said that day's promotion was not profitable.

There will be three 100-mile championship races this month by Nunis during fair week. On Sunday (22) it will be USAC midget racers, on Saturday (28) it will be MARC late stock cars, and on closing Sunday (29) USAC big cars.

Prices for the 500-miler ranged from \$3 for general admission to \$9 for clubhouse and \$10 for boxes.

Nunis has had good weather this year for fair dates, with no rainouts. For the past two years he had more rainouts than race days. Business has been satisfactory so far at fairs in Harrington, Del.; Bedford, Pa.; Flemington, N. J., and Essex Junction, Vt., with Rutland, Vt., and the Eastern States Exposition to come. Nunis will operate three days, September 19-21, at Springfield, Mass.

18 Dates Set For Coliseum In New York

NEW YORK—Eighteen major events are listed for the New York Coliseum between now and April 1. Some are new events, others are returning to New York after absences.

New events are an AtomFair, Festival of Pets, Chemical Show, Art-O-Rama, New York Outdoor Exposition, World-Wide Travel Show, National Sanitary Supply Exposition, and National Lighting Exposition.

Dates are as follows, with shows being open to the public except those indicated:

National Homefurnishings Show, September 12-22; Super Market Sundries Exposition (trade), September 16-20; National Hardware Show (trade), October 14-18; National Business Show (trade), October 28-November 1; AtomFair (trade), October 28-31; National Hotel Exposition (trade), November 11-15; Festival of Pets, November 20-24; Exposition of Chemical Industries (trade), December 2-6.

Also, National Motor Boat Show, January 17-26; National Garden Supply Show (trade), February 2-4; Art-O-Rama, February 8-16; National Photographic Show, February 17-23; New York Outdoor Exposition, February 22-March 2; National Sanitary Supply Exposition (trade), February 22-25; World-Wide Travel Show, March 8-16; International Flower Show, March 9-15; National Lighting Exposition (trade), March 9-12; IRE Radio Engineering Show (trade), March 24-27.

Sheehan Show Declines 25% At Detroit

DETROIT—Al Sheehan's Aqua Follies closed its 12-day run at Belle Isle Park here Saturday (31) with total business 25 per cent below '56.

The week-long strike of the metropolitan newspapers killed much advance promotion and after the papers resumed publication, the show encountered almost daily rain.

Evidence of the strength of the show, here for its third annual appearance, was the \$5,000 advance sale for the first Saturday night, which was registered without newspaper support.

Despite the attendance dip, the show may be brought back next year, according to William C. Dennis, of Greater Detroit Productions, which this year sponsored the showing.

N. Y. State Draws

• Continued from page 65

With prices scaled at \$1, \$1.50 and \$2 plus tax, the 5,000-seat Arena only had about 4,000 spectators over all for the two appearances. The booking picture which resulted in \$11,500 being paid for the attraction could scarcely have resulted in a profit, but the result was poorer than was anticipated.

The McGuire Sisters showed indoors for the two shows each on Wednesday and Thursday nights and were supported by a revue. First show Wednesday drew some 4,000 persons and the 9 o'clock house was light. First show Thursday drew another 4,000. The McGuires got \$3,500. They and the Liberace unit were booked in thru Frank Wirth.

Ward Beam's thrill show was in on Thursday night and played to a sprinkling of fans before the grandstand.

Offered as part of the week's grandstand presentations was Tommy Bartlett's water ski circus. A full grandstand was anticipated for the Saturday afternoon (7) 100-mile USAC big car race, and tickets were scaled from \$3.50 for general admissions up to \$4.50 for boxes.

The Lone Ranger-Lassie unit was booked in for two shows one on each of the closing two days. Thruout the week the Glen Miller band, with Ray McKinley, performed twice daily at the bandstand. Filling out the Lone Ranger performance were the Erie County Mounted Deputies.

A few new elements on the grounds this season evoked favorable comment from fairgoers. One was the "cleaning out" of the Industrial Exposition Building which eliminated the large number of straight sales and pitch stands which had occupied it. The building was filled by commercial and civic displays.

Six new pole barns were erected strictly for 4 H use near the farm machinery area. Set up near the women's building was a display of railroad cars. Rather than consisting of period pieces, this was an exhibit of modern cars—lounge, diner-lounge, streamlined coach, post office, piggyback car, refrigeration unit. Also covered hopper, box car, livestock car, caboose and 1,750-HP diesel. Except for the Freedom Train, this was the first time the fair had shown a train exhibit since World War II.

Daily attendances, with last year's comparable days shown in parentheses, were: Friday, 27,115, Saturday, 74,605 (30,607); Sunday 86,414 (50,805); Monday, 90,337 (72,654); Tuesday, 44,836 (40,263); Wednesday, 41,689 (40,712); Thursday, about 50,000 (49,040).

CROSSET—Ralph (Whitey),

96, veteran circus man who in later years traveled with carnivals as an outside man, July 2 at Elks National Home, Bedford, Va., it has just been learned. He had been active in show business until five years ago. Burial in Milford, Del.

KELLY—F. (Red),

in past years general agent of the Royal American and Marion Greater shows, recently in Savannah, Ga.

MILLIKEN—Jesse Fearington,

69, former president and chairman of Union County Fair Association, Monroe, N. C., August 31 after a long illness. Survivors include a son and a daughter. Burial in Monroe City Cemetery.

POIRE—Gordon,

manager of midway shows, August 26 in a Vancouver hospital following a long illness. At his death his Hawaiian show was in operation at the Pacific National Exhibition, which was managed and emceed by Mrs. Poire.

VAN SPLUNTER—J. M.,

84, last surviving member of the Thomas J. Nichols firm, former Cincinnati manufacturer of steam calliopes, recently in Grand Rapids, Mich. He was active until death in the repair and rebuilding of calliopes and is said to have known more of circus history and the building of calliopes than any living man.

ZENTNER—Michael,

novelty and concession man with the Ringling-Barnum show for the past 25 years, under Sam Crowell and the Miller brothers, August 27 in Minneapolis. He was a member of the Miami Showmen's Association. Survived by a brother, S. S. Zentner, 4752 Liberty Avenue, Pittsburgh. Burial in Pittsburgh.

MARRIAGES

LEEPER-MORAN—

Jerry Leeper, Tilt-a-Whirl foreman on Merriam's Midway Shows, and Willetta Moran, daughter of the Side Show operator on that show, August 29 in Columbus, Neb.

BIRTHS

McDOWELL—

a daughter, Katherine Elizabeth, to Mr. and Mrs. Charles G. McDowell, recently in Charlotte, N. C. Parents, known professionally as Carlos and Vivian, are veterans of rep and med shows, clubs and theaters. Father currently is with Mystera Show on World of Mirth Shows.

CNE Eyes Mark

• Continued from page 65

superbly-trained 48-girl line and its precision numbers were outstanding. Acts and specialties in the show were Geoffrey Holder and troupe, calypso dancers; Phyllis Marshall and Walter Koster, Canadian vocalist; Martha Ann Bentley, ballerina; Velyn and La Vern French, calypso ritual dancers; D'Arco and Geel, comics; Paul Kohler, xylophonist; Jo, Jack and Joni, pantomimists; the Alcetyts, balancing; Shari McKeim, baton twirler; Geri, the giraffe, and Howard Cable's ork.

Bethany Run

• Continued from page 65

to a full grandstand Tuesday, a half grandstand the following day. Big car races, also by Duckworth, Thursday were held to a three-quarter grandstand.

"Ice Time," booked in by Barnes-Carruthers Theatrical Enterprises, Chicago, played to practically a full grandstand Tuesday and Wednesday and another crowd of the same size was in the stand closing night when rain hit and washed out the final scheduled performance of the icer.

Excellent crop conditions—the best in years—was credited with giving the fair the best run in its history.

Nebraska Fair

• Continued from page 65

big winnings on the midway and by Wednesday were up 11 per cent. As a result the fair board awarded the show the 1958 contract.

The new Coliseum, which was completed just a few days before the fair, housed a foreign auto exhibit, Chevrolet's Featurama Unit, Atoms for Peace exhibit and a utility firm exhibit.

Last year's closing two days drew 45,465 and 40,319.

The James E. Strates Shows were riding far ahead of last year's gross with their biggest assortment booked in here to date. In addition to the Labor Day rain, there was an afternoon down-pour Wednesday.

IN MEMORY OF OUR BELOVED MOTHER

MRS. SARA W. WILLIAMS

Who Passed Away Sept. 13, 1956
 HARRY E. & PEGGY WILSON & IRVING WILLIAMS

IN MEMORY MAURINE (MARIE) HENRY

Aug. 31, 1957

"The you're gone, memories of your love linger on—"

ARTHUR (BUM) HENRY

In Loving Memory of "MOTHER HUNTER"

Passed away Sept. 7, 1940.

Just a memory fond and true, just a token of days gone by, when we stood side by side till death parted us. Dear Mother, how I miss you! My heart aches so.

MISS BABE HUNTER, Daughter, and LEE E. PETERS
 Jacksonville, Fla.

IN MEMORY of My Beloved Husband

LYMAN P. TRUESDALE

Who Passed Away Sept. 13, 1956
 BEA TRUESDALE

IN MEMORY Of My Beloved Husband

HARRY MERKEL

Who Passed Away Sept. 30, 1956
 MRS. GRACE MERKEL

Edgewater Turns Picture: Late Season Proves Best

DETROIT — Despite a very poor start, business for the season has run 5 to 10 per cent ahead of last year at Edgewater Amusement Park, according to Manager Milton Wagner. The early weeks of almost daily rains hurt, because Edgewater traditionally has done its best business in the spring rather than during the summer months. In the past six weeks, paradoxically, business has picked up as the weather remained clear and warm, in contrast to rain virtually every weekend during the summer of 1956.

A program of major refurbishing of all rides was undertaken this past season, including complete mechanical overhaul in addition to usual annual repainting. A large, new portable Dodgem, built and owned by W. O. King, of Mount Clemens, has been doing good business.

Lakeview Hires Press Agent

ROYERSFORD, Pa.—Brothers Charles and Jimmie Vitabile, operators of Lakeview Amusement Park here, have taken on Edward K. Johnson to handle publicity for next season. Johnson will start work December 5.

The Vitabiles are in their eighth season at the park, which is on a six-day operation.

During the 1958 season Johnson will return to the park with his bear pitch, bird pitch and duck pond concessions. He worked for 18 years ahead of the Cetlin and Wilson Shows, and 10 years ahead of Nat Nader's Majestic Shows, and had his own carnival units around Philadelphia in 1924. He also has a mechanical circus which shows at shopping and auction areas.

Holiday Blaze Hits Revere

REVERE, Mass. — A three-alarm fire Sunday night (1) destroyed the 45-year-old Oak Island Park bathhouse here, and damage was estimated by the fire department at \$50,000.

The blaze roared out of control for over an hour, threatening other boardwalk concessions. Traffic was tied up by holiday sightseers as some 75,000 persons packed the neighborhood trying to get a close view of the blaze, which could be spotted for miles.

SUBWAY TAKING HOLD TO ASSIST ROCKAWAY'S

NEW YORK—Subway patronage has increased substantially over the Rockaway line this year, and the rise was felt in the gross business done by all units at Playland.

Turnstile comparisons made by the Transit Authority show that in 1956, from June 28 thru September 1, there were 132,004 departures as against 115,625 arrivals. This year for a period one week shorter (to August 26), there were 141,372 departures and 119,461 arrivals.

Reason for the surplus of departures at Playland Station is that many patrons depart at adjoining stations for the beach, but find their way to the amusement park

after a while and board at Playland Station for the return home.

The new Roundup, spotted where the Rotor had been, has been doing exceptionally well, it was reported. Concessionaires reported their best season in years. Weather has been somewhat cooler than in recent years and there has been less rain.

On Saturday (7) the seventh annual Long Island Volunteer Firemen's Parade was held, passing the Playland reviewing stand at 6:30 p.m. Six divisions took part with more than 30 communities represented. The firemen, their families, friends and viewers combine to provide the park with one of its best days.

A tie-up with Schafer Bread brought about 20,000 youngsters to the park earlier for a record Saturday crowd. They brought in end labels from this company's bread, and prizes were awarded on an auction-type basis for quantities of labels. These included substantial gifts, such as bicycles, a live pony, toys and furniture. The event was put on the air as a half-

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(Continued on page 73)

White City Promotions Beat Mid-Season Blues

SHREWSBURY, Mass.— Promotions are still the life blood of steady grosses at White City Amusement Park, according to Charles Hamid, who assists Irwin Knohl in the management of the funspot just outside Worcester. Ownership is in the hands of Knohl's father, Larry, New York businessman.

Despite a season which started with a rush and is winding up good, a mid-year sag due to intense heat took all the ingenuity of the two to bring it out that way. They staged three big days which accounted for close to 100,000 patrons.

Attractions at the 16-acre spot are 16 major rides, 15 kiddie rides, 3,000-seat amphitheater, dance pavilion, bathing beach, steamer, and an 18-hole golf course newly built for this season.

Promotions were organized with Table Talk Bread, Armour meats and a local dairy company. About

100,000 tickets allowing patrons free admission and discount rides brought back nearly 40 per cent. Tickets also were good for free swimming at the beach of Lake Quinnsigamen on which the park is situated.

Regatta a Winner
A national outboard motorboat regatta drew nearly 50,000 to the spot in two days, and a number of factory parties boosted business thruout the season. Normally there is a 20-cent charge for admission to the park, but parties got a special rate.

Names on the bill in the outdoor theater included the Four Coins, Denise Lor, the Hilltoppers, Charlie Gracie, the Diamonds, Jodie Sands and Eileen Rogers.

A good deal of work was done on the lakeside and picnic area. More landscaping is planned along with a lighting system which will illuminate the entire area of the lakeside and the outdoor theater. The Knohls are still undecided about rebuilding the Roller Coaster which was blown down while under construction in a storm in 1955.

The lakeside project is to include a plush restaurant, a storyland and a zoological garden. A baseball field and other facilities were ready for this season. As soon as the park closes, work will be resumed on other projects.

Hamid found money somewhat

(Continued on page 73)

Penny Group Moves Meeting To February

LIGONIER, Pa. — Perfect weather graced the annual summer get-together of Pennsylvania park association members Wednesday (4) and more than 90 persons were on hand. The Mac Donald family played host at their Idlewild Park installation, which featured Storybook Forest as a separate attraction this year.

The usual business meeting was held following the 10 a.m. registration, and a decision was made to hold this meeting henceforth in February, rather than as part of the social event.

Several suppliers were on hand, including representatives of Lusse Bros., Philadelphia Tobban Company, R. E. Chambers Company, Allen Hawes Company, Globe Ticket Company, Acme Hardware of New York and others. Guests came from a wide area and include John Campbell, Bill Schmitt of Chicago, Harry Batt of New Orleans, and Gerry Price of Washington D. C.

The business meeting will be held the first week in February in Harrisburg, it was decided. Until the meeting in 1958, the current slate of officers remains unchanged including C. K. Mac Donald as president and Joseph Helprin of Willow Grove Park, vice-president.

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(Continued on page 73)

Nantasket Beach Scores One of Best Seasons

NANTASKET BEACH, Mass.—Businessmen at this South Shore funspot feel the year will wind up among the best. Estimates place business at least 25 per cent ahead of last year.

Biggest operators on the beach, Larry Stone of Paragon Park, and Dave Baker, of Funland, agree that it has been a good season. Baker estimates that it's at 60 per cent ahead of 1955. The operators got together to stage a "Thank You Week" August 28-31.

Stone and Baker hired the Wilson Line's Nantasket boat to bring 3,000 patrons to the beach Wednesday (28) for a big bargain day. Stone sold 10 rides for \$1, and double the deal for children, with six kiddie rides for 25 cents. Baker has a package for adults with five rides for 45 cents, and six for a quarter for the moppets. All of the merchants gave merchandise as free gifts. There were Schaefer Beer fireworks and free acts headed by Will Hill and his son, Ian, with their elephant, dog and pony act. The 84-year-old Hill opened the park in 1906 as a high-wire artist. The Ortons, back from Copenhagen, put on their sway-pole act.

Larry Stone's first season with

Park Manager To Be Cited For Service

WILKES-BARRE — Sans Souci's veteran managing director, Edward J. Lee, is to be recognized for community leadership in connection with youth groups.

The Green Krest Community Association of the densely populated Hanover Green and Korn Krest sections, adjacent to the amusement park, announced that Lee would be honored at a testimonial dinner September 25 and receive the association's Good Citizen Award.

Principal speaker will be James V. O'Donnell, veteran educator, who observed Mr. Lee's rise from busboy to president of the park where he has been associated 40 years. The dinner will be held at Calida Gardens, situated on Sans Souci Parkway, which was named by township commissioners because the superhighway passes the main entrance of Sans Souci Park.

The local press in covering the announcement noted that association officials will honor Mr. Lee because he spearheaded activity that made Little League play possible.

(Continued on page 73)

Walled Lake Park Reviews Season, Readies Closing

WALLED LAKE, Mich.—The 1957 season at Walled Lake Park got off to a slow start, seriously handicapped by recurrent rain, but picked up by mid-July, following the now traditional pattern of operation for outdoor attractions in this area this season.

The park opened in May for two weekends only, and then switched to full-week operation. School picnics were important in the schedule and attendance during June, with industrial picnics, usually an important factor here, starting late in the month. After July 1, when the school picnics were over, the usual summer policy of closing on Mondays went into effect.

(Continued on page 73)

the Wild Mouse has been a big one. He says it is the park's greatest ride in many years. Veteran ride man Clarence Lauther is managing the ride and pronounces business as terrific. The new Holmes Cook 18-hole golf course is also proving its worth, as is a new No. 12 Big Eli Wheel. Sammy Simmons is doing well with a baseball game.

Paragon Park has a coupon deal with the Stop & Shop supermarkets, with three free rides and three discount rides.

The newly opened Surf Ballroom, operated by Jack Scott and managed by Bill Spence, has brought more business to the area. Scott reports business excellent.

LeSourdsville Has Pony Show, Labor Outing

MIDDLETOWN, O.—Appreciation Day, Sunday (8), was bringing the current season to a close at LeSourdsville Lake here. Manager Don Dazey announces. Prices will be cut in half for the final day of the funspot's 36th season.

Last Sunday's features included the park's first annual Pony Show. Entries from three States were reported. Contestants paraded twice Sunday (1) and again Monday (2).

The Middletown Trades and Labor Council sponsored its annual Labor Day outing Monday (3).

Picnics Bolster Denver Business

DENVER — Afternoon showers and cool evenings cut into the box office for amusement parks in this area. But picnic business continued to boost park attendance at both Lakeside and Elitch Gardens to such an extent that there was little visible drop in the cash boxes at most rides and concessions.

Denver Post sponsored its annual Mid-Summer Frolic for kids at Ben Krasner's Lakeside Park. Free admission coupons as well as free ride coupons were published daily in the Post and daily news stories along with pictures and other publicity helped promote the event. The newspaper also provided 200 nickels that were given away by the "Post Nickel Man" to kiddies at the park.

Stan Kenton's band pulled a near full house for his one-night stay at the Moonlight Gardens followed by another one nighter by the late Jimmy Dorsey's band directed by Lee Castle.

(Continued on page 73)

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The Scrambler was the only new ride added this year, and did well, running second only to the

(Continued on page 73)

ROLLER RUMBLINGS

Business in 5% Gain At Detroit's Bob-Lo

DETROIT—Business has been up nearly 5 per cent this season at Bob-Lo Island Roller Rink, the park in which it is located has shown a slight decrease in total attendance. The paradox is explained largely by the fact that per capita spending at the park reached only by boat from Detroit, and small launch from Amherstburg, Ont., has moved up this year, and by personalized management. Careful attention to operating policies has built the average amount of business done with each customer, enough to offset the drop in attendance. In the case of the rink this has meant a modest increase despite a slow start when excessive rains for weeks seriously hurt park attendance.

Bob-Lo Rink operates on a policy differing somewhat from many rinks, in that it charges for skating by the hour. The fee is 30 cents per hour, with clamp-on skates furnished customers. An additional charge of 30 cents per hour is made for shoe skates. No charge is made for spectators, with

the ample spectators' balcony as well as part of the main floor serving as an indirect way of building interest in skating, as well as providing shelter for park patrons from sun or inclement weather. A hand-stamp method with a time-clock stamp is used to identify the time patrons enter the rink, and overtime is charged for at regular rates.

Operation is from noon to 6 p.m., seven days a week, with no night sessions. The park itself is open until 9 p.m., when the last boat leaves for Detroit, but it has been found that evening crowds, arriving on late boats at 5:30 and 7:30 p.m., are not skating-minded. The rink formerly operated until 7 or 8 p.m., but these late hours were found to draw few patrons. Majority of park patrons usually leave on the boats departing at 4 and 6 p.m.

An example of the personal attention given operation occurred when several girls arrived and were disappointed to find it was too late to skate. Park Manager Harold Gorry talked to them and provided them with music without charge on the juke box in the big dance hall, which provided an acceptable substitute. The rink uses recorded music over an amplifying system.

The rink is probably unique in being housed in a solidly built two-story building of brown field stone. Architectural style is distinctive for Bob-Lo. The structure, erected about 50 years ago, originally was used as an assembly hall and subsequently housed a large Merry-Go-Round. Doors between columns slide upward to provide the advantages of an outdoor rink or shelter in any or all directions as desired. The upper floor houses a good-sized spectator balcony.

Kolfage Named Manager

Management of the rink was assigned this year to Herman H. Kolfage, a newcomer in rink operation but a veteran skater, whose work was highly commended by Gorry. Kolfage had been coming to Bob-Lo from Windsor, Ont., his home, for years to skate weekends in the rink before joining the staff. He succeeded Elsie Zimmerman, who went into another field of business.

The rink staff is composed of 10 people—manager, cashier, two skate-room boys, two floor men and four skate boys.

Personalized attention to every phase of operation is part of the key to success here, as it is in the entire park. General Manager Gorry acted as a waiter in the restaurant the other evening to fill in where help was needed. In the same way, the rink manager is frequently on skates himself or may work on the shoe box when necessary.

Business from school picnic crowds was generally good thru June, tho hampered by frequent rains. Sundays are proving big days for Canadian patronage, many going to Amherstburg and arriving at the park by the small ferry.

Rink patronage at Bob-Lo is about 60 per cent teen-age, 35 per cent adult and 5 per cent children, despite the high proportion of youngsters in the park. Indications are that interest in skating is cultivated in the park's clientele

at a little later age. Of the rink patrons, about half use clamp-on skates, while one-quarter go for shoe skates and another quarter bring their own skates.

Little Advertising

Advertising for Bob-Lo Rink has been at a minimum—the park advertises primarily the attraction of the boat ride—and the rink is offered as a plus. It is rarely mentioned in newspaper, radio or television advertising, but is listed among park features in brochures and on letterheads. It is strategically placed in a large building where it can hardly be missed by the park visitor, and this serves as a form of self-advertising.

Two special rink parties were booked this season, but the general policy is one of straight operation without special exhibitions or events. Michigan Bell Telephone Company booked the rink as a special added attraction for its annual picnic. The company underwrote the flat rental charge, and admission was free to all visitors bearing the company's picnic badge. In this case the rink was also open to the public at regular admission price. For the Riverside Old Timers, a community group from Riverside, Ont., the rink was chartered for the day and operated on a private party basis, with free admission for members, but with no outsiders admitted. Both picnic bookings were typical examples of the diversified policy and flexibility characteristic of Bob-Lo operation in response to varying amusement demands of the public.

Maddalonis New Pros At Brooklyn's Empire . . .

BROOKLYN — The signing of former amateur titlists Donald and Beverly Maddalonis as professionals at Empire Roller-drome here was announced recently by rink op Henry Abrami. The Maddalonis, teachers at Brooklyn's Rollerama last season, succeed Clifford and Mildred Wilkins on the Empire staff.

At the same time, Abrami announced that he had inked Joe Costa, music makers for many years at now shuttered Gay Blades, for the Empire organ booth.

Maddalonis' achievements in RSROA amateur competition included American, Northeastern Regional and New York State placements in every branch of competitive roller skating: Figures, free style, dance, pairs, fours and speed. Mrs. Maddalonis is a former RSROA junior dance champ.

Cincy's Price Hill Rollery Bows August 30 . . .

CINCINNATI — Closed thru June, July and August for renovations, the Price Hill Roller Rink of Lou and Charles Meyers reopened August 30 for the 1957-'58 season. The rink will operate nightly except Mondays and, in addition, offer Saturday and Sunday matinees.

In addition to standard renovations, said Manager C. V. (Cap) Sefferino, the skate room has been enlarged and 100 pairs of skates have been added, bringing the total to 600.

While basic operating policies remain the same for the rink, Sefferino said that added emphasis will be placed on the local queen contest this year, with hopes that the winner will ultimately appear in national contests. Advertising efforts in newspapers and other media are being slanted toward a more mature patron. The rink recently bought space on the side of busses serving Westwood, a suburb from which the rink draws a big share of its patronage. "Keep That Lovely Figure" (by roller skating) is the key line in the ads. Opening night at the rink saw the debut of D.D. skating disks, the product of the recording firm of the same name, of which Sefferino is a co-owner.

Rollerland Drive-In Opens in Asheboro . . . ASHEBORO, N. C. — Rollerland, a new drive-in skating rink

Edgewater Turns

Continued from page 72

hour remote broadcast on WJBK-TV.

About 10,000 kids turned up for a Sunday matinee Romper Room Party on August 11, named after a popular juvenile show on WWJ-TV. Personal appearances were made by the stars of the show, Miss Ardis, Cactus Dan Edwards and Sonny Elliott. The affair was plugged for two weeks over the air.

A policy of strip tickets, good for five free rides, proved very effective in getting people into the park. These are being distributed thru dairies, drugstores, groceries and other retail outlets in a widespread tie-up, individually worked out with each firm. Tickets are usually given out free by the merchant as a bonus in connection with purchases in his store.

These activities are part of an aggressive promotional policy especially concentrated on juvenile TV audiences. It is felt that this medium more selective and permits pinpointing of effort, according to Wagner, who also heads his own advertising agency in Detroit.

Plans for 1958 include the installation of a Roto-Jet by Stahl Enterprises, headed by Harry Stahl. The same firm is also considering addition of 10 to 15 additional cars to the Hot Rods ride, which now has a dozen units.

Service Citation

Continued from page 72

sible and has a long record of supporting to the fullest any and all projects designed to give the local youth the recreation facilities that help to fill the idle hours which often spur so-called juvenile delinquency acts.

The daily press also took cognizance of the fact that Sans Souci Park not only has the enviable address of Sans Souci Parkway, but that Lee lives on Lee Park Avenue in the Lee Park section of Hanover Township.

located at the fairgrounds on Highway 220 North here, was opened August 27 by W. C. York. Working with him as manager and professional is Darrell Hendrix.

Designed for family patronage, Rollerland parking area around the rink has accommodations for 1,500 cars, permitting parents to remain in the car while watching their children skate. All brackets of age and skating skill are accommodated in the rink thru the provision of a 40 by 200-foot main floor for 500 and beginners' and tots' floors. The rink is equipped with Chicago skates.

Nightly sessions from 7 to 10 are offered, along with Wednesday, Saturday and Sunday matinees from 1 to 4. The opening was heralded with a large three-column ad in The Asheboro Courier-Tribune of August 26. Along with it were numerous congratulatory ads by firms that had a part in the building of the rink.

Walled Lake

Continued from page 72

Roller Coaster. An impressive Batter-Up unit, installed last year, also did well.

The five-unit Kiddieland was moved close to the main highway, fronting on the lake, to make room for the Scrambler. In the new location, the Kiddieland was effectively separated from the other ride units.

The Walled Lake Park Company is headed by Fred W. Pearce, veteran park operator and ride builder, as president. Other key personnel includes Fred W. Pearce Jr., vice-president; Robert Templeton, manager; C. E. (Vic) Vickers, superintendent; and James Armstrong, office manager.

The Walled Lake Casino Ballroom, operated under the separate management of Albert and Elmer Tolletene, did about 30 per cent better than last season, picking up most of the increase in the last four weeks. Name bands proved the real draw here, with Woody Herman drawing the biggest crowds of the season.

The Casino has been operating only Friday and Saturday nights this season, as it has been found that Sunday is no longer a good dance night in this suburban and resort area. Buddy Morrow was booked in for a return engagement Labor Day weekend. Fred Netting, who was the attraction two weeks earlier, was coming back for a single night to close the season Saturday (7).

The rapid spread of residential building in the area, sparked by opening of a huge new auto plant nearby, has brought a new source of local business to Walled Lake, which continues to draw from the Detroit metropolitan area as well as other cities in Southeastern Michigan.

Beat the Blues

Continued from page 72

tighter in the area this season. Factory layoffs and several strikes accounted for a good deal of this. Crowds were bigger but with lower spending the park held to about the level of last season.

Already mapped for 1958 are a beauty contest and a kiddie dog show sponsored by Ken-L-Ration dog food, with prizes for the contestants. The game concessions held up to last year, with Lou Wish again in charge.

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Hands of patrons are stamped with INVISIBLE ink which becomes visible under the Stroblite UV Lamp. Harmless. Used by Ballrooms, Pools, Amusement Parks, Dances, Beaches, etc.

COMPLETE KIT, \$45 STROBLITE CO. Dept. B-3 73 W. 45th St., N. Y. C.

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Beautiful Kiddie Rides—Tugboat, Clown, Whirly, \$5,000 cash for 3. Will not sell separately.

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High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y. ESTABLISHED 1888

FOR SALE—MERRY-GO-ROUND

One beautiful Allan Herchell, 40 ft. in diameter, 3-abreast, 36 hand-carved wood horses and 2 chariots. Mechanically perfect and will guarantee. Was located in permanent park. Priced to sell

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SKATING RINK TENTS

42 X 102 IN STOCK 53 X 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

USED TENTS FOR SALE

10x10 Ft.	40x 80 Ft.
10x15 Ft.	40x 90 Ft.
14x21 Ft.	40x100 Ft.
20x30 Ft.	60x 60 Ft.
20x40 Ft.	60x 90 Ft.
30x50 Ft.	60x120 Ft.
30x60 Ft.	60x150 Ft.
30x90 Ft.	50x180 Ft.
40x60 Ft.	60x210 Ft.
40x70 Ft.	60x240 Ft.

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MAKE MORE MONEY, DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET THE NEW REVOLVING HOLLYWOOD SPOTS-LITE BETTER IN A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH PATENTED

GLAMOROUS NEW IDEA IN BEAUTY, MODERN SHOW, MAKEUP, LIGHTING EFFECTS AND LOGOGRAPHERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND FATS FOR THEE IN BALLROOMS, BEATING ROOMS, CLUBS, TAYLOR AARS, AMUSEMENT PARKS, HOTELS, ETC.

Write for Complete Free Details HOLLYWOOD SPOTS-LITE CO. Dept. B 3615 No. 16th St. Omaha 10, Nebraska

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Beautifully designed Tents, interchangeable floors, no bolts required for rolls, light fixtures or office.

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PORTABLES ARE THE ANSWER

Porto-Bilt TENT COVERED SKATING RINK

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CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in clean lines and traction.

PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself.

It's a PLEASURE to ROLLER SKATE on

"CHICAGO" RINK SKATES

They're true and easy with a wide range of action. TRY THEM!

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Manufacturers of All Kinds of Roller Skates



No. 4059

BEATTY PLAYING TO GOOD CROWDS

Straw Houses Mark Route; Trailer Lost; Texas Towns Booked for October Dates

OWENSBORO, Ky.—Business for the Clyde Beatty Circus has been consistently good since the show's return to the U. S.

At Corapolis, Pa., (23) with Kiwanis auspices there were one-third and near-full houses. Huntington, W. Va., (26) had a half

Cristiani Okay In W. Virginia; Shuffles Staff

GASSAWAY, W. Va.—Cristiani Bros. Circus had half and two-thirds houses here August 29. At Wytheville, Va., (3) a truck rolled down a hill on the lot, struck a band sleeper and raced on to a ravine, but damage was minor.

Jack and Marie Johnston joined to do juggling in the big show and magic in the Side Show. Kenneth Dodds, clown for the summer, returned to school. Ben Thomas and Bud Fisher have rejoined the show. Side Show Johnny has returned and is in charge of canvas. Billy McCabe has taken over the mail agent's job after Mrs. Lee Hinckley resigned.

Visitors included Louise and Rio Cristiani, just back from Europe and en route to Sarasota; Harry Anderson of Enquirer Show Print; Arthur Konyot and family; Mr. and Mrs. Cris Cristiani, of Chicago; and Billy Rogers, former King-Cristiani usher who now has a cloud swing and ladder act.

Judge Schedules King Bros. Ruling

MACON, Ga.—Judge E. P. Johnston, referee in bankruptcy, has set September 23 as the last day for the filing of objections to the discharge from bankruptcy of Floyd King and Arnold Maley, who operated the King Bros. Circus.

While there has been no announcement that either King or Maley plan to return to circus operations on their own account, the grant of a discharge would normally be a necessary step before re-entering business, observers said.

Judge Johnston has signed an order allowing the Enquirer Printing Company, Cincinnati, the sum of \$1,000 in connection with a priority claim. The printing firm held title to a circus truck involved in the bankruptcy, and this truck was destroyed in a wreck while it was leased by the trustees along with other equipment last summer to Red Larkin and associates, who operated a circus for a short time after the King units folded. The money is to reimburse the printing company for the destruction of the truck while it was in the legal custody of the trustee, it was explained.

Durward B. Mercer, trustee, was awarded fees of \$3,620 for services. H. Kenneth Lee, attorney employed by the trustee in a court matter in Asheville, N. C., was allowed \$100 as the balance of a \$300 fee for services, and VanBlarcom, Silverman and Weber, a New Jersey law firm employed to effectuate the release of an attachment while the show units were on the road under receivership, receive an award of \$100 on a claim for \$300.

house in the afternoon and a straw house at night.

Covington, Ky., Wednesday (28) produced another straw house at night. Clyde Beatty's trailer was demolished on the jump.

The circus played Owensboro on Labor Day (2) with Jaycee auspices. The afternoon was three-quarters filled and the night house was near-full.

Meanwhile reports from Texas indicate the show will be the first tented circus to play the Rio Grande valley recently. Among the stands reportedly contracted are Laredo, McAllen and Weslaco, with Brownsville and Harlingen, all in October.

Gainesville Circus Plays 3-Day Stand

GAINESVILLE, Texas — The Gainesville Community Circus has completed a three-day run at the rodeo arena here as part of the Cooke County Fair. Show did not use a big top this time, but otherwise was little changed from previous successful editions.

First night of the circus drew nearly 2,500 paid admissions. Among the performers known in circus business were Hazel King, with dogs and dancing horse; and Paul McGhee with the Gainesville elephant.

Dr. A. A. Davenport is ringmaster and J. O. Thompson is president.

New Lion Act Shaping Up

NEW YORK—A new lion act will be offered to indoor dates this winter by Evelyn Curry, who operates 10 concessions at Rockaways Playland with her husband, Harry. Equipment and animals have been accumulated at Dietch's Farm, Saddle River, N. J., and were moved Saturday (7) to the Currys' new farm in Middletown, N. Y.

Evelyn Curry has acquired a 40-foot arena and three 5-by-15 steel cages plus a large tractor and 32-foot air-conditioned trailer. Chute cages are being finished. There are four European handlers and 12 animals in quarters. Included are seven lions and five tigers.

Polack Books South Bend

SOUTH BEND, Ind.—Polack Bros. Circus has just signed to play a Shrine circus date at the Washington-Clay High School Auditorium. The dates will be November 28-30, with the Western unit filling the spot. T. Dwight Pepple, general agent set it up.

Benson in Ohio

NORWALK, O.—Benson Bros. Circus drew two half houses when it played here recently under Lions Club auspices. No newspaper ads or stories were used for the date and only a few window cards were placed in advance.

Bill Morris' show returned to nearby New London (O.) on Labor Day, to present free matinee and night shows under deal worked out with homecoming committee.

BOOK REVIEW

Tom Mix Biog Relates Show Connections

"The Fabulous Tom Mix," published today (9), holds special interest for circus people who knew, worked with, or remember the famous cowboy star. This book is written by Olive Stokes Mix, his former wife, with Eric Heath, and is the first about him.

First glance would indicate that it concentrates on his movie years at the expense of his circus career, but this is true only regarding photographs. The text does right by outdoor shows.

It mentions his work with Zack Mulhall, Tom Wiedeman, Will Dickey and Vernon Seaver. There is word about his being with 101 Ranch, about an offer to double for Buffalo Bill, and about Guy Weadick and others in the Wild West show business.

The author repeatedly indicates she opposed his connections with shows and that he, on the other hand, seldom was happy except with a show. His time with Sells-Floto brought him salary even exceeding movie pay. The author lays much of the latter-year troubles to his own show, the Tom Mix Circus and says it always was on the verge of folding.

While there is adequate coverage of his connections with shows, the book is lacking on details of these tramping years. There is virtually no attempt to tell of events that took place on the shows, except for a blowdown and a fight on his own outfit. Sam B. Dill isn't mentioned. John Agee is the only one on the Mix show who is mentioned, other than Tom and his daughter, Ruth.

This is an admiring book, singing his praises and finding little fault with anything. And that's probably the way most people want to remember Tom Mix. It's pleasant reading and worth an effort to get. For Mix, one of the Western greats, was close to outdoor show business and the book tells the tale with warmth and appreciation.

Published by Prentice-Hall, New York, at \$3.95. Contains 177 pages and 28 photographs.

Tom Parkinson.

Kelly-Miller Hit by Mud

WAUKON, Ia.—The Al G. Kelly & Miller Bros. Circus was slowed to a walk by mud and weather in its late Minnesota towns and this Iowa stand.

Lesuer, Minn. (27) had one-third and two-thirds houses in mud and fog. Breakdown to a wardrobe and rigging truck combined with rain to mar the Faribault stand (28). Truck was relocated and hauled in by time for the night show. Two-thirds and one-half houses were turned in.

Spring Valley, Minn., (29) had cold rain and mud. After playing to a pair of half houses, the show battled knee-deep mud all night and finally got off the lot at 9:50 a.m. the next day. Eight elephants and two tractors were used to drag equipment to the road. A cloudburst hit just as the show started to move that morning.

Arrival at Waukon was delayed until almost noon. The afternoon show started at 4 p.m. to a handful of people. Night show had a half house. Lot was newly graded for a parking lot and turned to bottomless mud.

FORMULA PROVED AGAIN

K-M Wins With McCoy, Hippo, Hitch, Bulls

By TOM PARKINSON

KEWANEE, Ill.—The Kelly-Miller show is creating circus excitement along its route again this year. There is plenty for the natives to talk about.

Business has been good. Altho the last week of August was weak, the days prior to that were boom times, and the year as a whole shapes up as highly profitable. The show took many blows from the weather in the spring and late August and may get more before the early November closing, but the season is a strong winner.

Col. Tim McCoy is the show's first name attraction. Billing and heralds feature him. In the show he appears for an announcement and in the concert he works with Chief Keys, Oklahoma Shorty Schearer and others.

McCoy's appearance while in the arena is little changed from that made familiar by Ringling-Barnum and McCoy billing of some years ago. His trademarks, gaunlets, cradling a rifle, and unique hat, are there. The 25-cent 25-minute concert is, okay and holds well. In the performance caught here on Labor Day (2), all front reserves were filled for the concert.

Autograph seekers engulf the star afterwards, and it is notable that they are in two age groups—those who apparently saw the colonel's movies the first time around and those who now are catching them on TV.

Chief Keys, always in resplendent wardrobe, also is asked for autographs. He and McCoy hit it off well and may work together on a future engagement elsewhere.

Kelly-Miller's billing still is outstanding. Towns it plays are blanketed. And downtown attractions on show day also continue to score well. The elephant march to the Chevrolet auto agency is spectacular and always well-fitted with neat banners and wardrobe. The six-pony hitch with a Red Goose float goes to a shoe store daily with equally good results.

In Kelly-Miller towns, the six-up hitch of heavy draft horses in silver trimmed Belgian harness is a treat. As it takes a display wagon with polar bear and Admiral refrigerators thru town to the local dealer's, people line the curbs to admire it. These are among the things that make Kelly-Miller the most circusy and the best-promoted circus on the road.

Stand-Bys Remain

Under the big top, the show still relies heavily on its elephant herd and the bulls come in for several appearances. This year there are a couple of acts doing two or more than contribute. The band, now under direction of Bubba Voss and including such experienced musicians as five from the Merle Evans Ringling band, is good. The McIntoshes and Tommy Bentley as well as the Pressleys and others are essential stand-bys and capable.

Something that sets this show apart and brings exclamations from the audience is the walkaround the track by the K-M hippo. Camel Dutch Narfski herds his charge as Bentley lectures. A free roaming hippo can't be seen elsewhere. It is the kind of thing only a circus can do and the kind of thing the public hopes for when it buys circus tickets.

Program Rundown

Performance starts with a spec and then a display with four swinging ladders and Grace McIntosh's

single trap solo that's strong. Display three has three baby elephants walking planks and one doing a forefoot stand for Superintendent Fred Logan. Tommy Bentley's slide-for-life follows.

Clowns are Lou Walton, Roy and Joy Thomas and the Sylvesters and their first gag is the hair-grower. Large and small elephant appear with banners for the auto tie-in.

The Jordan Brothers (2) make their first appearance with acrobatics and trampoline, finishing with a trampo-somersault thru a balloon to a shoulder catch. The Anchia Family also makes its first appearance, this one an acrobatic number.

Next are the hippo walkaround; the excellent wire dancing of the Florenz (McIntosh) Troupe; the clowns, and the first Tim McCoy appearance and concert announcement.

Jordan Brothers are back with a high perch number that finishes with one's head-balancing of the high pole on which the other does a handstand. Three single bulls

(Continued on page 75)

Carson-Barnes Pulls Crowds In Far West

STEAMBOAT SPRINGS, Colo.—Carson & Barnes Circus has been enjoying a highly successful season. Idaho business in early August was big. The show now has turned around and is headed thru Colorado to New Mexico and Arizona.

Biggest day in the history of the show was Colville, Wash., with Driggs and St. Anthony, Idaho, coming close. Arco, Idaho, played on payday of the atomic energy plant there, gave a good day. Mountain moves have been made without loss of any performances.

The circus recently purchased a fully equipped fire truck, which is used to sprinkle dusty lots and for hauling water. Children of the owner Jack Moore, the Norman Andersons and others have returned to schools. Mildred Pyle and daughter left for Texas.

Bill Woodcock, who has the Miller-Woodcock Elephants on the show, is considering a plan to break the elephants to a baseball-game routine which can be given as a downtown attraction daily.

R-B DUCATS GO FOR 15 CENTS

TORONTO—It's believed that the price charged to see Ringling Bros. and Barnum & Bailey Circus touched a new economy level on Kids' Day at the Canadian National Exhibition (26). For that day only, children's tickets went for 15 cents.

Prices of 25 cents for kids and 50 cents for adults prevailed on other days of the stand and these also were low for recent years. CNE set the prices and RB was in on a guarantee.

The upcoming stand in Mexico City will have a 32-cent general admission ticket.

Court Action Against North Asks Removal, Repayment

Continued from page 65

It demands that "the defendants be required to account for all the sums of money which they or either of them have received or taken from said corporation during the years that the said defendants were in control; that the said defendants be required to account for all the sums of money lost by the corporation as a result of the mismanagement of the said defendants; that the said defendants further be required to account for all damages which the corporation has suffered by reason of the waste, dissipation and depreciation of the corporate assets and that the said defendants be required to pay such amounts to the treasury of the corporation."

Asks For Receiver

The suit requests that the court appoint a receiver to take charge of the circus pending outcome of the suit.

They also ask that the court enjoin the defendants from selling any assets of the circus. A further request in the suit is that the defendants be enjoined from "interfering in the operation" of the circus.

Lancaster and his mother charge mismanagement based on gross neglect and the condoning of 57 specific acts in operation of the circus.

It was stated by sources close to Lancaster that he and his mother seek the damages for the circus and that they seek no money themselves.

Their complaints arise largely from an audit of Ringling books made last winter under terms of a court order obtained by Mrs. Sanford.

Lancaster has been active in rallying the so-called 49ers, minority group which controls 49 per cent of the Ringling stock, since the show closed as a tented circus more than a year ago.

Ignored Minority

The defendants are accused of "conducting the affairs of the cir-

cus in an arbitrary manner, as if it were wholly owned by the defendants, without regard to the rights of the minority stockholders or without approval of the board of directors."

The suit's lengthy allegations of mismanagement are described as "illustrative only, and are not to be considered complete." The suit charges John North, president of the circus and owner of 51 per cent of the stock, with having the circus foot his personal expenses. It charges that Henry North, a vice-president maintains a personal apartment in Rome at the expense of the show.

The suit states that John North spent \$48,278.50 in 1954 and \$50,763.63 the next year for his travels in Europe. The suit says that these expenses were charged to the circus account for securing new acts and travel, yet the corporation maintains an agent in Europe for the purpose of securing new acts and that the circus advances funds to the agent and that performers pay a portion of their salaries as commission to the agent, thereby making the trips to Europe "wholly unnecessary" and an improper charge against the corporation.

The suit says that for the two years ending March 31, 1955, the internal revenue service disallowed \$91,609 of North's expenses charged against the circus because the service ruled these expenses were personal or unsupported.

Film, Cars, Seats

The bill of complaint asserts that North received from the circus and from Paramount Pictures cash advances on royalties due the corporation on the movie, "The Greatest Show on Earth," for which no accounting has been made.

It complains that North, without approval of the board, permitted

Concello to buy several railroad assets of the circus. These cars later were set up near the show quarters as rental units at a profit to Concello.

The suit avers that the show had no authority to pay Concello \$20,000 a year royalties on circus seats he invented, after the circus had purchased the seats outright from the manufacturer.

A further charge in the suit is that North "knew or should have known" that some ushers and ticket takers were required to pay to their immediate superiors considerable sums of money in excess of their salaries in order to retain employment, and that in some instances the amount paid by individual employees to their superiors was as high as \$4,500 during the circus season.

The suit charges that North fired Concello in 1953 and hired Michael Burke as manager, both without approval of the board, and that he paid Burke \$25,000 yearly without authorization.

Also charged is that in 1955 the circus spent \$21,472.17 to send an animal buyer to Africa for nine weeks, that those expenses did not include the price of the two rhinos, one hippo and one okapi which were purchased, that the hippo died before it reached the show, that the okapi wound up in a Chicago zoo, and that the circus still had to go out and spend another \$82,582 for new elephants it bought from dealers in the U. S.

Another charge is that North recently borrowed \$50,000 in the name of the circus, that the money was advanced without authority to Harry S. Dube as advertising agent, and without Dube being properly bonded.

Still a further charge is that the defendants permitted the circus to loan money to employees at "spurious" interest rates.

North was blamed in the suit for the "arbitrary" closing of the circus in Pittsburgh last year and bringing it home without authority. It states that the show had been beset by pickets, bad weather, lack of personnel and other problems but that despite these "misfortunes" North did not appear on the circus but stayed instead at his New York hotel.

K-M's Formula Wins Again

Continued from page 74

work next, with John Carroll and Bob Cline again assisting Logan. Harry Rooks and Shorty Scheerer each have a four-pony drill.

Coming into the center spot during the pony drills is Tommy Bentley's new dog act. This is fast, different, strong on hindleg walks and dog-balancing, and closing with a dancing dog that recalls the Julian act.

Clowns are followed by a nice display of six high school horses. The riders wear black derbies and hunting style wardrobe for a class appearance. Book pitch is next and then the Jordan's knockabout and a table rock. Another clown number and three web workers bring the show to the big elephant number. This has three large bulls in each side ring, while in the center is Fred Logan's fast-stepping set of five young bulls. Long mount is the wind-up and a concert announcement follows.

The Anchia Family (6) was in Cuba with the Loyal-Repenski Circus when spotted by Kelly-Miller people. Their main number is teeterboard work, which finishes with a three-high and a triple somersault to a chair catch. Clowns are in again. Then Bentley works a good Liberty act of six horses and one pony.

Seats, Staff, Animals

The show is using seat wagons designed by D. R. Miller on the front side and it gets a better price for these than for the plank reserves on the back side. Caught

here, the two sides were packed and one end of blues was full.

In the band are Voss, Roy Short, Gene Morse, Herb Cliffgard, Harry Smalley, Louis Grabs and Happy Belisle. Frenchy LeBeouf was coming on this week. Band has a tie-in with Buescher instruments.

Menagerie side show, with Guy Smuck and Pearly Houser on the front, has a semi-trailer cage with hippo and bears; semi with bears and cats; semi with lions; semi with monkeys and little animals; semi with tapir, birds and others; three guanacos, five camels, zebra, sacred cow, six baby bulls and eight large ones. A trailer cage of bears is in the connection.

Pit shows again include Frank Ellis' Snake and Gorilla units, Giraffe with Harry Rooks on the front, and Little Horses and Tom King. Ione Stevens has the concessions reports recent business had been spotty.

D. R. Miller and Kelly Miller, co-owners, are on the show. General Manager Obert Miller is expected to come on at Cape Girardeau, Mo., Monday (9), where the show plays a fair.

Auditor Sid Stevenson said he retracted his recent notice and was staying on. Glen J. James is assistant manager. Pete Smith is superintendent. Deacon and Dave McIntosh are transportation bosses. Ahead of it is Art Miller, while R. O. Scatterday is national ad manager.

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High type, capable handling top auspices in cities. Address:
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The St. Louis Police Relief Association will entertain proposals on the production of a circus to be held in St. Louis in the early spring of 1958.
A meeting will be held at the association offices, Room 101, Police Headquarters Bldg., 12th & Clark Avenues, on September 27, 1957, at 9:30 a.m., at which time, and this one time only, all producers will be given an opportunity to present their proposals.
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Daily Rains Cut Detroit Gate 10%

Coliseum Name Show, Grandstand Attractions Fall Below '56 Pace

DETROIT—The 108th Michigan State Fair drew 221,000 paid admissions in the first five days thru Tuesday (3)—a drop of a little over 10 per cent from last year's 247,728. The loss was due to weather conditions with some rain every day, contrasted to last year's good weather.

General Manager Donald L. Swanson reported the daily 3:00 p.m. gate check on each day showed that the crowd exceeded the corresponding day of last year, but late afternoon and evening rains or threat of rain in most instances sent the crowds home early.

Despite the drop, the fair set what is believed to be an all-time record, on Children's Day, Tuesday (3), with attendance of 69,744.

The upped admission this year from 60 to 75 cents did not appear to be a deterrent. Many county fairs in Michigan get the higher figure, and it did not appear to be a significant obstacle here.

Parking, which remained at 50 cents, grossed \$20,175 in the five days, compared to \$28,015 in the first six days last year.

Highest single day's paid attendance was Sunday's 85,408, followed by Labor Day's 63,683, compared with last year's 87,538 and 80,680, respectively.

Major attraction on the grounds, the Coliseum name act show, was off. During the first four days, 27,510 people paid \$34,561.74, a drop from last year's 32,656 and \$42,041.02. Heading the show were Evdie Corne, Johnnie Ray and Bill Haley and His Comets. Last year the bill had Jaye P. Morgan, Don Cherry and the Gaylords.

Also in this year's line-up were the Tyrones, Sammy Shore, Hilltoppers, Rhythm Kings, Billy Ward and His Dominoes, Roy Tracey, emcee, and the Herschel Lieb ork. Admission was \$1.50 for adults and 50 cents for children at the Don Ridler-produced show.

Gate Declines To 301,817 At Ohio State

COLUMBUS, O.—Paid attendance at the eight-day Ohio State Fair, which closed Friday (30), totaled 301,817, down from the all-time record 342,272 set last year but considerably higher than the average paid gate for the last three years.

Bob Jones, in his first year as fair manager, pointed out that the fair this year in a move to give realism to its attendance figures did not release day-by-day free and paid gate totals, giving out only the paid figures. The addition of those in on passes, it was estimated by others, would put the total attendance up substantially.

Final tabulation put the gross of the Tennessee Ernie Ford Show, which was in for 10 performances at a highly satisfactory \$85,876, of which Ford received \$60,000 and the fair, after expenses, considerable profit.

Only light grandstand attractions, besides the always weak harness horse races, were the closing day programs, auto racing in the afternoon, wrestling at night. Auto races were staged to a crowd of 1,972 paid customers, wrestling to 1,607.

The 100-mile midget auto race scheduled for Saturday afternoon was postponed until Sunday due to rain and mud. The shift caused cancellation of the regular Sunday afternoon program. The midgets drew 4,305 who paid \$10,543.91.

The featured grandstand show, brought in by the Val Campbell Agency, featured Rin Tin Tin, Rusty and Rip Masters, with Leo Carrillo in for three days only. This unit played to 13,441 in eight performances during the first five days. This compared with 20,617 and \$21,846.26 in five days last year. Also on the bill were Jinx Hoaglan's horses, Lee Hendrick's animals, Jerry Lippiatt's racing mules, emcee Mel Snyder and Eddie Murray with the Finzel orchestra.

The new swimming pool drew about 1,000 people for each show and the Navy exhibition there was increased from two to four daily. The presentation of "Teahouse of the August Moon" under canvas by Will-O-Way Theaters, was disappointing.

Mid-Week Washout Slows Quebec Pace

Six-Day Turnout of 102,149 Trails By 9,000; Coliseum Business Weak

By IRWIN KIRBY

QUEBEC CITY—A total washout on Tuesday (3) derailed the Provincial Exposition's strong bid for a record week. The 10-day event had compiled a total attendance of 102,149 up to Wednesday's opening, compared with 111,347 for the comparable period last year. The fair opened Friday (30).

The Ex neared its 400,000 goal last year with a 392,350 total and this season, with the slogan "The Year of Traffic Safety," was looked forward to as a record breaker. Only 3,000 turned out on Tuesday, however, in rainfall that fell steadily from 6 a.m. to midnight.

In the Coliseum, where the musical illusion revue "Sim Sala Bin" was holding forth, there was an unexplainable decline in business. Brought from abroad by Harold Steinman and Sam Shayon, the show pulled only 28,000 cus-

Pittsburgh, Pa., Counts 750,000

PITTSBURGH, Pa.—The Allegheny County Fair closed its run here Labor Day (2) after an estimated 750,000 people had come thru its free gates.

George E. Kelly, fair director, estimated that close to 175,000 of them came in on the final day and he said that this, at least, was a new record.

Bill Thompson, veteran eat-and-drink concessionaire, reported that so far as his operations were concerned, a new record was set in refreshment sales.

There was a big turnout of youngsters on the final day when the Lone Ranger, Tonto and Lassie were the featured attractions in the grandstand.

Du Quoin Gate Up 11 Per Cent; Grandstand Big

DU QUOIN, Ill.—The Hambletonian classic and a record Labor Day turnout hiked attendance at the nine-day Du Quoin (Ill.) State Fair by 11 per cent over last year.

The Hambletonian, staged Tuesday (27), was trotted before a crowd of 25,000. This exceeded by 9,000 the previous peak attendance for the rich harness horse events in its previous years at other tracks.

Labor Day auto races pulled a paid attendance of 16,000, with the turnout overflowing the grandstand and filling part of the bleachers erected this year for the Hambletonian.

The holiday night turnout also was large, up considerably from recent years. The holiday night bill offered Joni James, Guy Mitchell, the Fontane Sisters, the Three Leggers, and the Four Aces.

The Heth Shows, with a strong line-up of attractions, showed a sizable increase in ride and show receipts over '56, when another show played the midway.

tomers in its first seven shows. Last year's Hamid show played to 35,000 in the first six shows, and it was considered a disappointing attendance. A third of the Coliseum was curtained off to provide a stage, leaving some 6,000 seats. There was one full house, at the 9 a.m. show Sunday (1), but the other two that day were just fair.

Turnouts Pick Up

Wednesday was cool but sunny and crowds started to fill the grounds by mid-afternoon. It appeared likely that if good weather continued, the event could regain

(Continued on page 77)

Timonium Pressing Record at 232,999

TIMONIUM, Md. — A new record for attendance was in the bag for the Maryland State Fair, which had run up a 232,999 total with four of the 13 days remaining. The record, set last year, is 278,644.

Pari-mutuel racing was a key factor in the fair schedule, with a separate gate and enclosure for race patrons. Track attendances averaged out at around 6,000 daily and handles around \$400,000. Of the total attendance last year about two-thirds, or 173,868, went thru the fair gate.

The fair, a corporate set-up of which John H. Zink is president, awards \$96,000 in premiums allocated by the State Fair Board.

Starting with opening day Monday (26) the daily attendances were 19,559, 17,816, 19,794, 18,534, 17,656, 23,590, 36,954, 64,605 (Labor Day) and 14,491.

Admission price at the fair gate was 50 cents, at the race track enclosure \$1.50 and parking on the grounds a quarter. At night there

CCE Hits 507,172 With Extra Day

Friday Opener Pulls 28,125; Lure Of Giveaways Builds Record Week

OTTAWA — The combination of good weather, an added day and a new major building proved valuable last week in the Central Canada Exhibition's drive for its first half-million attendance figure. An increase of 20 per cent was the result for a grand total of 507,172, compared with last year's 423,164.

Weather held favorable thruout the eight days, including a 5 p.m. opening on Friday (23) tried for the first time. On that day there were 28,125 paid admissions, and Manager J. K. (Jack) Clarke said a full day's operation would have nearly doubled that total since many children and families would have responded.

The lures thrown out this year by Clarke and the fair directors included the new, modern H. H. McElroy Building, nightly automobile giveaways, new home giveaway, daily appliance giveaways, a grandstand "Spectorama" offering by Barnes-Carruthers and free U. S. Air Force Band concerts.

Operated professionally in 1956, the home giveaway was sponsored this time by the Ottawa Shrine and the Richelieu Club of Ottawa-Hull. It reportedly grossed more than twice last year's attempt.

Arcade Draws Well

Some 30 floats, 10 bands and giant balloons took part in the Saturday (24) parade winding thru the streets of Hull and Ottawa to herald the fair's opening. The previous evening Earl Alexander, former governor-general, officially opened the exhibition. Publicity and promotion were so heavy this time that the day-long rain on Saturday failed to deter more than 54,000 persons from attending.

Clarke said this year's grandstand business was slightly better than last year's. The Barnes-Carruthers show expanded the 60-foot stage to a 264-foot performing area thru the use of platform extensions and ramps. Press reception was very good. The show had 30 singers and dancers; clown Wimpey, who also worked the daytime Trans-World Daredevils thrill show; Les Bon, balancing; Lempe

Chimps; Aerial Klein, neck loop descent; George and Manning, dancers; Noble Trio, high horizontal bars; Dollinoff and the Rays Sisters, novelty dance; Freedom Chorus of 10 voices; Bobo Barnett, tramp clown; Kings and Queen of the Sky, aerial bicycle; Ming and Ling, comedy, and the feature, TV favorite Juliette. There were five production numbers.

The McElroy Building has more than 40,000 square feet of unobstructed exhibit space which was presented to civic and educational groups for displays and demonstrations.

On the midway the World of Mirth Shows increased its business proportionately with the rise in attendance, it was noted, and left Ottawa with a new five-year contract.

Hamburg, N. Y., Extended Run Sets New Mark

HAMBURG, N. Y.—The Erie County Fair took advantage of two added days for the second straight year to roll up a new eight-day attendance record of 325,926. The event ended Saturday (24).

Up to 1955 the fair opened on a Monday and closed on Saturday, but last year the board set back the opening to Saturday. Rain fell at midweek last year, however, to prevent any accurate analysis of the new schedule, altho the eight days drew 312,361 to eclipse the 1955 total by 20,000.

Feature event before the grandstand on closing day was automobile racing.

Repeating on the midway was the James E. Strates Shows.

Rhineb'k N. Y., Record Laid To Free Shows

RHINEBECK, N. Y. — A first crack at offering a free grandstand show, with a 25-cent outside gate hike to offset the cost of talent, went off extremely well at the Dutchess County Fair, Secretary Richard C. Murray reported.

The six-day annual cracked the 100,000 attendance mark for the first time, with a total close to 106,000, Murray said. Gate price was \$1 this year compared to 75 cents in the past, and the attendance total exceeded last year's by 18,000.

Rhinebeck runs a split week, opening on Friday and closing on Wednesday, in order to allow exhibitors to make it to Syracuse for the New York State Fair which opened Friday (30). Some 1,000 head of livestock, one of the largest departments outside of the State Fair's, were exhibited by many breeders who annually show also at Syracuse.

Split Week

The setting back in dates to avoid a Syracuse overlap was under-

(Continued on page 77)

Prince Albert Tops Last Year's 37,917

PRINCE ALBERT, Sask.—Attendance at the three-day Prince Albert Exhibition, last stop on the Western Canadian Class B fairs circuit, was 37,917.

The turnout was slightly higher than last year's figure which was estimated at 35,000. Heavy rain on the second day held attendance below that for the same day in 1956. Breakdown was as follows: First day, 10,560; second day, 13,201; third day, 14,156.

Approximately 13,000 persons saw the grandstand show during the three days.

PNE TABS 820,710 TO SURPASS '56

VANCOUVER, B. C. — The Pacific National Exhibition closed its 57 run here after a total of 820,710 customers had paid their way thru the big outside gates. The fair topped last year by 84,542 and was not too far from the all-time high of 871,000 chalked up in 1954.

Biggest single day of the 13-day run was Labor Day when 117,351 poured onto the grounds. Total sale of programs, which permit the buyer to participate in the nightly car giveaways, hit a new record. According to Art Chapman, vice-president of Vancouver Ventures, which vends the programs, a total of 192,475 were sold, topping by 22,000 the previous high set in 1955.

The downward trend in attendance and receipts was reversed this

Quebec Washout

Continued from page 76

the 17,000-odd patrons it was deprived of by rain and possibly exceeded last year's attendance.

The midway provided by Frank Conklin was also having a banner week until the bad day arrived. Attendance at the first six pari-mutuel race programs was 17,617. At the same date last year there had been four programs, two having been lost to rain, and a total attendance of 13,147.

Emery Boucher, director of the event since 1934, had plans prepared for the first step in the replacement of old wood livestock barns with brick and steel structures. The first of these buildings, measuring 77 feet by 180 and having facilities for 200 head, is to be built for the 1958 event.

Admission to the fair is 50 cents for adults, 15 for children. The Kinsman Club of Quebec took over the new home award which was promoted professionally last year.

DUNHAM'S CORNER, N. J. — Final attendance figures for the four-day Middlesex County Fair, which closed August 18, were given as 13,000. Biggest day was on Saturday when 5,000 came out to hear Gov. Robert B. Meyner speak.

FAIR MANAGERS
For The Best All-Around
WESTERN CIRCUS SHOW
BUSS CARSON Western Shows
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NOTICE TO ALL PERFORMERS IN THE BURLESQUE FIELD

September 9, 1957

The International Board of the Associated Actors and Artists of America (The Four A's) has charged the American Guild of Variety Artists with the responsibility of organizing the Burlesque Field. We are currently in negotiations with the various operators of the Burlesque theatres in America for the purpose of effecting an amicable contract for both the performer and management as well.

From the date of this notice and for a period of 30 days any performer appearing in the burlesque field which is now properly under AGVA's direction may become a member by merely paying half initiation fee. Principal members will come in for \$50.00 and Chorus members will be accepted for \$25.00 plus \$18.00 semi-annual dues. After the 30-day period, chorus and principal members will have to pay full initiation fees when joining.

It is our endeavor and aim to provide for these performers in the Burlesque Field all the rights, benefits and privileges that are currently being received by members of The American Guild of Variety Artists. We ask for your help and cooperation, and we sincerely hope and trust that we will be providing for you a type of contract and future benefits that you have been anticipating for so long a time. Members of the Burlesque Field will also have proper representation on A.G.V.A. boards and Executive Council. Yours will not be a separate entity, but will be an actual part of the future and the growth of A.G.V.A.

Anticipating your help and cooperation, we are,

Sincerely and fraternally,

AMERICAN GUILD OF VARIETY ARTISTS OF THE UNITED STATES AND CANADA

GEORGIE PRICE,
President

JACKIE BRIGHT,
National Administrative
Secretary

TOTE MACHINE IS STOLEN AT TIMONIUM

TIMONIUM, Md. — One of the most pointless cases of thievery possible was perpetrated at the Maryland State Fair Monday (2) when someone walked off with a \$5 pari-mutuel machine and a half-dozen rolls of blank paper. The paper is a test variety used before actual ticket paper is inserted. The machine weighs 150 pounds and is valued at \$650. Every track in America has been advised of the missing unit and its number. In order to use it the thieves would have a different bronze plate for each race meet, and different color tickets and a new set of code numerals for each race.

Fun Fair Bows At Shop Mart

DETROIT — The Fun Fair Shows moved to suburban Harper Woods to play the Summer Festival, August 23-25, becoming the first show to play the new Eastland Shopping Center area. This project, one of the largest shopping centers in the country, opened four weeks ago.

Show was reduced in size for this stand, with only three rides playing the site, plus food concessions. Walter Irwin brought in his Fly-o-Plane and Chairplane, but did not set up his salt water taffy and Pronto Pup stands. Games concessions were operated directly by the sponsors, with a large exhibition type tent set up to house them.

Charles G. Stapleton, now sole owner of Fun Fair also booked a Merry-Go-Round to play at the smaller Eastgate Shopping Center for 10 days as a merchants' promotion.

Timonium Mark

Continued from page 76

trampoline act, local band and other talent.

The running meet bursts the little 2,300-seat grandstand at the seams, such as on Labor Day when 14,421 jammed the area and wagered \$518,865. This fall the old grandstand will be demolished and replaced with an all-steel structure providing 4,000 reserved seats and 4,000 bleacher seats. Cost will be around \$1,250,000. In the off-season the stand is used for horse and cattle shows.

Weather was generally good thruout the fair, of which John Heil is manager. There was an independent midway governed for the fair office by Jake Shapiro and a Bennie Weiss bingo adjacent to the administration building.

Calif. State Up First Six Days

SACRAMENTO — The California State Fair and Exposition attendance of 488,357 thru Monday (2), the sixth of the 12-day run which ended Sunday (8), was 1,187 ahead of the same period last year. In 1956, when the run was extended from 11 to 12 days, the fair pulled a record total of 823,887.

Opening day's attendance dropped from 85,441 last year to 77,651. Slight gains were shown in the turnstiles on Thursday and Friday, with the attendance skyrocketing on Saturday to 101,680 to beat last year's same day of 96,017. Sunday (1) dropped to 115,643 from 117,970 with a record Labor Day comeback of 97,626, topping the comparative day a year ago of 95,400.

The fair had cool weather, particularly at night, during the first four days. The 1956 opening day was a record with the fair cooperating with 34 large markets in the distribution of coupons that were usable as money thruout the fairgrounds, except for pari-mutuel betting, and the personal appearance on that day of Pinky Lee. This year's opening feature was Mickey Bradock, star of the "Circus Boy" television series.

Grandstand admissions for the afternoon horse racing events was up for the first five days to \$47,007.50 as against \$43,899.60 a year ago. The horse show revenue for the same period was lagging only by the difference between \$11,602.06 and \$10,820.80. The pari-mutuel pool for four days ending Saturday (31) was \$1,768,080, beating 1956's \$1,649,548.

The night show in front of the grandstand, booked thru Frank Sennes, of the Moulin Rouge in Hollywood for a reported \$87,500 flat, had a revenue of \$23,996.83 for five days. Last year's comparative was \$39,041.79. The Moulin Rouge shows were divided into four segments. Opening August 28 for three days was the Moulin Rouge Revue with Bob and Lauren Topp, the Albins and Johnny LaPadula as headliners; the second Moulin Rouge revue, called "Paris Toujours" played August 31-September 2, with the Silhouettes, Jimmy Vey and Chiquita and Johnson as the toppers; Woody Herman and his band along with Bill Couch, Danny Welton, Double Daters, the Four Grads and the Ashtons were the show features for September 3-5, and Johnny Dugan, the Wazzan Troupe, Nino Tempo, the LaVeres, Willie Keo and Sonny James were highlighted in the show the closing three days.

The fireworks display, which has been presented for more than 25 years by Patrick Lizza, of the Golden State Fireworks Manufac-

turing Company, Saugus, was an evening highlight. Lizza presented the Fiery Octopus, Emerald Spider, Frolic of the Dolphins in aerial pyrotechnics. Ground sequences included scenes of Yosemite Falls and horse racing.

David Rose, musical conductor, directed the State Fair band at the bandshell in the center of the grounds. The Outdoor Theater special attraction with two shows daily was Rudy Bros.' Circus, presented by Rudy Jacobs. The 70-minute show included Berg's Seals, Johnny Cline's Dogs and Ponies, Suzie the elephant handled by Cline and Ramona Garcia; the Olveras, perch act, and three clowns, Harry Ross, Ernie (Blinko) Burch and Frank Cain.

"Dancing Waters" was here for its third year on the grounds. This year, with new exterior decorations and new musical score and animation, the pay attraction was located near the Women's Building, offered for the first time in its enlarged quarters.

The carnival midway was played by the combination of West Coast Shows, Crafts Shows, and Foley & Burk Combined Shows. The area had 47 rides of which 29 were majors. There was only duplication on the more popular and capacity rides. The midway sparkled with 65 light towers.

Continued on page 87

AT LIBERTY after October 14



Twelve-year-old ELISABETH GREEN

and her five-year-old baby elephant

"QUEENIE"

Two outstanding routines from which to pick. Delights the children—amazes the adults.

BILL GREEN'S RARE BIRD & ANIMAL FARM
Fairlee, Vermont

PALM BEACH COUNTY FAIR, JAN. 24-FEB. 1

South Florida's Largest Agricultural and Industrial Exposition

NOTICE:

Those here before and wishing to return, write what you want this year. All letters answered and contracts mailed Monday, Oct. 21. Give your address for that week. Any new, non-conflicting items will be considered.

SPECIAL EVENTS

Half mile paved track and 3,000-seat grandstand available to capable people for Thrill Show, Circus, Races, etc., on percentage deal. This area will be available year 'round. All correspondence answered immediately.

National Exhibitors Inside Demonstrators

contact
Lamar Allen, Sec.-Mgr.
Box 3228
West Palm Beach, Fla.

Florida's High Quality Fair will be presented at its new grounds on U. S. 98, mile west of new turnpike, in the heart of westward expansion area.

ALL CORRESPONDENCE TO

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R. 5, BOX 370

WEST PALM BEACH, FLA.

Upped Conklin Earning Power Offsets Rain at CNE

TORONTO — The tremendous earning power of the Conklin midway, augmented this year by a Wild Mouse imported from Germany, a new Derby Racer, a new Hot Rod ride and other installations, enabled the ride and show gross to hold to about even with the excellent '56 levels thru the first 12 days of the Canadian National Exhibition even tho the exhibition was hit by rain on two of its biggest days.

At the close of the 12-day period, Patty Conklin said that ride and show receipts were within a scant 1 or 2 per cent of last year's take. This was regarded as extremely good because the rain hit the first Saturday, traditionally one of the biggest of the CNE run, and again on Labor Day, always one of the biggest day.

The rains cut CNE attendance on those days, and, moreover, drove exhibition patrons indoors, thus slashing the midway potential substantially. The first Saturday's midway gross was down \$21,000 from last year and Labor Day's ride and show receipts were \$61,000,

contrasting with \$72,000 on the same day last year.

Biggest day on the midway was the second Saturday (24) when receipts from rides and shows soared to \$82,000.

The Wild Mouse scored a big hit. Operating at a 35-cent price, its average receipts during the early part of the run was close to \$3,000. On its biggest day, it grossed a thumping \$4,029.

Patty Conklin purchased the ride in Germany last winter. His able mechanic, Herman Larsen, who has been associated with him since 1928, supervised the shipment of the ride to Canada and

the erection of it on the, CNE grounds.

Laud Mouse

Conklin was delighted with the operation of the ride. He pointed out that it was simple to operate. Its crew here had never before worked on the ride. He termed the 12-car device a "bread-and-butter" ride. He pointed out that no delays are encountered in operating the device, as each of the two-passenger cars operates independently.

The new Derby Racer is housed in a new concrete block building, 105 by 105 feet, which is lighted
(Continued on page 84)

Strates Paces Record New York State Fair

Surpasses 1956 Gross by Mid-Week; Novel Ticket Deal Aids Big Biz

SYRACUSE, N. Y. — A record attendance pace by the New York State Fair was more than equalled by the James E. Strates' Show midway last week, which provided the heaviest layout and assortment of amusements ever shown here. Traveling on 50 cars this year compared with last year's 40, the Strates organization fielded 21 major rides, a 15-ride Kiddieland, and 17 shows.

Concession space was at a premium and all available room was occupied. Coming in here from the Erie County Fair in Hamburg, N. Y., which did more than 300,000 attendance, the show rolled up one of its best takes under Strates ownership. By mid-week last year's gross total had gone by the boards.

The fair opened a day early this time, on Friday (30), and the 27,115 patrons who turned out found the Strates aggregation geared for their arrival.

On the lot were the following rides: Four Ferris Wheels, two Merry-Go-Rounds, two Roll-o-

Planes, Poller Coaster, Scooter, Looper, Octopus, pony ride, Caterpillar, Round-Up, Twister, Scrambler, Rocket, Tilt-a-Whirl, two trains and 15 kiddie units. An Allen Hawes Little Showboat was run by Strates for the second year on the lagoon.

A ride addition was the operation of four trams which toured the fairgrounds. Provided by Strates, they opened at a dime but were doing capacity business at a quarter a head by week's end.

Ticket Deal Helps

The show benefited from a novel ticket deal instituted by the fair management. Thousands of coupons were distributed on the State thruway, one to each car, which were redeemed at the midway at 50 cents for a strip of five tickets valued at \$1.25. Before the giveaway could be performed on the thruway it had to get Governor Harriman's approval, which was not long in coming. Three ticket booths were devoted to the redemptions and lines were evident thruout the week.

A coupon of similar value was also run in the local Post Standard. Redemptions were not announced but the total thru Thursday night (5) was large.

Shows here included Eskimo, Menagerie, Rock 'N' Roll, Fat Show, Tirza's Wine Bath, Motor-drome, Side Show, Funhouse, Glass House, Siska Revue, Noah's Ark, Pigmy Horses, Pretzel, Spider Show, Strange Cargo, Unborn, Arcade.

this helped, especially during the muddy days.

The Scooter led the rides, altho the Kiddieland did strong business.

ONLY IN CALIFORNIA

Three-Show Merger Does Okay On Sacramento Fair Fun Zone

SACRAMENTO, Calif.—Three West Coast shows—usually competitors—teamed up for a joint operation at the California State Fair here, paid a flat fee of \$132,500 to play the 12-day event which ended Sunday (8) and did okay financially.

Together—the trio—the West Coast Shows, Crafts Shows and the Foley & Burk Combined Shows—gave the fair the largest array of rides—29 majors and 18 kiddie devices—in its history. Additionally, the three shows supplied 65 light towers, 25 more than the

fair contract called for, and 11 searchlights.

A whopping sale of real estate, which was estimated to have netted \$120,000, sent the trio of shows into operation with the need to bag only an additional \$32,500 from its rides to cover the flat fee of \$132,500 paid for the date. The \$102,000 figure is based on 3,400 feet sold at from \$25 to \$35 or an average of \$30 a foot.

Bobby Cohn, general agent of the West Coast Shows, who dreamed up the idea for the three shows to combine for the date and

RAS Grosses 301G Despite Rain, Cold At St. Paul Fair

Evening Rains Cut Fun Zone \$\$; Dick Best Side Show Tops Midway

ST. PAUL—Royal American Shows grossed \$301,509 at the 10-day Minnesota State Fair, ended Labor Day, a small drop from the all-time high gross of \$302,231 set a year ago.

Bad weather which plagued the fair but didn't keep it from setting another new attendance record, hit the midway. Two night grandstand cancellations sent folks scurrying for their cars and home instead of to the midway because of the cloudburst.

And the biggest night grandstand attendance, Sunday (1), wound up just 10 minutes before one of the heaviest rainfalls of the season hit, while on Labor Day heavy daytime thunder showers plus extremely strong winds and a cloudburst at night affected the midway.

"I think Carl Sedlmayr's organization did an outstanding job despite this poor weather," commented Douglas K. Baldwin, fair board secretary. "Had the weather been good, I'm certain Royal American would have far surpassed its peak gross. They had 1,054,000 people to draw from in good weather."

Dick Best's Side Show once again led the field in being top

RAS draw. The show is a perennial top money-maker in this area, always showing its heels by plenty to other shows on the midway. Neck and neck for second-place money-taking honors were Leon Claxton's Harlem in Havana and the office-owned Green Door.

Gooding Unit Up Sharply At Canfield, O.

CANFIELD, O. — The Ray Riffle-managed Gooding No. 3 unit wrapped up its business at the Mahoning County Fair here Labor Day with a sharply higher ride and show gross than in 1956.

Particularly active was kids' day when an estimated 15,000 youngsters, under 18 years old, were admitted free. They swarmed over the rides and shows to give all operators a big run of business.

The Scrambler led the pack of money-making rides, followed by
(Continued on page 84)

PNE FUN ZONE SETS NEW HIGH

Rides, Shows, Concessions Hit Red One During Final Expo on Old Midway

VANCOUVER, B. C. — The midway of the Pacific National Exhibition, used this year for the last time, bowed out in a blaze of glory during the 13-day run of the big fair here.

In the opinion of Jerry Mackey, veteran concessionaire, and Dave Dauphine, midway superintendent, this year's run was the most successful financially.

Work will start shortly on a new semi-permanent fun zone and amusement park that will be located in the southeast corner of the grounds. Work on the \$250,000 Roller Coaster and other attractions will be pushed thru first in order to have them ready for next year's

Exposition, which will mark the centennial.

Bowing out with the old midway is Happyland Amusement Park, which adjoined the fun zone. The Shoot-the-Chutes, Funhouse, several major rides and the permanent concessions will be razed to make way for new exhibition buildings.

"The rambling, sprawling midway just closed will be replaced by a slick, up-to-the-minute center that will rival anything in North America," according to W. J. Borrie, PNE president. Burrard Amusement Company will run the new fun zone—and it will be operated on a full-season basis. During the PNE, additional attractions will be booked.

While all concessions and rides reported earnings far above recent years, money games topped the midway during the 13-day run of the PNE.

Ray Cox Wins At Gridley Fair

GRIDLEY, Calif.—The Great Western Shows, with Ray Cox as owner-manager, chalked up nice grosses at the four-day Butte County Golden Feather Fair, which closed Monday (2) after setting a new attendance record of 23,928.

The organization, which this year changed its title from Ray Amusement Company to GWS,
(Continued on page 84)

Calif. Ride Op To Introduce New Device

CASTRO VALLEY, Calif.—A portable ride with a 1,500 hourly capacity and which is said to combine and elaborate the actions of a Roller Coaster is under construction and should be ready for bookings next summer, Wyatt Shepherd, veteran ride man who designed the device, announced.

The device, which will be known as either the Master Mixer or Shaker, is designed to operate in a space 40 feet square. The booms, rising to a height of 40 feet, will have four sets of six cars each and a 72-ride load. Six cars can be
(Continued on page 84)

Olson Wins at Iowa Despite Gate Dip

LOUISVILLE — The Olson Shows opened here at the Kentucky State Fair after a winning run at the Iowa State Fair, Des Moines, where rain hit at mid-week to cut into total attendance for the 10 days.

Altho the Des Moines fair itself sagged at the finish, the Olson organization wound up slightly ahead of '56, which had been one of the top years the show ever had in the Iowa capitol.

Rides and shows were running quite a bit ahead at the halfway mark, but heavy rains for two consecutive days hurt all the way around, including the take from a muddy midway.

Arch Mac Askill's Helles Belles finished out in front of the other shows. Second in line was the office-owned Follies of '57 and the Grundy girl unit. One of the surprises was the Fat Show with Robert Hughes, which took in nearly as much cash as the Mac Askill unit. Hughes had a good location near the front of the midway and

C-W Sustains Pace At Indiana Fair

Raynell Show Tops Strong Midway; Scrambler, Rotor Vie for Top Spot

INDIANAPOLIS — Cetlin & Wilson Shows continued their winning ways at the Indiana State Fair here last week, following the pattern set at fairs in Ionia, Mich., and Sedalia, Mo. Rides and shows at both those fairs were close to 20 per cent ahead of last year and business here at the Big Hoosier annual was on a par.

Co-owners Jack Wilson and Issy Cetlin presented a big line-up of attractions here which included 17 major and 12 kid rides plus a back-end that totaled 12 units. In addition the show had 75 concessions.

Leading the array of attractions was the Raynell girl show which featured Sally Rand and the Carolina Rock and Roll Boys. Second in line was Jerry Jackson's minstrel unit with Charlie Hodbes' Side Show a strong contender and Purtle's Motordrome hitting good takes consistently. Other back-end units sharing in the business included Swede Erickson's midget horse and

snake units and a butterfly exhibit that was getting much interest.

Biggest ride grosses were credited to the Scrambler, brought in by Sadie Wilson and B. A. Slover, and Al Dorso's Round-Up.

Helping to swell the gross was a general increase in ride prices over the Labor Day week-end. A nickel hike was put into effect on Saturday, Sunday and the holiday.

The show's annual dinner for fair board members and the press drew 122 people on the Wednesday night before the show opened here. The event took place in the Raynell top and featured a seven-course dinner and entertainment. Guest of honor was Lt. Governor and Mrs. Crawford F. Parker.

Jack Leopard joined to assist White Walker in the office.

Visitors included Bob Morse, La-Porte, Ind., fair; Ted Chappeau, Greater Jacksonville (Fla.) Fair, and J. C. Huskisson, Florida State Fair, Tampa.

WOM Wins 5-Year Renewal at Ottawa

Midway Earnings Apace With Gate Increase; Glitter Spurs Pact Award

LEWISTON, Me.—A long refurbishing period for its top-grossing date, the Central Canada Exhibition in Ottawa, paid off handsomely for the World of Mirth Shows. Midway earnings easily exceeded last year's thanks to good weather, and satisfaction was also derived from the receiving of another long-term contract.

J. K. (Jack) Clarke, exhibition manager, announced Wednesday (28) that the directors had voted Frank Bergen's midway a five-year

contract. The previous five-year agreement still had a year to run.

Reasons for the board's decision were evident in the freshly painted rides and varied back-end units, all provided in profusion. There were 20 major rides, a 12-ride Kiddieland, and 16 shows, in addition to the concession line-up presided over by Bernard (Bucky) Allen.

Units were three Ferris Wheels, Silver Streak, Twister, Looper, Fly-o-Plane, High Ball, Roll-o-Plane, Octopus, Hot Rod, Round-up, Whip, Caterpillar, Tilt, Chair-plane, Merry-Co-Round, Roller Coaster, Scooter, Airplane. Shows were a Dark Ride, Motordrome, Eddie Gillen Water Show, Fun-house, Side Show, Los Pupi (marionettes), Wild Life, Snake Show, Mystera, Nate Eagle's Midgets, Ella Mills' Fat Show, Night in Trinidad, Dixie Gordon's Green Door, Hollywood Confidential, Eternal Miracle. Also on the midway was the Arcade and two Bill Jones bingos.

Thruout the week there was wide press coverage of the midway, starting with the show's annual hospital gift of 650 plush bears.

The Green Door's new striped canvas was used and the show won top money on the back end. A Stage 25 feet deep and curved at the rear was used to advantage, as was the use of two white swings carrying girls out over the front seats. Stage curtains and ceiling were gold-colored, and drapes were in red, with silver proscenium. There were 27 performers including five in the band. Show front was white, with corrugated green Fiberglas pilasters, illuminated from within.

Two shows, Night in Trinidad and Green Door, charged 50 cents and all others went for a quarter. On rides, kiddie tickets were 15 cents at all times, and a dime on kiddie day. Top adult ride price was a quarter.

With the fair having reached the half-million mark in attendance this year, the five-year contract represents a sum in excess of \$1,000,000 in potential earnings from all quarters.



WANT FOR

CULLMAN COUNTY FAIR, CULLMAN, ALABAMA, SEPT. 16-21	BARTOW COUNTY FAIR, CARTERSVILLE, GA., SEPT. 23-28
CALHOUN COUNTY FAIR, ANNISTON, ALABAMA, OCT. 7-12	JACKSON COUNTY FAIR, SCOTTSBORO, ALABAMA, SEPT. 30-OCT. 5

Want classy Free Act week Sept. 30-Oct. 5. State all in first correspondence. (Great Eugene or Shaffer, contact.)

CONCESSIONS Floss, Long Range, French Fries, Bear Pitch, Parakeet and Lamp Pitch, African Dip, Hanky Panks of all kinds.

SHOWS Flashy Side Show, Mechanical, Wildlife, Motordrome, Big Snake, Girl Show with own equipment for Cartersville, Ga. Harold Wetherby, contact. Must be in keeping with standards of this Show. Place Operator for office-owned wagon front Girl Show. Must have 3 Girls, P.-A. and Wardrobe.

RIDES Place one Major Ride for Cartersville, Ga. Prefer Roundup, Dark Rides or Roller Coaster.

HELP Merry-Go-Round, Rock-o-Plane, Tilt, Kiddie Rides and Caterpillar. Must drive, no drinking. Agent wanted for Pronto Pup Concession. Scales open—come on Tennessee.

All replies JOHN PORTEMONT, Decatur, Alabama

GOLD MEDAL shows

Wants for Tarboro, N. C., Fair, Sept. 16 to 21, followed by Dunn, N. C., Fair, September 23 to 28

CONCESSIONS Want Ball Games such as Bottles, Records and Funk Racks. Also Bird and Bear Pitches. Can use Photos, Grab, Ice Cream, etc.	RIDES Want Rockoplans, Spineroo, Hot Rods, Twister and Caterpillar. Can use set of nice Kiddie Rides.
SHOWS Can use organized Minstrel with or without front. Have good proposition for Motordrome with own Drome. Can use Ape Show, Wildlife, Glass House and other Grind Shows.	HELP Want Foremen for Wheels, Tilt and Jinny. Also Second Men for 15 Rides. Must have driver's licenses. Lushes, save our time.

Answer: Johnny J. Denton, Owner; David E. Fineman, Business Manager
South Hills, Va., this week—wire or phone

VIRGINIA STATE FAIR
Richmond, Va., Sept. 18 thru 28.

CAPE FEAR FAIR
Fayetteville, N. C., Sept. 30 thru Oct. 5.

CAN PLACE: All legitimate Merchandise Hanky Panks. Can locate all Eating and Drinking Stands.

WANT: Helicopter Ride to join immediately for long circuit of big fairs ending November 23 at Jacksonville, Fla.

CAN PLACE: Experienced Workmen in all departments. Can place Mule Drivers for train. Union Welfare furnished to all employees.

All Address

Cetlin & Wilson Shows

This Week, Reading Fair, Reading, Pa.

KING BROS.' SHOWS

Will book or buy Merry-Go-Round with or without transportation. Need Ride Help on all Rides. Want Wheel Foreman. Will book few non-conflicting Hanky Panks. All replies to

JOE KING, Mgr.
EADS, COLO., week Sept. 9; Boise City, Okla., follows; then Clayton, N. Mex.

WANT RIDE HELP

Foremen and Second Men; must be sober and must drive. Want Hanky Pank Agents. Good proposition and long season at Fairs. Address:

LEE AMUSEMENT CO.
La Grange, Ga., Fair, this week; Decatur, Ga., Fair, next week.

WANT

Foremen on most Rides; Second Men who drive. Shows—Fun House, Long Range and Stock Concessions. Pitches open.

Tiptonville, Tenn., Sept. 10-14; Savannah, Tenn., 16-21. Contact

Dyer's Greater Shows

DERBY CALLER WANTED

CONTACT:

CARL HANSON
4 1/2 Ohio Shows, Louisville, Ky., until Sept. 18.

CONCESSIONS

Can place a few more clean Merchandise Concessions for Windsor Village Kiwanis Carnival, Indianapolis, Sept. 16-19. Need Pop Corn and Floss for this date only. Franklin, Indiana, Street Festival, Sept. 24-28. All replies this week to

TOM L. BAKER
Hartford City, Indiana; next week at 2235 Ransdell St., Indianapolis, Indiana. Phone: State 7-1711

GALA EXPOSITION SHOWS

WANT HANKY PANKS AND PITCHES OF ALL KINDS. Can use one more Flat Ride. Wire or come on.

Star City, Ark., Fair, week Sept. 9, followed by Udora and McGeo

HELP WANTED

Due to disappointment want Electrician to handle wire and GMC Diesel Light Plant. Want Foreman for Ferris Wheel and Help on all Rides. Must drive semis.

Contact

H. V. PETERSEN
Fairgrounds, or care Faller Hotel, phone Webster 2-7422, Jonesboro, La.

JACK ROYAL'S AMUSEMENTS

WANT FOR THE FOLLOWING: HOLLY HILL, S. C., SEPT. 9-14; CHARLESTON HEIGHTS, S. C., SEPT. 16-21; ANDREWS, S. C., SEPT. 23-28; ORANGEBURG, S. C., COLORED FAIR, SEPT. 30-OCT. 5; AUGUSTA, GA., OCT. 7-12; LINCOLN COUNTY FAIR, LINCOLN, GA., OCT. 14-19, WITH MORE TO FOLLOW.

CONCESSION: All kinds except Popcorn, Apples and Glass Pitch. Will book Bingo for season.

SHOWS: Want Side Show, White and Colored Girl Show, Fun House or any Animal Show.

RIDES: 2 or 3 Major Rides not conflicting—"Juggy" let me hear from you.

HELP: Want reliable Wheel, Rolloplane and Chairplane Foremen who drive semis.

All answer to Jack Royal, Holly Hill, S. C.

BEAM'S ATTRACTIONS

HALIFAX-NORTHAMPTON 2 CO. FAIR, ROANOKE RAPIDS, N. C., SEPT. 16-21 DAY AND NIGHT

Want Novelties, Glass Pitch, Photos, Ball Games, Pitches, Hi-Striker, French Fries, Long Range Gallery, Hanky Panks.

HELP—Foreman for Fly-o-Plane, also Second Man. Second Men for other rides can be placed. Larry Reynolds wants Drome Rider and Talker.

All communications to STEVE DECKER
Front Royal, Virginia, this week. Show plays fairs until Nov. 9

C. C. (SPECKS)
GROSCURTH
presents

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT FOR COLUMBUS, MISSISSIPPI, FAIR, SEPT. 16 THRU 21 AND HUNTSVILLE, ALABAMA FAIR, SEPT. 23 THRU 28.

SHOWS: Side Show with own equipment—Special Proposition. Colored Revue with or without equipment. Fun or Glass House, Motordrome, Animal, Wildlife, Unborn, Big Dog, Little Horse or any good Grind or Bally Show. Arnold Raybuck, can place you.

RIDES: Roundup or any non-conflicting major or Kiddie Ride.

CONCESSIONS: Hanky Pank Prize-Every-Time Games of all kinds, Bear, Lamp and Parakeet Pitches, Six-Cat or Bucket if you have Hanky Panks to go with same. Penny Arcade, Auction Sales, Photo, African Dip, Derby Racer, Grab, Name on Hat and direct sales of all kinds.

HELP: For all major rides—must be licensed semi driver.

All wire C. C. Groscurth, General Manager, Blue Grass Shows
Cape Girardeau, Missouri, this week.



Cleanest Midway on Earth!

WANT FOR GRATZ, PA., FAIR, UNDER NEW MANAGEMENT AND
NEW POLICY. 85,000 people last year.



CAN PLACE SHOWS—Independent Rides and Concessions for this date. Want Cookhouse or Grab, French Fries, Hanky Panks and Merchandise Stock Concessions. WANT Bingo Manager. Guaranteed salary and commission. WANT reliable Ride Help for Tilt, Merry-Go-Round, Ferris Wheel, Octopus, Kiddie Rides, etc.

All replies MICHAEL DEMBROSKY, Kingston, Pa., Centennial, this week

SHAN BROS.' SHOWS

WANT FOR GAINESVILLE, GA.; CHEROKEE, N. C., INDIAN FAIR;
SELMA and DOTHAN, ALABAMA, WITH OTHER FAIRS TO FOLLOW

CONCESSIONS: Cookhouse, Popcorn, Candy Apples, Cotton Candy, Custard and Hanky Panks of all kinds.

SHOWS: Talker and Acts for Side Show, Musicians and Fast-Stepping Chorus Girls for high-class Colored Revue, Operators for Monkey Speedway, Animal, Girl and Fun House.

RIDES: Book or buy Dodgem or Round-up.

RIDE HELP: Foreman for Tilt and Second Men on all rides, Truck Mechanic with tools.

JOHN R. WARD, Murphy, N. C.

SHAN WILCOX, Canton, Ga.

Gainesville, Ga., next week

BUFF HOTTLE SHOWS No. 1

Want for Florence, Ala., starting Sept. 16, with Jasper, Ala., Donaldsonville, La., Franklinton, La., and Crowley, La., to follow.

CONCESSIONS: All kinds of Hanky Panks, especially Penny Arcade, Long Range, all kinds of Pitches, Parakeet, Glass, Pottery, etc. Any Concessions that work strictly for stock. Do not want semis or alibis. No Mitt Camps, no Penny Pitches. Want Agents for office-owned Concessions. Also Scales and Age Agent. (W. K. Winningham, contact Screwball Red.)

SHOWS: 30% of gross. Monkey, Animal, Motordrome or any that do not conflict.

ALL CONCESSIONS BOOKED FOR FLORENCE, ALA., PLEASE CONFIRM BY WIRE, STATING FOOTAGE. WE HAVE ALL THE RIDES WE NEED ON BOTH UNITS.

RIDE HELP: Can place a few Ride Men who can stay sober and drive semis. All replies to BUFF HOTTLE, MGR., Covington, Tenn., this week.

SCHAFFER'S JUST FOR FUN SHOWS

Want for all Fairs, Hot Springs, Ark., Sept. 16-21; Fort Smith, Ark., Sept. 23-28; Longview, Tex., Sept. 30-Oct. 5, and five more Fairs to follow.

SHOWS: Complete Jig Show, Girl Show, Illusion, Midget, Working World, Fat, Arcade, Motordrome, Monkey Show or any Grind Shows.

CONCESSIONS: Long Range, Hanky Panks, come on, Corn Dog, Ice Cream, Frozen Custard, Candy Apples. Contact

W. A. SCHAFFER
Warren, Ark., this week.

WILLIAM T. COLLINS SHOWS

WANT FOR MUSKOGEE AND TULSA FAIRS

CONCESSIONS Hanky Panks of all kinds.

SHOWS Can place several good Grind Shows.

HELP Want good, sober, reliable Foreman for all Rides. Year-round work, including this winter. Must be excellent Semi Drivers.

All replies WM. T. COLLINS, Mgr.
Enid, Okla. (Fair), or Muskogee, Okla. (Fairgrounds), this week.

FOR SALE—POSSESSION OCTOBER 5

- 1 1951 15-Tub Octopus with trailer, \$7,000.00.
 - 1 1948 Tilt-a-Whirl with fluorescent lights, electric motor, \$7,000.00; transportation if wanted, \$2,000.00.
 - 1 40x60 Sceptor Building, 12 1950 Lusse cars, \$10,000.00; loads on two 22-ft. Nabors trailers; transportation if wanted, \$4,000.00.
 - 1 1950 Allan Herschell Water Boat Ride, \$2,000.00.
 - 1 1950 Allan Herschell Kiddie Auto Ride, \$2,000.00.
 - 1 Smith & Smith Kiddie Airplane Ride, \$1,000.00.
 - 1 1956 Tube-o-Fun Kid Ride with special trailer, \$2,000.00.
 - 1 Super Roll-o-Plane with trailer, \$1,000.00.
 - 1 Searchlight mounted on 1952 Ford truck, \$1,000.00.
 - 1 D13000 Caterpillar Light Plant, 100 Kw. generator, bought new in 1950, mounted in 24-ft. van, \$14,000.00.
 - 1 D13000 Caterpillar Light Plant, 100 Kw. generator, mounted in 24-ft. van, 3,000 ft. rubber-covered Ground Cable, 1-0-1, 2 & 3 conductors.
 - 1 Motordrome, saw walls, floor and starting track, with 10 motorcycles, \$2,000.00; transportation if wanted, \$1,000.00; loads on one 22-ft. semi.
- Several Trucks and Trailers, 30 Light Towers and other miscellaneous equipment. Terms if I know you. Reason for selling. I have my work full.
Contact E. D. McCrory, Pine Bluff, Ark., Sept. 9 thru 14; Texarkana, Tex., Sept. 16 thru 21.

J. A. GENTSCH SHOWS

Want for 8 more of Mississippi's biggest bona fide Fairs:

Hanky Panks that work for stock. All kinds of Shows: Snake Show, Illusion, Miniature City, Fun House. Rides: Scrambler, Dodgem, Octopus, Dark Rides. Want to buy Chairplans in good shape. McComb, Miss., Fair, week Sept. 9-14.

All calls and replies:

J. A. GENTSCH SHOWS
McComb, Miss., Fairgrounds

POWHATAN COUNTY FAIR

POWHATAN, VA.—NEXT WEEK, SEPT. 16-21

Want Cookhouse or Grab, French Fries, PC, Hanky Panks of all kinds. COLORED GIRL SHOW. CAN PLACE SEVERAL MAJOR RIDES FOR THIS FAIR AND FAIRS TO FOLLOW UNTIL NOV. 3.

Events include Alberta, Blackstone, Suffolk and Amelia, Virginia. Contact

M. A. BEAM-FUNBEAM SHOWS

WINDSBOR, PA.

Telephone 722 or 7343

Minn. Tops Million Mark

Continued from page 65

every hour Saturday about threatening storms which didn't come; hot, humid Sunday (1), topped by a cloudburst at night; rain intermittently all day Labor Day, bringing about the second night grandstand cancellation.

"This truly was a remarkable fair," said T. H. Arens, fair board president. "As late as Sunday afternoon few of us on the fair's official staff dreamed a new attendance record was possible because of the weather."

Total Receipts Off

While attendance was up, Baldwin said money-wise the take on the 1957 fair will not equal that of 1956. Royal American Shows' midway drew \$301,509, under the all-time 10-day record gross of \$302,231 set last year.

"West-O-Rama," night grandstand, with two cancellations, drew \$78,768, about \$500 more than the Barnes-Carruthers conventional revue gross for 10 shows last year. The figures are after taxes. The day grandstand was \$5,000 behind the 1956 gross. The horse show in the Hippodrome grossed \$47,757 compared with \$45,645 a year ago.

Altho "West-O-Rama" might have been a big winner in good weather, Baldwin isn't ready to say that this is the formula for beefing up sagging grandstand gates.

"West-O-Rama" caught the public's fancy this year," he said, "because of seeing Western stars on television and in the movies."

Sorry, Our Error

COLUMBUS, O.—The Mon-o-Rail Speedway, new ride invented by Norman Bartlett, is manufactured by the R. L. Herschell Company, North Tonawanda, N. Y. In the September 2 issue of The Billboard the manufacturer of the ride was erroneously reported as the Allan Herschell Company, North Tonawanda, N. Y.

But the public tastes change, I'm not convinced yet whether the novelty of the change will work out. I don't think we can repeat the Western theme constantly.

"We at the Minnesota State Fair are constantly searching for a new and novel production to be presented before as big an operation as our grandstand. The magnitude of our stage and the sweep of the grandstand before it must be given serious consideration. Factors of weather and other problems enter into the over-all picture. Frankly, if I had the formula, I'd keep it to myself, operate for one year and then retire. I think it can be done."

The Minnesota board's next problem, according to Baldwin, is to find something which can increase attendance on Tuesday, Wednesday and Thursday of the 10-day stand.

Beef Up Labor Day

By rearranging the racing schedule to put the big cars and the stock cars into the final weekend, with the 350-lap stock car race as the wind-up feature on Labor Day, Minnesota beefed up its attendance for the final day which had been sagging somewhat.

Also, it proved by bringing in Ricky Nelson and Brenda Lee for a special kid day show that this special event could be boosted in attendance. This year it resulted in a new all-time record high.

"Our kid day attendance has been dropping since we took a beating in 1946 with the polio scare and we had to close down," Baldwin said. "It has taken us a long time to build back up. The big population increase following World War II everyone talked about is now being felt. Those war and postwar babies are just starting to hit our gates. We put in much heavy promotion on our kid day program and it paid off."

Now something akin to these two must be found to help Tuesday, Wednesday and Thursday attendance, he said. Baldwin frankly acknowledged that even perfect weather during the 1957 run would not have shot the attendance to the 1,250,000 "simply because we do not have the physical plant to handle the enormous crowds on weekends." If Minnesota is to hitch its star to that attendance figure, Baldwin believes the increase must come in mid-week attendance to offset the weekend bulges.

"The potential is there people-wise," he said. "Sunday night, for example, 'West-O-Rama' drew its biggest crowd of the week, 10,344 into the grandstand. Yet we sold tickets in thunder and lightning, while rain broke out 10 to 15 minutes after we spilled the grandstand."

"Another example is the Labor Day stock car races which drew the week's high, 28,429 (record is 29,707 set on Thursday, 1955). Those who came to see the 350-lap stock car races sat thru six successive thunderstorms which broke. And Aut Swenson's thrill show went on in the mid."

Basically, all exhibitions and interest in the Minnesota fair are deeply ingrained in the grass roots of the folks thruout the State, Baldwin believes, with the result that many put a State Fair visit on their "must list" and come to see it no matter what the weather is.

Quickly dispelling rumors which swept the fairgrounds the final day, the fair board met Labor Day night and set the 1958 fair dates as August 23-September 1. Rumor had it that next year Minnesota would go to a 16-day fair because of the centennial year for the State. There was some discussion about the subject at the board meeting, but the membership felt that it would sacrifice tremendous weekend attendance for such an extension which would mean an increase in overhead with little likelihood of income keeping pace.



umberland Valley Shows

★ SHOWS ★ RIDES ★ CONCESSIONS

For County Fairs, Homecomings and Celebrations



WANT FOR THE REMAINING FAIRS: MANCHESTER, TENN.; DALTON, GA.; SUMMERVILLE, GA., AND FORT PAYNE, ALA.

DUE TO GEORGE PENCE SELLING HIS ROLLER COASTER, FUN HOUSE AND MICKEY MOUSE CAN PLACE:

RIDES & SHOWS

That do not conflict, such as Roller Coaster, Scrambler, Rock-O-Plane or Dark Rides.

SHOWS WANTED

Motor Drome, Grind Shows, Snake Show, Fun House, Glass House or any other good family Show. Lintini, answer. Have opening for a few more legitimate Concessions.

HELP WANTED

Can use good Ride Men who drive semis.

All replies to LAVOY WINTON, Fairgrounds at McMinnville, Tenn., September 9-14



BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANT FOR WAYNE COUNTY AGRICULTURAL FAIR, GOLDSBORO, N. C., SEPT. 16-21; ROWEN COUNTY FAIR, SALISBURY, N. C., TO FOLLOW

CONCESSIONS

Age and Scoles, Photos, Eating and Drinking Stands, Hanky Panks of all kinds, Derby Racer, Bird Pitch, Bear Pitch, Penny Pitch, Cigarette Pitch.

RIDES

Scooter.

SHOWS

Girl Show with own equipment, Glass House, Fun House.

WANT AT ONCE: FREAKS AND ACTS FOR SIDE SHOW. SALARY PAID OUT OF OFFICE. COME INTO GASTONIA AT ONCE. EARL MEYERS NO LONGER WITH SHOW.

HELP

Rock-o-Plane Foreman, Ride Men on all Rides, Show Mechanic with tools. Maxie Sharp wants one Count Store Agent, Charlie Gross wants Ball Game Agent.

All answer PRELL'S BROADWAY SHOWS, Gastonia, N. C.

VICTORY EXPOSITION SHOWS

WANT FOR THE FOLLOWING FAIRS

South Oklahoma Fair, Ardmore, Sept. 17-21; Texas-Oklahoma Fair, Iowa Park, Texas, Sept. 23-28. Followed by big Air Base Date.

CONCESSIONS

Can place Arcade, Jewelry, Photos, Long and Short Range, Six Cats, Hanky Panks of all kinds.

SHOWS

Want Monkey, Motordrome, Mechanical, Fat, Girl, Snake, any worth-while Attractions.

RIDES

Will book Rock-O-Plane, Looper and Round-Up.

ADDRESS: ALVIN VANDIKE, MGR., LAWTON, OKLA., THIS WEEK

RALEY BROS.' EXPOSITION SHOWS

WANT FOR THE MOST OUTSTANDING FAIR ROUTE IN THE SOUTH

September 16-21
Alexander County Fair
Taylorsville, N. C.

September 23-28
Stokes County Fair
King, N. C.

September 30-October 5
Robeson County Fair
Pembroke, N. C.

October 7-12
Marion County Fair
Marion, S. C.

October 14-19
Great Chesterfield Fair
Chesterfield, S. C.

October 21-26
Berkeley County Fair
Moncks Corner, S. C.

Georgia and Florida Fairs to follow

No grift any time. Place only Stock Concessions and Eat Stands. Want Shows of all types with or without own equipment. Special rate to family-type Shows. Place any Rides not conflicting. Pete Joseph, contact. Need one more Free Act for balance of season; prefer High Pole or High Act. Want First Man on Flyplane. Can use Second Men who drive. Can still use Hanky Pank Agents.

Pittsboro, N. C., this week—wire or phone on fairgrounds. Contact

HAROLD RALEY or JUD WILDE

WANTED

FOR 3 BIG ANNUAL STREET FAIRS—ON MAIN STREETS

Concessions all open. No Ex. except Popcorn. Want good Bingo.

CAYUGA, IND., SEPT. 17-21; VEEDERSBURG, IND., SEPT. 26-27-28

Concessions, Wire, Write or Phone.

T. J. SMITH

711 E. Main St. Greencastle, Ind.

TIVOLI EXPOSITION SHOWS

Want for 7 banner Louisiana Fairs, including Leesville Fair at Fort Polk, Army pay day week, and the Tri-County Parish Fair, Eunice, La.

CONCESSIONS: Can place Hanky Panks of all kinds including Penny Arcade, Long and Short Range Galleries, Bear, Glass and Bird Pitches.

RIDES: Can place Dodgem, Roundup, Rockuplane, Scrambler or any other Major Rides not conflicting. (Or Switzer, please confirm.)

HELP: Due to disappointment want Electrician to handle wire and GMC Diesel Light Plant. Want Foreman for Ferris Wheel and Help on all Rides. Must drive semis. Fairgrounds or care Fuller Motel, Jonesboro, Ark. Phone: Webster 3-7422

Contact H. V. PETERSEN

WANTED

Agents for Pitch-Till-You-Win, Pand, Break-the-Record and Coke Bottles. Also Pan Game Agent. All replies to

GEO. BEARDSLEY

Care Williams Amuse. Co. West Jefferson, N. C.

FUNLAND SHOWS

NORTHWEST DISTRICT FAIR

HARRISON, ARK., SEPTEMBER 18-21

Will book Hanky Panks and Sideshow People. Will book or buy Octopus.

RIDE MEN

Can use Foremen for Wheel, Octopus and Rolloplane. Eldorado, get in touch.

Holiday Amusement Co.

Cole Camp, Mo.

T. J. TIDWELL SHOW

Wants for Texas Fairs, Cotton and Oil Towns—Experienced Ride Help, Octopus, Tilt and Merry-Go-Round, Hanky Panks of all kinds, Electrician for Diesel Plants who drives Diesel truck; Gene Eals, answer. Marris, who handled Elephant this spring, contact or come on. Good proposition. All wire T. J. Tidwell, Levelland, Texas, Fair, Sept. 9-12; Post, Texas, Fair, Sept. 14-21.

BUCKEYE STATE SHOWS

Seaman, Ohio, Street Fair, Sept. 10-14; Vanceburg, Ky., Sept. 19-21, and Greenup, Ky., Sept. 25-28.

Want legitimate Games and Concessions. No racket or Mitt Camps. Want experienced Wheel Men. Also Ride Help on all Rides. Salary no object. Want Man for Live Pony Ride. Haul in box.

Contact **TIM NOLAN**

Seaman, Ohio, this week; then per route.

Page Bros.' Shows #2

Connersville, Ala., week Sept. 9. Will book Cookhouse or Sit-Down Grab, Buckets, 6-Cats and Hanky Panks of all kinds. Want Merry-Go-Round for community money only. All replies to

C. R. LEONARD, Mgr.

as per route.

Collins Jumps 11% At Neb. State Fair

Rides, Back-End Up Despite Sunday Rain;
Fair Board Re-Contracts Show for 1958

LINCOLN, Neb.—The William T. Collins Shows, by Wednesday (4) was a hefty 11 per cent ahead on rides and shows at the Nebraska State Fair here and with only two more days to go expected to wind up its run on that basis. Strength of the fair and the fun zone as well as ably demonstrated, as both went ahead of last year despite a Sunday evening rain that practically stopped all wheels.

The next day, the Collins' organization racked up the biggest Labor Day gross on record here with its 25 rides, six shows and 67 concessions. The Rotor, managed by Charles T. Goss, led that part of the midway followed by the Scrambler and Dodgem. Also up and in operation were three Ferris Wheels, Merry-Go-Round, eight kid rides, two live pony rides, Tilt-a-Whirl, Dark Ride, Octopus, Flyplane, Rock-o-Plane, Bubble Bounce and Rolloplane.

The area devoted to shows was limited so only six were operated. These included Rivero's Globe of Death, which led the back-end; Jack Korie's Side Show, Harley Evert's Glasshouse, Johnny Jones' Funhouse, and F. Wiedeman's Aquarium unit. The Russian Car, which had been a money-winner this season, was wrecked beyond repair en route here.

Staff, in addition to Owner-Manager Collins, includes Mrs. W. T. Collins, treasurer; Jim Hirschberg, secretary; E. W. (Slim) Wells, general agent; Elmer Schroeder, ride superintendent; Jim Collins, transportation manager; Willie Braman, electrician, and Jane Thompson, mail and The Billboard.

Lists Ride Men

Ride foremen and their second men included: Merry-Go-Round, C. Winters and J. Jackson; Ferris Wheels (3), J. McBride and Ray Keenan; Rolloplane, Earl Des Ormalles; Ronnd-Up, Paul Jones and Pete Smith; Flyplane, Edwin Ames and L. Kline; Tilt-a-Whirl, John Willis and M. Palmer; Rock-o-Plane, Pete Either and W. Miller; Octopus, G. Houston and C. Konkak; Scrambler, Russell

Ames and Ben Cering; Dodgem, Virgil Eity and Fred Gunn; Kid Rides, Johnny J. Jones Jr.; ponies, F. C. Cook; Coaster, L. B. Rich. Also on the rides were Ed Erickson, George Horeston, Bob Johnson, William Fox, C. E. Jones, Victory McLaffey, Ray Norris, Lester Proctor, Elbert Ramsey, Ollie Stevens, James Taylor, R. G. Thompson and Robert Ward.

Included among the concessionaires were F. Wiedeman, Billy and Kate Signor, Mr. and Mrs. J. Williams, Morris Glynia, Grabbo Henderson, L. B. Rich, Jim Stout, James Radcliffe, Gene Love, Mr. and Mrs. A. Miller, Verne Pelon, C. Davis, Joe Mandrick, Tom Conrady, T. H. Culpepper, Jack Sheehan, Charles Sandefur, Herman Woods, Ted Lewis, Chuck Holcomb, John Streeter, Ben Blikas, Slim Jones, Van Horn, Harry Kaplan, Mrs. Jean Wells, J. McKibben, T. Peters, Dora Bennington, L. W. Ray.

Visitors included E. C. (Colie) Ervin, manager of the Missouri State Fair, and Andy Hanson, manager of the All-Iowa Fair, Cedar Rapids.

At a Thursday meeting of the fair board, the Collins show was re-signed for next year.

World-Pleasure Makes 750-Mile Jump to Tenn.

JAMESTOWN, Tenn.—World of Pleasure Shows made one of the longest truck jumps of the current season last week, from Alpena, Mich., to this town where it got into operation Tuesday. Stopovers on the 750-mile jaunt were made at Coldwater, Mich. and Elizabethtown, Ky.

At Alpena the show had its biggest kid day since Rod Link took over operation. In fact, Link said the run was a good one for all rides and shows.

Detroit Fair Concession Ops Are Listed

DETROIT—Concessionaires at the Michigan State Fair included: Food Stands—Michael Adler, Amvets Post 10, Barsoh Catering, Charles Boots (2), Philip Boots, John Buback (2), John Buckshaw, Gerald Clary, Donald Conrad, Eugene Danescu, Mrs. J. Daskaloff, Berry Davis, Charles Dawson, Gwendolyn Dombrowski, Genevieve Dutkiewicz, Mr. and Mrs. R. French, Jack C. Giroux, Pete Hansen, Hayward and Miller, William Havey, Mrs. L. Herrington, Jennings Johnson, Billy Jones, Casper Kalish, Kappa Sigma Kappa, Harold Kauffman, Walter S. Kozak, Robert Kutzen, Latter Day Saints, Raymond Lindsey, Lillian A. Little, Lunch Time, Howard Miller, Ernest Moody, W. S. Myers, John Obielicki, Optimist Club, Eastern Star, Jerry Pappas, Phi Kappa Upsilon, Phi Phi Alpha (2), Iris Platnik, Polish National Choirs, June Porter, W. C. Rettich, Serv-Best Frozen Foods, Helen Skowronski, St. Cyprian's Church, St. Joe's Dad's Club, G. H. Tucker (2), Jimmy Tucker, Warren Methodist Church and Wanda Zielinski.

Wholesale Concessions—Brown and Williams, grandstand vending and restaurant; Cadillac Coffee Co.; Cadillac Market Co., meat; Tom Caramagno and Co., wet groceries; Detroit Coca-Cola Bottling Co., vending machines; Donald Elliott, cigars, cigarettes and vending in Coliseum; Flamegas Utica Corp.; Frozen Ice Cream Confections, ice cream; Gordon Baking Co., bread and buns; Charles Hires Co.; Jay-Are Paper Co., paper supplies; Karp Coal and Ice Co.; K. R. K. Catering Co. (Robert Kutzen), 21 Pepsi-Cola and Vernor stands; Marathon Linen Company, linen rental; Queen Quality Laundry, laundry and dry cleaning; Russell Ryckman, sweet goods; Seven-Up Bottling Co.; S & C Grocery, dry groceries; Spadafore Beverage Co., Pepsi-Cola; Twin Pines Farm Dairy, milk; Velvet Peanut Products, Inc., peanuts, pretzels and chips, and Vernor's Ginger Ale, Inc.

Popcorn—Albert Goodbalian, Joe Johnson, Dorothy Lutz, Arthur Mahlebashian, John Mahlebashian, Mrs. Galust May, Dajad Dan Nalbandian, Albert Ohanesian, Charles H. Ohanesian, Leo Oumedian, Edward Vartanian, H. A. Yavruian, S. A. Yavruian and H. Zakarian.

Auto Polish—John Branscombe and J. Arthur McCool.

Cotton Candy—Playland No. 2 (4), Sidney Ayles, Paul Delaney, Earl Floyd, Preston and Hotchkiss, Maurice Layne, Arthur Moon and W. S. Myers.

French Fries—Donald Duncan, Mrs. H. Fiske, George Frazee (3), Manuel Garcia, Pete Hansen and P & H Enterprises.

Frozen Custard—William C. Dwyer, Fred Brown and W. S. Myers.

Hats—Joseph Conway, Dick Dillon, Diamond and Lavetter, Jack Durand, William Hayes, Leonard Luxemburg (2) and Ray Schaffran (3).

Horoscopes—Edward Edwardes and Randolph Mathura.

Jewelry—B. B. Sales, Inc., Sam Caldwell, Nick Conte, Ralph Hunt, Harold Kauffman, Harry Kibel, Gerald Levine, Marge Russell, Michael Sauro, Todd's Jewelry and Jack Zaichick.

Kitchen Gadgets—Crestline Co., Carl Linenfelser (2) Leonel Westgate, and Frank G. Polk (2).

Novelty Stands—Edward Bennett, Andy Day, Paul Delaney (4), William Hayes, Harry Lefkowitz,

MIDWAY CONFAB

Coel Goree, who operates kid rides on Heth Shows, closed recently and plans to retire from the road. He stored his rides at Azle, Tex., where he operates a hotel, along with several other hostleries in Texas. Goree also has a ranch near Atoka, Okla. . . . LaVern Martin writes that business for the Charlie Hodges Side Show on Cettlin & Wilson this year has steadily topped its '58 grosses. LaVern took delivery of a Spartan Mansion house trailer at the Indianapolis fair and received a number of house warming gifts from show personnel.

Mae-Joe Arnold, annex on Hutchens' Museum, writes that despite a violent storm, the unit was up and experienced a big kids' day business at Elkhorn, Wis., on the Wallace fun zone. Mr. and Mrs. Jimmy Chesnah are handling the front; M. C. Lucy and Larry Areny are doing magic and big snakes; Mrs. Hutchens is doing mind-reading, and Lucille, the three-legged girl, is a feature.

During the week the World of Mirth Shows were in Valley Field, Que., Louis (Dada) King went to New York on a hospital trip, then visited with Flo Conners. On Friday (30) The Ottawa Citizen ran a story with pictures on Mr. and Mrs. Walter Wanous, Side Show operators, and their sons, Craig, 7, and Kim, 10. Picture treatment was also extended to Frank Bergen, Bucky Allen and Gerald Snellens. A cortege of 20 cars with World of Mirth personnel traveled on Sunday (25) to lay a wreath at the grave of the late H. H. McElroy, former manager of the Central Canada Exhibition. Billy Kehoe will add a German Carousel on the WOM at the fair in Trenton, N. J. He operates a Junior Hot Rod on the show.

Gordon Poire, manager of the Hawaiian Show, a special free attraction at the Pacific National Exhibition, died in a Vancouver hospital Monday (26). Mrs. Poire, who was emcee of the show, carried on without missing a performance.

Jack Burns, owner of a Torture Show with Royal Canadian

Joe Levine, Leonard Luxemburg (2) and Morris Bluestein (3).

Photos—Gerald Levine.

Salt Water Taffy—William J. Coffelt, Walter E. Irwin, Hotchkiss and Preston and Stanley Powell.

Shooting Galleries—Ralph Hunt, W. O. King (5) and Thomas Sutton.

Specialties—Clement Adams, candy apples; Sidney Ayles, snow cones (2); Mr. and Mrs. Barton, gifts; M. Beatty, herbs; Phil Bennett, toy saxophones; Henry Biggs, shoe shine; Bommarito pastry shop; Van Callis, corned beef; Christian Business Men, rest tent; Dari-Delita, soft ice cream; Phil Dermer, toys; Donald Elliott, cigars (2); Samuel Field, artist booth; Murray Fien, chameleons (2); Robert Henderson, bicycles (2); George Kehoe, hand writing; Maurice Layne, candy apples (2); Mackinac Island Fudge; Arthur Mahlebashian, candy apples; Edward March, toys, pop beads and scarves (5); H. F. Martin, African Dip; James MacNeal, candy apples and hats (3); Mildred Nickels, hand writing; Thomas Norton, salad chopper (3); Iris Platnik, goldfish; Sam Panzica, conagli; Jerry Samet, stuffed toys; Albert Sarkees, balloons (2); S. D. Rogers, hand tools; Abraham Schweig, pizza pie; Harold Slater, root beer; Paul Swain, orange drink (2); Village Vender, snow cones; E. B. Wilson, batting game; Norman Zemer, root beer; Guy Jones, silhouettes; Associated Bakers, modal bakery; Chicken Delight, chicken and shrimp; Fred LaFontaine, Strato Guns; Wrought Iron, pogo stick, and Charles Jones and Orville Godfrey, pizzas.

Shows and recently on the FIVE midway, had his trailer gutted by fire while the show was on a lot at Wetaskiwan, Alberta.

Page Bros.' Notes: Tennessee fairs played thus far have been okay, according to W. E. Page. The owner-manager was honored at a birthday party in LaGrange, Ky., which was held in the Hedy Joe Starr girl show top with over 100 on hand. Ep Glosser lost a tractor and semi in a fire near Frankfort, Ky. Norman Littlefield is sporting a new Buick Roadmaster and Louis Duchene a new house trailer. Page plans to open his indoor circus November 1 and play Kentucky, Tennessee and Alabama. The show again will be titled Henson Bros.' Circus.

W. G. Wade Jr., show owner, installed an old organ in his Merry-Go-Round at the Michigan State Fair last week. The instrument, an antique, was purchased from his uncle, Roscoe T. Wade, who had it stored for a number of years. . . . Louis T. Biley, ride operator, is convalescing in Room 8202, Barnes Hospital, St. Louis. Also confined is Jack Rose, who is in Veterans Hospital, Coral Gables, Fla., following the amputation of his left leg.

Mrs. Sue Page was recently baby showered at an event held in the bingo top on Page's Combined Shows. Mrs. Joan Page was hostess for the event and games were won by Topsy Cooper, Barbara Gibson, Pauline Christian and Winnie Edwards. Assisting in serving refreshments were Mrs. Billie Stone and Mrs. Edwards. Guests included Hazel Leworthy, Jackie Smith, Joyce Kisner, Lizzie Cooper, Topsy Cooper, Ruby Cooper, Viola Evans, Geraldine Hoffman, Ada Holmes, Billie Stone, Ginger Simmons, Iris Chancy, Joan Russell, Louise Bushner, Mrs. L. K. Tommedale, Mrs. R. A. Todd, Elizabeth Hudson, Lola Harris, Ella M. Lucas, Mary Jane Williams, Dot Starnes, Nina Craig, Lily Rupp, Sue Saultberry, Pauline Christian and Gertrude Lucas.

Danny Royal, concessionaire on G & B Shows, is currently in Fairmont (W. Va.) General Hospital, where he underwent an appendectomy. Mrs. Royal is at his side. . . . Jerry Leeper, Tilt foreman on Merriam's Midway Shows, and Willetta Moran, daughter of Mr. and Mrs. Bill Moran, Side Show ops there, were married in a double ring ceremony August 29 at Columbus, Neb. The entire show personnel turned out for the reception.

Mon-o-Rail Ride Given Good Biz At Van Wert, O.

VAN WERT, O.—Good patronage at the fair here was given the Mon-o-Rail Speedway, new ride invented by Norman Bartlett, the unit manager of the Gooding Amusement Company, reported.

The ride, which was introduced on the Gooding midway at the recent Ohio State Fair, Columbus, is manufactured by the R. L. Herschell Company, North Tonawanda, N. Y.

The R. L. Herschell Company, Bartlett pointed out, is owned by R. L. Herschell Sr., the son, and R. L. Herschell Jr. and Allan F. Herschell, the grandsons of the original founder of the Allan Herschell Company, but have no connection with the Allan Herschell Company today. The three Herschells, Bartlett, said, are all graduate engineers.

In its operation here, Bartlett added, the Mon-o-Rail had a capacity of 40 children or 30 adults.

THE VINSON SHOWS

LAST CALL

LAST CALL

Opening Baldwin, Miss., 5 days, starting September 10-14.

Want Octopus, Mixup, Flying Scooter, Coaster or other non-conflicting rides. Opening for Fishpond, Glass, Long and Short Range, Pitch-Till-You-Win, Age and Scales and other Hankies. No racket or gypsies. Want Foremen and Second Men for rides. Must have chauffeur's license. Can place Bingo Caller, Countermen, and other useful Help.

Address Baldwin, Miss., this week.

ARKANSAS-OKLAHOMA DIST. FREE FAIR

FORT SMITH, ARKANSAS, SEPT. 23 THRU 28

WANT CONCESSIONS FOR INDEPENDENT MIDWAY:
Food, Custard, Novelties, all Hanky Panky, Straight Sales, Scales, Long and Short Range and Photo. No Mitt Camps.
PHONE: SU 36118.

PAUL LATTURE, Manager

WANTED—GIRL SHOW HELP—WANTED

Girls with or without experience for Dancing and Posing Show, Strippers, Hula and Oriental Dancers. Also Feature Stripper.

Lola, Marie, Betty, Kitty, Mickey, Ginger, contact or come on.

Also want Canvasman, sell tickets and drive semi. Long season, best of treatment, top salary.

Write or contact JIMMIE JOHNSON, Care Thomas Joyland Shows, Martinsville, Va., Fair this week; then Concord, N. C., Fair.

GREATER DIXIELAND EXPOSITION

Opening Jonesboro, La., Sept. 23, followed by Marksville, Tallulah and other Louisiana Fairs

Place all types of legitimate Stock Concessions. Also Cookhouse, Custard, Scales, Novelties, Pitches and Ball Games. Have Snow, Floss, Popcorn and Digesters. All others, get in touch. Want Clean Shows such as Snake, Mechanical, 19-in-1, Animal, Funhouse, etc. Place first-class Ride Help who can drive.

All replies JIMMIE HENSON, Forest Hill, La.

Detroit Off 10% For Wade Midway

Rides, Shows Gross 167G in Five Days;
Daily Rains Cut Into Fair Patronage

DETROIT—Hampered by rain during part of almost every day, W. G. Wade Shows revenue was off 10 per cent from last year's record at the Michigan State Fair. Income for the first five days of the fair, which opened Friday (30), was \$167,750.74 against \$189,544.44 to the same point in '56.

The Sunday (1) figure was \$53,678.45, under last year's all-time one-day high of \$58,168.21, while the Labor Day figure was about \$11,000 below that of a year ago. The gross check at 3 p.m. was better on all five days but early evening rains hampered midway business.

Receipts picked up Tuesday (3), kids' day, totaling \$33,387.46, compared with \$32,438 last year.

The main fun zone here was made up of two units, the parent show, W. G. Wade Show, under management of Doug Wade, who is also co-ordinator of the midway for the fair, and the Wade Exposition Shows under personal management of W. G. Wade Jr. A separate midway unit at the west side of the grounds included four major and four kiddie rides brought in by Wade Greater Shows, owned by Mrs. Patrick (Connie) Manley and managed by Cameron D. Murray.

New attractions included Don Dowis' Giant Roller Coaster, Earl Ingalls' Turnpike and Roadie, A. J. Sunny's Helicopter and Joe Kosnick's Caterpillar and Tanks.

Rides Total 45

A total of 45 rides and 24 shows operated under the Wade banner, compared with 47 and 26 last year. Fewer rides were installed this year due to the space needed by the Coaster and Turnpike. The Sky Wheels broke an all-time record on Sunday, taking in \$4,644.50 against \$4,521 last year. The Dowis Coaster, going at 35 cents, did strong business, running in a dead heat for second spot with the Velare Rotor managed by Jimmy Deal.

Top show was Arch Mac-Askill's Hell's Belles, which did \$6,405.95 in the first four days. Second honors went to Joe Sciorino's Club Holiday.

Other shows, in addition to the above, included Arnold Raybuck's Pirhana Fish, Big Steer and Unborn; Sciorino's French Casino, Roland Porter's Starlight Revue, Col. Lew Alter's Side Show, Tito Marion's Wild Life and Funhouse, Eddie Mark's animals, Joe Parlick's Willie Nee and War Trophies, John Mapes' Arcade, W. O. King's Laugh House, Frank Allen's Motordrome, Grady Stiles' Lobsters, Ingalls' Funhouse, Happy Dot's Fat Show, Mark William's Colette, Earl Walsh's Two-Headed Baby and Match Stick Cathedral, Stan Baker's Dizzyland, Die Dillon's Swiss Village, and C. E. Botham's Dark Ride.

Other booked rides included Milo Bupp's Dipsy Doodle, Ingalls' Twister, Dodgem and Flying Planes; W. O. King's Caterpillar, Forrest Johnson's ponies, Clark McCuen's Whirlplane and Airship, Joe Garvin's Octopus, H. L. Anderson's Spinaroo and Rocko-plane, John F. Reid's Roundup, P. B. Paddison's Scrambler, and Stan Baker's Hot Rods.

Revenue from space rentals hit an all-time high of \$98,000, up \$4,000 from last year, according to Gerard C. Lacey, director of space allocations. There were about 240 concessions, including a phonograph record booth operated by Robert Seymour.

Lacey reported cotton candy was off 15 per cent; all types of candy down; popcorn up 10 per

cent; snow cones doing very well, and the major grandstand restaurant, which opened late last year, was showing a 40 per cent increase.

Lacey said that this will probably be the last year for percentage concessions at the fair. The burden of special bookkeeping makes them undesirable and the past four years have established an adequate basis upon which to base flat rental fees, he said.

Visitors included Ray LaPorte and N. J. Nix, Escanaba (Mich.) fair; Sid Wilson, Charlotte (Mich.) fair; Cliff Wilson, midway show producer; Frank Kingman, secretary, International Association of Fairs and Expositions; Fred Silber, Michigan secretary of State, Sanford Brown, former board member; John Lynch, Mount Pleasant (Mich.) fair; C. R. Hall, Sarasota, Fla., and Mrs. Leo Lippa.

Rain Cuts Record Pace for Quebec

QUEBEC CITY — Increased midway grosses at the Provincial Exposition had all hands in good spirits, when rains struck Tuesday (3) and fell steadily to midnight. The day was a total washout.

To that point the layout provided by Frank Conklin had been grinding steadily to outdistance last year's earnings by several percentage points. On the paved grounds were units of Jimmy Sullivan's World's Finest Shows.

There were 15 major rides, 11 kiddie rides, 13 shows and a heavy assortment of concessions, plus two Bingos. Rides were a Roundup, Roller Coaster, Merry-Go-Round, two Ferris Wheels, Rock-O-Plane, Tilt, Octopus, Dark Ride, Scooter, Rocket, Scrambler and Ponies.

Shows were Fat Show, Motordrome, Bob Restall; Side Show,

Club Prexies Out in Force At Calif. Fair

SACRAMENTO, Calif. — Eleven past and present show club presidents were on hand at the California State Fair and Exposition during the 12-day run which closed here Sunday (8).

Among the past presidents were Mike Krekos, West Coast Shows, and O. N. Crafts, Crafts Shows, both heading their respective organizations and both of whom have served terms as PCSA presidents. On the West Coast Shows staff here were E. W. (George) Coe and Hunter C. Farmer, who have also served as leaders of the Los Angeles organization.

Five past presidents of the PCSA Ladies' Auxiliary were on the midway in various capacities. They included Betty Coe and Margaret Farmer, both regular West Coast Shows personnel; Grace Merkel, Lillian Schue and Peggy Forstall.

Eddie Hellwig, manager of West Coast Shows first unit, is president of Show Folks, and Ernest Fitzgerald, Foley & Burk Combined Shows' general agent, headed the SFA in 1956.

Flemington, Rhinebeck O.K. for I. T.

NEW YORK—The split units of the I. T. Shows had a satisfactory week at fairs in Flemington, N. J., and Rhinebeck, N. Y. They will play three weeks in the city here, then close for the season at the Great Danbury (Conn.) Fair.

Rhinebeck ended on Wednesday (28), after which the Roundup was sent down to Flemington for the Labor Day wind-up where it did good business. Flemington was reported substantially better for the midway units this year, with the show management placing much of the credit on Norman Marshall, new fair manager.

Twelve rides and the Kiddieland are playing New York City, and the remainder of the units, consisting of eight rides, were sent to Danbury to be installed and painted for the fair opening. Fred Sindell will have a Side Show and Girl Show there.

Mickey Mansion; Loreli Revue, Tony and Monica Bares; Monkeys, Harry Fee; Rock 'n' Roll, Charley Taylor; Snakes, Malott; Globe of Death, Restall; She Show, Hank Blade; Menagerie, Bon Baecher; Water Show, Eddie Gillen; Legare II, ocean raft; Jungle, Charley Lucas.

Conklin's concession space contained more units than at any time in recent years. The jump by the Sullivan units from Sherbrooke, a two-section move, was made in time for 90 per cent operation on opening Friday evening (30). Business was far ahead of last year's for that night due to the early set-up, and Saturday was also ahead of last year's.

MARYLAND BAZAAR

Want Hunky Punks for 3 Maryland Fairs, such as Fishpond, Darts, Bumper, Ball Games, High-Striker, etc. Work Sundays, only a limited amount booked. First come, first served. This week, Hughesville, Md.; followed by Leonardtown, Md., and La Plata, Md.
C. E. GRUBB, Mgr.

CARNIVAL WANTED

For GRANT PARISH FAIR, Oct. 9 to 12. Forced to change our Fair Dates. Show booked had to cancel. Good spot for small show. Contact
BILL BOYLE
Montgomery, Louisiana

THANK YOU ROSS MANNING

Owner Ross Manning Shows, Inc., for the purchase of nine G.M.C. TRACTORS.
"Save Money With Johnny"
JOHNNY CANOLE
New Phone ALTOONA WI 3-0003
Numbers ALTOONA WI 4-9347

WANTED

Merry-Go-Round and Wheel Foremen. No cars, please.
HUB LUEHRS
IDEAL RIDES
Greensburg, Ind., Sept. 12-14.

BINGO HELP- FOR MUSKOGEE, OKMULGEE AND TULSA, OKLA.

Countermen and Relief Caller. Be in Muskogee Sept. 12.
JIMMY HARRISON
c/o William T. Collins Shows

GIVE TO DAMON RUNYON CANCER FUND

PRYOR'S SHOWS

FAIRS FAIRS FAIRS
These are all County Fairs and each has a Kids' Day; all are in Mississippi. Lucedale, Sept. 23 to 28; Picayune, Sept. 30 to Oct. 5; Purvis, Oct. 7 to 12; Wiggins, Oct. 14 to 19; Pascagoula, Oct. 21 to 26. White Fair; Negro Fair, Oct. 28 to Nov. 2.

Ride Help for Schiff Roller Coaster, must drive truck. If married can use Wife in Concession Stand. Need Electrician. Good proposition for Side Shows. No Girls. Exclusive already sold on following Concessions: Grab, Popcorn, Cotton Candy, Candied Apples, Sno Cone, Coke Bottle, Photos, Lead Gallery, Bear Coke Pitch and Scales. Will book any Hunky Pank not conflicting. No gypsies, P.C. or controlled outfits work.

Address all replies to **JACOB PRYOR**
Rt. 3, Box 75-B, Biloxi, Miss., or wire Western Union.

ROHR MODERN MIDWAY

WANT Short Range, Ball Games, Basketball, Crazy Ball, Hunky Punks only. No flats or gypsies. WANT Help for Merry-Go-Round and Ferris Wheel.

FRANK MYERS, Concession Manager

Aroma Park, Ill., September 10-15; Kewanee, Ill., 19 to 22; Streator, Ill., 24 to 28; Rantoul, Ill., October 1 to 5.

STODDARD COUNTY FREE FAIR

DEXTER, MO., SEPT. 16-21
Can place Photos, Ice Cream, any Pitch but Bear, Hunky Punks and Ball Games. Want licensed Ride Men; bonus for W Q Drive-In later.
SUNSET AMUSEMENT CO.
Lamar, Mo., Fair this week.

NEWPORT NEWS, VIRGINIA, FAIR

WEEK SEPT. 16, THE BIG ONE.
Can place Shows—Monkey, Side Show, Girl Show, Animal. All Concessions open. Place Rolloplane, Octopus, Rockoplans, Scrambler. Want Custard Operator and Ride Help. All answers to
DAVID ENDY, BEDFORD, VA.

STAR AMUSEMENT COMPANY #2

WANT FOR MARION-CRITTENDEN COUNTY COLORED FAIR TO BE HELD AT EARL, ARK., THIS YEAR, SEPT. 16-21.
CONCESSIONS: Hunky Punks of all kinds, no flats.
RIDES: Can use one Major Flat Ride.
SHOWS: Shows of all kinds except Girl Show.
Hope and Searcy, Ark. White County Fairs to follow.
Contact **JELLY SANDERS, Mgr., Duncan, Okla., Sept. 9-14**

BARNEY TASSELL SHOWS

Booking now for week of Sept. 23, Velen, Virginia, ANNUAL TOBACCO FESTIVAL on Route 501, few miles south of Brookneal, Va. Come get your winter bankroll here. Week Sept. 30, Red Springs, N. C., another hot one. Don't let size of towns fool you. Can place all Major and Kiddie Rides, Concessions of all kinds—everything open except Grift.

Write or wire Barney Tassell Shows, Brookneal, Virginia

Midway of Mirth Shows

Want for Arkansas Fairs, Stock Concessions, Bird Pitch, Dish Pitch, Bowling Alley, Scales and Age, High Striker, Novelties, Penny Pitch.
Address Batesville this week; Marvel, Sept. 16-23; McCrory, Sept. 25-28; Earle, Sept. 30-Oct. 5, all Arkansas.

WANT

Wheel Man, Merry-Go-Round Man, Octopus Man, also can use Electrician. Top wages. No drunks need apply. Booked until Dec. 1. Can also book a few Concessionaires with Hunky Punks. Contact:

ORANGE EMPIRE SHOWS

2006 S. Baldwin Ave. Arcadia, Calif.

MULLINS ROYAL PINE SHOWS

WANT GIRL SHOW OPERATOR WITH GIRLS
Also Mitt Camp, Hunky Punks and Concessions of all kinds for Machias Fair, Machias, Maine, Sept. 12-15.

TENNESSEE VALLEY AMUSEMENTS

South Marcus Colored County Fair, Athens, Ala.; followed by eight county seat White Fairs in Alabama and Mississippi, where Cotton is King. Will book Hunky Punks of all kind, especially Flashy Bingo, Lead Gallery, Ball Games, Pitch-Till-U-Win, Hoopla, Six Cats, Buckets, Swinger, Jewelry, Sium Jewelry. Want Agents for Count Store, Skillo and Pin. SHOWS: Jack Ball wants Girls, salary or percentage. Geek, Monkey or Big Soak. Any Grind Show. Committee and insurance. Will book OCTOPUS or any Flat Ride. Want Foreman for Wheel and Merry-Go-Round. THIS SHOW FOR SALE OR LEASE NOW OR END OF SEASON. Fully equipped, including Diesel plant. Tilt-a-Whirl for sale, like new. Also two Semis and one Tractor, \$4,200.00. Stored in Chicago. Wire, phone or come on. Leighton, Ark., this week. **TED MEADOWS, Mgr.; RALPH DECKER, Bus. Mgr.**

INTERNATIONAL CONGRESS OF ODDITIES

Have opening for one good Working Act, also one Feature Freak! Salary no object if the best. Winter Fair if interested. Memphis and Dallas to follow. All address

JACKIE or MICKEY GILLIKEN

Side Show, Blue Grass Shows, Cape Girardeau, Mo., this week; then Memphis, Tenn., Fair Grounds.

FOR SALE!

Dillinger Crime Car, mounted on semi, framed to set on streets, complete with light plant, \$2,500.00.

W. P. STEPHENSON
2320 LEE AVENUE
EL MONTE, CALIFORNIA

Page Combined Shows

WANT FOR CENTER OF NORTH CAROLINA FAIR, ASHEBORO, N. C., SEPT. 16-21, FOLLOWED BY WARRENTON, N. C., FAIR

CONCESSIONS: Long and Short Range Lead Galleries, Glass Pitch, Age and Scales, Water Games, Bear and Parakeet Pitches, Photos, Jewelry, Ball Games and Break-The-Plate. Want one Mitt Camp, Buckets, Swinger and all Hanky Panks. Want up-to-date Penny Arcade, Eats, Custard, Waffles, Snow Cones and Grab.

SHOWS: Fat Show, Life Show, Wildlife or Monkey Show. "Pocketbook" Harris wants Minstrel Show People, Musicians, Comedians, Chorus Girls and Tap Dancer to join on wire. Salaries paid from office.

RIDES: Coaster, Rockplane, Scrambler and Roundup. Want Kiddie Trains and any Kid Rides not conflicting. Ride Men who have licenses and drive. Foremen for Tilt-a-Whirl, Spittfire and Wheel. Good salary and bonus.

All replies to **BILL PAGE, Asheboro, N. C.**

P.S.: Speedy Sayre, contact immediately.

AMUSEMENTS OF AMERICA

STATESVILLE, N. C.
SEPT. 16-21

SANFORD, N. C.
SEPT. 23-28

PETERSBURG, VA.
SEPT. 30-OCT. 5

CONCESSIONS: Hankies of all kinds, Age and Scales, Eating and Drinking Stands.

RIDES: Help on all Rides, Wives to sell tickets.

SHOWS: Talker and Working Acts for Side Show, Act for Rock and Roll Show. Salary out of office. Want Wildlife, Unborn or any good Grind Show with own equipment.

JOHN VIVONA, Leaksville, N. C.

JIMMIE CHANOS SHOWS

Want for AMERICAN LEGION STREET CELEBRATION, RED KEY, INDIANA, Sept. 16-21; FAIRBORN, OHIO, FALL FESTIVAL, Oct. 1-5; RANDOLPH COUNTY SHRINE FAIR, WINCHESTER, INDIANA, Oct. 7-12.

Want legitimate Concessions of all kinds, Popcorn, Apples, Candy Floss, French Fries, Custard, Bear Pitch, Glass Pitch, Ball Games of all kinds. Can use Grab Concession. Want Bingo for Red Key, 6-Cats and Buckets that work for stock. Want Shows with own outfits.

All replies JIMMIE CHANOS SHOWS, GREENVILLE, OHIO. Phone Lincoln 8-3373.

VIRGINIA GREATER SHOWS

Want Bingo, Custard, Photos, French Fries, Long Range Gallery, Hanky Panks open, Bottle and Punk Rock, Ball Games. Want Griddle Man, Girl Show Manager, two or more Girls, five Show Acts, Wildlife, Unborn, Snake Shows. Ride Help, come in.

Murfreesboro, N. C., Fair, this week; Williamston, N. C., Fair, Sept. 16 to 21; eight Fairs booked. Mail and wires to

WILLIAM C. (BILL) MURRAY

STAR AMUSEMENT CO.

Battle Creek, Mich., Sept. 10-15; Defiance, Ohio, Homecoming, Sept. 17-21; Markleville, Ind., Fair, Sept. 24-28.

Want Foremen for Tilt, Roller Coaster, Merry-Go-Round and Ferris Wheel. Also Second Men on all Rides. Year around work, good pay. Semi Drivers preferred. We have 10 Rides.

Can place Hanky Panks of all kinds. Going south in three weeks. Have Fairs in South Carolina and Florida including Jacksonville. Address all mail and wires to **MYRTLE McSPADEN AS PER ROUTE**

KEY CITY SHOWS

WANT FOR NEWTON, MISS., STATE DAIRY SHOW NEXT WEEK

CONCESSIONS: Hanky Panks of all kinds, Ice Cream, Foot Long, Custard. AGENTS for office-owned Fish Pond, Dart, Bear Pitch, Tip-Over Coke. SHOWS: Can use one good, clean Grind Show. Especially want **SMALL COOK HOUSE or GRAB**.

Call or wire **C. S. PECK**

Sebastopol, Miss., this week; Newton, Miss., Sept. 16-21.

A-1 AMUSEMENTS

Want for Charleston, Mo., Sept. 9-14, and long string of Fairs and Celebrations.

Can place Photos, Milk Bottles, Shooting Gallery, Fishpond, Hit-and-Miss, Glass Pitch, Novelties or any other non-conflicting Stores working for stock. Can place Monkey, Snake or Mechanical Show. Want Foreman for Merry-Go-Round and Second Men on all Rides.

JOHN HANSEN, Mgr.

P.S.: Dick Wilson, contact me.

PALMETTO EXPOSITION SHOWS

Want starting next week Durham, N. C. Concessions all open—a good route of Fairs through November 11. Shows: Can place one or two more Shows. Durham County Colored Fair, Durham, N. C., Sept. 16-21; Burke County Fair, Morganton, N. C., Sept. 23-28; Cleveland County Colored Fair, Shelby, N. C., Sept. 30-Oct. 5. All join Durham—can place you. Can use Electrician, Jimmy Shipman, come in. All replies:

MILTON McNEACE

Rockwell, N. C., Fair this week, Sept. 9-14; phone Rockwell School.

C. A. STEPHENS SHOWS

ROCKDALE COUNTY LEGION FAIR, CONYERS, GA.—4 BIG DAYS & NIGHTS—SEPT. 23-28. This follows Legion Fair, Lynchburg, S. C., Sept. 14-21. This is a very good one.

Mills in Conyers working full time. Conditions excellent. Can use a few more Hanky Panks. Everything open except Corn and Apples. Celebrations and Fairs to follow. Will book Merry-Go-Round, 30%. All winter's work. Harold Rupp, please get in touch. Can use your Octopus. Want Rides not conflicting. Can use 2 or 3 seat framed Shows. All replies Western Union, no phone calls, please. All this week Monck's Corner, S. C.

C. A. STEPHENS SHOWS, CRYSTAL AMUSEMENT, EARL MILLER

3-Show Merger Does Okay

• Continued from page 78

Foley & Burk holds good only for the California State Fair," Cohn observed. "We are still competitors unless the giant step can be made which would be a continuation of this program."

California Style

"The bidding which resulted in the unusual contract is peculiar to California," Cohn emphasizes. "Elsewhere," he said, "carnivals and fairs negotiate; shows do not bid. Carnivals, after all, are not a biddable commodity."

The bidding practice for the State Fair contract spelled disaster in 1951 for one show, the now defunct Ferris Greater Shows, owned by Larry Ferris. Ferris had bid on the basis of 15 cents per capita of fair attendance. The fair's gate hit 752,029 and the fair's charge for the run was \$114,304.35. "On some days," Ferris said, "there were large attendance days when the ride money did not cover the day's privilege."

The bidding last year shifted to a percentage of the gross, with West Coast Shows getting the contract on a bid that gave 72 1/4 per cent of receipts to the fair. This added up to \$155,120.23 for the fair's end.

The matter of the fair contract awards was aired in a State Senate hearing in late 1955 and early 1956, with the gist of the ruling that the contract go to the highest bidder.

Theodore Rosequist, assistant manager of the California State Fair, said at the end of the sixth day of the 12-day fair that the combine was the answer to the fair's midway problem. Rosequist stressed that for the first time during that period, which included Labor Day, not one complaint on the operation either from the public or fair employees had come to his office.

By California State Fair standards, the midway not only presented the largest number of rides but the greatest variety.

By State Fair Standards elsewhere, the midway did not represent a balanced operation, having no shows, being heavy on concessions, at which merchandise throw-outs were light, and being strong numerically in rides but lacking in such big spectacular devices as a Rotor, Sky Wheel or Wild Mouse.

The award of the '57 contract to the West Coast Shows, Crafts Shows and Foley & Burk is the basis of a suit by Frank W. Babcock, of the Frank W. Babcock United Shows, who is seeking \$100,000 damages from the three shows, claiming unfair competition.

The management of the three shows here was handled by a three-man board. The midway operation was divided into three departments with one board member at the head of each. Directly under the board and assisting them were the executive staffs of each of the three shows and a liaison between management and the midway. The show's office wagons were on the lot and all revenues were deposited in one special bank account.

The board as proposed included Orville Crafts, who was chairman; Mike Krekos, head of the West Coast Shows, and L. E. Chapman, senior partner of the Foley & Burk Shows. A further breakdown placed Crafts in charge of rides; Chapman, shows, and Krekos, concessions. Harry Myers, a West Coast executive, was picked as midway manager. Cohn was liaison between the combine and fair management. An important decision ironed out after somewhat hectic meetings gave Myers the responsibility of lot layout. Meetings were frequent and with parliamentary procedure. Minutes were kept.

The West Coast and Crafts shows each supplied 40 per cent of the capital and F & B, 20 per cent.

Conklin Beats Rain at CNE

• Continued from page 78

by an estimated \$5,000 in fluorescent. The 56-horse ride is well flashed. Sliding doors, which have scenes of horse racing and horse race tracks, lend added color. The ride operated at 15 cents for children and 25 cents for adults.

Also in the Conklin line-up here is Charley Coopers' Paratrooper ride. This device was converted from a Spitfire, with meshed metal simulating a parachute below each arm, and with a metal, broad-screened, round, two-person capacity cage hanging under each of the chutes. Operating at 25 cents, the ride was given a good play.

The new Hot Rod, equipped with 12 cars, faces the main midway, with the track running under the permanent Roller Coaster. It enjoyed good business.

The Roller Coaster grossed \$8,331 on its biggest day and averaged over \$7,000 at 35 cents a rider thru the first half of the exhibition's run.

Village Added

Other new additions to the Conklins' line-up here were Wonderland, a mechanical village imported from Germany; a mechanical band organ, another German importation, and a new building that housed a permanent, attractively lighted photo gallery.

New lighted signs, consisting of large plastic sections, each with a large letter on it, dressed up many of the rides. The plastic sections used, resembled lettered blocks, and ranging in size, depending on the installation, from 2 by 3 foot to 3 by 5 foot.

In all, the new installations and midway improvements cost \$250,000, Patty Conklin said. He

and his brother, Frank, have the CNE midway under an eight-year contract, which after the '57 run will have seven years to run.

Shows in the Conklin line-up were Alfie Phillips' Water Show, Duke Pilgrim's Harlem in Trinidad, Clyde Gooding's Fat Girl, Freedman's Whale Show, Lou Dufour's Life Show, Harry Seber's Posing Show, and John Perkize's Motordrome.

Ray Cox Wins

• Continued from page 78

was featured at the local fair for the first time. The contract was on a per capita basis of 14 cents for audited paid admissions.

Cox brought in eight major and five kid rides, 31 concessions and the Mystery House Side Show. A new entrance was featured along with extra lighting equipment.

Great Western opened the 1957 season, its fourth, at the Clovis Rodeo in late April. Business, Cox said, has been good with the exception of the tour in the timber country. The show played the Salinas Valley Fair in King City for the fourth consecutive year, and fairs in Grass Valley and Eureka for the third straight year. Show will close in October at the Caruthers Fair in that town, where winter quarters are maintained.

Personnel in addition to Cox includes Noradine Cox, secretary; Dewey Blair, ride superintendent; Ewell Harrison, concession manager; Lloyd Crawford, electrician, and John Mette & Associates, public relations direction.

Calif. Ride Op

• Continued from page 78

loaded directly from the front at one time, the designer explained. Boom action is clockwise. The cars will move counter-clockwise in fast lifts and arc-wise, independently of the booms. The cars are geared in a horizontal position.

It will be transported on a 35-foot semi. The 40-foot depth of the lot is required to accommodate the trailer upon which the ride will be installed.

Shepherd added that no definite plans have been made to manufacture the device at present. It will probably be, he declared, from "two to three years," before it will be available in quantity.

The ride is the culmination of years of experiments and planning. Shepherd, who describes himself as a "dedicated riderman," has been in the industry for 50 years. He tramped with the Johnny J. Jones Exposition Shows among others. Co-owner of the Superior Shows on the West Coast for four years, Shepherd retired about three years ago.

Gooding Unit

• Continued from page 78

the Twin Ferris Wheels and the five-unit Kiddieland. A total of nine major and six kid rides were up and operating under the Gooding banner here.

On the back end were Tio Zaccini's Dark Ride and Funhouse, John Pedrero's Marine Life, Monkey Drome and kiddie boats; Davis' Big Steer, Anthony's Pinheads and snakes, Harvey Wilson's Glass House, and Hagen's Mechanical show.

MEMPHIS FAIR

OPENS SEPT. 20

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PHONE MID-SOUTH FAIR AROUND NOON NOW BR 2-2858

DALLAS FOLLOWS CLIF WILSON

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WANT FOR 9 MORE WEEKS

Mug Outfit, Long Range Gallery, Jewelry and other Hanky Panks. Also Wheel Foreman.

Port St. Joe, Fla., this week.

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WANT—WANT—WANT

Hanky Panks of all kinds. Diggers, good territory. Will book two Grind Stores with Hanky Panks. J. M. "Kentucky" Bentley wants Count and Pin Store Agents, Whitey Morrison, Blackie Moore, China Boy Wright, come on, or anyone I know. We are staying out all winter. Ride Help: Foreman for Flying Saucer. Sam Goldenstein no longer here.

All replies to **ELMER REID** Lebanon, Tenn., Sept. 9-14; then Lexington, Tenn., following week, and then Trenton, Tenn.

GORILLA SHOW FOR SALE

Will sacrifice. Swell flash, well-framed, on semi trailer with Dodge truck. 2 extra large Chimps, 1 a black face, passes as Gorilla. Now booked on Schaefer's Shows. Can stay or leave. Will sell Trunk separate if desired. Must sell on account of health.

JOHN FRANCIS, care Schaefer Shows, Warren, Ark., this week.

Special on PARAKEETS
Birds of top quality.
Minimum order, 40 Birds.
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New Jungleland Show FOR SALE
45 ft. Panel Front built on 1954 1/2-ton Ford, extra long wheelbase. Truck, 14 ft. Body, both sides open up. 8 Snake File, Python, Boa, Cobra, Rattlesnakes, Dragons, 24 ft. Trailer, small living quarters in front, both sides open up. 4 Monkey Cages, 1 Sooty Mangabey, 1 baby Baboon, 1 Baby Drill, 1 baby black and white Ringtail. Light Plant, Sound and Tape Recorder. Show closed in with 60 ft. of slide wall. Everything in perfect condition. Six hours up, 1 1/2 hours down. A one-man show. Can work all winter. Come on over, see it now. **SAILOR KATZKY, c/o Rathboffer Shows, Great Barrington, Mass., Sept. 8-14; Allentown, Pa., Sept. 15-21; Bloomsburg, Pa., Sept. 22-25. Winter quarters: Jungleland Zoo Park, U. S. 41, Rt. 3, Box 548, Tampa, Fla.**

RALPH R. MILLER
Can place for Keolan, La., Fair, September 12-13.
Merry-Go-Round and Wheel Foremen, Diesel Light Plant Electrician, Help on Concessions. Any Stock Concessions in Allhi Games, Water Diggers, Photos, all Pitch Games, Cookhouse, Water Games. St. Mary Parish Fair, Franklin, La., week September 30; St. Martinsville Fair week October 28. Write Route 1, Baton Rouge, La., or phone Walnut 1-3048.

FERRIS WHEEL
To be used by Church Festival, Aiken, South Carolina, October 5, one day only. Please send terms, dimensions on Wheel.
R. F. CULLINAN
1507 Homestead Drive Aiken, S. C.

BILL LOVELESS
Had to store Cold Mine. Cannot handle alone. Awaiting your decision. Hurry, now. Contact Son, your Wife. Number 9, North Drive, Savannah, Ga.

HUBERT'S MUSEUM
228 W. 42nd St., New York, N. Y.
Open all year round
Want freaks and Novelty Acts. State salary and particulars in first letter.

\$50.00 REWARD
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SAM LEWIS
known as Carl and operating show called "Living Body Without a Head."
COMMERCIAL SECURITIES CO., INC.
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AGENTS WANTED
For Buckets and Six Cat. Work for dollar and stock. Also Hunky Pank Agents. X on these Concessions on Show. 8 more County Fairs to go. Drunks lay off.
L. A. BOLENBARKER
c/o Motor State Shows Water Valley, Miss.

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For Rattle, Blower, Pin Store, Buckets, Nickel Roll, Balloon Dart. Also want up and down help.
GENE CAIN
c/o Wallace Bros.' Shows Monticello, Ark., Sept. 11-14, or per route.

RIDE HELP WANTED
BILL HAMES SHOWS
Abilene, Texas, this week; Amarillo, Texas, Sept. 16-21.

HELP WANTED
Experienced Scenery Painter. Please write giving experience, background and qualifications.
COOPER DECORATION CO., INC.
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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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Allen, Cecil
Anderson, Chas.
Anderson, Norman
Andes, Mr.
Andreano, Frank
Annin, James
Bailey, Wayne
Barbay, Stanley
Barnes, James H. & Shirley
Barnes, Melvin
Barry, John Calvin
BeGar, Harry
Bender, Jay
Benson, H. E.
Bernard, Victor J. & Mrs.
Bernstein, Virginia
Betz, Ronald
Biddle, Mrs.
Black, B. H. (Whitely)
Blackburn, Hedgie & Mrs.
Blumberg, Morris
Bohno, Lida
Borden, Al
Bordman, Ernest
The Mad Russian
Brody, Mrs. Ruth
Bruefel, Sunny
Brouillette, Albert V.
Brown, Arthur
Brown, (Maurice), La.
Brown, Mrs.
Bruce, Russell
Buck, Kenneth
Burke, Tony
Burton, F. H.
Burton, Howard
Bush, Willie
Campbell, Ronald
Lee (Thrill Show)
Candrea, Jean
Cantrell, D. W.
Cary, Mrs. Esther
Cary, Mrs. Esther
Catalano, Peter
Catta, Jack
Cheminant, Lee
Chisholm, Donald J.
Christensen, Geo. A.
Christman, Junior
Church, Chas. J.
Cloy, B. B. (Brown)
Cole, Merton W.
Coker, Whitely
Collins, James
Cook, Clarence
Cooper, Wm. Lee
Coppeland, Mr. Cops
Coppeland, N. H.
Corey, Bernard J.
Cortes, Rita
(Angelina Dallesato)
Costa, Gen.
Coulter, James
Courtney, Mrs. Henry
Crawford, B. P. or
H. P. & Mrs.
Crawford, Mrs. Sam
Crawford, S. Lillian
Crenshaw, J. D.
Cristiani, Vicky
Crowe, Charlie
Curtis, Slim
Daggs, R. E. & Mrs.
Dare, Lonnie
Davidson, James E.
Davis, John M.
Davis, Ruby
DeArment, Bill
Delap, Vyonnie
(Moscatoine)
Delege, Michael
DeMittell, Mildred
DeWick, Col. T. L.
Desbury, Geoff
Dorland, James
Dumont, Margaret
Dunlap, Phyllis Dury
Dusenbury, Mrs.
Edwards, Mrs. Judy
Ercenzi, James & Jean
Fineman, David
Finley, A. Y.
Firestone, Indore
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Fitzpatrick, J.
Foley, Mrs. Mary
Forkus, Wm. G.
Fox, Henry
Fox, Wm.
Frank, Jack
Franks, Eward
Friedenheim, Mrs. Morris
Friedman, Max
Fuller, Sarah
Gallagher, Frank
Garrison, Ted
Gaston, Richard Gall
Gawle, Mrs. Ray
Gelb, Joe
Geller, Carol
Gibson, Suzanne
Gleicher, Allen
Glimore, Louise
(Nursing Home)
Glasco, Theresa
Gloth, Mrs. Louis
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Green, Johnny
Gustow, Morris
Hagen-Wallace 3
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Breeds Trailer
Sales)
Halfield, Bonnie
Halstead, Arthur E.
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Hangsterfer, Allen F.
Hardy, Robert N.
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Hart, Geo.
Harvey, Al
Hasson, Bill
Haweswood, Mrs. H.
Healy, Martin
Henderson, Mr. (c/o
Jim Hanson's Show)
Herron, Alma
Hildebrand, Frank
B. & J.
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Hill, Eddy
Himebauch, D. E.
Hoy, Mack
Hudson, Paul & Mrs.
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Huot, George
Hurst, Martin Bud
Hyland, Marvin E. & F.
Ivey, James W.
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James, Paul

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Collin, Johnny
Coker, Robert W.
Kirma, Fred
Lang, John M.
LaFrance, E. Joseph
Lieb, Vivian Barlow
Mock, Paddy
Masters, Joe
Miller, Richard R.
Murphy, Pat
Olinson, Benn
Parkerson, Madeline
Paul, Gene
Presson, Ruth
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Rivers, Joseph
Romaine, Julie
Thompson, William
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Coker, Robert W.
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LaFrance, E. Joseph
Lieb, Vivian Barlow
Mock, Paddy
Masters, Joe

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Ackley, Jimmy
Ames, Jack Sr.
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Anderson, Robert
Anderson, Woody
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Brix, Ronald
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Frill, Gene
Freeman, Fred G.
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Jeter, Van L.
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& Mrs.
Johnson, James
Johnson, Mike & Mrs.
Johnson, Hickey & Ruby
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Jones, Joe
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Jones, U. L.
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Long, Nelson
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Loyal, Gustino
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McGee, Mary, Lee
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McLain, F. J.
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Martin, Jerry D.
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Owens, Ralph (Sign
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Owens, R. W.
(Phonetic)
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Pitelka, Mike
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Pearce, Patricia
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Phillips, Peggy
Plum, Chuck
Poletta, Sam
Prevo, Frank
Pruett, William C.
Pugh, James Edgar
Quintero, George
Rammeyer, Earl
Randall, Frank
(thing)
Reed, Miss Billie
Reeves, Whicy
Reichert, Frank
Reid, Mrs. William
Richy, Maurice
(French)
Rochman, Mrs. Ethel
Robbins, Milton A.
(Daly Bros.' Circus)
Rogers, Clifton R.
Rogers, Norman N.
Rohder, Herman
Ross, C. H.
Russell, Leonard Hill
Russell, Lewis
Ryan, John
Saba, George
Salinger, John
Salinger, James & Mrs.
Scheel, Mrs. Glenn
Schmitt, Charles
Schrimshier, Archie
Schuck, Clarence J.

Medley, Lewis
Moran, Mrs. Evelyn
Marta, M.
Mitchell, Eddie Jim
Offield, Bernie
Palmer, Henry P.
Powers, Babe P.
Simon, Lester
Sayers, George
Sharkey, Gene
Vasilias, Burt (Pete)
White, Frank
Wieseler, Miss Edith J.

Scrabinoff, Wm.
Script, Monty
Scrogins, Benita
Shannon, Mike
Shaw, Lester Thos
Sheen, Arthur
(Smoky)
Shelton, Patrick
(License plate)
Sherman, Jonathan
Shoemaker, Gene
Shoemaker, Harold H.
Slate, Bill & Mrs.
Smith, Mrs. Dorothy
Smith, Fredrick
(Rich)
Smith, Ray (wheel
Sorenson, Mrs. C. H.
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(Personal Mgr.)
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Stark, Porter C.
Stacy, Woodrow
Stalita
Stanley, George
Stearns, Bruce C.
Stegall, George
Murns
Stempson - Sgt. Dale K.
Stephens, A. L.
Stephenson, Oney
Strand, Charles
(Chuck)
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Swank, Susan & Grace
Swarmer, George
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Thompson, Mike
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Wilson, Jr. Harvey
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Wilson, Jimmy
(Radio Announcer)
Wilson, Patricia Ann
Hahn
Winkler, Master Joe
Woods, Frankie Lou
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Woods, W. Louis
Wrobel, Stanley J.
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Yoder, Mrs. Betty
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16th Annual DeKalb County Harvest Festival — Decatur, Georgia, Sept. 16-21; Spalding County Fair, Griffin, Georgia, Sept. 23-28; and the balance of the season,
ONE MORE HIGH CLASS SHOW
Our Fairs are all bona fide Fairs, not promotions; ask anyone who has played our route.
LEE AMUSEMENT CO.
Address
Tommy Thompson or Lee Creson
LA GRANGE, GEORGIA, FAIR THIS WEEK; DECATUR, GEORGIA, FAIR NEXT WEEK.

CRAFTS 20 BIG SHOWS, INC.
Now Booking Concession Space for the following California Fairs
LODI FAIR Sept. 12-15 RIVERBANK Com. Fair, Sept. 18-22
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Last Major FAIR in California. Get your Winter Bank Roll here.
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JACKSON, OHIO SEPT. 16-21 ON THE STREET	APPLE FESTIVAL Can place legitimate Games of all kinds.
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APPLY BY LETTER ONLY
GOODING AMUSEMENT CO.
1300 NORTON AVE. COLUMBUS 8, OHIO

ALAMO EXPOSITION SHOWS
WANT FOR 7 MORE FAIRS
CONCESSIONS: All Hunky Panks, Custard, Photos, Six Cats, Bear Pitch, Glass Pitch, Tex Tally wants Nail Store Agents. SHOWS: Any Shows of merit that have their own equipment. Joe Murphy wants Girls for Girl Show. RIDES: Can use Second Men on Rides, must drive. THIS SHOW WILL BE OUT UNTIL NOVEMBER. MAY CLOSE AT A BIG BASE. WE ALSO HOLD CONTRACTS FOR 1958 BATTLE OF FLOWERS NEXT APRIL 21 TO 26. THOSE CLOSING WITH US WILL BE GIVEN PREFERENCE FOR NEXT APRIL.
All Contact JACK RUBACK
Norman, Okla. (Fair), Sept. 9-14; Denton, Tex. (Fair), Sept. 16-21.
P.S.: HAVE FOR SALE—Ape Family Show. Flashy front, mounted on truck and trailer. Can be seen in operation now. Have Male Chimp, Female and Baby Chimp, 18 months old.

C.S. PECK presents **KEY CITY SHOWS**

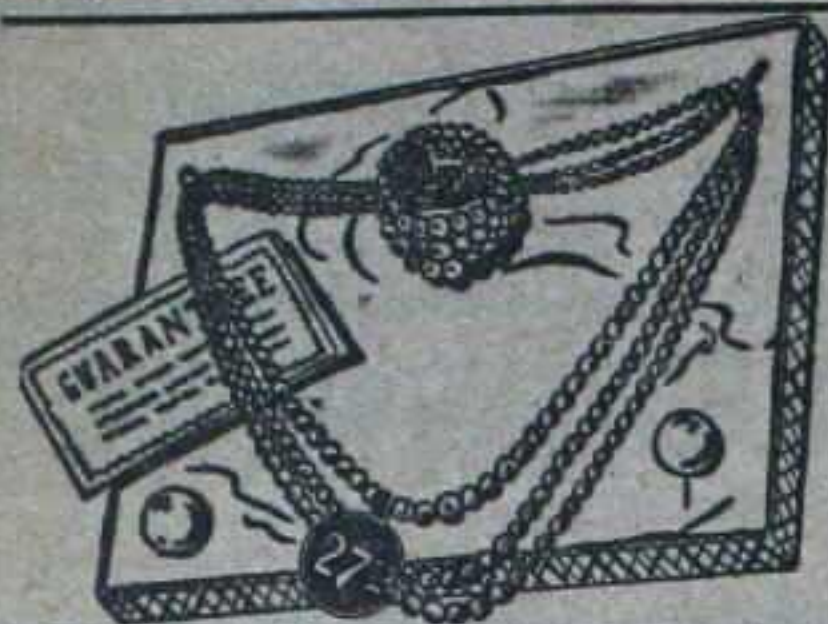
WANT FOR THE FOLLOWING FAIRS:
Newton, Miss., State Dairy Show & Fair next week. Then Demopolis, Ala., District Fair & Dairy Show; then Greenwood, Miss., in the Delta, with others to follow.
CONCESSIONS: Corn, Pitch-U-Win, Tip Over Coke, Dish Pitch, Bear Pitch, Dart, Hoop-La or what have you. No gyapes, flats, Aibis or Diggers.
AGENTS for Office Owned Balloon Dart, Jewelry, Hoop-La, Bear Pitch, Over 30 & Under 11.
RIDE HELP—Foreman for Ferris Wheel, Merry-Go-Round, Octopus, Second Men on all Rides, must have license and drive. Work until Xmas Eve.
Call or wire, C. S. PECK
Sebastopol, Miss, this week.

LINDLE SHOWS

WANT WANT WANT
For Taylorville, Ill., Soybean Festival, Sept. 11-12; then the Big One—Beardtown, Ill., Fish Fry, Sept. 16-21 in the Park, Downtown.
Can use Hunky Panks of all kinds: Photos, Bear Pitch, High Striker, etc. Can use Hrip on Merry-Go-Round, Wheel, Spinnaro, Coaster.
Phone 423, Beardtown, Ill., until Sept. 10; then Taylorville Police, Taylorville, Ill., Sept. 11-12.
JACK LINDLE, Owner-Manager

WANT CONCESSIONS—FREE ACTS
UTICA ANNUAL HOMECOMING, UTICA, OHIO
OCTOBER 3, 4 & 5
Sponsored by Lawrence Lightner Post No. 92, American Legion.
Gooding Rides booked. Want legitimate Games and sensational High Acts.
Contact STEWART ANDERSON
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SPECIAL FLASH!
PEARL SET
\$8.00
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SAMPLE SET
\$1.00



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4-PIECE CAMEO & BRILLIANT
STONE JEWELRY SETS

Necklace, Earrings & Flexible Bracelet to match, 24 Kt. gold plated. Satin lined gift box.

\$12.00 dozen
\$1.50 sample set

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LATEST CREATION
SELLING LIKE WILDFIRE THRU-
OUT THE ENTIRE COUNTRY
 Assorted colors and sizes: Small, medium and large.

\$6.00 per doz.
\$65.00 per gross



The NEW MIRACLE CROSS & CHAIN

With magnified Lord's Prayer in center of Cross. Each Cross in beautiful box. Assorted colored Stones. This makes a beautiful and practical gift.

\$5.00 doz.

MEN'S 7-PIECE WATCH SET

Watches Fully Guaranteed.
\$5.00 per Set
\$57.00 per Dozen

LADIES' PETITE ENAMEL LIGHTERS . . . \$6.00 per Doz.

NOVELTY GUN LIGHTERS . . . \$6.00 per Doz.

25% deposit required—money order or cash

We Ship Same Day We Receive Order. We Ship All Over the World

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1102 ARCH ST. THIS IS OUR ONLY STORE PHILADELPHIA 7, PA.
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SPACE AVAILABLE

Hottest Spot—Southern California. Want Attractions of all kinds—Pitchman's paradise.

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SEASON'S GREATEST VALUE

Most Sensational Pen Deal in Years. \$1X PEN POCKET SECRETARY SET — including:

- (1) Six Retractable Ball Point Pens, Gold Polish Metal Tops, Assorted Colors, Red, Green and Blue Inks.
- (2) Leather Grain Vinyl Pocket Secretary, handsomely styled and durable with built-in pocket for credentials.
- (3) Standard Memo Pad, handy & replaceable. This set is popular with every man both in business and socially. All Pens Fully Guaranteed.

Specialty Priced, \$7.00 per doz. Sets
 Sample Set \$1.50 Postpaid.
\$81.00 per gross



Lord Nelson or Mercury waterproof, shock-proof, anti-magnetic MEN'S WRIST WATCH

With split second hand, stainless steel back and combination leather and metal Expansion Band. Advertised in Life magazine. Boxed with \$49.75 price tag.

\$6.50 each Sample \$7.50

Fully Automatic CHROME POCKET LIGHTER



\$4.50
 per Dozen
\$45.00
 per Gross

MEN'S ENAMEL POCKET LIGHTERS \$5.00 per Dozen

MERCHANDISE TOPICS

Specialty operators, gift shops, novelty stands, etc., interested in new products which are moving well should contact Neal Hat Distributors, 1318 South Campbell Road, Royal Oak, Mich. The firm is featuring foam rubber dice, large size and held together by a cord, at \$3.75 a dozen, and foam rubber hats at \$7.20 a dozen. Both items are well constructed with plenty of eye appeal and are made of polyurethane foam rubber. This material has long lasting qualities, is pleasing to the touch and has strong attraction both for children and adults.

Claiming it to be fastest selling item in years, Craft Models, Inc., 754 Main Street, Fitchburg, Mass., is filling orders as fast as it can for the Arrow Thru Head. When placed on the head, this novelty item gives the illusion of an arrow penetrating the head and creates a sensation wherever seen. It is made of flexible plastic and is not affected by rain. The novelty is offered the trade at \$16.50 per gross. Samples are three for \$1 postpaid. The firm requires a 25 per cent deposit, balance c.o.d., on all orders.

Samuel Silverman & Company, Inc., 1820 Westminster Street, Providence 9, R. I., distributor of manufacturer closeouts, announced that it has purchased the block of

buildings it occupies. The firm has taken over the entire building of 40 rooms and is in the process of remodeling, with business going on as usual. Customers are invited to visit and talk over their needs for the coming season. They will see one of the largest stocks of jewelry in the world, it is claimed, under one roof. Prices are set to meet customers' needs.

The owner of Atlantic Import Company, 1302 Cadillac Tower, Detroit 28, writes that with few exceptions, salesmen handling his imported Needle Threader have raised the suggested retail price from 75 cents to \$1. The salesmen say it's easier to get the folding money and its boosts their profit to over 300 per cent. The words, "And it's yours for just \$1," seem to increase sales. Get complete details on the item by contacting this firm.

To acquaint children with the pleasures of oil painting, Craftint Manufacturing Company, 1615 Collamer Avenue, Cleveland 10, has introduced a new paint-by-number set called Kid-Ease. Kid-Ease, a \$1 retailer, features outlined ready-to-paint panels that are die-cut, have a simplified stand-up base for easy mounting and require no framing. The set is packaged in a unique see-thru package with a plastic bubble to protect contents.

PIPES FOR PITCHMEN

By BILL BAKER

AFTER A LONG . . . silence, Steve R. McClain writes in to say that he has forsaken other business lines to return to the sheetwriting trade. Writing from Florence, S. C., McClain reports business to be better than ever, particularly at Mullins, S. C., where he recently worked after paying a \$3 reader, a fee which kept out many of the boys. Steve said that he recently ran into Melvin Cullter, a sheetie, and found the old boy in bad shape, having recently undergone a serious operation which took nearly 100 pounds off his frame. Cullter stayed several nights with McClain, who was visiting his mother in Florence. Shortly after Labor Day Steve was to leave for Richmond, Va. He plans to headquarter there at the USRY Trailer Park, Chamberlain Avenue, and says the latch string is out for any of the boys who would like to put in a couple of nights with him in his rolling home. Steve would like to read pipes from E. C. Pardee, Al Harvey, H. Brazil, Spud Mangem, Henry and Clyde Faulkner, Dave Dunlap, Ralph Carnegie and Les Dale. Steve says he is a frequent visitor with A. L. Delesk, circulation manager of the Southern Planter.

COMING OUT . . . of retirement to play the recent Illinois State Fair, Springfield, Prof. Jack Scharding has returned to his home in Long Beach, Calif., after virtually being floored by the heat wave that prevailed during the annual. It was so hot at Springfield that Jack sold his stock of 7-in-1 scopes at 50 cents each to recover his cost and spent the rest of the time in the shade. The veteran worker now vows that the trip was his last. Most of the boys at Springfield complained of poor business, said Jack. "It looked like a sheetwriters' convention was in progress at the hotel at which I stayed," said Jack. "I counted at least 25 of them. Big Al Wilson was there on a vacation jaunt and wasn't working. One of the few getting money was Harry Lattained with the no-sew mending

kit. Harry Flax, the Humatone worker, contracted the flu the day before the fair opened and was still in the hospital when I left to pay a one-day visit to Wisconsin State Fair, Milwaukee. Why don't more of the boys and girls pipe in? I always enjoy reading them and haven't missed an issue in 48 years. Jack Miles, Bob Smith, I. W. Hightower, Jack Dillon, Johnny Vought and Katty Hale, let's hear from you via the Pipes column."

VETERAN DAVE ROSE . . . of 3963 Downman Road, New Orleans, writes that he has been unable to go on the road this year, a stroke he suffered two years ago having paralyzed his right side. He would like to receive mail from friends.

BERNARD D. KANTOR . . . writing from Cleveland, says he will take off by plane for England soon to attend the World Science-Fiction convention. Kantor will combine business with pleasure, having set plans "to pitch watches, gyroscopes and cigarette lighters in a whirlwind campaign in London." Looking far ahead, Kantor also says he will "attempt to sell shares in Space Trips, Inc. In my opinion, if we can set up the trips and keister on the Moon, Mars, etc., a \$10 million score would be simple." Kantor plans to organize a national group of club rooms for pitchmen, salesmen and inventors upon his return to the U. S., its purpose being to find methods of increasing grosses.

FAIR SPECIALS

BEAR Approx. 37" Ass'd. \$22.80 per doz. Colors. 1 doz. minimum. per doz.
12" PARASOLS . \$3.00
14" PARASOLS . \$4.00
 25% dep. with order. M.O. or cart. check. Bal. C.O.D., P.O.B. Chicago. **OPEN SUNDAYS**

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- PRE-SOLD THRU TV
- OFFICIAL CLUB-BALLOON

NOW WITH RED EARS AND NOSE

NO. 14 HMS—stretched for bigger value at the handout

HIT THE STREET FOR BIG DOUGH WITH THIS HOT OAK EXCLUSIVE! SEE YOUR JOBBER TODAY!

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STUFFED TOY SPECIALS!

- 28" TAFFETA BEAR, hugg'd \$15.00
- 27" RAYON PLUSH BEAR \$19.50
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- 25" ASSTD. DOLL & MOUSE . \$9.00 dz.
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- 3" Dangle Dogs, plastic strap \$7.20 gr.

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DeLuxe Hollywood Styled Earrings	3.00
Scatter Pins, boxed	2.00
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2-Piece Sets—gold plated, beautifully boxed	Each 1.75

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\$ 2.75 dozen
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 Wholesale Distributors Since 1870
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COMING EVENTS

Alabama
Chickasaw—Centennial & Indian Powwow, Nov. 14-22. Walter E. Fox, P. O. Box 147.

Arkansas
DeWitt—Ark. Co. Livestock Show, Oct. 8-12. Harold Kendall.
England—Fall Festival, Oct. 14-19.
Gould—Festival, Sept. 30-Oct. 5.
Hope—Third Dist. Livestock Show, Sept. 23-26. Hob Daniels.
Little Rock—Ark. Livestock Expo. & Rodeo, Sept. 30-Oct. 5. Clyde E. Byrd.
Stuttgart—Festival, Oct. 7-12.

California
Antioch—Blue Ribbon Horse Show, Oct. 3-8. Ray Stone, 1851 Sunnybrook Lane, Fair Oaks.
Los Angeles—Great Western Livestock Show, Nov. 29-Dec. 4. A. M. Mathews.
Modesto—Walnut Creek Festival, Sept. 16-22.
San Francisco—Grand Nat'l Livestock Expo (Cow Palace), Nov. 1-10. Nye Wilson.

Florida
Coron—Cocoa Home Show, Nov. 22-26. A. Stern, National Press Club, Washington 4.

Georgia
Dawson—Peanut Festival, Oct. 14-19.
Gibson—Centennial, Oct. 27-31. E. E. Griffin Jr.

Illinois
Chicago—East Chicago Homecoming (Black Stadium), Sept. 10-16. M. J. Morris, 7802 Ridgeland Ave.
Chicago—Int'l Livestock Expo & Horse Show (Amphitheater), Nov. 29-Dec. 7.
Chicago—Lelaure Time Expo (Navy Pier), Oct. 6-13.
Cicero—Centennial, June 17-Sept. 22.
Peoria—Greater Peoria Home Show (Armory), Sept. 18-22.
Wood River—Jubilee, Sept. 20-22.

Indiana
Franklin—Fall Street Festival, Sept. 24-28. Tom L. Baker, 2255 Ransdell St., Indianapolis.
Indianapolis—Klwanicki Street Festival, Sept. 16-19. Tom L. Baker, 2255 Ransdell St.
Indianapolis—Fish Fry (Virginia and Woodlawn Aves.), Sept. 26-29.
Nashville—Street Fair, Sept. 18-21.

Iowa
Waterloo—Nat'l Dairy Cattle Congress, Sept. 28-Oct. 2.

Kansas
McCune—Lions Club Fair Festival, Sept. 26-28. T. R. Lander.

Louisiana
Baton Rouge—La. Livestock Show & Horse Show, Nov. 7-10. W. M. Bablin.
Crowley—International Rice Festival, Oct. 17-18. A. L. Stoeszell.
Greensburg—St. Helene Parish Forest Festival, Oct. 26. Ralph E. Hambrlin.
Kentwood—Tri-Parish Food Feed & Dairy Show, Sept. 19-22. C. B. Temple.
Leesville—West La. Forestry Festival, Oct. 1-6. Jacob A. Anderson.
Morkville—La. Livestock & Pasture Festival, Oct. 3-6. Kermit Dpcole.

Michigan
Port Huron—Thumb Dist. Plowing Match, Oct. 3. Simo Pynnönen.

Mississippi
Byrum—Festival, Oct. 20-25.
Calhoun City—Calhoun Co. Livestock Show, Sept. 25-27. C. B. Duke Jr.
Lucedale—George Co. Livestock Show, Oct. 4-5. B. J. Hilburn.
Newton—Newton State Dairy Show, Sept. 16-21. Paul W. McMullan.
Picayune—Pearl River Co. Livestock Show, Oct. 3-5. J. M. Sinclair.
Pontotoc—Pontotoc Co. Livestock Show, Sept. 17-21. Ernest Weatherly.

Missouri
Concordia—Concordia Fall Festival, Sept. 26-28. Dr. P. G. Goemann.
Kahoka—Centennial, Sept. 17-21.
Kansas City—American Royal Livestock Show & Horse Show, Oct. 19-26. C. M. Woodard.
Maryville—Nodaway Co. Baby Beef & Pig Club Show, Sept. 16. Kenneth Walkup.
Queen City—Schuyler Co. 4-H Corn & Stock Show, Sept. 12-14. Rex Sloop.
Republic—Osarks PPA Pat Beef Show, Sept. 18. Vencil G. Mount.
St. Joseph—Buchanan Co. Livestock Show, Sept. 14. Webb Embrey.
St. Joseph—Interstate Home Economics Show, Sept. 17-18. Webb Embrey.
St. Joseph—Interstate Baby Beef & Pig Club Show, Sept. 17-19. H. M. Garlock.
St. Louis—Piremen's Rodeo (Arena), Nov. 5-10.
Wardell—Cotton Carnival, Sept. 22-26. Billie E. Crabtree, Rotary Club.

Nebraska
Conrad—Hay Days, Sept. 18-20.
Gothenburg—Pony Express Days, Sept. 23-26.
Milford—Barbecue, Sept. 16-17.
Omaha—Ak-Sar Ben Livestock Show & Rodeo, Sept. 28-29. J. J. Isaacson.

Nevada
Carson City—Admission Day Celebration, Oct. 31.

New Mexico
Artesia—Eddy Co. 4-H & PPA Livestock Show & Sale, Oct. 24-26. Richard & Marek.
Las Vegas—San Miguel Co. Jr. Livestock Show, Sept. 17-18. James Ledger.

Ohio
Bradford—Pumpkin Show, Oct. 8-12.
Ironton—Festival of the Hills, Oct. 8-12.
Jackson—Apple Festival, Sept. 18-21.
Peebles—World Conservation Expo & Flowering Contest, Sept. 17-20. Earl DeVore.
Portsmouth—Civic Club Celebration, Sept. 30-Oct. 5.
Somerset—Sequoiacentennial, Sept. 22-26. P. J. Dittco.

Oregon
North Portland—Pacific Int'l Livestock Expo, Oct. 19-26. Walter A. Holt.
Portland—Portland Hi-Fidelity Music Show (New Heathman Hotel), Sept. 12-15. Jack Matlack.

Pennsylvania
Harrisburg—Pa. Livestock Expo (Farm Show Bldg.), Nov. 12-16.

South Carolina
Clover—Armatice Celebration, Nov. 4-11.

South Dakota
Canova—Commercial Club Pancake Day, Oct. 5.
Mitchell—Blue & White Day, Oct. 5.
Mitchell—S. D. Market Hog Show, Sept. 24.

Tennessee
Somerville—Fayette Co. Livestock Show, Oct. 18. C. W. Stroup.

Texas
Alicia—Coastal Bend Livestock Show, Oct. 24-26. Rose M. Martin.
Bryan—Mexican Town Celebration, Sept. 15-16.
Corpus Christi—South Tex. Home & Outdoor Show, Sept. 23-29. Wm. H. Brown, 329 Waverly.
Corsicana—Corsicana Livestock Show & Rodeo, Sept. 24-28. R. W. Knight.
Pasadena—Pasadena Livestock Show & Rodeo, Oct. 21-26. J. D. Rogers.
Tynes—Texas Rose Festival, Oct. 17-20. Frank Bronaugh.

Utah
Ogden—Golden Spike Nat'l Livestock Show, Nov. 15-20.

Virginia
Kenbridge—Tobacco Festival, Oct. 14-19.

Washington
Vancouver—Vancouver Mum Show, Oct. 26-27.

West Virginia
Kingwood—Freston Co. Buckwheat Festival, Sept. 26-28. Alton J. Anderson.

Wisconsin
Reedsburg—Dairy Festival, Sept. 12-14. Earl Skinner.

Wyoming
Casper—Rocky Mount Oil Show, Sept. 18-21.
Riverton—Square Dance Festival, Sept. 21.

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Now you can make more profit than before. The famous Mite Midget zipper purse celebrates its million sales record with this reduction in price. These sales were possible due to its extra deep embossing, extra long zipper, extra neat hand lacing, authentic western design and its nice counter display. This is truly America's fastest seller.

3 1/2 inch size reduced to \$3.75 doz.
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Attention: Carnival Men
28" Plush Bear \$24.00 per doz.
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No. 10 Round Balloon 1.75 per gr.
24" Reed Balloon Slicks65 per gr.
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FORMULA WITH TITANIUM. Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only. \$135 per gallon.

RICHARD'S CHROME FINISH. Ready mixed all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: Iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. \$1.50 per gallon.

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Rubberized concrete, porch and floor enamel. Battleship grey only. Not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. \$1.50 per gallon.

3-PIECE PAINT BRUSH SET. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton. \$1.00 per set. 25% dep., money order or bank check. Bal. C.O.D. F.O.B. Chicago

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A NATURAL!
Now in demand for cars, home or office. Make attractive gift. Packed in cello... in many gay colors. Size: 2 1/2" square with cord.

SPONGE DICE. Price: \$4.00 per doz. \$45.00 per gross NET.

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100 W. NINTH ST., KANSAS CITY 6, MO.

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we MANUFACTURE all
LOOSE TICKETS BINGOS—TIP BOOKS

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Cel-Max Factory Purchase Close-out While They Last

3 and 4-Pc. Boxed Jewelry Sets \$8.10 PER DOZEN

Glistening 3 and 4-Pc. Pearl Sets
• Hand-set Brilliant stones in Necklace and earring sets
• Assorted styles and colors.

It's the buy of the year that cannot be repeated after present stocks are sold! All beautifully boxed—all high style sets! Priced for phenomenal profits. We'll sell 'em like hot cakes—YOU'LL sell them on sight! Get your order in NOW! Write today!

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23,000 PROFESSIONAL GAGS, ROUTINES, ad lib, doublets! 1,000 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 94, N. Y. oc14

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AURORA BOREALIS—GOLD-PLATED Necklace Cross and Ten Commandment Necklaces. Banded. Introductory samples, \$1. Cathedral Creations, Box 178, New York 8, New York.

AUTOMATIC LIGHTERS DOZEN \$3.75. Dollar ballpens dozen \$1.20. Bargains gross \$7.20. Samples, totaling 1,061 bargains \$1.00. Millwales, 809 Broadway, New York. ch-569

AUTOMOBILE—1957 SUPERIGNITION starting, pop., mileage, \$4.50. Variety, 133 N. W. Bartlett, Minneapolis, Minn. Multitina, Caracas, Kaiser, Paris. Catalog \$1. E. G. Sales, Elmsford, N. Y.

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. oc2

COSTUME JEWELRY FOR SALESMEN, Agents, Distributors, etc. Direct from factory. Pickcraft, 68 Peck St., Alliborn, Massachusetts. oc2

DISTRIBUTORS, BROKERS, MAIL ORDER Dealers, Salesmen, get our guaranteed profit wholesale letterhead deal and make extra sales too. E. P. M. Advertising, Box 748, Dayton 1, O. oc2

EASIEST 963 YOU'LL EVER MAKE SHOW amazing new "Magician" Christmas Cards. 65 boxes pay \$65. Personalized Cards, 40 for \$1.50. Assortments on approval. Free Sample Album. Sensational \$1.35 GIFT free for promptness. Southern, 478 N. Hollywood, Dept. 48-F, Memphis 13, Tenn. oc30

FAMOUS MFR. CLOSEOUTS SPECIAL PURCHASE

Earrings, assorted \$6.50 gross
Tie Bars, carded 1.65 gross
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Eng. Lord's Prayer Neck, boxed 3.00 ds.
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Ass't. Tie Slides, carded 1.00 ds.
2-Pc. Stoned Sets 7.20 ds.
Tie & Cufflink Set, Ass't 3.50 ds.
Summer Earrings, Ass't 12.00 gr.
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ATTENTION—MR. JOHN K. BENNETT, please contact me, James V. Edmunds, 136 Blinn Blvd., Columbus 4, O. oc23

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4-PC. PEARL SET Included **FREE**

Based necklaces, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S. Limited time only.

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Guaranteed LIKE NEW!

BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

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KEEP LONGER, SELL FASTER! Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS Tightly woven bleached rattan baskets with plastic stoppers. \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

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Send for FREE IMPORT CATALOG
Add \$1.00 handling charge on all orders less than \$10.00.

HALABY'S IMPORT & DISTRIBUTING CO. 1613 Cedar Cincinnati 24, Ohio

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Hundreds and hundreds of standard toys at tremendous discount prices. Send 25¢ for large catalog, refunded on your first order.

WESTERN STATIONERY CO. Dept. 343 Topeka, Kansas

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NEW FOR '57

TWO TONE FULLY AUTOMATIC... \$15.84 per gross

8-PIECE POCKET SETS... \$49.50 per gross

STANDARD GOLD CAP RETRACTABLES... \$13.50 per gross

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SELL TO UNCLE SAM!

That's how I made \$20,000 a year selling junk jewelry to the U. S. Government without ever leaving home.

Learn at home in one evening... With my Plan you do all your selling by mail...

You will be following the very same plan that I used when I was making \$20,000 a year.

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TERRIFIC DOOR OPENER! G & S Mfg. Co.

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This Tear-Gas Pencil discharges tear gas to instantly stop, stun and incapacitate the most vicious man or beast...

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PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography.

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ALWAYS SPEEDIEST SERVICE ON QUALITY Window Cards, Three color 14x22 Posters, \$8 hundred; 17x26 size, \$12.50.

SPARKLING EMBOSSED LETTERHEADS! Dynamic illustrations in guide and colors for Midways, Circuses, Magicians, Orchestras, etc.

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AD MATCHES SELL AMAZING DESIGNS—16, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect.

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others.

EXPERIENCED FIELD SUPERVISOR wanted by leading publisher of specialized farm magazines.

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk 22-B, 367 North Michigan, Chicago 1.

WANT—SALESMAN THAT KNOWS SHOW Business to sell outdoor advertising to Shows and Fairs.

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A-1 TATTOOING MACHINES—WORLD'S finest; best designs, colors and supplies.

WANTED TO BUY

WANT TO BUY WALKING CHARLEY BALL Game. Good shape. Need not be portable.

HELP WANTED

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column.

AT LIBERTY—PROF. PAMAHASIKA, famous trainer Cockatoos, Macaws, Parakeets, Canaries.

VOCALIST WANTED—MALE OR FEMALE. Location, short hours; double instrument desired but not necessary.

AT LIBERTY—PROF. PAMAHASIKA, famous trainer Cockatoos, Macaws, Parakeets, Canaries.

AT LIBERTY—PROF. PAMAHASIKA, famous trainer Cockatoos, Macaws, Parakeets, Canaries.

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MISCELLANEOUS

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations.

PIANO-VOCAL ARRANGEMENTS, \$15. Includes two printed complete sheet music copies of your song.

SHOW DRUMMER—M.C. PLenty EXPERIENCE. Novelty Musical Act of Beatles, Swin Bellis, Cowbells, etc.

A-1 RINK ORGANIST AVAILABLE. Twelve years' experience best rinks.

ARRANGER—EXPERIENCED WRITER for big bands, combos, vocalists.

AVAILABLE—TENOR, ALTO, CLARINET, Flute, locations only.

AVAILABLE—VIOLINIST, FORMERLY name hands, read, fake, fine tone.

BASS PLAYER—36 YRS. OLD, NEAT, sober, reliable.

ELECTRIC GUITAR—LEAD OR RHYTHM. Read, fake, sing. No hillbilly.

ELECTRIC GUITAR—TAKE-OFF. Straight Lead or Rhythm.

ELECTRIC GUITARIST, AGE 22, SINGLE, sober, reliable, experienced.

GUITARIST—FAKE, READ ANY MELODY, rhythm, also vocals.

HAMMOND ORGANIST—DANCE, ENTERTAINMENT, old timers.

PIANIST DESIRES CHANGE—READ, FAKE, improvise, transpose, shows, fine rhythm.

PIANO MAN, WILL TRAVEL, SINGLE, have car; vocal group or solo.

TENOR, CLARINET AVAILABLE SEPT. 20. Young, sober, reliable.

TRUMPET—COMBO WORK PREFERRED. Plays all styles, shows.

VIOLIN EXPERIENCE, FEATURE SINGLE. At Liberty September 15.

VIBRAHARPIST—WELL EXPERIENCED, good appearance, reliable.

DICK & MARIE JOHNSON—JUGGLING, Boly Boly and Swinging Ladder.

FEARLESS STARS—HIGH CONTORTION Trapeze Act available for Southern Fairs.

OUTSTANDING PLATFORM TRAPEZE Act. Available for all types of outdoor events.

RODEO AVAILABLE—FILL IN DATES. Complete show, 43 head of top stock.

THE DEATH PLUNGE, AS FEATURED BY Fox Movie Tone, is bringing in more customers.

ARTIST, COUNTRY-WESTERN, WANTS sponsored shows on radio.

WE ARE MANUFACTURERS ALL KINDS FULL TICKET CARDS

TIP CARDS BASEBALL CARDS at very reasonable prices.

COLUMBIA SALES CO. 302 Main St. Wheeling, W. Va.



SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

PUSHCARDS Available for Immediate Delivery SKIP NUMBERS STRAIGHT NUMBERS EVERY PUNCH WINS

NOTICE, ENGRAVERS—26 NEW NUMBERS READY AT LOWER PRICES

ENGRAVERS AND DEMONSTRATORS: ATTENTION! WRITE FOR CATALOG

Merchandise You Have Been Looking for Catalog Now Ready—Write for Copy Today

BEST BUY OF THE WEEK SKILLET SALT & PEPPER \$7.80 per dozen

MEN'S JEWELLED WATCH \$4.95 EACH in lots of twelve, \$3.75 each

MANUFACTURERS CLOSEOUTS 36 ASSORTED STYLES NO. 2471A RHODIUM OR YELLOW FINISH

WE ARE MANUFACTURERS ALL KINDS FULL TICKET CARDS

See 1957 Sparking New Juke Box Era

Developments in Operations, Advances by Pioneering Ops Can Open New Vistas

• Continued from page 1

there are several major reasons why this is so. They are:

1. Increasing use of dime play.
2. Increasing use of "front money" (amount of money from total collections given to the operator before location commission is paid).
3. Dropping marginal locations.
4. Route expansion.
5. Programming and promotion of tunes other than current pop hits—either singles or extended plays.

Interestingly, early returns to the poll show that the vast majority of operators bought more 200-selection machines than any other type. The giant machine gives to operators the opportunity to program and promote tunes which in smaller machines he either wouldn't program at all or in number.

And a few operators wishing to find out whether the 200-selection machine could increase collections have found that they could with

proper programming.

It is in the area of programming, however, that there appears to be greatest room for improvement. Most operators are still prone to think in terms of current pop hits, not other types of music which find receptive audiences in some locations.

But at least in 1957, the shift in attitude by many operators in thinking of themselves as music specialists rather than as coin machine operators, with the improvements in operation which that thinking encourages, is noticeably pronounced. It may be deep enough and widespread enough to have ushered in a new era of development for the juke box industry.

ONE ARGUMENT FOR CLASSICS ON JUKE-BOX

RICHMOND, Va.—Scene: Small Richmond pizza restaurant that dispenses pizza pie and beer to a congenial group of neighborhood customers. Juke box plays loudly... rock 'n' roll, rhythm 'n' blues.

Enter: Tall, lean, graying man carrying a violin case. Takes seat on stool at counter, orders drink, listens to music with slight frown on his face.

Action: Man opens case, takes out violin. Between juke box numbers he stands up and begins to play. Customers give him startled, then pleased attention. Proprietor unplugs juke box. Violinist plays for half-hour, strolling thru the pizza restaurant. Then puts violin back in case, strolls away into the night.

Who was he? Said he was a violinist with the St. Louis Symphony Orchestra. Seems he prefers classical music.

HOME SWEET HOME

Ops Program Jazz Only When Asked

This is the fourth in a series on juke box programming of tunes other than current pop hits. The following is a report from Minneapolis on the use of jazz.

By JACK WEINBERG

MINNEAPOLIS — Progressive or Dixieland jazz may be all the rage at private parties and for individual home listening, but it has yet to come of age, in this area, for juke box use.

Norton Lieberman of Twin City Novelty Company, perhaps the largest operation in the Minneapolis-St. Paul territory, said he does have several spots which use progressive jazz like Shearing, Hamilton and the California-style music. "But these are my Negro locations principally," Lieberman said.

"The Negroes are the most progressive music lovers in the area. Other music listeners are far behind them. If I experiment with a single record in any other kind of a location, it dies a horrible death. Gets no play whatever."

And even in Negro location, the most he has in any one machine are 20 tunes—10 singles—in a 200-play machine.

"There is no denying that progressive jazz are money-making tunes in those locations which accept this form of music," Lieberman said. "The jazz platters get plenty of play. But we can't overdo it. We can't stock these machines with jazz to the exclusion of all others. The juke must have an assortment of pop tunes and a few standards, too."

Kidspots don't go for the progressive jazz at all, he said. Off- (Continued on page 106)

WHAT'S THEIR AGE & INCOME?

Key Facts on Patrons, Location Spell Answers for Best Program

NEW YORK — Programming for profit involves more than merely a knowledge of the top 100 records, according to Lou Boorstein, head of Leslie Distributors, local one-stop.

Proper programming involves what the boys on Madison Avenue would call "a survey in depth." The operator must know the location thoroughly and apply that knowledge to his record purchases if he expects to get the top dollar.

It's not enough to classify locations and restaurants, luncheonettes, bars or soda shops. The operator must know the income group of the location's customers, the most prevalent age group and their racial and national origins.

Location Type

If the location is a bar, he must know whether most of the trade is transient, or whether it is an intimate cocktail lounge. Or it may be

a neighborhood tavern, which is something else.

According to Boorstein, no two locations are identical, and each location should be programmed individually. Boorstein generally asks operators to provide complete location information, and he will program for their locations on the basis of that information. On locations frequented primarily by younger people, Boorstein will lean heavily toward current pop hits in his programming. But that is only one of the factors to be considered.

If the location is a dim-lighted cocktail lounge, he will lace the selection with some of the sweeter pop standards. If the stop is a luncheonette, he will go heavier with r.&b. disks.

Spanish Locations

The stop could have a large percentage of Puerto Rican patrons. In that case, Spanish music would be used extensively. But it wouldn't be just any kind of Spanish music. It would be music geared for teenage Puerto Ricans, and their tastes differ substantially from those of their parents.

Joe Connors, of Connors Automatic Music, feels the same way about programming as does Boorstein: Each location is a case into itself.

'Juke Bill Not Forgotten'—O'Mahoney

• Continued from page 15

Suggested rates were \$15 on machines with 50 or fewer records; \$20 for machines with 51 to 100 records, and not over \$25 on machines with more than 101 records. (The Billboard, August 12, September 2, 1957.) The O'Mahoney bill, S. 1870, frees the location owner from performance royalty payment, unless he also owns the music machine.

The Senate bill now has a counterpart in the House, H. R. 9122, authorized by Rep. Ralph Gwinn (R., N. Y.) No action is in prospect for this one. It is with the House Judiciary Committee.

The owners of the location are well pleased with the new musical offerings. Tommy Romanello, a partner in the restaurant, said that many patrons have complimented the offering of high-class music on the machine. He added that soft music is played during the dinner hours, with faster tunes being in demand later in the night by bar patrons.

The machine has not only been praised by the Cove's clientele but by Dale Peterson, manager of Station KRHM-FM, which has a coverage of nine Southern California counties. He and the Harrisons have discussed a reciprocal arrangement for putting a sticker on this machine as well as others that may follow telling that hi-fi music can also be heard over the station. In return, the station plans to bally the machine and the Cove along with other spots the Harrisons may (Continued on page 94)

Connors feels that the difference between slipshod programming and accurate record scheduling comes to at least 20 per cent in the gross.

Neighborhood Stops

In neighborhood taverns frequented primarily by adults, for example, Connors will seldom use more than 25 or 30 current pops on a 200-play machine. He will concentrate heavily on pop standards, "Heart of My Heart," for example, is used extensively on these locations.

Connors finds that neighborhood taverns are the easiest to program. Once he knows the preferences of the steadies, few changes are made. Of course, the pop selections are updated. For these changes, Connors depends largely on trade papers.

Even tho a location may cater primarily to a middle-age patronage, Connors will always throw in a couple of rock and roll disks. He feels that on 100 or 200-selection machines, these disks won't crowd anything off, and even tho the rock and roll disks are played infrequently, they bring in plus revenue whenever they are played.

Suffolk-Nassau

On Long Island, the huge Suffolk-Nassau Amusement Company has a programming technique all its own. Carmine Miranda, in charge of S-N's one-stop and retail record outlet, reviews all new releases.

Promising disks are location tested. They are spotted on stops of various types, and their day-by-day play is charted. Those disks which show up well on location tests are used liberally on the entire operation.

Sandy Moore, S-N president, believes in delegating responsibility in regard to programming. The firm has 12 routes, each one in charge of a route manager. The manager has a major say in record selection. He must know each location intimately; he must talk with bartenders and customers, and he must poll their preferences and temper the results with his own judgment.

Results Checked

Moore checks the results of his location tests and route manager (Continued on page 94)

RMSA Expects 800: Sept. 14 Dinner-Dance

CHICAGO — Some 800 members and guests of the music business are expected to attend the first annual dinner-dance held by Recorded Music Service Association, Saturday (14) at the Terrace Garden Room of the Morrison Hotel.

Emceeding the show, which features a bevy of recording talent in the Chicago area at this time, will be local deejay, Steve Schickel, backed by the Bobby Christians Band.

Rounding out the bill will be The Highlights, Lola Dee, Nick Noble, Jerry Southern, Shirley Forward and Joy Layne.

Hypnotist

Also slated to appear will be Chicago hypnotist, Ted Boyer; Eddie Blatnek's Polka Band with the comedy being handled by either Stu Allen or Billy Falbo.

Schickel, who has been in charge of lining up talent along with Jim O'Dwyer, Music Box One-Stopper stated that tentative acceptances were also received from Francis Faye, Pearl Bailey, Don Cherry and June Valli.

Co-chairmen for the event are Earl Kies and Joe Filetti, Chicago operators. The dinner-dance, first for the group, is being held in place of the association's annual golf outing.

Site Switched For N. Y. State Coinmen Meet

SYRACUSE — The first general membership meeting of the New York State Coin Machine Association, originally scheduled for the Hotel Onondaga here September 25, will be held at the Onondaga War Memorial. The date is the same. The meeting gets under way at 2:30 p.m.

Operators from all sections of New York State are expected to attend. Membership is open to all music and game operators outside of New York City.

Officers will be elected and by-laws adopted at the meeting.

Intro New Self-Bond Name-Plate

MILWAUKEE — A new type of name plate suitable for affixing to juke boxes, vending machines, or pin games has been brought out by W. H. Brady Company.

Called the "Quick-Plate," it is made of .004" aluminum and is designed to adhere to a surface without application of water, solvent, or heat. Plates are backed with adhesive that bonds with the application of pressure onto metal, glass, plastic, wood, painted and smooth, flat and curved surfaces.

The plates are suitable for use as embellishment, identification, or instruction on the different types of coin machines.

The Kwik Plates come in a variety of colors, do not tarnish, and are made to customer specification.

33 1/3 CONVERSION

600-Tune Juke Box Boosts Take 60%

By SAM ABBOTT

HOLLYWOOD — A juke box with more than 600 tunes increased the take 60 per cent for the first week of operation here.

This sizable revenue hike was achieved by William and Cecil Harrison, a father-and-son operating team, by the installation of long playing records in a conventional Seeburg M100A that had been converted with a D. W. Price Corporation conversion unit from 78 to 33 1/3 r.p.m. using high-fidelity speakers.

Quarterly Play

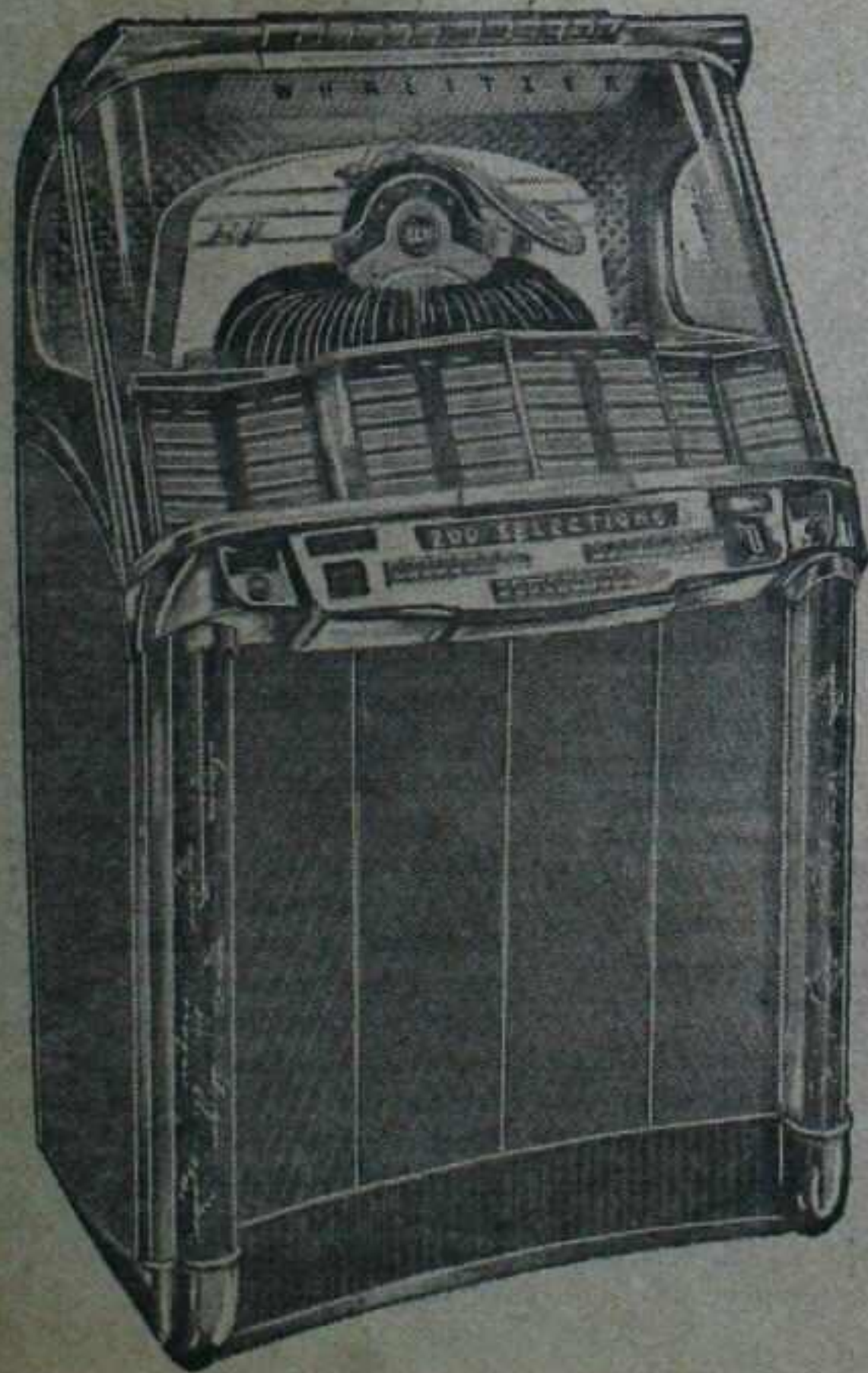
The Harrisons selected the Seeburg machine because of its adaptability to 10 or 12-inch records. With 50 records, each side with from six to eight tunes, the patrons of the Cherry Cove Restaurant on Caluenga just north of busy Hollywood Boulevard, have a wide choice range for 25 cents per side.

AT HOME IN THE MOST
luxurious locations

The luxury of high fashion decor is complemented by the graceful design and subdued lighting of the Wurlitzer Model 2100.

Patrons who enjoy hearing the music of their choice with flawless clarity and fidelity recognize this Wurlitzer as perfection in musical reproduction.

Its earning power and high resale value combine to make the 2100 the most desirable purchase in today's market.



The WURLITZER 2100

WURLITZER
NORTH TONAWANDA, N. Y.
Established 1856

MUSIC OPERATOR FORUM



The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators throughout the country on current operating problems. If you have a question to put to the Forum, or any suggestions for topics which you may want surveyed, address your letter to Forum Editor, Coin Machine Division, The Billboard, 188 West Randolph, Chicago 1.

What Operators Say:

QUESTION:

How do you select the tunes in other-than-current-hit musical categories, either singles or extended plays?

ANSWERS:

J. Miller, Mac's Music Company, Hillsboro, O.: "The location plays the important role in regard to the programming of standards. As for EP's, we have yet to have any success with them other than a few pop ones by Elvis Presley or Del Wood. The present business trend makes it possible to realize a profit from EP programming—especially smaller operators." **C. M. Wampler, Wampler's Radio Service, Harrisburg, Va.:** "We program standards 90 per cent by artist and our judgment as to its play earning potential."

Bert G. Liesch, Milwaukee: "I rely a good deal on the play meter. EP's are selected mainly for tunes not available on singles. Also according to certain "hot" artists such as Lawrence Welk, Frank Sinatra, etc. Standards are selected according to location preference. Also from my own knowledge of standards thru the years gained from my own record collection and working for RCA Distributing five years." **Jack Jeffries, Osceola, Ia.:** "I select standards by the artist and the tune. Both are of equal importance."

E. Greenfield, I. Greenfield & Son, St. Albans, Vt.: "We select these mostly from new album releases. Especially those with show tunes or movie tunes." **G. N. Shriner, Highway Novelty Corporation, Bedford, Pa.:** "For our operation we only use the best of the all-time favorites and change only when play dies. We use our own judgment in making these selections." **George P. Vlachos, Ace Amusement & Music, Dayton:** "We program standards by testing a record on a single phonograph and checking play meters, by request from locations or persons in locations I know to be juke box patrons."

J. W. Patterson, Specialty Music Company, Toledo: "We operate around 100 100-selection machines and we find that 99 per cent of our play comes from pop hits. If we find a location that won't play the new pop tunes, it follows that they won't play anything else on the machine." **B. Slead, Valley Music Company, Medford, Ore.:** "In most cases for our standard programming, we use the Seeburg standard old favorite kit."

Leroy J. Lambert, Lambert Music Company, Stockton, Calif.: "You have to know your location and even you are prospecting. Some locations we use rhythm and blue extended plays and are doing very nicely. Some Lawrence Welk for the ones who want dancing, and also the old favorites. When we change EP's, we change a kit of 10 at a time. We are very well pleased with EP's. We watch our play meters and know that we are getting plays at two for a quarter."

P & F Amusement Company, Uvalde, Tex.: "We select standards by request from locations, other on EP's of hit tunes that have made the hit parade." **Hal M. Haller, Haller Amusement Company, Miami:** "By location preference of artists and category of music, such as progressive jazz, piano selections, old favorites, polkas, etc." **Radio Center, Miami:** "From the play meter 75 per cent. From my own judgment of the clientele, also."

PRODUCING TOP PLAY

Are Top Non-Hit Programs Costly?

This is the second in a series of Forums on juke box programming.

Programming tunes other than top current hits on juke boxes, today a substantial part of total programs, is largely neglected by many—if not most—operators.

Operators participating in this Forum series indicate in their answers to questions non-hit programming that programming tunes other than top current hits on juke boxes is an idea not easily grasped by most operators.

It is understandable why this is so. The juke box is synonymous with top pop hits; all of its income in the past came from such tunes and the overwhelming percentage of its income continues to come from this music.

Income Percentage

The average operator is therefore loathe to spend his time and money on tunes that—at least for most operators to date—haven't produced a sizable part of income.

But the irony of this attitude—however widely held and understandable—is that some operators are apparently spending time and money on non-hit programming because of location and/or

the first article in this Forum series: That operators—MOF operators at least—are devoting more time and spending more money on programming tunes in musical categories other than current pop hits than ever before. That some are not already satisfied with their progress does not mean that there is nothing to be gained from this programming, but only that this expenditure of time and money is not spent in locations and on records that will produce the most revenue.

New Tunes

A surprising statistic contained in the chart shows that the majority of standard tunes programmed are new, not taken from an operator's library. Of course, the question did not ask for operators to define what they meant by "standard" tunes. If they refer to new versions of old favorites coming out now, it naturally includes numbers that would not be classified as current best sellers. However, the figure does indicate that a far greater number of new tunes are bought for non-hit programming—or at least regarded as that—than generally realized.

A high average of standards are changed on all three categories of machines as shown in the

How They Voted

1. In programming standard tunes—on EP's or singles—what percentage are new and what percentage do you select from your library?

Type	Average %
New	72%
Library	28%

2. Approximately how many standard tunes—on singles or EP's—do you change on each of the following types of juke boxes each week?

	200-Selection	80-120 Selection	Less Than 80-Selection
Average No. of Records	3.3	2.9	1.3

3. How much do you charge for an EP selection and how much for a single?

Charges	% of Operators
EP's, 15¢; singles 10¢	44.4%
EP's and singles, 10¢	27.7%
EP's, 10¢; singles, 5¢	16.6%
Singles, 10¢ (no EP's used)	11.3%

location owner requests and are not getting worthwhile results from it.

Other operators simply keep rotating standard library numbers from one juke box to another, buying few new ones, and accepting this handling of records other than top hits as a necessary evil of the business that takes time but makes no money.

Still other operators simply buy top pop hits, programming another type record only when demanded by the location, and allowing hits fading in popularity to remain on the juke box as "standards."

But the largest group seems to be the first one, i.e., operators who program non-hit music almost exclusively on location requests without any attempt to determine whether this kind of music has wide appeal in a location or appeals to just the person who is vocal enough to request it.

Trial and Error

In this group belong all operators who don't feel it's worthwhile to try finding out what non-hit tunes will earn good play in a particular location. This procedure requires time in the location, requires a degree of trial-and-error experimentation, and often should be accompanied by location displays for best results.

Despite all this, however, results in the accompanying chart reinforce finds contained in

chart. Of interest is the figure which indicates almost as many standards being changed on 80 to 120 selection machines as on 200s.

More Changes

Since it is known that far more non-hit tunes are programmed by necessity on 200s, this reflects the fact that fewer non-hit tunes are changed on 200s, particularly in EP elections. Most important, the figures show that MOF operators change non-hit selections much oftener than average operators. Note that the figures refer to changes, not new record purchases. Some operators indicated that the number of new record purchases was no more than half the number of changes.

The biggest group of operators participating in this series charge 15 cents for an EP selection, 10 cents for a single. Altho it must not be interpreted to mean this large a percentage of operators now use these charges, it does suggest that this price schedule is gaining ground among operators who find it necessary to exact a higher fee for the EP because of longer playing time. Most operators on a 15-10 price schedule offer two EP plays or three singles for 25 cents. Prices shown in the chart do indicate that nickel play still exists in some areas with EP play intended to pave the way for dime play. Finally, the figures show that few MOF operators in this series do not program at least some EP's.

the more they see the more they play...

H-200

No other juke box gives you this extra earning power. Instant, eye-level visibility of all 200 titles—all of the time, through the widest expanse of unobstructed crystal clear glass. Model "H"—200, 120 and 100 selections for more plays in less time.

AMi Incorporated 1500 Union Avenue, S.E.
 Grand Rapids 2, Michigan. Chicago—Zurich
 Originators of the automatic selective juke box in 1927—known for the most dependable coin-operated music instruments since 1909 and the days of the nickelodeon



600-Tune Juke Boosts Take 60%

• Continued from page 90

convert to the new hi-fi hook-up. The Harrison installation, their first of its kind, was home constructed and originally designed for their home. All in all, the switch to LP's cost approximately \$500, excluding the price of the machine.

In the move to 33 1/2 records and the hi-fi system, the Harrisons went all out. A pre-amplifier control unit was made and set behind the bar, where the bartender may control the volume. A speaker box, 33 inches high, 22 inches wide and 18 inches deep, was constructed to house the high-frequency horn and a 15-inch bass speaker. The Harrisons also made a crossover network which channels the low frequency into the large speaker and the high-frequency sounds into the high-frequency horn.

This set-up gives a cycle range from 35 to 12,000, practically the entire range of a phonograph record. To cover the bar and dining area at the Cove, two 12-inch, mid-range speakers were installed. Each is 30 feet from the music box and the dual-sound installation just above and behind the music machine.

Of the \$500 installation costs, the Harrisons explained that approximately \$200 of this is charged to the record load. Long-playing records range in price from \$3 to nearly \$5. An example of the higher price category is the Ella Fitzgerald recording, which lists for \$9.98. It is, however, two records.

Class Spot

The Harrisons selected the Cherry Cove for their experiment in the LP juke box field for the reason that it is a class spot. With careful programming, they keep the ma-

chine almost in constant operation. Selections by Guy Lombardo and the Eddy Duchin music by Carmen Cavallaro are in demand from 8 to 11 p.m., Romanello pointed out. The supper crowd buys a different type of music with albums such as those by Nat (King) Cole being the main buys. The records are programmed with slightly more than 50 per cent being instrumentals.

The switchover from the "45" operation which the father said included "quite a few extended plays," was made after long consideration. Making the various accessories required quite a bit of time and effort. It was, however, principally an assembly job. The Seeburg 78 machine is, of course, standard and the Price Corporation turns out the conversions.

D. W. Price, well known in the coin machine field, said that he had sold a number of the 33 1/2 conversion units but that he believed most of them had been used for home installations. As far as the Harrisons know, this is the first LP juke box in a commercial installation.

New Name

At the meeting of the Harrisons and Peterson, some thought was given to a new title for the type of music. While it is still a juke box, they would like to see some other term that would denote and be symbolic of the new type of operation.

The Harrisons have studied further progress into the field. They are not alarmed in the least over the \$200 record load cost. As the younger Harrison pointed out, there will be rare changes of selections, the records will run indefinitely, there will be fewer service calls and the machine will last

longer as it will not be changing records as often.

In the future machines, the Harrisons do want to correct one thing. They feel that 25 cents per side should be upped to 50 cents and consideration is being given to the use of two quarter chutes. The Cove machine was, at first, an experiment and the 25-cent play charge was used because the restaurant management wanted to see the reception it was given.

Harrison's Background

The Harrisons are well qualified to take this project further. Cecil has been interested in electronics ever since he was much younger. After he was discharged from the armed services, he joined the E. T. Maps Music Company, now out of business. In 1947, Cecil went on his own and later became associated with the William Leuenhagen Company, which has one of the largest one-stop record operations here, along with music machine operation. The elder Harrison, formerly a truck mechanic, joined his son four years ago. While both are employed by the Leuenhagen firm, they have some phonographs of their own, the Cove installation being one of them.

At the meeting of the Harrisons and Peterson, the FM-station manager asked if they planned to make other similar units. The answer was yes. The Harrisons would like to see an LP machine in a spot where progressive music is in demand. They believe that here, too, hi-fi would be also highly appreciated. But before they can make any more 33 1/2 installations, the father slyly admits, one must be made to replace the unit that was originally intended for their home.

COINMEN YOU KNOW

New York

By AARON STERNFIELD

Tenth Avenue was shocked by the death of Sam Kresberg, Apco president and former Seeburg distributor. Among the coinmen at the funeral Tuesday (27) were Barney Sugarman, Meyer Parkoff, Dave Stern, Teddy Blatt, Harry Berger and Ted (Champ) Seidel. . . Al Denver, head of the Music Operators of New York, is vacationing in the mountains. . . Claire Morano, back from her European vacation, is back in harness at the Associated Amusement Machine Operators of New York.

Jean Emmer, bookkeeper for Dave Simon, died suddenly. . . Lou Wolberg, Runyon Sales, threw a party for the family at Loch Sheldrake, N. Y., in honor of his wife Rose's birthday. . .

Some 15 operators and servicemen attended the Wur-litzer service school at the Young Distributing Company. Joe Young says the next school is scheduled for the third week in September.

Murray Kaye, Atlantic-New York, says that the Seeburg outlet plans to resume its service schools within the next three weeks. . . Harry Koepfle is vacationing on the West Coast while Hymie Koepfle is minding the store. . . Runyon Sales employees returning from vacation this week are Wally Zucker, Newark shop foreman; Morris Goldstein, parts manager; and Marie Popola, switchboard operator. . . Irv Kempner, Runyon's good-will ambassador, was on the town celebrating his birthday.

Claire Morano, office manager of the Associated Amusement Machine Operators of New York, returned from a European vacation. Mr. and Mrs. Morano visited Italy, France and the United Kingdom.

What's Their Age?

• Continued from page 90

decisions with trade paper pop charts on new releases. If they all agree, the record goes on the more than 1,000 juke boxes operated by the firm.

Al Koondel, Empire Automatic Music, relies heavily on the meter for programming bar locations, but he depends largely on customer requests for luncheonettes.

Koondel reasons that if a record does well on one bar location, it will probably do well on others. The system is actually a streamlined location test. He uses trade paper charts as a guide for testing pop tunes.

Teen-Age Stops

On the other hand, Koondel eschews meter readings on lunch-

ettes, which are largely patronized by teen-agers. He feels that teen-agers have strong preferences, and what goes over with one teen-age group does not necessarily make a hit with another group.

While most teen-agers like rock and roll, they don't all have the same favorites. And the only way he can learn what these favorites are is to ask the youngsters what they want to hear.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

The MUSIC Goes Around and Around . . .

and Around . . .

and Around . . .

and Around . . .

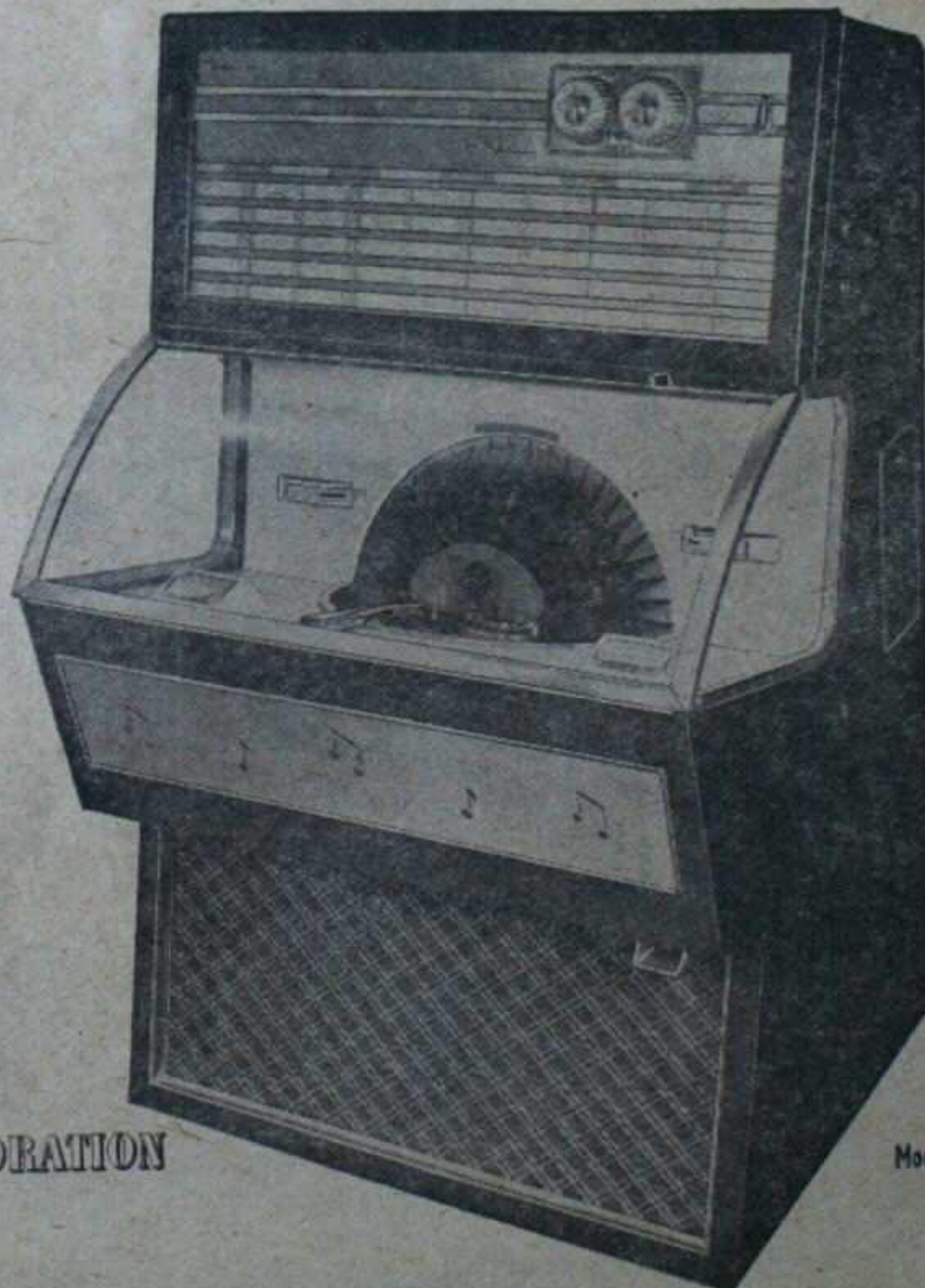
**Shorter Change-Time
Between Selections;
Less Down-Time
for Servicing!**

WRITE FOR DETAILS

-
-
-

UNITED MUSIC CORPORATION

3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP



and the
... **CASH** ...
comes out
HERE

Model UPA-100

You'll be
 free as a bird



from servicing
 worries
 when you BUY

ROCK-OLA

the Phonograph that proves itself on location with

- Proven time-tested mechanism*
the original
- Proven time-tested rotating magazine*
the original
- Proven time-tested rotating program*
the only
- Proven profits with single button selection system*
- Proven service reliability*



200, 120, 50 Selections

ROCK-OLA MANUFACTURING CORP.
 800 N. KEDZIE AVENUE • CHICAGO 51, ILLINOIS

BULK SURVEY SHOWS

Ops Voice Split Reaction To Direct Sales Squabble

By SAM ABBOTT

LOS ANGELES—“Distributors are the manufacturers’ contact with the operator. If they do not work thru them, the manufacturers will lose in the long run,” Leo Weiner, president of Western Vending Machine Operators’ Association and owner of one of the largest bulk merchandising operations, West Coast Enterprises here, said.

Weiner’s view of the manufacturer-distributor ruckus is in line with those of other local operators. Operators, The Billboard learned, prefer to do business with distributors—providing they can supply the same variety of items and in the quantities needed, and prices are reasonably in line with those offered by manufacturers in direct sales.

Personal Contact

Operators like the personal contact with their supplier, feeling that distributor firms are a clearing house for information on new equipment, trends, taxes and even leads to new locations. Thru distributors, too, they are able to work out financing problems and can return charms or merchandise that is not moving. The men in the field also consider the fact that a local distributor has more interest in them and will aid in their progress. From manufacturers, there is no recourse, large orders must be placed, and terms are cash or collect-on-delivery until credit standing has been proven.

Price is the main thing, along with service, convenience of location, completeness of line of merchandise, and financing terms are important to operators in buying merchandise.

Operators here buy their machines from distributors. Two manufacturing firms, Oak Manufacturing Company, and Shipman Manufacturing Company, do not sell direct locally and guard against it on out-of-town shipments.

Weiner buys gum and some nuts from the plants Daniel Lally, of Lally Vending Machine Service, purchases practically all of his supplies thru local distributors.

(Continued on page 103)

CAN OPS HELP SOLVE DIRECT SALES FIGHT?

CHICAGO—Can operators help solve the direct sales question?

That’s a question The Billboard sought to answer in interviewing operators in two representative major cities, Los Angeles and Detroit. The results of these interviews appear in the adjoining columns.

In the past five weeks, a full airing of distributors’ and charm manufacturers’ views on direct sales to operators has appeared in these pages.

Representatives of both sides have agreed to meet to discuss how to solve their differences on direct sales following this complete airing of their views. This meeting is tentatively scheduled to be held in Philadelphia, sometime between October 13 and 16.

By DORIS MILATZ

DETROIT—A spot check of local bulk vending operators revealed a preference for buying direct—with lower price being the main reason.

William Emig, of the Variety Vendors, who operates penny and nickel candy, gum and nut routes, points out that price is the sole factor in most of his dealings with manufacturers. However, he cites better financing terms on machines and immediate service on reorders as strong points in favor of the distributor.

Price Counts

George Wilson, who operates Wilson Vending, also states that getting merchandise and machines cheaper is more important despite distributors being able to fill an order the same day and offering a far greater display of lines than the limited brands produced by each manufacturer.

Wilson buys about 75 per cent of his nuts, candy and gum from the manufacturer, and about 50 per cent of his machines from the same source. But he believes that if prices by distributors were in

(Continued on page 107)

Prospect Bright for N. Y. Bulk Operators

NEW YORK — Bulk vending operators in the New York area are optimistic about business prospects for this fall. This optimism is based largely on recent court decisions upholding the legality of mixed charm and ball gum machines provided these machines are equipped with look-see viewers.

The old ball gum-charm machine has long been illegal here. New York City law regards any machine which is based on the element of chance as a gambling device. However, when the purchaser can see in advance which item will be vended, the machine becomes a legal device.

In neighboring New Jersey, most communities allow ball gum and charm mixtures in vending machines, and viewers are not used to the degree that they are across the Hudson.

L. I. Situation

Long Island has proved troublesome for charm and gum operators. While Suffolk County offers no problems, Nassau County police have been putting pressure on location owners to have machines removed.

The machines are legal in the county, and no machines have been confiscated, nor have any arrests been made. But police will generally warn the location owners to have the machines removed, and the storekeepers, wishing to avoid trouble, will comply. Folz Bros., the leading operating firm in the area, has virtually dared police to make an arrest and have the legality of the machines affirmed in court, but the police have not accepted the challenge.

(Continued on page 108)

Buckman Introduces Sport Ball Gum Unit

GREEN BAY, Wis. — A new ball gum novelty dispensing device has been introduced by a Green Bay firm, which is suitable for adaptation to penny ball gum vending machines and permits the customer to “play” the ball gum on a sportsplay field before actual delivery.

The unit is rectangular, with a glass top over the play field. Any ball gum vending machine can be inserted into a receptacle at the rear. Customer inserts his penny into the vender and the ball of gum rolls down a chute into the playing field, in front of a plunger. Plunger is pulled and the gum is propelled onto the play field, falling into a variety of holes, designated according to the sport being played.

Penguin

Called the Penguin Ball Gum Vendor, it is manufactured by the Penguin Manufacturing Company, Green Bay, headed by Charles E. Buckman. Besides his new man-

ufacturing venture, Buckman is also a bulk vending distributor and operator in the area.

Buckman states the unit has been field tested for the past two months in various parts of Wisconsin and Michigan. Currently the firm has produced approximately 375 of the adaptable dispensing units, with production increasing.

Play Field

The units have an interchangeable playing field for either football, baseball, basketball, bowling and an atom-bomb feature. Number and designation of the playing field holes vary according to the sport involved. The firm also has 16 additional playing fields designed, but not yet in production. Price of each field is \$1.60 with the complete unit selling for \$14.50.

Dimensions for the entire unit are 20 inches long, nine inches wide and a height of from six to eight inches in the rear tapering to four inches in front. Height in

(Continued on page 99)

U. S. Grand Jury Indicts H. Brown

SIoux CITY, Ia.—An indictment by the Federal Grand Jury, charging interstate shipment of gambling devices was returned against Harry H. Brown and the Club Specialty Company, Inc., of Chicago.

Charged as co-conspirators (but not defendants) were Harold Schaeff, Daisy Covyreau, doing business as Lake Region Products Company; Chester Sax and Edward Joseph Ries.

At press time no date was set for the hearing, but bail of \$5,000 was fixed by United States District Judge Henry N. Craven.

Poker Slips

Involved are a number of converted penny bulk vending machines which dispense capsules containing slips of paper with printed poker hands. Machines allegedly vend the capsules for 25 cents, with payoffs made by the location owner for winning combinations.

According to the True Bill, returned by the Grand Jury, “Harry H. Brown, acting for himself and others and for the Club Specialty Company, Inc.” caused such machines, known as “Baby Grand,” along with pellets containing printed slips of paper with poker hands known as “Hi Han” to be transported from Chicago, Ill., to Denison, Ia.

Defendants are also charged with “procuring and assembling the pellets as well as printing the “Hi Han” slips. The indictment further states that defendants manufactured a special wheel, peculiarly adapted to dispensing the capsules at the vended price of 25 cents, along with printing advertising literature for the entire operation.

Year Ago

A break-out of similar machines was first reported about a year ago in sections of Illinois, Texas, Ohio and the Dakotas.

In Illinois’ Cook County (Chicago) some 200 machines were placed according to estimates of police officials. At that time, police seized “four or five” of the devices, and a suburban tavern keeper was hauled into court and fined \$100 and costs for having gambling devices. Machines quickly disappeared, with no arrests of gamblers made since police were unable to find witnesses willing to testify.

In other sections of the country, machines continued to operate, tho later on a “sneak basis,” according to local newspaper reports.

The matter then vanished from the spotlight until the current indictment delivered by the Federal Grand Jury in Iowa.

FTC Charges Iowa Distrib With Blue Sky

WASHINGTON — Keith E. McKee, trading as National Laboratories of Des Moines, was charged August 27 by the Federal Trade Commission with misrepresenting earnings to be made from nut vending machines he sells.

According to the Commission complaint, prospects are “deceived by ads and claims” made by McKee’s salesmen. Complaint alleges that, contrary to advertising, McKee’s purpose is to get customers and not to offer employment. Claims that a prospect may earn \$400 per month, for six to eight hours’ work a week, greatly exceed the actual profits, FTC says.

(Continued on page 105)

NEWS IN BRIEF

VENDO REPORTS 6-MONTH SALES OF \$22,248,724...

Vendo Company and subsidiary, Vendorator Manufacturing Company, showed consolidated net sales of \$22,248,724 for six-month period ended June 30. Company realized net profit of \$900,708. Vendo’s new line of six venders was introduced at 1956 NAMA convention but delivery was held up. Consequently, sales made did not appreciably affect this year’s sales or profits, said J. D. Pierson, president of Vendo. Machines introduced at NAMA meet were a self-brew coffee machine, a hot canned-food vender, two milk venders, and two multi-drink bottle venders.

NEW CHANGEMAKER SET FOR DEBUT NEXT MONTH...

A new totalizer-changemaker which may be attached to a National Receptor coin mechanism will be unveiled end of October by Automatic Vending Controls of America. Unit takes nickels, dimes, quarters, half-dollars. Mechanism returns change in nickels. Can be attached to outside of vender or inside. Lists for \$109. Measures 23 inches high, 10 inches wide, 4 inches deep. Scheduled for exhibit at National Automatic Merchandising Association convention October 13-16 in Philadelphia.

CONCESSIONAIRES SHOW TO SPOTLIGHT VENDING...

National Association of Concessionaires convention, co-sponsored with two national theater associations, will focus on vending. Business meetings of the four-day meet (November 20-23) include three “brainstorming” round tables on vending, one each on indoor, outdoor, and theater operations. Meet will be held in Miami Beach at the Hotel Americana.

AMERICAN SCALE UNVEILS FIRST TWO-CENT SCALE...

Two-cent scale has been introduced by American Scale Manufacturing Company of Washington, D. C. William P. Dillon, president of company, holds current price levels responsible for changeover from one-cent scale. He reports selected tests of new machines on location have shown encouraging results. No drop-off in normal use of scales noted. Company sells scales thruout North, Central and South America.

GUM VENDING PACES TOTAL GUM SALES...

Annual sale of gum has increased \$259,000 past 10 years, according to figures released by the National Association of Chewing

(Continued on page 104)



New! The first—the only
2¢ Scale

doubles your receipts

without increased cost; produces up to 300% profit

Here is the scale which finally answers the tremendous and growing demand and need for more *volume* and *profit*.

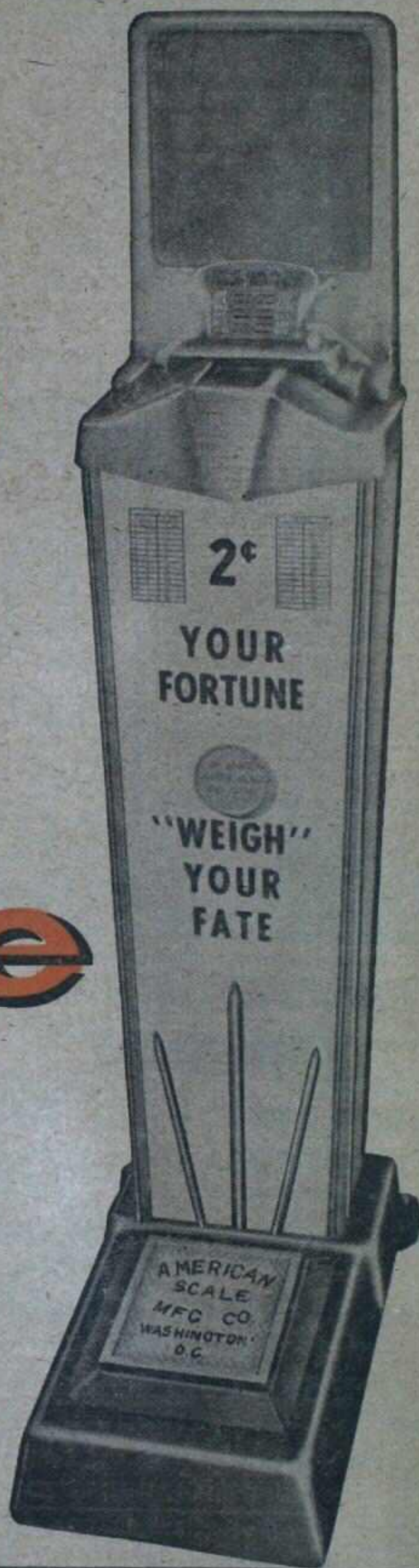
Customers will pay 2¢ for their weight and *fortune!* Our tests prove it. (One location alone, which took in \$6.91 in June, with a 1¢ scale, jumped its receipts to \$15.08 in July with this new 2¢ scale.) Furthermore, owners have been finding nickels and dimes in 1¢ scales in growing numbers—proof indeed that a person who wants to know his weight won't stop for a penny.

Ours is the *first*—and the *only* 2¢ operation now on the market.

- DATA:** Scale foolproof—Guaranteed for 5 years.
- 100% automatic; no knobs or handles to turn.
- Vault holds 10,000 pennies.
- Different fortune with each weight; one slot for each month.
- Use indoors or out; double-coat porcelain, baked enamel finish, choice of colors, stainless steel mouldings.
- 14" x 24"; 4' tall (5' with plate glass mirror).
- Shipping weight: 150 pounds.

So don't delay. Be first in your area to double your receipts and profits with American's new 2¢ scale. \$20 deposit puts this scale to work for you. To order your scales, or to get more details, send us the coupon today.

American Scale
 Manufacturing Company
 3206 Grace Street, N.W., Washington 7, D. C.
 Established 1932 • Celebrating our 25th Year!



FILL IN AND MAIL THIS COUPON TODAY!

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 3206 Grace Street, N.W., Washington 7, D. C.

- Send more details Send scale
- \$20 deposit enclosed

NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

COINMEN YOU KNOW

Memphis

By ELTON WHISENHUNT

Edward H. Newell, owner of Ormatt Amusement Company, recently celebrated his 44th birthday. . . . Jack Canipe, vice-president of the newly formed Consol-

idate Music Company, new Wur-litzer distributor in Memphis, hit the road for the first time for the new company. He'll call on music operators in North Mississippi, West Tennessee and East Arkansas.

Drew Canale, 33, progressive young music, game and cigarette vending whiz, is having much fun these days with his new baby, Drew J. Canale. Drew used to be quite a roving bachelor but since he married last year he's settled down and is happier now.

Parker Henderson, general manager of Southern Amusement Company, was seen whacking the old golf ball early one morning recently at Galloway Golf Course. . . . Frank Smith, president of S&M Sales Company, reports the fishing good at the lakes in nearby East Arkansas.

George Sammons, popular president of Sammons-Pennington Company, Seeburg distributors, has done it again. He's been carrying on a crusade in Mississippi and Arkansas, which he travels for his company, to get music operators to convert to dime play. Much of Arkansas has already converted, and last week some operators in both States did.

John D. H. Meyer, owner of Meyer Sales Company, reports that

soft-drink vending went great guns this summer. . . . Charles E. Pugh, manager of Quality Vending Service, reports his food vending route at industrial plants doing well. . . . Canipe Amusement Company, operated by Mrs. Jack Canipe Sr., Guy Canipe and Jack Canipe Jr., is getting the praise of fellow operators for the splendid job of programming they do on their phonographs.

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Pistachio Nuts, Jumbo Queen	.67
Pistachio Nuts, Large Tulp	.57
Pistachio Nuts, Vendor's Mix	.43
Pistachio Nuts, Sheik	.44
Cashew Whole	.58
Cashew Butts	.42
Peanuts, Jumbo	.33
Spanish	.57
Mixed Nuts	.30
Tabby-Lets, 320 ct.	.30
Rainbow Peanuts	.33
Boston Baked Beans	.33
Jolly Beans	.28
Licorice Gums	.28
Leaflets, 650 ct.	.40
M & M, 350 ct.	.30
Hershey's	.43

Rain Bio Gum, 40 ct.	.28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.33
300 lb. minimum, prepaid on all Rain Bio Ball Gum	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
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Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

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STONER 8-COLUMN CANDY, 160 capacity, postwar model	165.00
ROWE 8-COLUMN CANDY, 120 capacity	60.00
NATIONAL CANDY, 9-column	75.00
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This Is What You Get!

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- 5,000 Plastic Series #2

Each item packed separately 5,000 to a Bag—and 5 Bags for a total of 25,000 in a carton.

This gives you a Fill-Mix Assortment of over 350 different kinds of charms, in Vacuum-Metalizing, Silver Plated and some Plastic.

This is a rich variety Assortment—most of it Vacuum-Metalized in brilliant Colors.

AT A SPECIAL SPECIAL PRICE ONLY \$59.00 FOR 25,000
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But you MUST BUY as offered—NO SUBSTITUTIONS

More than this, for less money than this, you cannot buy anywhere else.

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Just try a Model 49 all-product vender on your route and see for yourself how you can make more money. It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers, today.

THE NORTHWESTERN CORP.
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In SAN DIEGO, CALIF.

Alton Rawls
of South Coast Vendors says:
"In my opinion there is no other machine on the market today that can compare with the Acorn All Purpose Vender. It is tops for bulk vending."

Mr. Rawls backs up that statement by using Oak machines exclusively as the largest operator in his area. Wherever you are Mr. Operator, you can get maximum profits from Oak machines.

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The all-time favorite of the vending business. Vends all 1c and 5c bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect. The one machine with virtually no depreciation—today's Acorn looks the same as the original!

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Holds 12 lbs. of 210-count ball gum.
Net profit every filling \$15.30.

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Try two and you will buy more on the Torr Time-Payment Plan.
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In Every Restaurant Location You Go Into. The SWAMI and MADAM X 1c Fortune-Telling Napkin Holders Have the GREATEST Location Possibilities of ANY Coin Machine Ever Made.

Reports from Operators indicate the earnings are TERRIFIC. Re-orders are coming in regularly—which is Proof of Satisfaction.

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This is a "Natural" for Charitable Organizations.

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Write for free information regarding our "plan."

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\$12.75 Each 100 or more

30 day money-back guarantee if not satisfied on any Victor Vending Product.

FOOTBALL
Have a million dollars' worth of Fun and a half of Gum for every penny.
\$19.75 each
Holds 12 lbs. of 310 Ball Gum.

Write for Free 32-page Coin Machine Catalogue.

One-third deposit on all orders, balance C.O.D.

PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.

Buckman Intros
• *Continued from page 96*

rear depends upon the type of ball gum vender the unit is fitted for. Each unit is tailored for a specific type of vender, so that the delivery chute on the unit receptacle coincides with the delivery chute on the ball gum vender. No alteration need be made on the ball gum vender used in the device, other

VICTOR Standard TOPPER 1¢ BALL GUM VENDOR \$13.25 Each

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than removal of the delivery chute cover. While incorporating a novelty feature, the unit maintains its essential vending characteristic in that the customer always receives a ball of gum for his penny—with no more than one play for each gumball.

Cabinet
Cabinet is designed of wood, with the exception of the glass top, and the metal plunger. Sides are decorated with a silk-screen design.

Buckman stated a few sales have been made to operators, but he plans to sell the machine exclusively thru distributors, "wherever possible." He stated plans were to function thru an exclusive franchised distributor territory set-up in all areas where he could get satisfactory representation.

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5¢ HOROSCOPE SCALE

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Bubble Ball Gum, 140-170 & 310 ct. 27¢ lb
Chicle Ball Gum, 130 ct. 35¢ lb
Chloro-Vend Ball Gum 40¢ lb
Chloro-Vend Chicks, 320 ct. 40¢ lb
Chicle Chicks, 320 & 320 ct. 36¢ lb
Bubble Chicks, 320 & 320 ct. 27¢ lb
Tab (short stick) 100 ct. 38¢ box
8-Stick Gum, 100 packs \$1.90

F.O.B. Factory. 150 Lb. Lots
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Modern manufacturing equipment assures Cramer "Star-Brite" Gum unequalled sales-making Quality!

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Now offering **Victor's SUPER MART VENDORAMA**

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We carry a complete stock of bulk merchandise charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk), etc. Write for prices. American Chicle candy coated or tab type gum. Also Beach-Nut, Peppermint or Spearmint 3-C slab gum, 45¢ a box of 100 ct.

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2-Col. Card Machine, 3 for 5c. \$19.50
3-Col. Shipman Stamp Machine. . . 22.50
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(Write for List)

Columbus Tri-More Machine. . . . 15.00
Premiere Card Machines. 15.00
Silver King, 1c or 5c. 8.50
Acorn, 5c. 10.00
N. W. Model 49, 1c or 5c. 12.50
Master, 1c and 5c. 8.50
3-Col. Hot Nut. 22.50
Victor Model V. 8.50
DuGenier, 6-Col., 1c Tab. 14.50
Mills 6-Col., 1c Tab. 17.50
Factory Reconditioned "Popcorn Set" Machines. 125.00

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BY MERELY CHANGING PLAYING FIELD FORMAT!

FOR ALL MODELS
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MADE TO FIT YOUR PRESENT MACHINES
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- Three Different Sizes

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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.

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2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms
NATIONAL SALES HEADQUARTERS FOR ATLAS-MASTER MACHINES

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Tourney Play: How It Works For Dozen Ops in One City

Rockford, Ill., Tournament Set-Up Shows Dividends, Boosts Coin Game Interest

This is the second of a series on tournament play on coin games; what can be done, what is being done. The first article appeared in last week's issue.

By KEN KNAUF

ROCKFORD, Ill. — Warm weather hatched a hot idea in Rockford: tournament play on ball bowling games.

Early this summer Lou Casola, large game and juke box operator here, pondered the expected drop in grosses that the swelter season always seemed to bring. He wondered how he could beat the problem.

What he did not only solved the problem for all the Rockford game operators, but can serve as a year-round guide light to operators throught the country.

Lou organized and followed thru on what may well be the outstanding tournament on coin games in the nation.

All Ops Aboard

Kicked off by seven local operators with a moderate ante of tourney prizes, the set-up now embraces all 12 game operators in town and runs to a \$20,000 operational figure.

It covers play at 60 locations, has the blessing of State and local

officials, and the promotional advantage of televised playoffs. It is set up for financing purposes as an independent corporation.

Since the idea was big, the effort large, and the investment considerable, one of the first steps taken was a check on legal aspects.

Casola checked with the State's Attorney and with local officials. He got a written opinion from the State's Attorney's office in support of the tournament. Officials suggested that prize money come out of a tournament fund, rather than directly from the game receipts. The tournament was set up as a corporation with money in the bank, assessed from each operator in the group.

Federal Law Favorable

Federal law, as was pointed out in the previous article, is definitely not opposed to such prize awards for competitive play—providing that the games played are skill games and the element of chance is not predominant.

These funds, as assessed from the operators, indirectly coming from game receipts, provided \$8,000 in prize money and additional capital to operate and promote the plan.

Here's how the actual tournament is set up:

A blackboard is placed at each tournament location. Players mark

(Continued on page 101)

Baltimore Police Probe Alleged Cash Payoffs on Pinball Units

Coin Execs and City Officials Say Cash Payments Are Few and Far Between

BALTIMORE—The Baltimore Police Department is investigating the possibility that illegal payoffs are being made to players of pinball machines here.

The action stems from the recent arrest of a bartender for paying a plainclothesman \$1 for getting a winning pinball score. The bartender was fined \$100 by Judge James K. Cullen in Criminal Court, but the owner was given "probation without verdict." This ruling is not a conviction, and no record is entered in the book.

A prominent Baltimore coin machine executive said the payoffs in the city were few and far between. Amusement game operators here have always enjoyed cordial relationships with city officials and they have been careful not to jeopardize their status. Pinball machines are legal games in the city.

Free Play Legal

In fact, a recent act of the Legislature makes free play legal upon payment of a license fee.

In fining the bartender, Judge Cullen declared, "Why the city or State licenses an instrument the purpose of which is illegal just doesn't make sense to me."

City Delegate Jerome Robinson commented that "in my opinion payoffs are not such an extensive thing. For the most part, people who play these machines are addicts and would play if there were a payoff or not."

He added that "such payoffs, if any are made, would be small and infrequent. The vice squad has been very active in Baltimore and

Mull Teen-Age Pin Play Code In Hammond

HAMMOND, Ind.—Mayor Edward C. Dowling announced last week that he was exploring the possibilities of legislation to compel the removal of pinball machines from places frequented by minors.

At his request the city's legal department has undertaken a study of the feasibility of an ordinance dealing with the problem, Dowling said. Whether such a law could withstand a test under the Indiana State Constitution was a major point to be determined by Dowling's city attorney.

Reports of what the mayor characterized as "racketeering" impelled his action, he stated. Cases of larceny by teen-agers, the consequence of pinball losses, are being brought to his attention with distressing regularity, Dowling said.

Hammond's Police Chief John Mahoney, while pledging support of the mayor's determination to keep minors away from pin equipment, recalled that a bill defeated in the 1957 session of the Indiana General Assembly would have simplified his task. That proposal would have prohibited pin playing by minors. It was voted down in fear of the possibility that by implication such a statute would have legalized pin gambling for persons of other ages.

"As it is," the chief asserted, "our hands are tied. Unfortunately, there is nothing in the statutes which prohibits a minor from playing the machines."

In Hammond, as elsewhere in Indiana, enforcement of the 1957 anti-pin law is in a state of virtual

(Continued on page 101)

COURT TWIST

Uncle Sam To Fight For Pins

DENVER—The federal government will go to court soon in an effort to get permission to send 34 pinball machines to hospitals and mental institutions for rehabilitation use.

The Denver owners of the machines were agreeable to such use of the machines, but now plan a fight to get the money that was in the machines when they were confiscated by the government. At stake is between \$2,000 and \$2,500.

The pinball machines were seized during May, 1956, as alleged gambling devices on which the owners had neglected to buy the tax stamps. The government claims that cash payoffs were being made at the machine locations, mostly in local taverns.

Distrib Expects Pool Games to Hit Fall Peak

MINNEAPOLIS — Irving Sandler is one coin machine distributor here who hasn't given up on the pool table.

"In my opinion, pool tables haven't yet hit their peak," said Sandler, head of Sandler Distributing Company here. "Since their introduction they have built a hard core of players who like the game and want to play it."

Sandler has been sounding out operators with whom he talks and finds that many are planning to add pool tables to their inventories for the fall and winter season.

"I have found many operators who feel as I do about the pool table game," Sandler said. "Quite a number have built up a sizable following of players and the machines are yielding a fair return on the investments."

Even during the summer months Sandler has experienced a steady demand from operators for the devices, and a sizable number have gone into the resort areas throught Minnesota.

Steady Resort Action

"From what the operators of these machines tell me," Sandler said, "the pool tables are getting steady play from vacationers. There is something about the game which serves as a challenge to the players. In some locations where

(Continued on page 104)

Fischer Tests New Type of Pool Table

TIPTON, Mo.—Fischer Sales & Manufacturing Company began location tests in various parts of the country last week on a new type of coin-operated pool game.

Bill Weikel, Fischer sales manager, said that the firm expects to start regular shipments of the game within the month.

Weikel is keeping details of the new game under wraps until shipments are ready to go. However, he said the game will introduce new pool game play features.

Fischer is currently in shipment on six-pocket and bumper pool models.

Bally Revives Output On Shuffle Bowlers

To Promote Both Puck-Type, Ball-Type Games; Sharp Demand Prompts Move

CHICAGO—In a move that may spell an industry-wide revival of shuffle bowling games, Bally Manufacturing Company began production on a new model last week.

The new Bally model, ABC Super Deluxe Bowler, is a newly designed version of the regulation-scoring Deluxe ABC Bowler.

It is the first new shuffle bowler in production since Chicago Coin Machine Company introduced Championship Bowler in November, 1956, and the first Bally shuffle in production since the firm made a second production run on the Deluxe Congress Bowler in July, 1956.

The quick success made by the newer-type ball bowling games late in 1956 had appeared to mark the end of the six-year long chain of new shuffle bowler games. But now, after an absence of almost a year, they have bounced back once again.

Good Demand

Manufacturers have been aware of a sharp demand for late-model used shuffles over the past year, but apparently were too busy producing and marketing the newer ball bowlers to retain their shuffle lines. Bally, Chicago Coin, J. H. Keeney & Company and United Manufacturing Company have

(Continued on page 101)

IRS Rules Bowler Prizes 'Amusement'

But Awards on Match Play Games Put Machine Into \$250 Gaming Tax Berth

By DELORES NEWCOMB

WASHINGTON — The Internal Revenue Service ruled last week (3) that coin-operated bowling games, where manual skill determines the outcome, are considered coin-operated amusement devices and are taxable at the \$10 rate—even tho players operating the device may receive a free chance to win a prize.

In answer to a request for advice from industry, IRS ruled that giving players of such machines a chance to win a prize thru the medium of a free punch on a punchboard does not put the machine in the \$250 gaming device tax category.

The service pointed out that the determination of whether a coin-operated device is an amusement or gaming device "cannot be made solely on the fact that prizes are awarded in connection with its operation." IRS said that if the successful operation of a coin-operated device depends on the application of the element of chance—and prizes are awarded—the machine is considered a gaming device. IRS described a gaming device as a machine over which the player has no further control as to final result, once a coin is inserted. Pinballs awarding prizes are included in this category.

(Continued on page 104)

announcing...

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Annual Fall
Coin Machine

MARKET REPORT ISSUE

Dated September 30

• TOP EDITORIAL FEATURES in the MARKET REPORT ISSUE will contain such articles as

- "What's Being Bought and Sold."
- "How Is '57 Shaping Up for Juke Boxes."
- "Amusement Game Business."
- "What Do Legislatures Say on Pin-balls?"
- "Amusement Game Tax and License Laws."

... and More.

• Fall is BUYING TIME for thousands of juke box, game and vending operators. It stands to reason that this is the time to make your all-out sales pitch to operators.

Your ad, run in The Billboard's Fall Coin Machine Market Report issue, reaches more than 7,500 big operators who buy 95% of all juke boxes, amusement games and supplies... and reaches them when they're primed to BUY.

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HOLLYWOOD 28, CALIF.
1520 N. Gower St.
Hollywood 9-5831
George Kelley

CINCINNATI 22, O.
2160 Patterson St.
DUnbar 1-6450
Lou Schochet

NEW YORK 36, N. Y.
1584 Broadway
PLaza 7-2800
Murray Dorf

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443
Frank Joerling

Tourney Play: How It Works

• Continued from page 100

down their highest scores on the blackboard, which has space for 18 names and scores. At the end of each two-week period, the 18 top scorers qualify for the preliminary tourney.

These 18 players "battle it out" at their location in a Tuesday night three-game playoff. Player making the highest combined score is the location's winner. He wins \$10 and qualifies to meet winners from other locations.

Group Winners

The winners from each of the 60 locations meet in individual group playoffs, 12 location winners to a group. Each of the five groups meets on a Thursday night at a selected location from their group. Winner in each group takes \$25, a trophy, and a chance to go further.

The field is now narrowed down to five group winners.

These five winners compete for the championship trophy and a \$250 prize. The championship tourney is held on television, with a three-game playoff on Rockford's WREX-TV.

At the end of the tournament season, individual tourney champs will compete for \$1,000 and an annual championship trophy, again on TV.

For the Rockford operators, the tourney play acted as a real stimulus. It boosted interest in coin games, and upped grosses. It kept jakes from falling off during the

Mull Teen Code

• Continued from page 100

stalemate as the result of adverse court rulings. Pursuant to that act, enforcement agencies were to consider pins with free-game offerings as gambling devices. That provision of the law has been invalidated by the Indiana Supreme Court.

Only the pressure of the U. S. Government in its quest for the \$250 gaming tax on pay-off pins remains to haunt the Indiana operator.

Latest of a number of Hoosier location owners to feel the lash of federal prosecution is William S. Bennett, a Hobart tavern keeper.

After changing a claim of innocence to a plea of "no contest" on Wednesday, August 18, Bennett was fined \$500 and costs and placed on probation for a year by Federal Judge Luther M. Swygert in U. S. District Court here. He was charged with operating a pay-off pin without the \$250 tag.

summer, showing a profit rather than an expected loss. "It saved us," says Casola, speaking for all of Rockford's operators.

Tourney Talked Up

"This is the first time folks in this area have heard of the coin machine business making any attempt at public relations. It gets the people into the taverns and interests them in the coin equipment."

Telecasts are run on Saturday afternoons, usually following the ball games. "The tournaments don't have great spectator appeal, but all the taverns in town tune it in. We use TV to draw attention to the tournament.

"It creates one problem: it makes locations which aren't really worthy of a ball bowling game want one. Both customers and location owners want the game after seeing it in action on TV.

Rockford operators are now mulling the idea of running a similar TV promotion in the juke

Bally Revives

• Continued from page 100

been the makers of shuffle bowlers in the past, and now are all engaged in ball bowler output.

There were no immediate indications that the others would join Bally in the shuffle comeback, but such a move is likely.

Bally, according to Herb Jones, vice-president, will produce shuffles simultaneously with ball bowlers, and hopes to continue both lines.

"Our distributors have been shouting for new shuffles," said Jones. "They are very scarce on the market."

Improved Model

The new shuffle, he said, has a newly designed cabinet and backglass. It is "flashier" than its predecessor, the old ABC model. Jones said some mechanisms have been changed, as suggested by comments from the field. He said the operation is smoother.

Jones said he does not know how long the firm will continue the shuffle line. It will depend on future demand for shuffles as compared with other types of games. Bally plans to definitely continue production on the ball bowlers.

ABC Super Deluxe Bowler has the giant pins and saucer-size puck, and requires 8½ feet by 25 inches floor space. ABC Tournament, the latest Bally ball bowler continues in full production.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

September 10—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

September 11—Retail Amusement Association of Canton, O., monthly meeting, office of Elum Music Company, Massillon.

September 12—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

September 16—Westchester Operators' Guild, monthly meeting, American Legion Hall, White Plains, New York.

September 18—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.

September 20—Chicago Independent Amusement Association, monthly meeting, Pine Room, Congress Hotel, Chicago.

September 30—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

October 1—Washington Music Merchants' Association, monthly meeting, Seattle.

October 1—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

October 1—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.

October 2—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka.

October 2—Summit County Music Operators' Association, monthly meeting, Akron.

box field. "It could be set up like a telephone chart," says Lou. "The station would have a chart with each location listed. A record would be played, and a wheel spun, stopping at the name of one of the locations listed. They'd call 'Joe's Tavern' and ask the man on the 'third stool' to name the tune and win a prize... We don't know if it will work.

"It could well be done on a national level," suggests Lou, "something like the \$64,000 question."

Next week's article will describe how successful tournaments can be conducted on coin-operated pool games; and other tournament plans in operation in various areas of the country.

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THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGH AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of September 2, 1957)

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM.....	\$135.00	\$39.50	\$99.50
Model B (48) 40 sel., 78 RPM.....	179.50	125.00	149.50
Model C-40.....	199.50	85.00	125.00
Model C (50) 40 sel., 78 RPM.....	195.00	100.00	150.00
Model D-80 (51) 40 sel., 78 RPM.....	325.00	149.50	295.00
Model E-40 (53) 40 sel., 78 RPM.....	425.00	225.00	345.00
Model E-80 (53) 80 sel., 45 RPM.....	445.00	295.00	375.00
Model E-120 (53) 120 sel., 45 RPM.....	565.00	35.00	395.00
Model F-80 (54) 80 sel., 45 RPM.....	595.00	475.00	545.00
Model F-120 (54) 120 sel., 45 RPM.....	675.00	395.00	595.00
ROCK-OLA			
120 Comet.....	\$495.00	\$475.00	\$495.00
1428 (48) 20 sel., 78 RPM.....	99.50	49.50	95.00
1434 (50-51) 50 sel., 78 RPM.....	300.00	149.50	225.00
1436 A- (53) 120 sel., 45 RPM.....	150.00	150.00	150.00
1438 (54) 120 sel., 45 RPM.....	465.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM.....	500.00	495.00	495.00
SEEBURG			
HM-100-Hideaway (9/49).....	\$275.00	\$189.00	\$245.00
M-100-A (9/49) 100 sel., 78 RPM.....	200.00	169.50	175.00
M-100-B (10/50) 100 sel., 45 RPM.....	450.00	340.00	425.00
M-100-C (5/52) 100 sel., 45 RPM.....	595.00	495.00	495.00
HF-100-G (9/53) 100 sel., 45 RPM.....	700.00	550.00	615.00
HF-100-R.....	725.00	650.00	695.00
100-W (9/53).....	595.00	575.00	575.00
WURLITZER			
1015 (46) 24 sel., 78 RPM.....	\$95.00	\$39.50	\$65.00
1100 (47) 24 sel., 78 RPM.....	75.00	50.00	60.00
1250 (50) 48 sel., 45 or 78 RPM.....	129.50	75.00	125.00
1400 (51) 48 sel., 45 or 78 RPM.....	195.00	175.00	195.00
1450 (51) 48 sel., 45 or 78 RPM.....	250.00	175.00	219.00
1500 (52) 104 sel., 45-78 RPM Mix.....	399.00	250.00	295.00
1700 (54) 104 sel., 45 RPM.....	695.00	425.00	545.00
1800 (2/55).....	795.00	175.00	595.00

PINBALL GAMES

BALLY			
Atlantic City (5/52).....	\$100.00	\$35.00	\$65.00
Beach Beauty (1/55).....	295.00	150.00	245.00
Beach Club (2/53).....	55.00	30.00	30.00
Beauty (11/52).....	160.00	49.50	85.00
Big Time (1/55).....	200.00	94.00	150.00
Bright Lights (5/51).....	95.00	40.00	65.00
Broadway (12/55).....	350.00	155.00	275.00
Coney Island (9/52).....	95.00	24.50	50.00
Dude Ranch (9/51).....	80.00	49.00	80.00
Frolic (10/52).....	135.00	40.00	90.00
Gayety (3/55).....	190.00	45.00	80.00
Gaytime (6/55).....	190.00	99.00	150.00
Hi-Fi (6/54).....	225.00	25.00	70.00
Ice Frolics (1/54).....	265.00	45.00	115.00
Miami Beach (9/55).....	210.00	104.00	160.00
Nite Club (3/56).....	400.00	195.00	350.00
Palm Beach (7/52).....	65.00	50.00	60.00
Palm Springs (11/52).....	90.00	29.50	75.00
Spot Lite (1/52).....	85.00	25.00	40.50
Surf Club (3/54).....	85.00	50.00	65.00
Variety (9/54).....	125.00	39.50	100.00
Yacht Club (6/53).....	65.00	44.00	60.00
CHICAGO COIN			
Basket Ball Champ (10/49).....	\$195.00	\$125.00	\$175.00
EVANS			
Saddle & Turf Club Model (10/53).....	\$145.00	\$105.00	\$145.00
GOTTIEB			
Chinatown (10/52).....	\$65.00	\$45.00	\$65.00
Coronation (11/52).....	65.00	55.00	60.00

	High	Low	Mean Avg.
Cyclone (4/51).....	\$75.00	\$50.00	\$64.50
Daisy Mae (7/54).....	175.00	150.00	150.00
Derby Day (4/56).....	240.00	215.00	240.00
Diamond Lill (12/54).....	199.50	139.00	175.00
Dragonette (6/54).....	225.00	125.00	175.00
Duette Deluxe (4/55).....	250.00	225.00	245.00
Flying High (2/53).....	65.00	65.00	65.00
Four Belles (10/54).....	150.00	150.00	150.00
Four Stars (6/52).....	65.00	50.00	50.00
Frontiersman (11/55).....	245.00	194.50	210.00
Gold Star (8/54).....	200.00	150.00	150.00
Grand Slam (4/53).....	110.00	75.00	110.00
Guys & Dolls (5/53).....	75.00	60.00	75.00
Gypsy Queen (2/55).....	210.00	165.00	185.00
Happy Days (7/52).....	65.00	45.00	60.00
Harbor Lites (2/56).....	250.00	175.00	225.00
Hit 'n' Run (3/52).....	60.00	60.00	60.00
Jockey Club (4/54).....	165.00	100.00	134.50
Joker (11/50).....	50.00	50.00	50.00
Lady Luck (9/54).....	190.00	134.50	155.00
Lovely Lucy (2/54).....	175.00	114.50	130.00
Marathon (10/55).....	325.00	265.00	295.00
Marble Queen (6/53).....	135.00	75.00	95.00
Minstrel Man (2/51).....	45.00	45.00	45.00
Mystic Marvel (3/54).....	130.00	130.00	130.00
Niagara (12/51).....	50.00	50.00	50.00
Poker Face (8/53).....	85.00	85.00	85.00
Quartette (2/52).....	110.00	59.50	110.00
Queen of Hearts (12/52).....	110.00	55.00	99.00
Quinette (3/53).....	80.00	45.00	80.00
Rockettes (8/50).....	50.00	50.00	50.00
Rose Bowl (10/51).....	50.00	50.00	50.00
Round Up (11/48).....	60.00	60.00	60.00
Score-Board (3/56).....	250.00	225.00	225.00
Sharpshooter (5/49).....	60.00	60.00	60.00
Shindig (9/53).....	110.00	65.00	110.00
Skill Pool (8/52).....	65.00	40.00	65.00
Stage Coach (11/54).....	195.00	165.00	175.00
Sweet Add-A-Line (7/55).....	250.00	165.00	175.00
Toreador (6/56).....	345.00	310.00	325.00
Tournament (8/55).....	275.00	245.00	275.00
Triplets (7/50).....	65.00	65.00	65.00
Twin Bill (1/55).....	225.00	125.00	185.00
Wishing Well (9/55).....	245.00	165.00	205.00

UNITED

Caravan (1/56).....	\$250.00	\$165.00	\$235.00
Circus (8/52).....	85.00	45.00	50.00
Havana (2/54).....	60.00	45.00	45.00
Hawaii (6/54).....	55.00	35.00	40.00
Leader (10/51).....	95.00	35.00	50.00
Manhattan (4/55).....	345.00	110.00	249.50
Mexico (3/54).....	60.00	35.00	45.00
Nevada (8/54).....	195.00	50.00	125.00
Pixie (9/55).....	175.00	99.00	125.00
Rio (11/53).....	175.00	75.00	105.00
Singapore (10/54).....	65.00	25.00	60.00
Starlet (11/55).....	175.00	104.00	165.00
Stars (6/52).....	65.00	40.00	60.00
Tahiti (8/53).....	175.00	50.00	90.00
Triple Play (8/55).....	125.00	75.00	100.00
Tropicana (1/55).....	295.00	100.00	185.00
Tropics (7/55).....	175.00	35.00	69.50
Zingo (10/51).....	65.00	65.00	65.00

WILLIAMS

Army & Navy (10/55).....	\$60.00	\$50.00	\$60.00
Big Ben (9/54).....	115.00	90.00	115.00
C. O. D. (9/53).....	175.00	75.00	115.00
Colors (11/54).....	135.00	125.00	125.00
Dealer '21' (2/54).....	125.00	65.00	110.00
Deluxe Baseball.....	185.00	125.00	125.00
Disk Jockey (11/52).....	60.00	60.00	60.00
Four Corners (11/52).....	70.00	65.00	45.00
Fairway (6/53).....	60.00	45.00	45.00
Grand Champion (8/53).....	135.00	115.00	125.00
Gun Club (11/53).....	95.00	39.50	75.00
Hayburner (6/51).....	75.00	35.00	50.00
Jolly Joker (10/55).....	160.00	95.00	95.00
Lazy Q (2/54).....	125.00	59.50	99.50
Nina Sisters (1/54).....	95.00	95.00	95.00
Palisade (7/53).....	55.00	55.00	55.00
Peter Pan (4/55).....	165.00	140.00	130.00
Pinky-5 Ball (9/50).....	60.00	60.00	60.00
Quarterback (10/49).....	79.50	75.00	75.00
Race the Clock (1/55).....	185.00	140.00	150.00
Regatta (10/55).....	150.00	145.00	145.00
Scream (4/54).....	65.00	45.00	45.00
Sea Jockeys (11/51).....	75.00	40.00	65.00
Silver Skates (2/53).....	70.00	70.00	70.00
Singapore (10/54).....	250.00	125.00	195.00
Sky Way (9/54).....	125.00	65.00	65.00
Spitfire (2/55).....	110.00	75.00	75.00
Struggle Buggy (12/53).....	125.00	119.50	125.00
Twenty Grand (12/52).....	50.00	50.00	50.00
Times Square (4/53).....	65.00	40.00	40.00
Thunderbird (5/54).....	125.00	90.00	125.00
Wonderland (5/55).....	175.00	140.00	140.00

SHUFFLE GAMES

	High	Low	Mean Avg.
Ace Bowler (CC) (9/50).....	\$295.00	\$95.00	\$195.00
Advance Bowler (CC) (5/53).....	199.50	95.00	100.00
Banner (U) (8/54).....	325.00	155.00	240.00
Bikini (K) (6/54).....	195.00	125.00	150.00
Bonus Bowler (K) (3/54).....	95.00	95.00	95.00
Bonus Score Bowler (CC) (4/55).....	395.00	275.00	345.00
Capitol (U) (6/55).....	350.00	225.00	295.00
Carnival (K) (5/53).....	185.00	145.00	145.00
Cascade (U) (2/53).....	175.00	50.00	75.00
Chief (U) (11/53).....	250.00	65.00	140.00
Clipper (U) (5/55).....	385.00	215.00	295.00
Club (K) (4/53).....	75.00	50.00	65.00
Comet Targette (U) (11/54).....	150.00	150.00	150.00
Criss-Cross (CC) (11/53).....	275.00	65.00	145.00
Criss-Cross Targette Deluxe (CC) (1/55).....	275.00	125.00	150.00
Criss-Cross Targette Regular (CC) (1/55).....	235.00	99.50	175.00
Crown (CC) (4/53).....	150.00	54.00	85.00
Domino (K) (5/53).....	50.00	95.00	95.00
Feature (CC) (7/54).....	275.00	125.00	185.00
Fifth Inning Deluxe (U) (6/55).....	395.00	225.00	295.00
5 Player (U) (1/51).....	40.00	40.00	40.00
Fireball (CC) (11/54).....	375.00	145.00	245.00
Flash (CC) (9/54).....	335.00	195.00	195.00
8 Player (CC) (9/51).....	85.00	50.00	50.00
Gold Cup (CC) (7/53).....	155.00	75.00	115.00
Gold Medal (B) (3/55).....	195.00	175.00	195.00
Hi Speed Triple Score (CC) (8/53).....	195.00	65.00	95.00
Hollywood (CC) (5/55).....	495.00	225.00	325.00
Imperial (U) (9/53).....	215.00	60.00	135.00
King (CC).....	200.00	65.00	120.00
League Bowler (U) (1/54).....	115.00	75.00	100.00
Lightning (U) (2/55			

	High	Low	Mean Avg.
Heavy Hitter (B)	\$ 50.00	\$ 35.00	\$ 40.00
Hi-Ball (Ex) (2/38)	95.00	95.00	95.00
Hockey (CC)	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54)	200.00	175.00	195.00
Jet Fighter (W) (10/54)	485.00	150.00	185.00
Jet Gun (Ex) (12/51)	110.00	110.00	110.00
Jungle Gun (U) (7/54)	185.00	135.00	150.00
Kicker & Catchers	25.00	18.00	20.00
Lite League (W) (2/54)	75.00	75.00	75.00
Lord's Prayer (M) (6/56)	395.00	395.00	395.00
Lovemeter (Ex)	25.00	25.00	25.00
Midjet Movies (CC)	125.00	100.00	125.00
Panoram (Mills)	325.00	325.00	325.00
Pennant Baseball (W)	175.00	125.00	150.00
Photomatic (M) (1/50)	250.00	295.00	350.00
Pistol (CC) (1/49)	50.00	39.50	50.00
Pistol Pete (CC)	99.50	45.00	75.00
Pitch'm & Bat'm (S)	175.00	75.00	175.00
Polar Hunt (W)	395.00	325.00	345.00
Pop Up	25.00	14.50	20.00
Quarterbacks (G) (9/55)	350.00	200.00	325.00
Rifle Gallery (G) (6/54)	175.00	95.00	175.00
Round the World Trainer (CC) (10/53)	425.00	350.00	425.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	365.00	225.00	313.00
Shoe Brush Up	95.00	95.00	95.00

	High	Low	Mean Avg.
Shoot the Bear (S)	\$150.00	\$125.00	\$125.00
Shooting Gallery (Ex) (6/54)	175.00	175.00	175.00
Sidewalk Engineer (W) (5/55)	150.00	125.00	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	195.00	165.00	195.00
Six Shooter (Ex)	125.00	50.00	95.00
Sky Fighter (M) (9/53)	135.00	110.00	135.00
Sky Gunner (G) (9/53)	135.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	260.00	215.00	235.00
Space Gun (Ex)	125.00	85.00	95.00
Space Ship	350.00	200.00	325.00
Sportland (Ex) (11/46)	165.00	95.00	165.00
Sportsman (K) (11/54)	175.00	40.00	175.00
Standard Metal Typewriter	325.00	199.00	275.00
Star Series (W) (4/49)	89.50	79.50	79.50
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	250.00	125.00	225.00
Super Jet (CC) (4/53)	295.00	224.50	225.00
Telequiz (T) (1/49)	95.00	50.00	90.00
Treasure Cove (Ex) (6/55)	295.00	215.00	295.00
Undersea Raider (2/46)	125.00	125.00	125.00
Wild West (G) (1/55)	335.00	295.00	315.00
World Series (W) (4/51)	99.50	55.00	95.00
Zingo (U) (1/51)	165.00	65.00	65.00

VENDING MACHINES			
	High	Low	Mean Avg.
Acorn 5c or 1c	\$ 10.00	\$ 9.50	\$ 10.00
Columbus 1c Bulk	8.50	5.00	6.50
Du Grenier (11 Col.)	87.50	87.50	87.50
Du Grenier Tab Gum (6 Col.)	14.50	14.50	14.50
Electric (8 Col.)	95.00	95.00	95.00
Electro (10 Col.)	125.00	125.00	125.00
Master 1c & 5c Bulk	8.50	8.50	8.50
Mills Candy (5 Col.)	65.00	65.00	65.00
Mills Tab Gum (6 Col.)	17.50	15.95	17.50
National M-9A (9 Col.)	165.00	95.00	125.00
National 930	95.00	95.00	95.00
National 950	110.00	110.00	110.00
Northwestern 39, 1c	9.50	7.50	7.95
Northwestern 33 Ball Gum	8.50	4.95	7.95
Northwestern 49, 1c	12.50	12.00	12.50
Northwestern Deluxe 1c & 5c	12.50	12.00	12.50
P X (8 Col.)	85.00	85.00	85.00
P X (10 Col.)	110.00	110.00	110.00
Rowe Candy (8 Col.)	60.00	60.00	60.00
Rowe Crusader (8 Col.)	150.00	85.00	130.00
Silver King 1c	8.50	7.45	7.45
Silver King 5c	9.95	7.45	8.50
Stoner Candy (6 Col.)	110.00	80.00	110.00
Stoner Candy (8 Col.)	165.00	110.00	110.00
Uneda Model E (8 Col.)	80.00	75.00	75.00

WANTED
Man thoroughly experienced in coin machine operation in managerial and sales capacities for large Midwestern route in large city. If you know how to get and hold locations, and how to manage routes and servicemen, a good job is waiting for you. Send all information, whether or not you are working, and complete past references and experience to
Box 907, The Billboard
188 W. Randolph St. Chicago, Ill.

L. A. Ops on Direct Sales

• Continued from page 96

Phil Sreden of Western Vending Machine Service Company, the largest bulk operation here, buys both locally and direct.

50% Direct
"I buy about 50 per cent of my charms in the East," Sreden said. "As I use such a large amount it pays me to do it. I often have charms in my machines that are never shown here."

"It is easy to understand the manufacturers' problem. They tool up and invest money for an item. Then the distributor here doesn't think it will go, so it is not stocked. The manufacturer is stuck with the merchandise."

"For more than a year, I had a call every Tuesday from New York from a contact wanting to know what I could use. I placed some sizable orders during that time. It was worth his while."

"When I buy an item for capsules—I never buy them filled—I want to be sure there's value in that item and it must look like it is there. On penny stuff, one does not have to be so choosy. Price is important, too. I could be a distributor if I wanted, because I buy enough merchandise. I prefer to keep strictly to operating."

Local Outlets
Lally sticks to local outlets and has been glad that he has followed this policy. Recently he purchased 100 machines—50 per cent were operable on a penny and the other half on nickels. After he began locating them, he found that he needed more for one coin than he did the other. Returning to his distributor, the machines that he could not use were swapped without any trouble. Lally said he doubted that an exchange could have been made had he bought the machines direct. He would have been short of what he needed and had a number of inactive machines on his hands.

While Lally is a distributor's

man, he believes that manufacturers should study operators' needs. One thing needed, he added, is waterproofed vendors. Often there is not enough room in locations for the machine to remain indoors. Then the merchant doesn't worry about it when it rains—even in California.

Brand Names

"I buy direct only on brand names, such as tab gum," Weiner explained. "If you use Wrigley's or American Chicle's products, you can order them and know what you're getting. When you start talking about different kinds of bulk candy, there is no trademark, there is no name. You never know what you're going to get. When I order Dentyne gum,

(Continued on page 105)

KIDDIE RIDES FOR SALE

LANE MGR \$250.00
"MISS AMERICA" BOAT 225.00
DECO SPACE RANGER 200.00
ATOMIC JET 100.00
EXHIBIT SPACE PATROL 100.00

In operating condition. All parts complete.

Other CHOICE SELECTIONS Available

Terms—F.O.B. Chicago.
1/3 Certified Deposit, Balance C.O.D. or Sight Draft.

WE BUY—SELL—TRADE WHAT DO YOU NEED!

KIDDIE RIDES, INC.
2557 W. North Avenue, Chicago 47, Illinois
Phone: ARmillage 6-8180

WILL PAY CASH or WILL TRADE for GOTTLIEB 5-BALL GAMES
Single and Multiple Player and **UNITED SHUFFLE ALLEYS** with Match Feature
LET'S HEAR FROM YOU, PRONTO!

ATTENTION, OPERATORS in N. INDIANA—N. ILLINOIS—IOWA!
WE'RE DELIVERING GOTTLIEB'S WORLD CHAMP
THE GAME WITH THE MONEY-MAKING PUNCH!

YOU HAVE TRIED THE REST. NOW BUY THE BEST

Model 2100 Wurlitzers

MUSIC
AMI
MODEL E-120 \$355.00
MODEL C 85.00
MODEL D-40 150.00
MODEL F-120 325.00

WURLITZER
MODEL 1017 \$ 35.00
MODEL 1015 35.00
MODEL 1100 60.00
MODEL 1650 265.00
MODEL 1900 895.00
MODEL 2000 945.00

SEEBURG
MODEL C \$465.00

WALL BOXES
SEEBURG (CHROME) \$ 40.00
WURLITZER 4851 9.00
WURLITZER 3020, 48 Selec. 5.00

BINGOS
GAYETY \$ 55.00
BIG TIME 95.00
VARIETY 75.00

ARCADE
SEEBURG BEAR GUN \$ 85.00
SEEBURG COON HUNT 115.00
TELEQUIZ WITH FILM 75.00
CHGO. COIN TWIN HOCKEY 125.00
CHGO. COIN PISTOL 45.00
GENCO RIFLE GALLERY 125.00

BOWLERS
BALLY JET \$ 75.00
BALLY MAGIC 110.00

WE'RE HAPPY TO ANNOUNCE OUR APPOINTMENT AS A DISTRIBUTOR FOR
J. H. KEENEY & COMPANY, INC.
1/2 down, balance C.O.D.

NATIONAL COIN MACHINE EXCHANGE
1411 1/2 DIVERSEY BLVD. Phone: 8Uckingham 1-6466 CHICAGO 14

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The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 20¢ a word—Minimum \$4.00.

CASH WITH ORDER

DISPLAY CLASSIFIED ADS
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RATES: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER
Unless credit has been established.

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Exclusive Wurlitzer Distributor
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NEW YORK STATE OPERATORS
ARE INVITED TO ATTEND AN ORGANIZATIONAL MEETING of **N. Y. STATE OPERATORS' ASSOCIATION** at **ONONDAGA WAR MEMORIAL** SOUTH STATE STREET, SYRACUSE, N. Y. **WEDNESDAY, SEPTEMBER 25—2:30 P.M.**

This is your organization and it will succeed with your support. Plan now to attend and take part in the election of officers, formation of By-Laws, and setting up a program for the year.

For Further Information Contact
Tom Greco, Temporary Chairman, Saugerties 922, Glasco, N. Y.

Used Coin-Operated Equipment

CASH! HIGHEST CASH PAID FOR C.C. Blinkers, Bull's-Eyes, United, Genco, Williams Guns and Baseballs. Allied Coin Machine, 786 Milwaukee, Chicago 22, Ill. Or call: CA 6-0293. no4

FOR SALE—ALL TYPES OF USED Cigarette Machines, also all types of Bingo Games. Write: Frank Guerrini, 1211 West 4th St., Lewistown, Pa. no9

FOR SALE—PINGAMES, FINIXE, \$100; Starlet, \$100; Hunters, \$250. Scioto Novelty, Inc., 1909 8th St., Portsmouth, Ohio. Phone: EL 34179. no10

KIDDIE RIDES FOR SALE—NEW SMALL Deco Horses; used Big Bronco; used Bally Horser; Rabbits; Reinders; used Deco Merry-Go-Round; one new Deco Grandma. Elmer Moore, Box 7016, Knoxville, Tenn. no11

SHIPMAN DUPLEX STAMP MACHINES. \$10; Triplex, \$29.50 each, like new. Folders direct factory prices. WSP Co., 100 Grand, Waterbury 8, Conn. no12

300 DAHLBERG HOSPITAL RADIOS WITH Pillow Speaker. Cabinets almost like new. \$7.50 each. Sandhaus, 5417 Guirino Rd., Pittsburgh 17, Pa. no13

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted. 3¢/a. Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Rake, 608C Spring Garden St., Philadelphia 23, Pa. ch-17n

JURE AND PINBALL ROUTE IN WEST. Want good clean route. List equipment and price. Box M-204, c/o The Billboard, Cincinnati 22, Ohio. no14

LATEX MACHINES, ADVANCE 21 F's. New or used, in good working condition. Will buy small established routes in area Asheville, N. C., to Augusta, Ga. Box M-206, c/o The Billboard, Cincinnati 22, O. no15

ONE-CENT COUNTER GAMES ALL KINDS. Lee Hirschler, 160 E. Mitchell Ave., Cincinnati 17, Ohio. no16

WANTED—JURE BOX ROUTE. NET \$150-\$200 week. Brooklyn, Manhattan. Quoting principals only. Box M-205, c/o The Billboard, Cincinnati 22, O. no17

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMNS OF THE BILLBOARD!

JOE ASH says:



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Exclusive Distributors for Wurlitzers, D. Gottlieb and Exhibit In So Jersey, Del. and E. Penn.
Cable Address: COMAC, Philadelphia, Penna.

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St., Phila. 30, Pa. • POplar 9-4495
You can ALWAYS depend on ACTIVE ALL WAYS

NEWS IN BRIEF

• Continued from page 98

Gum Manufacturers. A 1.5 per cent increase, or \$187,200,000 worth of gum was sold last year. Share of gum sold thru vending machines increased as well. Number of operators with candy equipment vending nickel gum in their machines jumped 12 per cent during 1955-1956 period. Means that by end of last year 90 per cent of these operators were using gum in their candy machines.

BALLY TO SHOW NEW 8-WAY DRINK VENDER...

New beverage vender made by Bally Vending Corporation will be put on display at National Automatic Merchandising Association convention in Philadelphia this fall. Named the Model 587, machine offers eight different selections of beverages: Fresh-brewed coffee, soups, hot chocolate, and cold drinks. Besides coffee selection, minor adjustments on machine enable it to vend four selections of hot and cold beverages in any combination—from one hot and three cold, to three hot to one cold. Beverages made with fresh liquid concentrates. Fresh cream used for hot chocolate and coffee. Machine incorporates basic features of Model 583.

BOW 5-SELECTION HOT, COLD SANDWICH UNIT...

Hot, cold, or toasted sandwiches will be vended by new machine to be brought out this month by W & K Manufacturing Company, St. Louis. Machine vends five different types of sandwiches at multiple prices. Infra-red unit does heating and toasting of sandwiches wrapped in heat-seal packaging. Takes 10 seconds to heat a sandwich, 25 to toast one. Vender stores up to 125 sandwiches under refrigeration in spring-driven drum. Automatic Food Specialists, Inc., newly formed Illinois corporation, given exclusive national distribution of machine. Price of vender \$1,269. Will be on exhibit at NAMA convention October 13-16 in Philadelphia. Washington Metal Products, Washington, Mo., will manufacture vender under contract.

Distrib Expects

• Continued from page 100

vacationers will bypass playing pinball games, for example, they won't hesitate to pick up a cue and play the pool tables.

"It is a clean, legitimate amusement game, enjoyed by many. Several operators have told me that the number of women playing the pool tables keeps increasing right along."

With the summer experience as a guide, Sandler is confident that the fall and winter seasons, when operators concentrate once again on their regular locations, will find an upsurge in demand for pool tables.

Another amusement game Sandler believes will really move forward during the upcoming season is the large bowler. With the introductory period for this machine about over, players are availing themselves of the large bowler more and more, operators tell Sandler. Thus the game is fast becoming a steady money-maker in almost every location.

"They're out in some vacation locations," he said, "and the returns have been good. Operators are convinced the large bowlers will become even better money makers for them in the fall and winter season we are about to enter."

IRS Bowler Ruling

• Continued from page 100

On the other hand, IRS described an amusement device as a machine where the "insertion of a coin merely releases the machine for manual play and the successful operation thereof depends entirely on the skill of the player in operating the device."

IRS cautioned, however, that if a manually-operated device of this type "includes a feature whereby its successful operation, for which prizes are awarded, depends on the element of chance," the device is considered a gaming device. Example given of the latter is a coin-operated bowling game where a player is awarded a prize in the event the last digit in his score matches a digit which is illuminated on the device after the game is completed.

The service cautioned further that in some circumstances, a coin-operated device may be coupled with a punchboard or similar lottery operation in such a way that it is in reality the operation of a lottery within the meaning of the Internal Revenue Code. "Such would be the case," IRS said, "where there is not a bona fide operation of the coin-operated device as such," in other words,

where the device is employed "with a punchboard or similar lottery as a sham to evade the wagering tax."

Where the customers do not operate the device after inserting the coin—or operate it in a cursory manner merely to clear the machine for insertion of the next coin—the amount deposited would constitute payment for a chance in a lottery. In such a case, "depositing a coin in the slot of the machine is tantamount to depositing a coin in a cash register," IRS said, and the wagering tax would be applicable to the full amount realized from the device, while the tax on coin-operated devices would not be asserted.

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Screamo	65.00
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Frontierman	145.00
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CIRCUS WAGON	225.00	MINSTREL MAN	45.00	SCREW BALL	90.00
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CORONATION	45.00	OKLAHOMA	50.00	SKILL POOL	65.00
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FOUR BELLS	150.00	QUARTETTE	60.00	TRIPLETS	50.00
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HAY BURNER	95.00	RED SHOES	50.00	WISHING WELL	165.00
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1 PL. BASKET		TELLER, new	Write	ORACLE OF THE	
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Williams Peppy (phone)	Write	Wild West Gun	65.00
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M100W	\$575
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G120	\$650
G200	750
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C.C. Bowl A Ball	95.00	Genco Lucky Seven	Write for Special Prices
C.C. Criss Cross Targetts	110.00	Exhibit Tru Score Bowler	Write for Special Prices
Un. Cascade	50.00	Keye Eldorado Six Pocket Pool	Write for Special Prices
Un. Speedy	135.00		
Un. Ringer	125.00	MUSIC	
Un. Chief	85.00	AMI G 200 (Dual Price Play)	\$495.00
C.C. Name Bowler	50.00	AMI G 120	650.00
C.C. Deluxe Skee Ball, 11 ft.	495.00	AMI G 80	425.00
Genco Deluxe Skill Ball	425.00	AMI E 120	295.00
Genco 4 Player Skill Ball	250.00	Rock-Ola 51-50	125.00
C.C. Tournament Ski Bowl	250.00	Seeburg Tear Drop Speakers	75.00
Bally ABC	295.00	BINGOS	
United Regulation	295.00	Write for special prices	
Genco 2 Player Skill Ball	265.00	PHOTO	
Un. Select Play	250.00	Auto Photo M 9	\$1795.00
C.C. Criss Cross Bowler	95.00	Auto Photo M 11	Write
C.C. Gold Cup	75.00		
United Targetts	125.00		
United Venus	175.00		
United Comet	150.00		
C.C. Triple Strike	175.00		
C.C. Bonus Score	195.00		
C.C. Fireball	150.00		
C.C. Miami Shuffle	45.00		
C.C. Crown	50.00		

MONROE COIN MACHINE EXCHANGE INC
 2423 Payne Ave. Cleveland 14, Ohio SUPERior 1-4600

L. A. Ops' Reaction
 • Continued from page 103

I know it is going to be Dentyne gum. If I order Spanish or blanche or cashews—there's only one kind of Spanish peanuts. On other bulk items, such as charms, you should see what you're getting.

"When you order from manufacturers or distributors away from here, you hate to send it back. You have something you ordered and it doesn't move—try to use it and your whole operation is messed up.

"From the local distributors, you can buy what you need. I buy quite a bit, anyway. I could easily buy direct. I would rather go to the local house for I can see what I am getting. The distributor can help you out. Somebody in New York? They don't care.

Association

"If the manufacturer and the distributor had equal prices, I'd buy from the distributor every time. If the new distributors' association can bring this about, it will certainly help me.

"When I buy in the East, I have to purchase 5,000. Maybe I have bought this from a sample. When it arrives, even tho it looked pretty good, it does not move. Then I have a dead item. Had I bought locally, I could have tried out 500 or 1,000. If I had some left over, I could exchange them or make a deal.

"Distributors do not have enough variety. They should carry a complete line. Manufacturers and distributors should work together so that a complete line locally is available. If a manufacturer has a dead item here, he can sell it elsewhere in the country. Not a poor distributor. At least the item should be shown here and let the operators decide.

"I think a distributor is entitled to make 10 per cent anyway. I think that's fair for any wholesaler. Distributors should get a break. They serve small operators with a half pound of this, a pound of that. The merchandise has to be broken up and weighed, sacked—and, maybe, charged. This takes time, material, overhead. If case lots are bought, that's something else.

"I don't think it possible to get along without distributors. They are needed for the little fellow. We all started the same way. I started with eight or nine machines. If it had not been for distributors, how could I have possibly grown. I could never build up a route if I had to order direct for those few machines. There would be no one to talk over problems. What should I do, fly to New York? If manufacturers do not protect distributors, they're making a mistake. They'll lose out in the long run."

FTC Charges
 • Continued from page 96

no matter how much time is spent servicing the machines.

No Security

"Altho a customer is told otherwise," the complaint alleges, "the inventory of machines and nuts is by no means security for the money invested, and the customer stands a very great risk of losing his investment." FTC charges further that the customer is not given exclusive territory as promised, and "neither Mr. McKee nor his agents locate the machines or help locate them." Machines are not repurchased from those dissatisfied, as represented, the Commission adds.

Final FTC charge is that, thru the use of his trade name, McKee misrepresents that he owns and operates a laboratory in connection with his business.

McKee is granted 30 days to file an answer to the complaint. A hearing is scheduled October 29 in Des Moines before an FTC hearing examiner.

BINGO MECHANIC WANTED

GOOD PAY
NO DRIFTERS

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The Billboard, 188 W. Randolph St., Chicago 1, Illinois

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SEEBURG V200's and M100B's
 ANY QUANTITY

BALLY BINGOS Consisting of following:
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INTERESTED IN PURCHASING TRAILER LOADS

GOTTLIEB and WILLIAMS 5 BALLS
GENCO, WILLIAMS and UNITED GUNS

SEND IN COMPLETE LISTS

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.



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 Wms.' KINGS—Single Player Five Ball
 Wms.' DELUXE 1957 BASEBALL—Best Ever
 Genco's LUCKY SEVEN—New Roll Down

PHONOGRAPHS BRAND NEW CLOSEOUTS

Steam Cleaned Reconditioned

Seeburg V200	\$725.00	Williams CRANE
Seeburg 100J	795.00	Williams PEPPY
Seeburg HF100R	695.00	Genco CIRCUS GUN
Seeburg HF100G	595.00	Genco DAVY CROCKETT
Seeburg M100C	515.00	
Seeburg M100B	415.00	
AMI G200 (New)	795.00	
AMI G120	685.00	
AMI F120	585.00	
AMI E120	395.00	
Wurlitzer 2000	725.00	
Wurlitzer 1800	595.00	

½ Deposit, Balance Sight Draft or C.O.D.

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SEEBURG 100R	695
SEEBURG M-100C	495
SEEBURG M-100BL	395
SEEBURG M-100A	185
A.M.I. E-120	395
A.M.I. D-40	145

5-BALL GAMES

ROYAL FLUSH	\$310
ACE HIGH	285
RAINBOW	265
AUTO RACES	245
DERBY DAY	210
GOLD STAR	145
ARABIAN KNIGHTS	125
2-PI. BALLS-A-POPPIN'	345

BINGO GAMES

BEACH BEAUTY	\$225
MIAMI BEACH	145
GAYTIME	125
GAYETY	75
BIG TIME	145
VARIETY	75
BRAZIL	275
MONACO	235
STARBUST	165
STARLET	145
SOUTH SEAS	195
PIXIES	95

FISCHER 6-POCKET POOLS

Like New — \$175 EA.
ELECTRIC SCORE POOLS — \$35 EA.
Williams
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Choice of smart operators for sharp styling, top performance, money-making listening pleasure!
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Wurlitzer Model 1500A	325.00
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Seeburg Model V-200	795.00
Seeburg Model M100C	495.00
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AMI Model F120	695.00

UNITED, INC.

1101 West Vliet Street
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Home Sweet Home

Continued from page 90

campus white spots might make good locations but Lieberman said that even in those he serves have little call for this type of music.

As for Dixieland jazz, there is absolutely no demand for this music at all in juke boxes here, Lieberman said. He has tried Dixieland in his Negro locations but they have received very little, if any, play.

"You need a certain element for all these kinds of music," he said. "There just isn't any acceptance for it here juke box-wise. I know that jazz is being sold for phonographs in the Twin Cities—but for private home use."

Irv Corsen, manager of Acme

Muslo Company, record one-stop here, bore out everything Lieberman said. Corsen said that while a few operators put a record or two of progressive jazz into their juke boxes, these coinmen pick their spots and usually they are Negro locations.

"If there was a call for progressive jazz by operators," Corsen said, "we'd carry a stock of these records. But our calls are so rare that we would rather send the operator to Melody Record Shop in downtown Minneapolis which specializes in stocking such music."

At Melody there was no question that jazz sells well, but to private phono users. The number sold to operators is very few, the owners there said.

"We'd like to see more jazz programming in juke boxes," Melody said. "But the operators know their business. If this music doesn't draw for them, why should they spend their money for it?"

Upgrading of jazz in juke boxes would serve as a boon for the Melody shops which sell at retail, the owners say. If more heard that kind of music, there would be greater demand for it on the retail level.

Lieberman said that the Negro locations which do carry jazz platters will yield an average \$20 to \$25 a week take.

"If we thought the other locations would yield that much with jazz programming, we wouldn't hesitate to put the music in," he said. "We've experimented. But it just doesn't work out anywhere else. Personally, I'd like it to. And I'd like to find out how to make it go."

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14 FT. BOWLERS
UNITED BOWLING ALLEY
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KEENEY TRUE-SCORE **\$595**
Plus crating.

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CHICAGO, ILLINOIS

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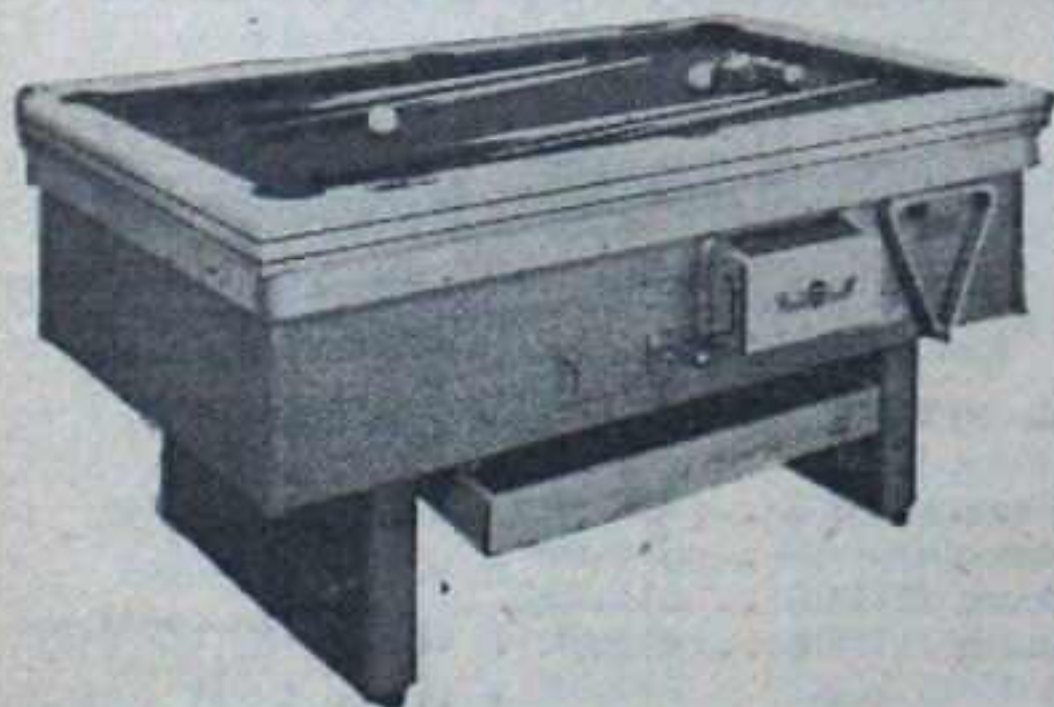
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GIVE TO DAMON RUNYON CANCER FUND

Detroit Ops on Direct Sales

• Continued from page 96

line with the manufacturers', his firm would deal with the distributor.

Emig on the other hand, fails to find the idea of dealing with the distributor, even at favorable price levels, as desirable if only for the reason that the jobber simply could not stock all lines.

A Distrib View

Chester Hill, operator and distributor of bulk vending merchandise at Hill Vending Service, finds that even for his own operating needs, the quantity price discount makes dealing direct with the manufacturer a necessity. He points out, however, the smaller operator who cannot afford to order in such large quantities is provided with a real service in being able to buy from the distributor's stock-on-hand.

Hill Vending Service fills this need for many of the bulk vending operators in the local area and in the suburbs extending to Flint, Mich., acting as a local distributor, and is able to offer a price

acceptable to the operator because of a discount given Hill by the majority of the manufacturers whom he represents.

Hill states it is only because most manufacturers with whom he deals give a better quantity discount to the distributor that makes it worth providing the distributing service to the small operators. "If manufacturers offer the same price to the operator as to the distributor, there is no reason for the distributor to bother to stock anything but merchandise needed for his own operation—or to even exist as a distributor.

Quantity Discount

This is agreed on by most of the other operators, although George Wilson voiced the comment of some who believe that the present price levels obtained by distributors should provide sufficient profit by virtue of the larger quantity ordered. He added, however, that the distributor could provide better promotional efforts if he received more than a quantity discount from manufacturers.

Emig countered by pointing out that it is the operator who shoulders the brunt of promotion direct to the consumer, "where it ultimately counts in profit for the entire industry."

All operators agreed that at least one improvement the manufacturers could offer in service would be a wider variety of selection.

Not too many of the local operators are yet acquainted with the new bulk vending distributors' association or its possible benefits to the operator. But all consider it in the terms of George Wilson's comment:

"Any organization that serves to better the industry by the investigation, evaluation, and exchange of new ideas and methods, constructive criticism, and progressive developments will always be of help to the operator, as well as to the rest of the industry."

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Easy to install!
Modernizes and brings phonographs up to top earning power!

\$69.50

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ALL NEW BOWLING GAMES and POOL TABLES IN STOCK!
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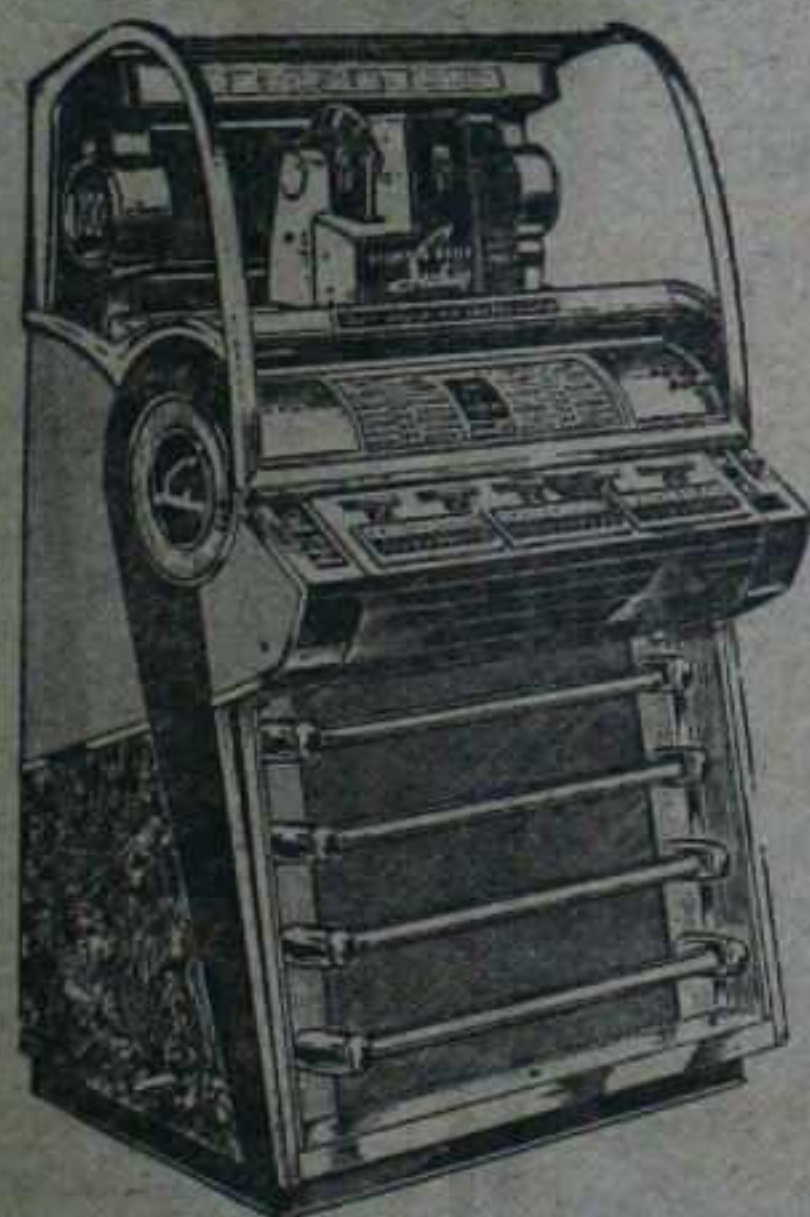
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 in 16' and 20' Size With BIG BALLS

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 SLATE POOL GAMES
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N. Y. Bulk Ops

Continued from page 98

The 5-cent capsule charm machines are still good earners in supermarkets and other high-traffic retail locations. Collections aren't as high as they were when the machines were first put on location, but they are earning good incomes for the operators.

Most common complaint among New York operators is that in recent months no really hot charm item has appeared. One operator said that novelty is the life blood of the bulk vending industry, and that a few good new charm items could assure the operators of the most successful season in a decade.

Helping collections here this summer have been the new baseball-type-games bulk vender and the new fruit flavor ball gum. Candy items have had primarily a novelty value, while nuts have gone over only in scattered locations. Nickel nut machines have enjoyed moderate successes in taverns and other locations patronized primarily by adults.

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(200 Selection)



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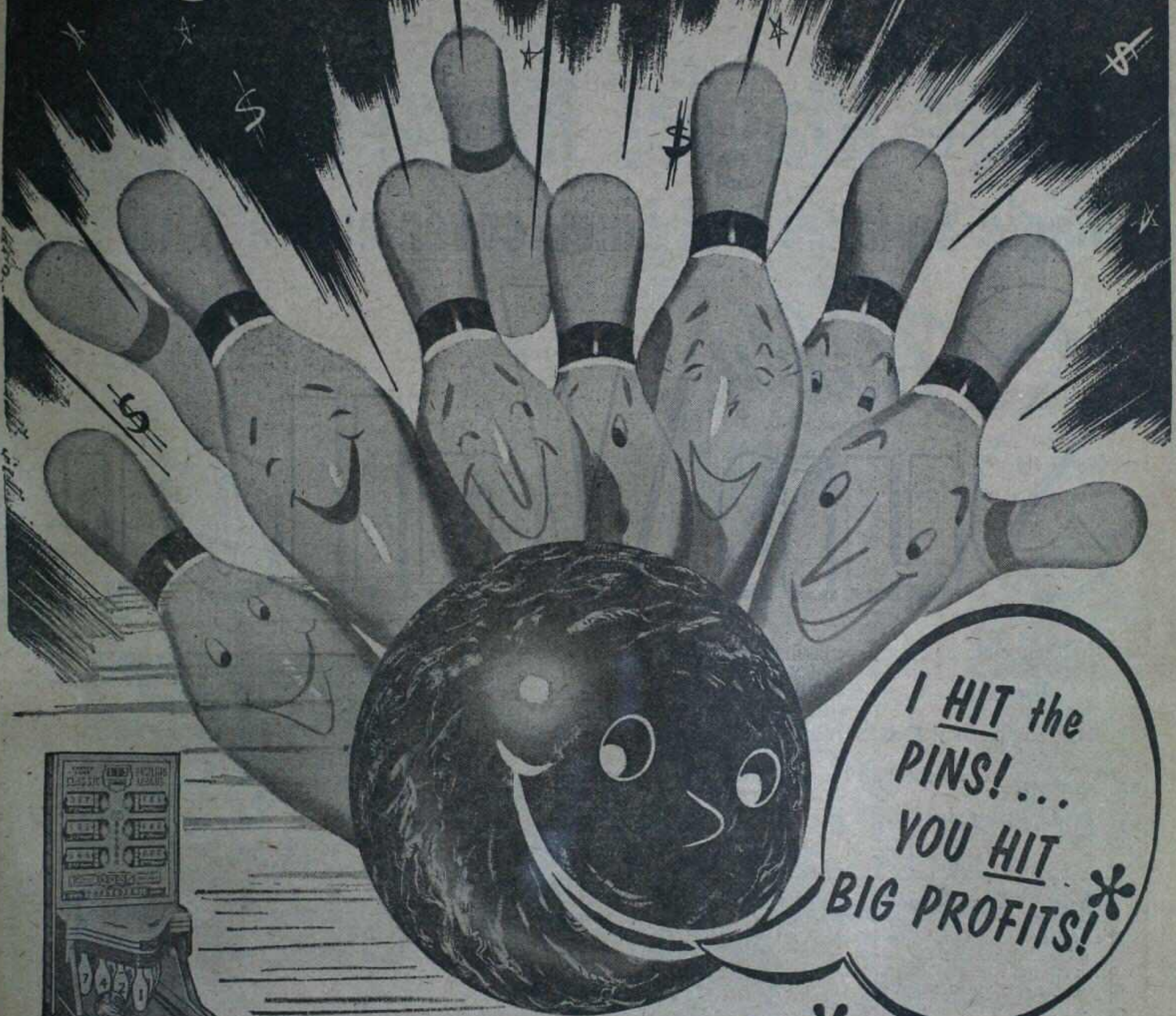
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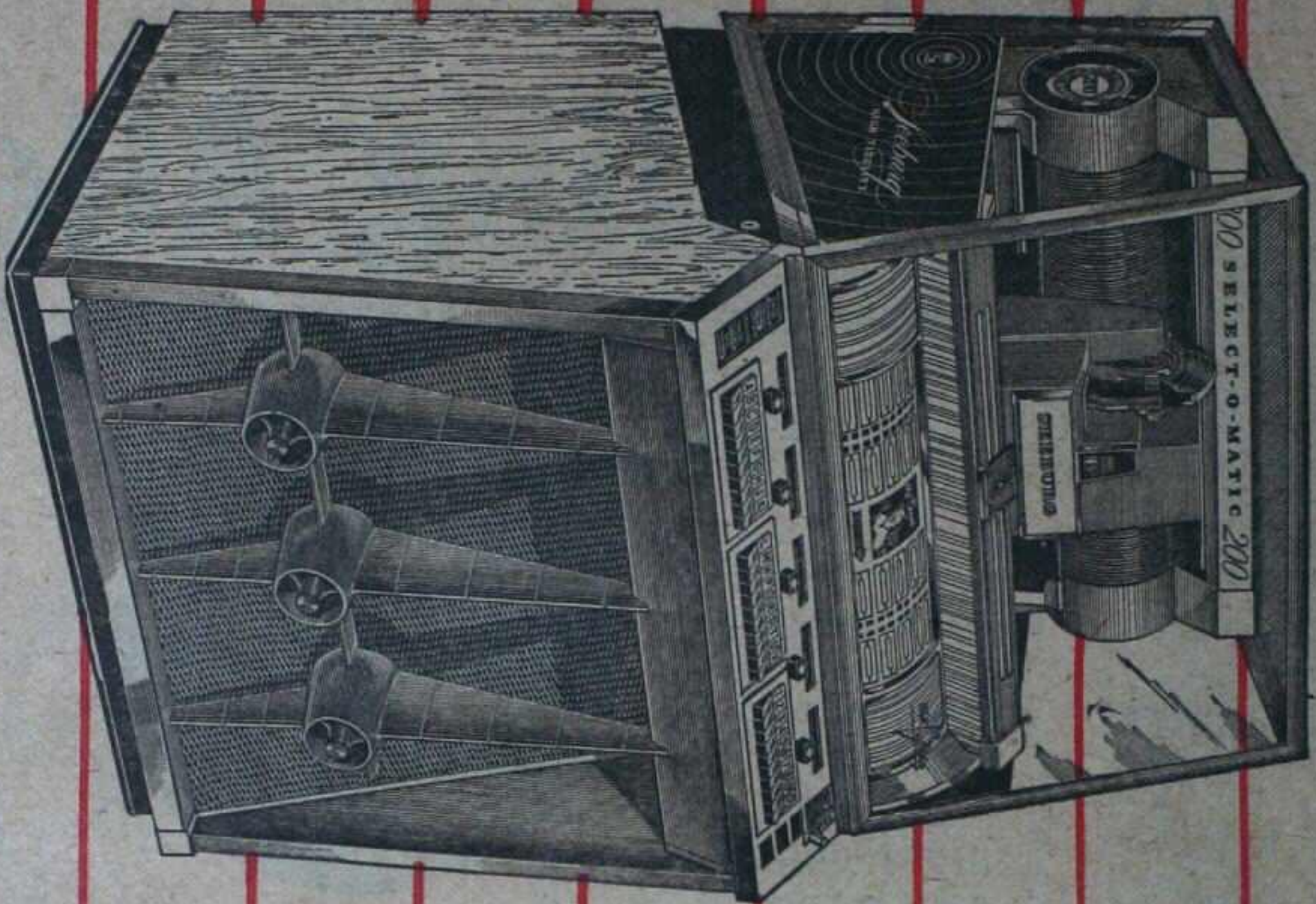
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DEPENDS ON PLAYING

SINGLES AT ONE PRICE

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AT A PROPORTIONATELY

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DUAL PRICING UNITS
Both the Seeburg 200 and the Wall-O-Matic 200 are equipped with Dual Pricing Units that permit programming singles at one price and albums at a proportionately higher price.



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