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Giant Firms Ahead For Juke Business?

Talk Signposts Trend to Colossal But Operators Split on Bulk Values

By BOB DIETMEIER

CHICAGO—Corporations, still small by today's U. S. business standards, but mammoth in the world of juke box operations, may yet come to the music operating business in sizable numbers.

No longer considered wild fancy is the future possibility that multi-State and intra-State operations with capital investments running into several millions of dollars may emerge as a dominant force in music operating.

Even operator co-operatives and joint operator servicing arrangements, long discussed but never widely taken seriously, are being studied by a few operators. Some forms of these plans are already in operation.

For a business still solidly composed for the most part of one, two and three-man operations, most of whom are typified by crusty independence, these prospects appear improbable they are so revolutionary in scope.

And, of course, it is true that there is still wide disagreement among operators about the advantages that bigness in any form would bring to the juke box operating business.

In fact, in some instances, strong dissents to the concept of bigness come from operators who have cut the size of their operations in order to accomplish what others say only bigness can do: Increase net profit.

But two facts remain:

1. The trend to bigger music operating companies continues, slowly but surely.

Here's Large And Small of It

CHICAGO—Some big juke box operators would not want to take the giant step even if they had the chance. But they agree that getting bigger is a trend that many small firms would be wise to follow.

For example, Joseph Lederman, Newark, N. J., music operator, feels that a large operator who has built his business into a thriving one thru personal contacts—basis of juke box operating—should not risk this by becoming part of a larger firm whose management might be less effective.

But for the small operator, says Lederman, it makes sense: "He will no longer be a slave to his 24-hour, seven-day-a-week business, but will become for the first time since he entered business on a par with his employee who puts in a normal work week."

GLASS SLIPPER DOESN'T FIT THIS THRUSH

NEW YORK—NBC press staffers were sporting red faces and black tempers last week, following the revelation that Jack Paar's "real life Cinderella," soprano Trish Dweley, was something of a hoax.

Miss Dweley, supposedly a 17-year-old schoolgirl making her initial professional appearance on Paar's NBC-TV "Tonight" show, turned out to be a former member of the Dream Weavers, a vocal group featured on numerous TV shows in the past, including Ed Sullivan's CBS-TV aier and NBC-TV's own Perry Como program.

Paar was particularly embarrassed by the expose, since he had been touting the girl for the past week as a modern day Cinderella, completely new to show business in any form, and the story was subsequently played up big by the wire services and local and syndicated columnists, all of whom apparently were taken in by the "Cinderella" claim.

Hoax or hit, tho, Miss Dweley was sitting pretty at the writing, with a Decca contract, a long-term pact with NBC, a \$4,000 date on CBS-TV's "Big Record" and several bids from Hollywood. Some tradesters suspect that the Decca pact might have been a put-up job since the Dream Weavers have cut many sides for the label in the past.

2. Some of the nation's top juke box management no longer debate the pros and cons of bigness, but only what method or methods to use in getting bigger.

Obviously, the impact of a sizeable number of multi-million dollar operating corporations on both the record and juke box industries would be enormous.

The possibility of such giant operations, with their tremendous buying power, their ability to cut costly service overhead, their ability to effect more efficient cost accounting and their ability to standardize methods, is being closely examined by top management throuthout the country.

Of course, the common forms of expansion—thru merger of two or more firms or the outright purchase by one operator of a small route—continues at a steady clip in some sections of the country.

A few operators have already set up joint servicing programs with one another to eliminate servicing duplication and thereby cut costs.

The well-managed one-man operation does not enter into the picture in the trend to bigness; almost all agree that there is and always will be a definite place for him. It is from the ranks of operators with several employees where the move to bigness is coming.

Corporations are nothing new to music operating: 9.1 per cent of

(Continued on page 84)

Jazz Slices Thru Iron Curtain at Grass Roots Level

Wax Appeals From Satellite Cats Spot Medium's Propaganda Power

By REN GREVATT

NEW YORK—It's no secret, of course, that jazz has been widely touted as Uncle Sam's best propaganda warrior. What may well open an eye or two, however, is the sheer weight of the surge for jazz at the grass roots level, behind the iron curtain. At least one prominent jazz label has built up a substantial file of letters received from Eastern European cats to document the activity. Quoting from a handful of the letters will clearly outline the trend. Names, naturally, are omitted to protect the writers from possible reprisals at the hands of the various peoples' governments involved.

Polish Wax Drought

One writer from Glivice, Poland, wrote seeking a trade of disks with the American label. He begged forgiveness for being able to send so few disks because of his "financial position being far from favorable." He said he was a specialist in "West Coast" jazz and obtained his knowledge from taking copious notes of broadcasts. "Every photo or jazz paper is a treasure," he declared, and pointed to a disk sent him by the label of the Modern Jazz Quartet and Jimmy Guiffre as "the best record I ever heard." He said the monthly

supply of disks authorized by the government for his city of 150,000 population was about 600 and that the record-starved buyers bought all the titles without even looking at the labels.

Another correspondent from Bydgoszez, Poland, asked for all catalogs and release lists and sought the addresses of Ruth Brown, Joe Turner, Clyde McPhatter, Lavern Baker, Chuck Willis, Ray Charles, Ivory Joe Hunter, John Lewis, and others, in order to start correspondence with them. From the same area came a request for disks by Shorty Rogers and his Giants and by Charlie Mingus in return for records of various popular Polish ensembles.

"My Dear Jazz Friend," said a writer from Stefozyka, Poland, "I am a great fanatic and admirer of jazz band music." In asking for a barter arrangement for getting disks by Shorty Rogers and Jimmy Guiffre, he said: "In Poland, we have not the disks with recordings of the jazz music. We can trade only disks of Chopin music."

Eloquent Appeal

Another who characterized himself as a "fanatic," and a piano player in the New Orleans style, requested that Atlantic "send me here to Poland some of your fine records. I cannot pay, I have no

(Continued on page 24)

NEWS OF THE WEEK

Big Dentifrice Firms May Put Teeth Into TV Campaigns

Big stir in toothpaste industry has been touched off by Bristol-Myers' new Ipana Plus, now receiving heavy TV push. Pepsodent is readying "striped" paste. Colgate, P&G and Block Drug may plunge suddenly with video drives to meet Ipana entry. Page 2

Sputnik Sparks Strong Revival Of Interest In TV 'Spacemen'

One effect of orbiting Sputnik has been a strong revival of interest in "space opera" oldies in syndication and feature films. Distributors are cashing in on satellite fever with a new round of sales on product hitherto dormant in TV libraries and packages. Page 12

Stereo Disk Still Embryo

Says Victor's George Marek The stereophonic record is still far in the future as far as the average disk consumer is concerned, according to RCA Victor veepee-general manager George R. Marek. The exec also opines it is unlikely that the stereo disk will be marketed until playback equipment can

be manufactured which will play stereo platters, but also accommodate the present type of monaural disks. Page 21

Pop Material Favored Over Classics on Stereo-Tape

One of the surprises in the early months of merchandising stereo tape is that pop material is proving considerably more salable than classics. High retail price of tape promises too limited a market, according to dealers, but promotional activity is heavy on the manufacturer level. Page 21

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Czechs Are Hip to Idiom

BRNO, Czechoslovakia — An American jazz figure has left a strong impression in this East European city. Nesuhi Ertegun, of the American Atlantic label, interviewed on Radio Free Europe by Willis Conover, received mail from fans in numerous areas, including a jazz collector and lecturer here.

In a long letter to Ertegun, the fan exhibited a vast knowledge of American music, particularly the blues. According to the letter, his favorite performers in the idiom were Jimmy and Mama Yancey. In a plea for a disk by the Yanceys, he offered classical records, books, reproductions of national costumes or photo albums in return for the album. The precious disk is now in his possession and is being used in the lectures on jazz at the Theater of Music here.

SEE ZIVAD... Pg. 18-19

\$2.50

TV TUBE BATTLE

Dentifrice Firms Likely to Put Teeth Into Campaigns

By CHARLES SINCLAIR

NEW YORK — Television is likely to be the launching site this season of a sudden, all-out spending race in the relatively quiet dentifrice field.

The opening gun will be fired today (21) by fast-stepping Bristol-Myers, No. 4 in toothpaste sales. An old hand at shaking up the drug industry with postwar products like Bufferin and Ban, Bristol Myers is uncorking a spot TV drive in 185 cities for its new "squeeze-bottle" Ipana Plus, which has hit the toothpaste field with the impact of a Sputnik I.

Later this week, Ipana Plus starts network drives on the Arthur Godfrey simulcasts, and the Alfred Hitchcock half-hour series, adding "Playhouse 90" next month. The campaign is thru the Doherty, Clifford, Steers & Shenfield agency.

Even before Ipana Plus moves into high TV gear, the other industry toppers—Colgate, Pepsodent and Procter & Gamble—are already deeply involved in counter-moves which have wide significance in both network and spot video.

Colgate Tests

Colgate, the leading brand in toothpaste sales, has been tuned closely to the sales beep-beep of Ipana Plus since its national intro a fortnight ago. A high-ranking

executive of Colgate-Palmolive, who declined direct quote, admitted to The Billboard that Colgate "is preparing and testing similar bottle packagings" of Colgate toothpaste, and is also "stepping up testing of new formulas and additives" for the dentifrice brand. If Ipana Plus is a runaway best-seller, insiders predict, Colgate won't be long in bringing out a similarly packaged Colgate Dental Cream, and will plunge almost at once into heavy TV spending to back it.

Also looming on the competitive front for Ipana Plus is a new Pepsodent entry, now in the final stages of test-marketing. This is that when squeezed it comes out in red-and-white layers, like a peppermint candy cane.

Pepsodent is currently going with an all-out TV and print campaign in Fort Wayne, Ind., and Youngstown, O., for Stripe, with a national TV launching scheduled for around the first of the year.

Stripe Paste

An interesting marketing fact about Stripe is that it's aimed squarely at the moppet trade. Pepsodent officials cited to The Billboard "that 73 per cent of kids prefer to brush their teeth with a striped toothpaste as against the ordinary kind."

As Pepsodent battles to retain No. 3 sales spot in the dentifrice field, it's likely to make a substantial invasion of juvenile-slanted TV shows, reports indicate. This will

be "new money" for TV, since sales pressure will be retained on the original Pepsodent brand, one of the few shows to show a sales increase this year.

Procter & Gamble, whose Gleem and Crest are such fast sellers that P&G is now No. 2 in dentifrice sales, is the dark horse in the pending TV war of the toothpastes.

A check-up at P&G headquarters brought a denial from the firm that any new toothpaste brands were being readied for marketing. But, one P&G exec admitted that "it's logical to suppose we're examining the idea of plastic squeeze bottles for toothpaste, but everything depends on what the public's reaction to them will be." Added the P&G official, "There's (Continued on page 17)

AB-PT Has 30-c Quarter

NEW YORK—ABC-TV is still running behind for the year, but its parent company, American Broadcasting-Paramount Theaters, has declared a third quarter net operating profit for 1957 of \$1,330,000, or 30 cents per share of common stock.

The difference in network results between 1956 and 1957 is described by President Leonard Goldenson as "narrowing steadily in each quarter."

OPERATIONS HEAD

Aubrey to Exec V.-P. Chair at ABC-TV

NEW YORK — James Aubrey Jr. will be voted executive veepee in charge of operations at ABC-TV at the November 11 board of directors' meeting of the web's parent company, American Broadcasting-Paramount Theaters. The appointment was delayed a month to allow the exec time to find a "heavyweight replacement for himself. Aubrey will report to Ollie Trey, network chief. Because November 11 is Veterans Day, the board may meet the next day to avoid the holiday.

Eugene Accas, administrative veepee, this week shifts his duties to take charge of sales development. Don Coyle continues as development and research veepee. Last week, Dean Linger was named to head the advertising and promotion department, with Mike Foster continuing as publicity

veepee and liaison-advisor on advertising and promotion matters. With these moves, it's understood that the web's executive set-up will reach a point of stabilization, with no new major arrivals or departures anticipated at this time.

Late ABC-TV Wed., Thurs., Ratings Gain

NEW YORK — ABC-TV showed increasing rating strength last week, on late Wednesdays and Thursdays, according to the Trendix reports. Pat Boone took over the Thursday 9-9:30 p.m. slot with a 21.4 in 11 cities, against 17.2 for CBS-TV's "Climax!" and 18.0 for NBC-TV's "People's Choice." At 8:30 p.m., ABC's "Real McCoys" moved into second place with a 17.7, against 15.3 for "Climax!" and 21.4 for NBC's "Dragnet."

Other Thursday scores found ABC's "Zorro" building to a 21.4 in the 8-8:30 slot, against 8.8 for CBS' "Harbourmaster" and 25.6 for NBC's Groucho Marx show. The Mike Todd party swept the 9:30-11 p.m. time for CBS with a 34.5 average against 12.5 for NBC's Hallmark show and ABC's 9.6.

"Ozzie and Harriet" jumped into the lead Wednesday 9-9:30 p.m.

BENNY MAKES GUEST SWAPS

-HOLLYWOOD — Jack Benny is setting a new pace in the "You scratch my back, I'll scratch yours" department.

The comic is setting a swap appearance arrangement with John Forsythe of "Bachelor Father," the filmed situation comedy which alternates with Benny. Each will make "surprise" guest appearances on the other's show in coming weeks, in order to hypo the rating of the Forsythe star, currently edging "Sally" on NBC-TV but lagging behind Benny.

Benny is also having Hal March of "\$64,000 Question" as a future guest on Benny's show, to return the recent appearance by Benny on March's quizzer.

7-Up's Wells To Speak at BPA Confab

CHICAGO — Seven-Up's vice-president in charge of sales and advertising, Ben H. Wells, will be a principal speaker at the luncheon session on the opening day of the Broadcasters Promotion Association meetings here at the Sheraton Hotel, November 1 and 2. Wells will address the TV and radio promotion men on the topic "Gearing Advertising to Total Marketing."

The same night, Chicago deejay Howard Miller—currently on view on NBC-TV and heard on CBS Radio and WIND—will emcee a talent-studded line-up at the BPA's annual banquet. The roster includes Jane Morgan, the Four Voices, Dick Noel, and Jerrel Deane of "Breakfast Club," and the possibility of the Mills Brothers. Lou Breese's ork will back-ground the show.

The BPA meeting will feature seminars dealing with such topics as trade advertising, on-the-air promotion, sales presentations, station merchandising sessions and promotional co-operation between stations and agencies. The sessions are open to station promotion men and those in allied fields.

10TH ANNI.

WMAR to Throw Big Clambake

BALTIMORE — WMAR-TV will throw a huge clambake all this week in connection with its 10th anniversary. The feature of the celebration will be the origination all week of CBS-TV's "Big Pay-Off" from the 5th Army here which has been drafted for the occasion because it contains 5,000 seats. Studio audiences will be entertained from 1-3 p.m. The 1-1:30 fare will be the station's "Homemaker Show," and the 1:30-3 p.m. amusement a closed-circuit telecast consisting of WMAR live talent.

Another part of the anniversary will take place on Wednesday when the CBS brass, from Frank Stanton on down, will be on hand, along with national and local sponsors and top agency personnel, for a luncheon at the Baltimore Advertising Club. The Wednesday wind-up will be a party at the Elk Ridge Country Club.

Sanka, Lipton Buys by Y&R

NEW YORK—Young & Rubicam last week made two late season buys for its clients. Sanka purchased alternate Sundays 10-10:30 p.m. on ABC-TV for "Scotland Yard," a new mystery series currently running in England. Its debut is November 17, with "All-American Game of the Week," now in the time period, shifting to a half hour earlier. American distribution rights to "Scotland Yard" are owned by Ziv-TV.

Meanwhile, Thomas J. Lipton Sons will take over alternate sponsorship of "The Californians" beginning January 1. The food sponsor will share the Tuesday 10-10:30 time period with Singer, the current sponsor, which will cut back to alternate weeks.

Audit Bureau Hears Beville

CHICAGO — Tho the six broadcast media (network, local and national spot in TV and radio) have no record of circulation, advertisers have had enough faith to help them surpass print media in a short 10 years, declared Hugh Beville, NBC-TV veepee, planning and research, last week.

Beville, speaking here at the annual meeting of the Audit Bureau of Circulation, praised TV's audience measurement systems as "overshadowing the potential value of an Audit Bureau for broadcasting." He stated that neither broadcasters nor advertisers and their agencies would exchange their measurement service and urged the ABC to consider adoption of the TV methods of breaking down audience composition and characteristics.

B&B Boosts Lee Rich

NEW YORK — Benton & Bowles has upped Lee Rich to the post of director of media for the agency. He reports to the agency's vice-president in charge of media buying, Dave Crane. Rich, also a veepee, has been with Benton & Bowles since 1952, and has been active in many of the agency's largest TV network and spot purchases.

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'Tonight' Set; Paar Signed Till Mid '58

NEW YORK — "Tonight's" future seems assured. NBC-TV last week picked up Jack Paar's option several weeks in advance to firm his position as star of the program thru the middle of 1958. NBC's original deal with Paar carried the show thru 1957.

The program has found the fancy of several national advertisers including Webcor and Evinrude. It is also currently boasting the largest station line-up in its three-year history. The latest stations to take the show are WSM-TV, Nashville; KSD-TV, St. Louis; WHDC-TV, Boston; WSOC-TV, Charlotte, N. C., and several others.

Nielsen Top 10 TV Web Shows

(Two Weeks Ending September 21)

Rank	Program & Network	Rtg.
1.	Guns n' Smokes (CBS)	38.4
2.	Ed Sullivan Show (CBS)	31.5
3.	I've Got a Secret (CBS)	31.3
4.	\$64,000 Question (CBS)	30.8
5.	G.E. Theater (CBS)	29.6
6.	Wyatt Earp (ABC)	28.1
7.	Twenty-One (NBC)	27.6
8.	Climax! (CBS)	27.1
9.	Perry Como Show (NBC)	26.8
10.	Alfred Hitchcock (CBS)	26.5
TOTAL AUDIENCE		
1.	Guns n' Smokes (CBS)	40.9
2.	Ed Sullivan Show (CBS)	38.3
3.	Perry Como Show (NBC)	36.1
4.	I've Got a Secret (CBS)	34.8
5.	Playhouse 90 (CBS)	34.5
6.	\$64,000 Question (CBS)	34.2
7.	G.E. Theater (CBS)	33.3
8.	Climax! (CBS)	33.2
9.	Disneyland (ABC)	31.4
10.	Cheyenne (ABC)	30.8

Y&R Steps Up Program Tests

NEW YORK—Young & Rubicam is stepping up its testing of both programs and commercials. The advertising agency has allocated a large sum of money to test programs for next season. During the past year, Y&R, has tested a minimum of 50 different programs by using invited audiences, mainly of its employees, and having them answer a set of questions which show their attitudes toward the properties tested.

Y&R is also talking to Dr. Joyce Brothers, the former prize-winner on "The \$64,000 Question," to have her work on the testing of commercials. Miss Brothers has had experience with the galvanometer, an electronic instrument which tests involuntary responses. She would use this instrument to improve commercial testing.

Reynolds Buys Into CBS Grid

NEW YORK—CBS-TV has already picked up an order from R. J. Reynolds for one quarter of the Orange Bowl on January 1, and one quarter of the Gator Bowl from Jacksonville, Fla., this preceding Saturday afternoon. The web will telecast both these bowls plus the Cotton Bowl, which will follow the Orange Bowl and the Aluminum Bowl.

On the hockey front, Marlboro is interested in one-third sponsorship nationally of its National Hockey League Saturday afternoon telecasts. Stroh beer has already ordered one-third of the games in the Midwest on a regional network.

HASTY TINKERING

Several Shows in for Repairs in Fall Race

NEW YORK—Hasty repairs are being made on a number of new properties to see whether they can be improved to make the grade this season. Among them are NBC-TV's "Court of Last Resort," ABC-TV's Guy Mitchell show and CBS-TV's "Dick and the Duchess," the Eve Arden show and "Bachelor Father."

Both NBC and Old Gold are rather worried about "Court," now in the Friday 8-8:30 p.m. time slot. A number of changes have been made to create more suspense. This has meant that the central charac-

FCC SETS FORTH RULINGS FOR THREE-YEAR PAY TV TRIAL

Programming Responsibility Rests Solely With Stations, Reports, Too

WASHINGTON — Programming responsibility will rest 100 per cent on stations which apply for authorization to conduct limited toll TV operations, under rules set forth by the Federal Communications Commission last Thursday (17), for a possible three-year trial of pay TV.

Station licensees applying for pay service will "have the public service responsibility of selecting," scheduling and rejecting programs, which they may "obtain from any available source." Licensees will largely determine charges to viewers, and will submit detailed, periodic reports to the FCC providing "full disclosure" on every aspect of the operation: Technical, financial, contractual. Indirectly, the pay TV franchiser is thus also required to submit to all disclosure requirements.

A station applicant for toll trial must tell the FCC if it intends to

include commercials on its pay TV operation. (The FCC says it understands most toll proponents do not intend including commercials in pay programs.) The station must maintain required hours of free programming and adhere to all FCC rules of free TV broadcast.

Station's Limits

Aside from limiting application by stations to licensees in four-station markets and permitting franchisers to try out in a maximum of three of these markets, the FCC set no limitations on the number of toll TV systems (provided they meet non-interference qualifications) permitted per station or per market. Conversely, it would allow one system to prevail in a given market, or on a given station, if matters worked out that way. Both UHF and VHF can apply. The FCC lists 20 eligible markets.

No action will be taken on applications before next March, giv-

ing Congress' its final chance to fish to cut bait on prohibiting the pay service. Should the pay TV trial be launched and should "public demand" require permanent status for the service, the agency will go to Congress for controlling legislation. In any event, "public hearings" will be held or the findings made during the proposed trial, whether the service succeeds or fails.

Flexibility

"Flexibility" and "non-exclusivity" were the aims of the FCC in proposing a trial broad enough to enable it to balance the conflicting claims of the pros and cons in the violently controversial issue, which has been before the commission since 1955. Even three-station markets could be open to toll service, if the applicant "would build a fourth TV station."

Under the non-exclusive conditions proposed for the licensees, it would be possible for technically qualified pay services, e. g., Zenith, Telemeter, Skiatron and possibly new services like Bi-Tran and Teleglobe, to have simultaneous trials in each of three cities, like New York, Los Angeles, Chicago or San Francisco. It would be possible for an individual station in one of these cities—or any qualifying four-station market—to put on pay programs by one or all of the franchisers, provided enough hours of free remained. It would also be permissible for all of the stations in a given trial market to decide to use one subscription method.

Later Operation

The FCC points out that in case a subscription TV service were definitely established after a trial period, operation could eventually be confined to a single system, locally or nationally, either as a result of natural economic forces, or thru standardization by the commission. Or multiple operations could prevail. In either case, the agency feels it is serving the public by airing the service in the proposed trial. The FCC does not anticipate "renewing" the trial authorizations, unless further experiment is found necessary.

In all events, it will be up to the station licensee to bear the heaviest public burden. He will have to fix maximum charges to viewers, so that "charges and terms and conditions of service" will be applied uniformly to all subscribers, within "reasonable classifications."

Reports by the licensee, when required by the FCC, would periodically make full disclosure on "all aspects of the subscription television operation, including functions—performed by the grantee, as well as the conduct by other persons," in installing and maintaining coding equipment. A full report would be made on "contracts with subscribers... the fixing and collection of charges, the distribution of proceeds."

Full Disclosure

Also reported in detail would be the "obtaining of programs, (Continued on page 17)"

CBS Weighs New Pilot on 'Slezak'

NEW YORK—CBS-TV is considering reshooting the pilot of "Slezak and Son."

The situation - comedy which stars Walter Slezak was almost sold to Lever-Bros. and Sheldon for the Tuesday 8:30-9 p.m. slot on the web, but Levers changed its mind, and bought the Eve Arden show instead.

NBC Readies 'Blue Angels'

HOLLYWOOD — "Blue Angels," series about service acrobatic flying team, is being prepped by NBC-TV as a possible mid-year replacement should some of the expected cancellations take place.

Pilot was produced last spring by Sam Gallu, filmer of "Navy Log." Network has authorized Gallu to go ahead with scripts on "Angels" in preparation for production.

Crosby to Host Golf Tourney

NEW YORK — More Bing Crosby is in view for CBS-TV audiences. The crooner will act as one of the hosts on the telecast of his Pebble Beach Golf Tournament, to be sponsored by the Easy Washing Machine Company. The time is 6-7 p.m., and the date, January 19.

Crosby will also be the host of a "Cavalcade of Music," which is to be co-sponsored by Shulton. It will be presented December 11, in the 10-11 p.m. time period where it will replace the "Armstrong Circle Theater." Another sponsor is needed, with Elgin Watch and Toni acting interested.

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What's going on in there?

"Just about the most important business in America . . . the education of the future citizen."—United States Department of Health, Education & Welfare.

The NBC Owned Radio and Television Stations are now engaged in a 6-week KNOW YOUR SCHOOLS project, exploring on an unprecedented scale the educational needs of their home communities.

Essentially a local level operation, with active support from school boards, Parent-Teacher Associations, colleges, and other local organizations, KNOW YOUR SCHOOLS is also receiving full cooperation from the U.S. Department of Health, Education and Welfare, the U.S. Office of Education, the National Education Association, and other national groups.

The NBC Owned Stations are using their highly successful IMPACT PUBLIC SERVICE technique to probe problems like: overcrowded schools, underpaid teachers, inadequate financing, deficient curricula.

They are developing special programming: panel shows, interviews, talks, feature events, contests, and documentary dramas.

They are contributing talent, facilities, and a total of \$1,000,000 in air-time—200 program hours, 3,000 public service announcements.

The objective, in the words of Marion B. Folsom, Secretary of Health, Education and Welfare: to stimulate "better citizen understanding of the schools." And, beyond that: to foster productive solutions, and to inspire concrete community action.

When this six-week project ends during American Education Week in mid-November, NBC will make a full report, documenting the techniques employed and the results obtained. NBC hopes its KNOW YOUR SCHOOLS project will serve as a blueprint by which local stations in other communities will help solve one of America's most fundamental problems.

NBC Owned Stations

WRCA, WRCA-TV, NEW YORK • WRCV, WRCV-TV, PHILADELPHIA • WRC, WRC-TV, WASHINGTON • WNBC, WKNB, HARTFORD-NEW BRITAIN • WMAQ, WNEQ, CHICAGO • WBUF, BUFFALO • KECA, LOS ANGELES • KNBC, SAN FRANCISCO



Audiences Short-Changed on Good Suspense Shows, Says Abrahams

NEW YORK—Millions of well-educated, well-heeled viewers who read suspense novels, go to suspense movies and buy magazines tailored around this brand of "intellectual action story" are being short-changed this season by program planners. TV suspense shows are down to a mere handful, even tho "they are one of the surest ways to reach the upper-income brackets."

That's the opinion of Mort Abrahams, veteran live-and-film producer handling production reins on 22 live shows in the Monday night "Suspicion" series produced on NBC-TV under Alfred Hitchcock's banner.

"A Western, at its best, is just a simple form of suspense story. But most Westerns lack intellectual appeal because they inevitably culminate in a simple action show-down," says Abrahams, of the season's most distinctive program trend.

"In a true suspense story, the hero is usually forced to use his wits to solve his problem. He makes a choice between alternatives, call it 'executive decision' if you like. The audience of successful businessmen and intellectuals — call them eggheads if you insist, but they're the ones with most leisure time and most consumer spending — identify with him.

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The suspense show, however, may be due for a renaissance next spring, according to Abrahams, who feels that "so many of the new Westerns and comedies this season are so mechanical that upper-income audiences will tire of them, and a new program scramble will begin."

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so frequently seen in the 1953-'54 season when such shows as "Danger," "Suspense," "The Web" and others were aired. "They'll be at least an hour in length," Abrahams feels. "This is about rock-bottom minimum for proper suspense balance of character and plot."

Live Upswing

Also, there's likely to be an upswing of New York and Hollywood live suspense network production, with more emphasis on story values, literary properties and production polish, and less emphasis on star-name values than is current in many shows, he believes, "even tho 'Studio One' is shifting to the Coast."

What does Abrahams consider an ideal suspense story to attract the upper-level audience that buys the most expensive hard-goods and luxury items?

His own favorites: "Angel Street," "Night Must Fall," "House of Usher," "Arsenic and Old Lace" and "39 Steps."

SARNOFF CHALLENGE

Critics Do Not Reflect TV Public's Attitude

NEW YORK—There is no basis of fact to the claim that critical dissatisfaction with TV this fall reflects the public's dissatisfaction and is anything more than personal opinion by reviewers, according to Robert Sarnoff, NBC president.

Total nighttime viewing is up 5 per cent over last fall, according to Trendex, Sarnoff points out, while a recently completed survey by the Psychological Corporation indicates that three out of four people are watching as much or more TV this year as last. Eight out of 10, moreover, think the programs are as good or better than a year ago.

"The position taken by the 'dud season' critics, being uncritically accepted by various observers of the TV scene" must be challenged, thinks Sarnoff. "Our service, despite its flaws, is still the greatest TV service in the world," he says. "All reviewers should look at a first

show and then a fifth show and then a 10th before delivering a final verdict. We differ from Broadway and motion pictures where ultimate judgment is rendered after the first look."

"I think every series, film or live, can be improved during the course of a season. That's the job we're busy on now. Some of NBC's shows this fall have been disappointing to me. The need for improvement in production and writing and casting was in several cases quickly apparent," states the exec. "The program department did not have to wait for critical appraisal to suggest appropriate changes after certain premieres."

A challenge of much of the unfavorable criticism on the new season is important, Sarnoff believes, because "the opponents of free television seized on the dud complaint and twisted it to their own uses."

TESTIMONIALS BEGAN IN EDEN

NEW YORK — Jules Alberti, president of Endorsements, Inc., summed up the case for testimonial advertising at a Sales Executive Club luncheon here. Said Alberti:

"Satan personally recommended the forbidden fruit to Eve; she in turn passed the word to Adam. The testimonial business has been on the upswing ever since."

"Understatement sells, overstatement repels" was the maxim urged on sales execs by the endorsement champion.

WB to Double Film Production

NEW YORK—Warner Bros. is about to double its production of television films, aiming for more than five hours per week of telecasting by June 1, with further expansion beyond that date. The good reception of "Cheyenne," "Maverick" and "Sugarfoot" is given as the chief reason by President Jack L. Warner.

The studio's \$1,000,000 operations building will be completed by January, including the industry's largest sound stage. Warner's fourth TV series, "Colt .45," debuted last week. All four are programmed on ABC-TV, with the web slated to receive two new series before the fall of 1958. Contracts for new shows are expected to be concluded with various advertisers, too, within a month, according to the chief exec.

Foote Chairs Geyer Board

NEW YORK — Emerson Foote last week was elected chairman of the board of Geyer Advertising, Inc. He replaces B. B. Geyer, who now becomes chairman of the executive committee. Foote recently resigned from McCann-Erickson where he was executive vice-president.

Among the Geyer clients are the American Motors Corporation and several products of the Boyle-Midway division of American Home Products.

Thanksgiving Parades Sold

NEW YORK — ABC-TV has sold two Thanksgiving specials of annual parade events. General Electric will sponsor Bamberger's "Parade of Light" from Newark, N. J., November 27, 7-7:30 p.m., with John Daly again as commentator.

Chrysler has bought the J. L. Hudson pageant, originating in Detroit, November 28, 10:15-11 a.m.

WABC Sells Out 'Housewives' With Discount Blueprint

NEW YORK—WABC-TV here hung out the SRO sign on its "Housewives Special" discount plan, with the signing last week of Block Drug, Ford Dealers of New York and Ford Truck Dealers for spot campaigns.

The selling blueprint, offering 21 one-minute spots per week in any daytime film show for \$798 (or non-pre-emptible at \$1,008), was offered on September 16. Blair-TV, WABC's rep, is setting up similar plans for many of its other stations.

Steele Goes Along Doing Mighty Well

NEW YORK—Now in his 10th year on daytime TV in this unusually tough market, Ted Steele is something of a phenomenon as he continues to earn his \$150,000 yearly, while performing his 10 hours weekly. Steele started his TV career on WABD, here, back in 1948 when he was still on WMCA, the radio outlet. He has since been on WCBS-TV, WPIX and is now on WOR-TV. In each case when he made the switch from station to station, the performer did not miss even a day's work.

Among his clients are several who have stayed with him for years—Fairmount strawberries with him since radio; St. Joseph's Aspirin, seven years of sponsorship, and Gravymaster, a coloring for gravy, which has been riding along for a minimum of five years.

Steele makes a personal pitch for all his clients. His commercial is based on a fact sheet delivered to him by his sponsors. The his American Research Bureau rating is not large and runs around a 2.5, he has a loyal audience. Two of his major achievements were the manner in which he disposed of 10,000 Mizim bedlegs for Macy's and the rapid sale of lots in the Montauk Manor real estate development.

A recent study made by the Alfred Politz organization showed that during a four-week period 44.3 per cent of the people in the New York market watched Steele. And the same study points out that 79.5 per cent of the viewers associate him with friendliness, 54.1 per cent with liveliness and 51 was being "gay," i.e., happy. He was thought to be sincere by 45.4 per cent of those queried.

Steele's closeness to his audience is also indicated by the numerous letters they write him asking for advice. He answers them in a little segment of the show he calls his "Problem Clinic."

WGN May Ink Miss Horwich

CHICAGO—WGN-TV reportedly is ready to sign Frances Horwich and "Ding Dong School" to an exclusive local pact. She's already appearing on the station, but on a temporary lend-lease from Pat Weaver to whose projected network she is already signed.

If Weaver succeeds in launching the net, the Horwich contract with WGN would probably mean little, since WGN would undoubtedly be Weaver's local outlet. Should another net ink Horwich, however, they would be required to agree to WGN-TV carrying the stanza here, instead of the net's usual affil.

Trendex on New Entry Slots Pegs Standing of Webs

NEW YORK — An analysis of the 30 half-hour periods up to October 15, in which all three webs have their full entries launched, provides these averages, according to the October Trendex reports: CBS-TV, 36.9; NBC-TV, 32.6; ABC-TV, 30.5.

CBS is down 14 per cent from last October's average of 42.7. NBC is down 4 per cent from last year's 34.0, while ABC is up 30 per cent from last fall's 23.3.

5

... very good reasons

why every "on the ball" station promotion man will be at the ...

2nd Annual Broadcasters' Promotion Convention & Seminar

Sheraton Hotel, Chicago

November 1 and 2

REGISTRATION DATA: Deadline for advance registration, Wednesday, October 23. Advance registration fee, \$25 (you must make your own hotel reservation). Contact Ellen Johansen, Broadcasters' Promotion Assn., Inc., Suite 2100, 122 E. 42nd St., New York 17, N. Y., MUrray Hill 7-0808. Registration will also be accepted at BPA Seminar Headquarters, Sheraton Hotel, Thursday afternoon and evening, and Friday morning, October 31 and November 1. Registration fee in Chicago, \$30.

Some of the
KEY TOPICS
to Be Covered:

"Merchandising—The Red Ink Invader of a Bugaboo"

Chairman: Paul I. Woodland,
WGAL & WGAL-TV, Lancaster, Pa.

"Promotion Co-Operation with Agencies and Syndicators"

Chairman: John Hurlbut,
WFBM & WFBM-TV, Indianapolis

"Trade Paper Advertising"

Chairman: Joe Zimmermann,
WLBR-TV, Lebanon, Pa.

"On-the-Air Promotions"

Chairman: Gene Godt,
WCCO-TV, Minneapolis

"Sales Presentations"

Chairman: Charles Wilson,
WGN & WGN-TV, Chicago

when
WABC-TV
 gave
 NEW YORK CITY
 the
SHOCK
 treatment

RATINGS *vau*

AUDIENCE SHARE *cata*

SETS IN USE *spiralled* **682%** **to 29.0**

... and WABC-TV rocketed from fifth to first place in the time period for the first time!

It has often been said that New Yorkers have "seen everything" ... but WABC-TV proved it isn't so, at least as far as television is concerned! They were rooted to the edge of their living room chairs until 12:45 A.M. that Thursday night to see the original "FRANKENSTEIN," one of WABC-TV's 52 great first run "SHOCK" hair-raisers!

YOUR AUDIENCE IS READY FOR A "SHOCK" TREATMENT

Call or wire

*OCT. 3

SOURCE: A.R.B. and Trendex



NEW YORK • DETROIT • CHICAGO • Television Subsidiary of Columbia Pictures • HOLLYWOOD • NEW ORLEANS

... Australia spectacular here, variety show Frigidaire, has by local critics as usual, new in ad- packing, one great s impact as pos- ge Patterson Ad- duced the show. major event last was the start of a Actors and An- Equity organiza- ting the lifting of currency restric- have permitted flux of American and the cancella- mber of live Aus- zias.

Lawrence Schnitzer's Fifth

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Stations Must Shoulder Responsibility For Programming and Full Disclosures

• Continued from page 3

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Yr.-Round Plans

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KYW Buys M-G-M Pix For Over \$1,000,000

CLEVELAND—KYW-TV, the Westinghouse outlet here, has bought the M-G-M Film Library for \$1,000,000. The package will be launched as a "One o'Clock" light series.

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Time Makes Exec Changes

NEW YORK—Time, Inc., has made the following exec changes: Weston Pullen Jr., broadcasting veepee, succeeds the late Wayne Coy as president of Twin State Broadcasting, licensee of WFBM, Indianapolis, and WTCN, Minneapolis. Hugh B. Terry, president of KLZ-TV, Denver, joins the board of directors of TLF Broadcasters, the Time subsidiary which owns the company's stations.

Eldon Campbell, veepee and general manager of WFBM, and Philip Hoffman, veepee and general manager of the Minneapolis division, became members of Twin State's board of directors.

P. A. UPBEAT

Gen. Foods Stars Take To the Road

NEW YORK—There's a noticeable upbeat this season in the number of stars of General Foods' shows which are hitting the personal-appearance route to whoop up their network vehicles.

Danny Thomas has just wound up a fast-moving junket in which he toured nine key cities, from Los Angeles to New York, in nine days flat, meeting with TV editors to talk up his new time slot opposite "Twenty-One." Spring Byington, the perennial "December Bride," is about to descend on Gotham for a round of column interviews and appearances. Other junkets for General Foods stars are reported in the works.

GF tours are in line with a general upbeat in space-grabbing star promotions. Robert Young, Bob Cummings, Raymond Burr, Broderick Crawford and other TV personalities have all taken time out from filming chores this season to tour for their shows.

GT, NTA May Shoot It Out

NEW YORK — Goodson-Todman and National Telefilm Associates may soon become involved in a backstage TV Western which might be titled "Gunfight at Madison Corral."

Last week, G-T unveiled for the ad trade the pilot film on a new outer titled "The Quill and the Gun." It's a story about a frontier newspaper editor who fights for law and order with the power of the press.

Today (14), cameras roll at 20th Century-Fox on the first episode of a new series to be sold by NTA titled "Man Without a Gun." It, too, is a story about a frontier newspaper editor who fights, etc.

Just to complicate things, the NTA show stars Rex Reason—the same Rex Reason who stars in the pilot of another G-T show, "Ethan Allen," now a possibility for syndication (minus Reason, whose contract expired) this spring.

Dick Van Dyck Build-Up Due

NEW YORK — Dickie Van Dyck is expected to be the next personality to get a major build-up by the CBS-TV network. The comedian has been with the web for a number of years, and his talent has steadily been maturing, according to program execs there. The network brass were particularly taken with his recent guest shots on the Phil Silvers show.

Upcoming are more guest shots and a possibility as a replacement for one of the web's daytime personalities during a winter vacation.

'Front Page' Panel Show Gets Slot on CBS for Season

TORONTO — "Front Page Challenge," which began as a summer replacement, has been fitted into a permanent slot in the winter program of the Canadian Broadcasting Corporation. The weekly half-hour program, seen Tuesdays, is sponsored by Lever Bros., Ltd., thru Young & Rubicam.

The program is a panel show with four experienced and news-conscious newsmen, who try each week to guess the identity of their guest and also establish what important news event of the last 50 years he is connected with.

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35.5%..up 24.5%

Sta. B.. 38.2% down 4.9%

Sta. C.. 25.1% down 19.2%

Station B . . leads in 198.5

Station C . . leads in 60

AND LOOK AT THIS!

Buddy Deane Bandstand (3-5 PM, Monday through Friday) is the top-rated local afternoon program in Baltimore, with more than 50% adult viewers—2.5 viewers per set!

The Early Show (6-7:23 PM, Monday through Saturday) is the highest-rated early evening show in Baltimore — over 60% adults—2.8 viewers per set!

Keith McBee's "7:23 News" is the highest-rated news show, network or local, in Baltimore TV!

The Late Show is the highest-rated local show in Baltimore TV!

For full details and availabilities, call Joe Dougherty, WJZ-TV Baltimore Sales Manager, at MOhawk 4-7600...

WESTINGHOUSE BROADCASTING COMPANY, INC.

REPRESENTED BY BLAIR-TV



when
KRON-TV
 gave
SAN FRANCISCO
 the
SHOCK
 treatment

RATINGS 60
AUDIENCE SHARE 20
SETS IN USE bloomed **147%** **to 40.0**

Everyone stayed up that Thursday,* and KRON-TV's ratings leaped up when it premiered the first of its 52 first run "Shock" features... the original "FRANKENSTEIN"!

The rating history, on all channels, for the 10:30 to midnight time period was completely re-written... and KRON-TV jumped to first place by a wide margin!

YOUR AUDIENCE IS READY FOR A "SHOCK" TREATMENT

Call or wire



*OCT. 3
 SOURCE: A.R.B. and Trendex

NEW YORK • DETROIT • CHICAGO • Television Subsidiary of Columbia Pictures • HOLLYWOOD • NEW ORLEANS

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"A Western, at its best, is just a simple form of suspense story. But most Westerns lack intellectual appeal because they inevitably culminate in a simple action show-down," says Abrahams, of the season's most distinctive program trend.

"In a true suspense story, the hero is usually forced to use his wits to solve his problem. He makes a choice between alternatives, call it 'executive decision' if you like. The audience of successful businessmen and intellectuals — call them eggheads if you insist, but they're the ones with most leisure time and most consumer spending — identify with him.

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Cards Begs KTEN Keep 'Bandstand'

ADA, Okla. — KTEN-TV, the ABC-TV affiliate here, couldn't decide whether to continue the web's "American Bandstand" strip, carried here in the 12-1:30 p.m. slot. The announcer mentioned the dilemma during a station break.

The result last week was 12,000 letters and cards in four days asking stations "the right to reject programs." Logically, says the Barrow report, legislation should go not to stations, but to the networks themselves.

The station program-rejection rule should be amended "to prevent networks from inducing sta-

"Suspicion" producer points out. He lists them as: "Suspicion," "Twist of Fate," "Climax!" and occasional scripts on "Studio One," "Kraft Theater" and "Playhouse 90."

"One test of the Westerns vs. suspense story appeal," says Abrahams, "is to look at who writes them. Many top writers, from Steinbeck to Edgar Allen Poe, have written suspense pieces. But there are very few top writers associated with Westerns."

The suspense show, however, may be due for a renaissance next spring, according to Abrahams, who feels that "so many of the new Westerns and comedies this season are so mechanical that upper-income audiences will tire of them, and a new program scramble will begin."

As Abrahams views it, there will be many changes in a rebirth of suspense shows on the major networks.

For one thing, they probably won't be in the half-hour lengths

PRIZES RELATED TO MAIL PULL

NEW YORK — There's a close relationship between the

spot and its viewers have in the U. S. season when such a showman feels. "Suspense," "The daytime others were aired. "Audience par least an hour in length on NBC-feels. "This is about as much as minimum for proper character and merchandise

Also, there's likely a version of New York and live suspense network, is pulling with more emphasis on the day-values, literary proper, al value of the production polish, and le on star-name values th in many shows, he bel the "Studio One" is sh Coast."

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His own favorite Street," "Night Must F of Usher," "Arsenic an and "39 Steps."

VIDEO ON TAP

Maxon to Draw Sudsy Campaign for Hires

NEW YORK — Can TV put new fizz in Hires?

Shortly after January, Hires Root Beer, one of America's oldest beverage brands, will seek an answer to this poser thru a sizable TV plunge due to be blueprinted soon by Maxon Agency, which has just landed the account from Philadelphia's N. W. Ayer.

Hires won't make its TV move until a special marketing survey, designed to chart Hires' marketing problems and just how its potential customers can best be reached, is completed in a month or so.

Television, however, is definitely in the cards, with chances fairly good that Hires will return to big-time TV spending with a syndicated show on a multi-market.

"Hires has been drifting along in a swirl of turn-of-the-century memories. People remember it nostalgically. What it needs is a really dynamic campaign to get it moving again — and what's more dynamic than TV?" asked Dawson Newton, Maxon's account supervisor.

Also, the likelihood is for spot TV before network TV. Hires' budget is currently around \$1,250,000. That's enough to gain real saturation in key markets, but not enough to make a really big dent at the network level, Maxon TV admen admit.

New Approach

The Hires Swing to a more aggressive approach has been quietly in the works for some time. Three years ago, Peter Hires (grandson of the founder) moved into the company's top spot, and soon appointed George Finnie as

Jimmy Newman, Cass County Boys, Bonnie Guitar, Jimmy Wakely and Carl Perkins and band. Regulars are Lefty Frizzell, Freddie Hart, Joe Allison, Debby Kay and Jerry Wallace.

Artists such as Everly Brothers, which presently have the top record in the U. S. according to The Billboard charts, obviously have hypoed ratings. Miss Nigberg says it's surprisingly easy to get such guest appearances despite the fact that pay usually doesn't even cover air fare. The talent does it to get exposure, and because country music has a sort of club-like atmosphere.

Success of show is registered by fact that it's the first local program, except for pro football, ever carried by sponsor, Burgermeister Beer.

ad manager. They inherited a highly staid brand of advertising, mostly too occasional—and not very effective — four-color splashes in print media, plus some limited TV and radio.

Split between this "new broom" pair of execs and N. W. Ayer, which preferred a more conservative treatment, happened earlier this year, finally resulting in a switch to the Maxon shop. Maxon has a good record of aggressive TV campaigns for "old" products like Pittsburgh Paints, Gillette Safety Razors and Heinz Foods.

As ad manager Finnie also points out, "Hires commands a great deal of respect, but not very much attention. This will be changed as quickly as possible."

WARM, WILK Merger Near

SCRANTON, Pa.—A merger of two Northeastern Pennsylvania UHF stations into a strong outlet with a market of 2,000,000 viewers awaits only Federal Communications Commission approval. WARM-TV, Scranton, and WILK-TV, Wilkes-Barre, both ABC-TV affiliates, will probably become WNEP-TV, with studios in both cities.

WILK and WARM owners will hold 40 per cent of the new station, with 60 per cent owned by the Transcontinent TV Corporation, owner of WGR-TV, Buffalo; WROC-TV, Rochester, N. Y., and WWSA-TV, Harrisonburg, Va. Mitchell Jenkins, WILK prexy, will be president, with William W. Scranton, major stockholder in WARM, chairman of the board of directors.

WNEP is slated to carry all ABC programming, NTA Film Network features and increased live local shows. Among the new directors will be Paul Schoellkopf, board chairman of Transcontinent; J. Fred Schoellkopf IV, executive committee chairman of Transcontinent; David C. Moore, Transcontinent president, and George F. Goodyear and Seymour H. Knox III, directors of Transcontinent.

GM Buys Big CBC Package

TORONTO—Several months of negotiation have ended between the Canadian Broadcasting Corporation and General Motors for acquisition of the latter for the largest TV package in CBC history.

General Motors takes over an hour and a half a week of live Canadian-produced entertainment. An hour-long show of drama on the English net will be underwritten by the firm, and a half-hour variety show out of Montreal for the French net.

In addition, General Motors will pick up the tab for the weekly "Chevy Show" starring Dinah Shore, as well as "The Big Record" and the Patrice Munsel show on a week-about basis. Then there are an undetermined number of major spectaculars during the season.

Guild's Net for 9 Mos. Hits 616 G, Pays 40¢

NEW YORK—Guild Films has reported a net income of \$616,473 for the first nine months of fiscal 1957, paying 40 cents per share of stock. The firm's gross income of \$5,631,012 topped all of 1956 by \$1,000,000.

SARNOFF CHALLENGE

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show and then a fiftieth then a 10th before a final verdict. We Broadway and motion picture traffic cases. The program (indie) news "Beat the COP (indie)

impact due to of viewers, is quality of y of no re- are actors, station slots "ca," following 3-7 p.m. Hour changes after certain p

A challenge of L (Frontier and favorable criticism on), 18.0, and son is important, Sarn

According to program's producer, Mary Nigberg, policy is to try to hold good portion of Welk audience by adhering to strict regimen of pure country music (no hillbilly or Western). At the same time show lures top country artists tho paying only minimum scale.

Guest appearances so far have been made by the Everly Brothers,

Rank	Program & Network	Rtg.
1.	Bob Hope (NBC)	35.2
2.	Ed Sullivan (CBS)	29.5
3.	Danny Thomas (CBS)	27.8
4.	What's My Line? (CBS)	26.7
5.	Perry Como (NBC)	26.6
6.	Twenty-One (NBC)	25.7
7.	This Is Your Life (NBC)	25.1
8.	Jack Benny (CBS)	24.9
9.	Line-Up (CBS)	24.3
9.	Red Skelton (CBS)	24.3

WAVY-TV CHANNEL 10

AHOY MATES! Tie up at Pier 10 with POPEYE and Poopdeck Pappy and you'll net sales with a rating of *28.0 and 62% audience share . . . and THE EARLY LATE SHOW welcomes you with a *17.2 featuring first run class "A" movies from UA, NTA, Screen Gems and RKO.

*ARB October 1-7, 1957



316,000 WATTS
1,050 FT. TOWER

801 Middle St.
Portsmouth, Va.
Tel. EX 3-7331

709 Boush St.
Norfolk, Va.
Tel. MA 7-3245

Hunter C. Phelan, Pres.
Carl J. Burkland,
Ex. V.P. and Gen. Mgr.

abc

REPRESENTED NATIONALLY BY H.K.

Serving NORFOLK, PORTSMOUTH, NEWPORT NEWS and 42 COUNTIES in VA. and N.C.

when
KENS-TV
 gave
SAN ANTONIO
 the
SHOCK
 treatment

RATINGS

AUDIENCE SHARE

SETS IN USE

INE, Australia spectacular here, variety show Frigidaire, has by local critics as usual, new in ad- nking, one great packing as much s impact as pos- ge Patterson Ad- duced the show. major event last was the start of a Actors and An- Equity organiza- sting the lifting of currency restric- n have permitted flux of American and the cancella- mber of live Aus- zas.

Lawrence Schnitzer's Fifth

K—Commercial film rt Lawrence has just r-affiliate company, nitzer Productions, a ncern, to his growing s, completing in three nson program origi- for five years. s Lawrence, the over- ent is now "the most ed producer of tele- dustrial films in the

spreading film em- mmercial field head- studios in New York. duction company in rt Lawrence Produc- Ltd.), an animation ff-Lawrence Produc- special effects division rling Studios) in New nation firm in Holly- ay-Lawrence anima- v the Schnitzer all- me city.

of the latest deal is provide clients with rm weather location ut the year and to for live action pro-

Stations Must Shoulder Responsibility For Programming and Full Disclosures

• Continued from page 3

and all aspects of the technical operation of the system and its business administrations." Contracts between station licensee and system franchise holder, "must provide for full disclosure by the latter," of all information requested by the FCC.

The FCC has set forth as its own aims: 1. Enabling the public to register its judgment on pay TV. 2. To obtain data concerning the impact of pay TV on the free service, and the possibility that free would be swallowed by the pay service. 3. To obtain information based on operating experience concerning possible need to standardize equipment in pay service. 4. To determine if authorization of pay TV would require legislative controls by Congress or amendments to the communications act.

Brass Tacks

Getting down to brass tacks, the FCC wants this information submitted by applicants for pay TV authorization: 1. Complete, detailed description of the design and method of operation of the proposed encoding or decoding equipment, with the FCC entitled to inspect models of the equipment. 2. Complete details on the way the

operation will be conducted, including proposed rates; terms of contracts with subscribers, basis of selection of subscribers.

Also asked will be, 3. Approximate number of subscribers the station intends to serve. 4. Information on minimum and maximum charges to subscribers. 5. Answers to questions on personnel and the conduct of engineering and technical aspect of the operation. Answers to questions on how station will select and procure pay programs, how it will disseminate decoding and billing information to its subscribers.

In an over-all requirement. 6. The FCC wants copies of "Executed operating agreements between the applicant licensee" and any persons concerned in any of the pay TV functioning. Any contractual arrangements by either party involving third parties must also be submitted.

L. A. Okays 3 Applications For Toll TV

HOLLYWOOD — Los Angeles city council Wednesday (16) approved the television applications of three companies, Skiatron, Telemeter and HarriScope. Race now is expected to get under way between the three to sign up home owners for wiring. Possibility is that city will be first major test in country for pay television, with telecasts probably starting in six months.

Bid of each of the firms was the same, 2 per cent of gross revenue to go to the city

Skiatron appears to have the inside track at the moment, if deal to televise Dodger games is finalized. Report from New York has it, however, that talks have hit a snag, and that Telemeter may also be in the running.

Key role in any Dodger-tellevision tie-up may be played by Kenyon Brown. Brown is one of syndi- which recently purchased indie

Yr.-Round Plans

• Continued from page 12

per cent increase in film syndication programming. Many distributors believe the Barrow Report, even if not adopted eventually, will send the spiral upward even faster in 1958, with non-network TV being encouraged and affiliates feeling freer to turn web shows down if good syndicated shows are available.

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Meanwhile ... back at every ranch, that Friday night, from 10:00 P.M. to 11:30 P.M. all the hootin' and hollerin' was for the KENS-TV debut of the first of the 52 "SHOCK" blood chillers!*

KENS-TV corralled its biggest late night audience and they reckon they'll be keeping these outdoor folks indoors for each of these full length shockers, never before shown on TV!

YOUR AUDIENCE IS READY FOR A "SHOCK" TREATMENT

Call or wire



*OCT. 4
 SOURCE: A.R.B. and Trendex

NEW YORK • CHICAGO • Television Subsidiary of Columbia Pictures • HOLLYWOOD • NEW ORLEANS

ORDERS FOR PERCENTAGE

Official Meets Cost Rise With Stations' Profit Plan

NEW YORK—Millions of well-educated, well-heeled viewers who read suspense novels, go to suspense movies and buy magazines tailored around this brand of "intellectual action story" are being short-changed this season by program planners. TV suspense shows are down to a mere handful, even tho "they are one of the surest ways to reach the upper-income brackets."

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The result last week was 12,000 letters and cards in four days asking community support, says Henderson.

The biggest web surprises have been the smash premieres of "Fun at Five," the ABC-TV rerun strip and NBC-TV's new "Tonight" show. "The Gray Ghost" is the syndication hit, treated by viewers as history rather than amusement.

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"The position taken by the 'dud season' critics, being uncritically accepted by various observers of the TV scene" must be challenged, thinks Sarnoff. "Our own

Eastern sales are being held up for the moment, according to producer Jerry Hill, pending outcome of negotiations on one or possibly two regional deals.

Meanwhile, a second series titled "Treasure," being filmed by Bill Burrud Productions, was bought by Station KCOP here last week.

show and then a fifth then a 10th before a final verdict. We Broadway and motion where ultimate judgment after the first low

"I think every series, can be improved during of a season. That's the busy on now. Some shows this fall have pointing to me. The improvement in production ing and casting was cases quickly apparent, exec. "The program did not have to wait appraisal to suggest changes after certain p

A challenge of LueMCA favorable criticism on son is important, Sarnoff

MYSTERY IS MY BUSINESS—TPA RACKET SQUAD—ABC

DRAMA SERIES

Table with 15 columns (markets) and 10 rows of drama series data including ALL STAR THEATER, DICK POWELL, DON AMECHE, DR. CHRISTIAN, FAVORITE STORY, GOLDEN PLAYHOUSE, HEART OF THE CITY, O. HENRY PLAYHOUSE, PUBLIC DEFENDER, SAN FRANCISCO BEAT, SECRET JOURNAL, STAR AND THE STORY, STAR PERFORMANCE, STUDIO 57.

ADVENTURE SERIES

Table with 15 columns (markets) and 15 rows of adventure series data including CAPTAIN DAVID GRIEF, CODE 3, COMBAT SERGEANT, COUNT OF MONTE CRISTO, GANGBUSTERS, HIGHWAY PATROL, I LED 3 LIVES, MEH OF ANNAPOLIS, SCIENCE FICTION THEATER, SEARCH FOR ADVENTURE, SILENT SERVICE, SOLDIERS OF FORTUNE, STATE TROOPER, SUPERMAN, WATERFRONT, WHIRLYBIRDS.

Official Films sales exec, "is seeking financing thru 'live' sources rather than 'static' sources. Stations which joined the original group may find a return for their 'investment' within a year and a half, even tho a distributor must do some \$45,000 gross business on a \$30,000 film before the profit picture emerges."

Typical of the Official-aided sales to advertisers, following station purchase of "Decoy," is the 52-week deal signed by Brylcreen and Clairrol via the Atherton & Currier agency for the show on KTTV, Los Angeles. Official also aided in lining up Whitehall Pharmaceutical (drugs) for KPIX, San Francisco, and Wilson & Co. (meats) for WABT, Birmingham; KWTU, Oklahoma City, and WBEN-TV, Buffalo, plus a pending West Coast regional deal with Budweiser.

CBS Pix Adds 8 to England; Total at 22

NEW YORK—CBS Television Film Sales has sold eight series to Associated Rediffusion and the Granada TV Network in England, for a current total of 22 shows running in Britain. Newest sales are "The Gray Ghost," "Mr. Adams and Eve," "Have Gun Will Travel," "The Millionaire," "San Francisco Beat," "The Whistler," "Trackdown" and the Eve Arden show.

The distributor acts as overseas sales agent for CBS-TV as well as its own shows, also sending to England one-shot specials.

TOP 10 FILMS IN 15 KEY MARKETS By Program Type for July

15 KEY MARKETS SURVEYED EVERY MONTH BY ARB

Main data table with 15 columns (markets) and multiple rows of film ratings for various series like MYSTERY IS MY BUSINESS, DRAMA SERIES, and ADVENTURE SERIES.

A New Wholesale Gift Service FOR EXECUTIVES

BUSINESS FIRMS & PROFESSIONAL PEOPLE

If your seasonal gift list is large and diversified; the selection of suitable gifts and dispatching them burdensome... marring the pleasure of gift-giving... SABIN HOUSE is the total answer to your total problem.

At SABIN HOUSE, you will find an open showroom of hundreds of magnificent and unusual gift items of superb design and quality... in leather, silver, brass, pewter, stainless steel, crystal, ceramics and gold... practical and chi-chi... for men and women... for office and home, patio and terrace, travel and sports. Tasteful items culled from everywhere, that will be used and appreciated... at prices that quantity buying deserves.

Personalization, gift-packaging and mailing, too. Open Saturday Eyes. by appointment

SABIN HOUSE

Wholesale Industrial Gift Division of Alex Sabin & Sons, Inc. (Est. 1892) 20 West 47th Street, N. Y. Judson 2-2660 OLIVER SABIN, Pres. • ALAN SABIN, Vice-Pres.

when
KTLA-TV
 gave
LOS ANGELES

the
SHOCK
 treatment

RATINGS
AUDIENCE SHARE

...and KTLA-TV achieve
 time period over the past three years!

...ANE, Australia
 spectacular here,
 variety show
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Lawrence
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K—Commercial film
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**Stations Must Shoulder Responsibility
 For Programming and Full Disclosures**

• Continued from page 3

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A TV star was born that Tuesday night when KTLA-TV
 premiered the first of its "SHOCK" shiver shows.*

Promptly at 9:30 P.M. swimming pools were deserted

...Hollywood and Vine looked like "Ghostville"

*and that's the way things stayed until 11:00 P.M. when
 the curtain came down.*

*Result ... KTLA-TV sprang from 7th place to 2nd place
 in the race for ratings, and missed being first by
 only 4/10 of one point!*

YOUR AUDIENCE IS READY FOR A "SHOCK" TREATMENT

Call or wire



OCT. 1
 SOURCE: A.B.B.

The Billboard Scoreboard

TV PROGRAM REVIEWS

NETWORK REVIEW

Navy Log (Net)

NETWORK REVIEW

'Tombstone Territory'

NEW YORK—Millions of well-educated, well-heeled viewers who read suspense novels, go to suspense movies and buy magazines tailored around this brand of "intellectual action story" are being short-changed this season by program planners. TV suspense shows are down to a mere handful, even though they are one of the surest ways to reach the upper-income brackets.

That's the opinion of Mort Abrahams, veteran live-and-film producer handling production reins on 22 live shows in the Monday night "Suspicion" series produced on NBC-TV under Alfred Hitchcock's banner.

"A Western, at its best, is just a simple form of suspense story. But most Westerns lack intellectual appeal because they inevitably culminate in a simple action show-down," says Abrahams, of the season's most distinctive program trend.

"In a true suspense story, the hero is usually forced to use his wits to solve his problem. He makes a choice between alternatives, call it 'executive decision' if you like. The audience of successful businessmen and intellectuals—call them eggheads if you insist, but they're the ones with most leisure time and most consumer spending—identify with him.

"In a Western, on the other hand, the appeal is on a comic-book level. The hero usually wins out because he's handier with a gun or his fists. The emphasis is not on being 'clever'—just on being 'rugged,'" Abrahams adds.

Few Offered
The shortage of the true suspense appeal in TV is underlined in a count of the shows of this type now riding the networks, the

Cards Begs KTEN Keep 'Bandstand'

ADA, Okla. — KTEN-TV, the ABC-TV affiliate here, couldn't decide whether to continue the web's "American Bandstand" strip, carried here in the 12-1:30 p.m. slot. The announcer mentioned the dilemma during a station break.

The result last week was 12,000 letters and cards in four days, which gave the show a better chance to do any acting in the initial stanza, is strong in the lead, presenting the kind of stern countenance Freud would associate with a father image. As of right now it appears probable series is headed for at least a 78-segment run.

American Bandstand (Net)

Host, Dick Clark. Producer-director, Jack Sameth. Sponsors, participating. (ABC-TV, 7:30-8 p.m., EDT, October 7.)

The nighttime edition of this deejay show is a big improvement over the daytime strip. The pace is spryer, the kids more attractive and less deadpan and the camera work more incisive. The record playing is still a dubious format for TV, there's a fascination to watching juveniles on the dance floor which can compensate for the canned material.

Dick Clark, calling the platters and interviews like a square dance, is a businesslike but charming host. The opener featured a "Circle Dance," claimed as a "Bandstand" original, which seemed fun and possibly a fad. The guest star act was the Chordettes, who lip-synched two numbers listlessly. A teen-age panel judging new records is a good gimmick but, like the show in general, has appeal largely for pop tune addicts and psychologists. Bob Bernstein.

"Suspicion" producer points out. He lists them as: "Suspicion," "Twist of Fate," "Climax!" and occasional scripts on "Studio One," "Kraft Theater" and "Playhouse 90."

"One test of the 'Westerns vs. suspense' story appeal," says Abrahams, "is to look at who writes them. Many top writers, from Steinbeck to Edgar Allen Poe, have written suspense pieces. But there are very few top writers associated with Westerns."

The suspense show, however, may be due for a renaissance next spring, according to Abrahams, who feels that "so many of the new Westerns and comedies this season are so mechanical that upper-income audiences will tire of them, and a new program scramble will begin."

As Abrahams views it, there will be many changes in a rebirth of suspense shows on the major networks.

For one thing, they probably won't be in the half-hour lengths

SARNOFF CHALLENGE

Critics Do Not Reflect TV Public's Attitude

NEW YORK—There is no basis of fact to the claim that critical dissatisfaction with TV this fall reflects the public's dissatisfaction and is anything more than personal opinion by reviewers, according to Robert Sarnoff, NBC president.

Total nighttime viewing is up 5 per cent over last fall, according to Trendex, Sarnoff points out, while a recently completed survey by the Psychological Corporation indicates that three out of four people are watching as much or more TV this year as last. Eight out of 10, moreover, think the programs are as good or better than a year ago.

"The position taken by the 'dud season' critics, being uncritically accepted by various observers of the TV scene" must be challenged, thinks Sarnoff. "Over-rating, and over-rating the time slot just right to win a large audience.

Algeria Aflame (Net)

Commentator, Eric Sevareid. Interviewers, Frank Kearns, David Schoenbrun. Cameraman, Yousef Masraff. Producer, Edwin P. Hoyt for CBS News. Sustaining. (CBS-TV, 5-6 p.m., EDT, October 13.)

TV is bringing a new dimension to coverage of current events. This was made manifestly evident on "Algeria Aflame," a 60-minute actuality program about the Franco-Algerian conflict.

The feature of the program was film, which presented a detailed picture of life behind Algerian rebel lines. Taken at considerable risk by Frank Kearns and Yousef Masraff, the film concentrated on the training undergone by recruits to the rebel army. An equally intimate camera portrait of the French Army raiding an Algerian village was also presented, complete with the capture of an anxious wounded rebel.

The rest of the program sketched the background of the conflict, and gave equal weight to both points of view. Algeria was shown, French settlers were interviewed and their attitudes revealed, a rehabilitated Algerian village, now under the control of the French, was presented, and David Schoenbrun, CBS correspondent, asked the French Gov-

so frequently seen in the season when such shows were aired. "Suspense," "The Thinking of PT Kennedy feels. "This is about minimum for proper off to its ance of character and the series. Live Upswi three years

Also, there's likely a swing of New York and live suspense network, with more emphasis on values, literary property, production polish, and on star-name values. In many shows, he believes "Studio One" is still Coast.

What does Abraham an ideal suspense story the upper-level audience the most expensive hard luxury items?

His own favorite Street," "Night Must Be of Usher," "Arsenic and and "39 Steps."

show and then a fifth then a 10th before final verdict. We Broadway and moti where ultimate judgment after the first lo

"I think every series, can be improved during of a season. That's the busy on now. Some shows this fall have pointing to me. The improvement in production and casting was cases quickly apparent, exec. "The program did not have to wait appraisal to suggest

A challenge of Luev-remembered favorable criticism on having been savor is important, Sarnoff 1930's—was one of those rare events in TV: A live "special" where all, or nearly all, the components magically jelled together to provide an entertaining romp for adults and moppets alike.

Mickey Rooney's stiff-jointed wooden puppet, Walter Slezak's charming and sympathetic Papa Geppetto, Fran Allison's not-too-schmaltzy Queen, Martyn Green's sly Fox, Jerry Colonna's pompous Ringmaster—all seemed ideally cast for the straight dramatic aspects of "Pinocchio."

In the music department, the Rexall-sponsored simulcast didn't fare quite as well. Alec Wilder's score avoided the cuteness of a Disney score, but seemed a bit on the routine side, lacking any standout tunes. Hanya Holm's Mata and Hari ballet number, with the dancers playing puppets, was expert, but a later number, as fish splashing about, wasn't as convincing.

The general production level—by Yasha Frank, David Susskind, Herb Moss, Michael Abbott and Paul Bogart—was first-rate. Chances are the show will be tapped, like "Peter Pan," for future repeats. Charles Sinclair.

ernor General, Robert La Coste, some probing questions,

Acting as anchor man and tying the show together was Eric Sevareid. As always Sevareid's commentary was perceptive.

Leon Morse.

'Colt' Seems Headed For Successful Ride

By BOB BERNSTEIN

COLT 45 (Net)
Star, Wayne Preston. Director, Douglas Heyes. Producer, Roy Huggins. Sponsor, Campbell Soup thru Batten, Barton, Durstine & Osborn, Inc. (ABC-TV, 10-10:30 p.m., EDT, October 18.)

Another adult Western, heavy on characterization and light on galloping hoofs, has arrived for what looks to be a successful stay. An off-beat opener scripted by Marion Hargrove gives promise of psychological suspense as the chief ingredient.

The premiere found Chris Colt posing as a traveling salesman for his uncle's new gun, the Colt .45, actually on undercover lawman

Greenwich Village Party (Local)

Host, Art Ford. Guests: Polly Bergen, Julie Wilson, Alan Dale, Jose Iturbi, Beverly and Josh White Jr., others. Producer, Art Ford. Music director, Cy Coleman. Sponsor, Block Drug Company thru Sullivan, Stauffer, Colwell & Bayles. (WABD, New York, 10-10:30 p.m., EDT, October 11.)

As one of the few live, local variety shows on view on New York video channels, "Art Ford's Greenwich Village Party" deserves a gold star for effort. It is pleasant, casual show tailored to New York tastes and a showcase for many a show business name; a sort of low-budget "Tonight."

It suffers, however, from "plug-itis." In the stanza viewed, almost everyone who guested had an ax to grind, and promptly honed it in full view of Du Mont's cameras. Polly Bergen plugged her album, "The Party's Over," and said she didn't want to leave New York to make movies; a pony-tailed girl artist plugged her uptown gallery show, Jose Iturbi plugged his appearances as a concert artist, etc. The guests, in other words, don't really "perform"—they make an "appearance."

In addition, everyone—including Art Ford—strives mightily to maintain the illusion that everything is happening in Art Ford's apartment in Greenwich Village (rather than in Du Mont's Studio 2 in the East 60's) to the point of being a little silly.

Positive Side

On the positive side the half-hour moved in a fairly relaxed fashion thru its paces, aided by Art Ford's time-tested smoothness as an ad lib emcee and a strong vocal by Alan Dale. Commercials for Block Drug were particularly well integrated. Art Ford gave live lead-ins to film spots for Green Mint, Minipoo (shampoo), Py-Copay Toothbrushes and Rem Cough Syrup that eased viewers into the sales spiel with a minimum of mood breaking, and which lacked the "canned" flavor of commercials in local feature films or syndicated shows.

Musical chores on the show were well attended to by curvy Julie Wilson, Alan Dale and Cy Coleman and his trio. Camera work was a bit below par, with some of the movement and switching being noticeably sloppy, as the WABD staffers were out of practice on live shows.

Prospects for the show look good. It's slotted in late evening time when New Yorkers are often prone to throw informal parties. As it settles down for the season, it may well shape up as a strong contender—if Art Ford can hold those personal plugs of his guests to a minimum.

Charles Sinclair.

duty. The town bully, well played by Andrew Duggan, provoked him repeatedly in a duel of wills, while a lovely missionary urged him to turn the other cheek and set a moral example for the town.

Wayde Preston, a handsome newcomer with a boyish face and crisp voice, does a fine job in the "more dimensional than usual" hero's role. There's no doubt that he can carry the show, given steady script help. William T. Orr, an old hand at this, put together an attractive over-all production, with Doug Heyes' direction weighted for tense, stark clashes and "High Noon" simplicity. The Campbell Soup commercials were cheerful songs with good artwork.

26 Men (Synd.)

Stars, Tris Coffin, Kelo Henderson. Director, Reg Browne. Producer, Russ Hayden. Distributor, ABC Film Syndication. (Reviewed at special screening.)

The novelty of an adult Western in first-run syndication should pay off well for ABC Film. "26 Men" is an entertaining oater with a group of men as its hero rather than a single laconic six-footer. Production values are acceptable if not striking, and Kelo Henderson brings a rugged, fan-club personality to TV as the newest ranger.

The episode screened had the local newspaper editor hanging from a tree limb, with Captain Rynning of the Arizona Rangers digging for murder clues. Tris Coffin brings authority and distinction to the role of Rynning, who rounds up the killers with the aid of the naive recruit (Henderson), pointing to the start of a beautiful friendship. Casting was excellent but traditional among the lesser roles.

There's plenty of action and tension here, which should garner healthier ratings, tho the plot incidents could be more inventive. Costuming was unusually realistic with no hint of fancy dress ball or custom tailors.

Bob Bernstein.

The Green Pastures (Net)

Stars, William Warfield, Eddie Anderson, Earle Hyman. Producer-director, George Schaefer. Executive producer, Mildred Alberg. Sponsor, Hallmark Cards thru Foote, Cone & Belding, Inc. (NBC-TV, 9:30-11 p.m., EDT, October 17.)

Hallmark opened its season with a thoroly satisfying production of "The Green Pastures," movingly and tastefully mounted and performed. What a shame it was opposite the Mike Todd commercial, splitting viewers' allegiance, for this Pulitzer Prize play retained all its humor and emotional impact and gained warmth thru the immediacy of TV.

A fine cast gave a sincere reading to Marc Connelly's adaptation, William Warfield holding the segments together without a false word or gesture as De Lawd. Outstanding too were Eddie Anderson as Noah, Earle Hyman as Adam and Hezdrel, Estelle Hemsley as Mrs. Deshee and Terry Carter as Gabriel. William Dillard shone in a bit part. The huge supporting cast, choir and crews moved thru the multi-scened pageant smoothly under George Schaefer's firm direction. Trew Hocker's sets deserved particular notice, the more so in color. Bob Bernstein.

NETWORK REVIEW

Ups & Downs During 2½ Hours on Sunday

By BOB BERNSTEIN

Standard Oil Anniversary (Net)
Stars, Tyrone Power, Jimmy Durante, Bert Lahr, Donald O'Connor, Jane Powell. Director, Gregg Garrison. Producers, Terry Cline and George Haight for McCann-Erickson. Sponsor, Standard Oil of New Jersey thru McCann-Erickson.
(NBC-TV, 9-10:30 p.m., EDT, October 13.)

The juxtaposition of these two high-budget, multi-star specials has led to inevitable comparison. This is a minority report, crediting the Standard Oil staff with more imagination and sense of responsibility.

The 90-minute variety show, hailing its 75th anniversary, had its dull stretches, but most of it was slick, smart entertainment with a creative touch. A high spot was a horror musical in which Donald O'Connor and Sid Miller played all the roles hilariously. Eddie Mayehoff's dizzy exec lecture, Kay Thompson's jubilee opener and Marge and Gower Champion's

NBC-CBS Special Event (Net)

NBC newscaster: David Brinkley, Merrill Muller, Bill Henry. CBS newscasters: Walter Cronkite, Howard K. Smith, Alexander Kendrick.
(NBC-TV, 12-1:00 p.m.; CBS-TV, 12-12:35 p.m., EDT, October 17.)

For a good many Americans, Queen Elizabeth's arrival in Washington last week was a fairy tale come true. And NBC, which incidentally is counting on just this romantic audience for its new Shiley Temple series, jumped on the bandwagon right from the start by devoting a full hour to the event. CBS, on the other hand, delivered only that portion which featured her arrival, stay and departure from the airport.

David Brinkley handled the chores for NBC from the Washington studio of WRC-TV with an assist from Merrill Muller on the mobile unit and Bill Henry at the airport. NBC's all-out effort included 15 minutes of programming prior to the arrival and an additional 25 minutes following the motorcade to the White House.

They used 11 cameras which included one perched atop the Lincoln Memorial with its black cables painted a crisp white in keeping with the big "clean-up" for the Queen.

Walter Cronkite handled the commentary for CBS with an assist from Howard K. Smith and Alexander Kendrick. Kendrick, CBS London correspondent and part of the Queen's party, was therefore in the best position to provide interesting background material. CBS' camera work, tho not as elaborate as NBC's, fared better on the reviewing stand with excellent unobstructed full length shots of the Queen and Prince Philip. NBC used the close-up technique and unfortunately the angle was not too flattering for the Queen.

There's no doubt that NBC could very well have cut to 45 minutes and not missed a thing. Brinkley was obviously digging for material to fill when the mobile unit failed to come up with anything more than a view of the front bumper of the President's car and the foliage on the parkway.

He filled with sundry information like "the Queen brought 36 costume changes in 96 pieces of luggage; a five-foot fruit cake in the shape of a book, title unknown, awaits her at the White House; the Canadian government presented her with a 350-pound fish, etc." More interesting information was that concerning her huge entourage and their responsibilities.

Charlotte Summers.

ballet melodrama were first-rate. And Duke Ellington's Shakespeare suite and Ronald Searle's cartoon, which proved a bit disappointing artistically, had the virtue of newly written, newly performed material. The one memory lane bit, a duologue with Bert Lahr and Jimmy Durante, had a large percentage of off-beat oldies among the tunes.

The production was lavish and striking in color, with a brilliant geometric opening and closing, nimbly photographed and well directed by Gregg Garrison and Cyril Ritchard. Tyrone Power was dignified but bland as host.

Edsel Show (Net)
Stars, Bing Crosby, Frank Sinatra, Rosemary Clooney, Louis Armstrong. Director, Seymour Berns. Producer-writer, Bill Morrow. Staged and choreographed by Eugene Loring. Sponsor, Edsel thru Foote, Cone & Belding.
(CBS-TV, 8-9 p.m., EDT, October 13.)

The Edsel show, in contrast, boasted the knockout personalities of Frank Sinatra and Bing Crosby, whose pairing seemed a cinch for great things. The format followed the Merman-Martin and Coward-Martin duets of past years, in fact going them one better. The show was a 60-minute medley, in which Crosby delivered one song and a duet, Sinatra no solo and a duet, Rosemary Clooney one solo, plus four bars each of 347 numbers from the library of standards. The producers, most viewers and even critics were content with this "And Then I Wrote" vaudeville act, but from one corner it looked tired, lazy and without responsibility.

The Sure-Fire Boys in Hit Parade Land didn't even sing enough of any one tune to raise that nostalgia lump in the throat. If such a high-powered team of stars and staff can't or won't give us something new, who will? The jokes rested chiefly on Sinatra's satyriasis, which was the only novelty. It seems odd that a spanking new product, Edsel, chose this wheezing format while the venerable oil firm chanced fresh material.

Big Story (Synd.)

Host-narrator, Burgess Meredith. Cast: Joe Helgesen, Ross Martin, Anna Minot, others. Executive producer, Everett Rosenthal. Producer, Robert Lewis Shayon. Director, Stuart Rosenberg. Script, Leon Tokatyan. Music, Vladimir Selinsky. A Pyramid Productions series for Official Films.
(KTLA, Los Angeles, 8:30-9 p.m., PST, October 8.)

In transition from network to syndication, long-time "Big Story" series has lost none of its vitality. The fact that the program is now entirely filmed also adds to movement and scope, well utilized in opener.

Story deals with escaped convict, a Mexican, who goes berserk in Phoenix, and kidnaps a pregnant woman who happens to cross his path. Gazette reporter Thurman Johns, also in the neighborhood, races to the scene, and, after several minutes of talking with the convict, who is as terror-stricken as he is terrorizing, manages to convince him to give up.

Film is replete with rooftop chase and gunfire exchanges. Intro, with host Burgess Meredith narrating, which depicts how paths of the convict, the woman, and reporter happen to cross, is handled well.

Program should provide excellent fare for those stations choosing to slot it in time periods where there's no network competition; and, if given proper promotion, there's no reason why it shouldn't hold its own against web product also.

Writing and acting were above average. Bob Spielman.

AUSSIES FLIP OVER THE 1ST SPECTACULAR

MELBOURNE, Australia —The first spectacle here, a 90-minute variety show sponsored by Frigidaire, has been hailed by local critics as "darling, unusual, new in advertising thinking, one great big wallop packing as much instantaneous impact as possible." George Patterson Advertising produced the show. Another major event last week here was the start of a strike by Actors and Announcers Equity organizations, protesting the lifting of government currency restrictions which have permitted a huge influx of American film shows and the cancellation of a number of live Australian stanzas.

Bob Lawrence Adds Schnitzer Firm as Fifth

NEW YORK—Commercial film producer Robert Lawrence has just added a fifth-affiliate company, Lawrence-Schnitzer Productions, a Hollywood concern, to his growing film operations, completing in three years an expansion program originally mapped for five years.

According to Lawrence, the overall establishment is now "the most highly integrated producer of television and industrial films in the country."

Lawrence's spreading film empire in the commercial field headquarters at studios in New York. There's a production company in Canada (Robert Lawrence Productions, Canada, Ltd.), an animation affiliate (Pintoff-Lawrence Productions) and a special effects division (Loucks & Norling Studios) in New York, an animation firm in Hollywood (Grantray-Lawrence animation) and now the Schnitzer alliance in the same city.

The purpose of the latest deal is said to be "to provide clients with a base for warm weather location shooting thruout the year and to make available for live action productions the great wealth of top-name performing talent in Hollywood." It's also Lawrence's belief that the imminent start of jet commercial travel to the Coast makes a two-coast co-ordinated production schedule possible on commercials.

TPA Sells Eight Programs to TV Station in Lima

NEW YORK—Peru last week joined the parade of foreign nations buying American video programming. Television Programs of America sold Channel 9, Lima, eight programs which are dubbed in Spanish.

The shows are "Count of Monte Cristo," "Charlie Chan," "Fury," "Ramar of the Jungle," "Stage 7," "Mystery Is My Business," "Lassie" and "The Lone Ranger." The station, not yet on the air, begins telecasting in March.

NEW YORK—AAP, Inc., made seven Southern and Midwestern sales last week. The "Popeye" cartoon package has been bought by WLOF-TV, Orlando, Fla.; WMT-TV, Cedar Rapids, Ia.; Grand Rapids, Mich., and WMTV, Madison, Wis.

The Warner Bros. feature films were sold to WLOF and WBUF, Buffalo, while the AAP "Horror" package was bought by WCAU-TV, Philadelphia, and WDAU-TV, Scranton, Pa.

FCC ISSUES RULES FOR PAY TV TRIAL

Stations Must Shoulder Responsibility For Programming and Full Disclosures

Continued from page 3

and all aspects of the technical operation of the system and its business administrations." Contracts between station licensee and system franchise holder, "must provide for full disclosure by the latter," of all information requested by the FCC.

The FCC has set forth as its own aims: 1. Enabling the public to register its judgment on pay TV. 2. To obtain data concerning the impact of pay TV on the free service, and the possibility that free would be swallowed by the pay service. 3. To obtain information based on operating experience concerning possible need to standardize equipment in pay service. 4. To determine if authorization of pay TV would require legislative controls by Congress or amendments to the communications act.

Brass Tacks

Getting down to brass tacks, the FCC wants this information submitted by applicants for pay TV authorization: 1. Complete, detailed description of the design and method of operation of the proposed encoding or decoding equipment, with the FCC entitled to inspect models of the equipment. 2. Complete details on the way the

operation will be conducted, including proposed rates; terms of contracts with subscribers, basis of selection of subscribers.

Also asked will be, 3. Approximate number of subscribers the station intends to serve. 4. Information on minimum and maximum charges to subscribers. 5. Answers to questions on personnel and the conduct of engineering and technical aspect of the operation. Answers to questions on how station will select and procure pay programs, how it will disseminate decoding and billing information to its subscribers.

In an over-all requirement, 6. The FCC wants copies of "Executed operating agreements between the applicant licensee" and any persons concerned in any of the pay TV functioning. Any contractual arrangements by either party involving third parties must also be submitted.

L. A. Okays 3 Applications For Toll TV

HOLLYWOOD — Los Angeles city council Wednesday (16) approved the television applications of three companies, Skiatron, Telemeter and HarriScope. Race now is expected to get under way between the three to sign up home owners for wiring. Possibility is that city will be first major test in country for pay television, with telecasts probably starting in six months.

Bid of each of the firms was the same, 2 per cent of gross revenue to go to the city.

Skiatron appears to have the inside track at the moment, if deal to televise Dodger games is finalized. Report from New York has it, however, that talks have hit a snag, and that Telemeter may also be in the running.

Key role in any Dodger-television tie-up may be played by Kenyon Brown. Brown is one of syndicate which recently purchased indie TV Station KCOP here and is also one of leading stockholders in the Dodger ball club.

TV Tube Battle

Continued from page 2

certainly no panic here because of Ipana Plus.

P&G Waits

P&G, incidentally, was one of the first firms ever to try an off-beat brand of dentifrice. Years ago, P&G launched Teel, a red liquid dentifrice in glass bottles, which never clicked and on which P&G is reported to have lost a fortune. In part, this may explain P&G's desire to play a role of "watchful waiting."

Another firm in a somewhat similar position—al tho it may make a rapid move in TV—is Block Drug. "We're bound to go into a TV advertising scrap with Bristol Myers if Ipana Plus is successful," said an adman handling Amm-ident TV and radio campaigns.

This is not an idle statement. Block Drug is famous for being fast on its advertising feet. A few seasons ago, when the then Lambert Pharmacal launched an anti-decay campaign for Listerine Toothpaste which had taken several months to prepare, George Abrams (now Revlon ad chief) of Block Drug hopped on a similar bandwagon in a matter of days —to Lambert's huge annoyance.

Bet on Saturation

Continued from page 12

stations to play features to the point of exhaustion.

Powell's point is that this is the one way in which, he believes, a sponsor can reduce his CPM, since he is paying the primary cost of production anyway.

He doesn't foresee any possibility of reduction in the price of film programming next season despite the "bargain basement" sale held this fall (The Billboard, October 14). Neither the nets nor producer are going to make films to lose money on them, and, whereas, there is a certain amount of fat that can be taken up in the profit margin (Four Star, he says, has never recouped 100 per cent of negative cost on first run) continued rising talent and production costs will probably offset this.



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STAG BEER

WVUE-TV—Philadelphia

WJW-TV—Cleveland

KOTV—Tulsa

WDSU-TV—New Orleans

WITN-TV—Greenville, N. C.

WTCN-TV—Minneapolis

WSB-TV—Atlanta

KGHL-TV—Billings

KRDO-TV—Colorado Springs



SHORT SCANNINGS

James A. Stabile, who joined NBC in February of this year after resigning as vice-president for ABC has been promoted to director, talent and program contract administration for NBC. . . . California National Productions is presenting 40 Naval heroes with prints of "Silent Service" episodes based on their exploits. The Navy League is sponsoring the ceremonies in Panama, Pearl Harbor, Washington and a dozen other cities.

Louis G. Cowan, CBS vice-president; John F. Day, CBS director of news; Walter Cronkite, CBS news correspondent, and a number of other CBS execs played host to about 100 U. S. Air Force officers in New York last week. . . . Comedy writers Mel Tolkin and Niel (Doc) Simon have been inked to write NBC-TV's Jerry Lewis show, November 5. . . . Three jazz bands composed of guys in the ad business and related fields are going to give a luncheon concert October 21 in the Hawaiian Room of the Hotel Lexington, New York. Sponsored by Advertising Men's Post

No. 209, American Legion, the shindig's proceeds will go to the Herald Tribune Fresh Air Fund. Benny Goodman will be emcee. Some of the musicians participating are Larry Lowenstein, CBS-TV; Hal Davis, Grey Advertising; Paul Smith, Calkins & Holden; Les Leiber, of This Week, etc.

Martin Slattery, formerly with Young & Rubicam, has joined Compton Advertising as a producer. . . . Lee Goldenson, father of Leonard H. Goldenson, American Broadcasting-Paramount president, died Sunday (13) after a long illness. . . . One of the best known showcases for new acting talent started its 14th season in New York when Equity Library Theater premiered "Comedy of Errors," October 16. Cast was headed by newcomers Lydia Bruce and Steve Franken (son of Television Programs of America publicist Jerry Franken), Frank Nastasi and others in featured roles.

KFJZ Wins All Non-Net Periods, Loses Web Slots

FORT WORTH—KFJZ, indie outlet in this four-station market, is capturing all non-network time periods while losing all web programmed slots, via feature film.

"Early Show" (5-6 p.m.), "Starlight Theater" (11 p.m.-12:30 a.m.), "Million Dollar Matinee" (12:30-2:45 p.m.) and "Star Theater" (3:30-5 p.m.) lead their periods in daily and cumulative ratings, according to the September American Research Bureau report, against some live local but largely first-run syndication entries.

WABC to Insert 'Beulah' in 2-Hr. Strip of Cartoons

NEW YORK—WABC-TV will incorporate situation comedy into its two-hour "Cartoon Festival" strip, 8-10 a.m., with the purchase from Flamingo of "Beulah." The 117-stanza show will occupy the 9-9:30 a.m. segment of the cartoon block, beginning this week.

The station's rep, Blair TV, recently completed a study revealing the preponderance of kids over six among viewers from 8 to 9 a.m., a sharp switch to female

CO-PRODUCTION

Song Ads Signs With Jap Firm

HOLLYWOOD — Song Ads, Inc. last week became the first U. S. tele-film company to make a co-production deal with a Japanese firm. Under the pact SAI also becomes the U. S. representative for the Tokyo firm, Cinema Guild Productions.

Bob Sande, president of SAI, said that under the agreement Song Ads can now offer advertisers commercials with stop-action puppetry, a process almost exclusively confined to Japan. Approximately two weeks more time will be required for the spots than if they were made in the United States, but concomitantly, there will be a 15 to 20 per cent saving in cost.

SAI will also distribute stop-motion puppet entertainment shorts to TV stations here. These will have American sound tracks made by Song Ads.

'Highway' Into Third Year of Spanish Dub

MEXICO CITY—A third-year dubbing cycle gets under way here next month for "Highway Patrol," one of the 14 Ziv telefilm series now in active syndication in overseas markets. This will bring the release of the Spanish version close to a day-and-date distribution with the American version of the show, due to start third-year plays in October and November.

H. Steele & Cia., local distributor for Longines watches and a steady Ziv customer, has already renewed for the third season, according to Ed Stern, head of Ziv's foreign operations.

S. Webb for Fairbanks

HOLLYWOOD — Stanton Webb was named director of sales for Jerry Fairbanks Productions last week. Webb, who will headquarter in Hollywood, previously was a vice-president of Paper-Mate pens.

adults from 9 to 9:30 and a rise in kids under six from 9:30 to 10. Hence, the "Beulah" experiment.

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercial Product
FOODS AND BEVERAGES			
Food Ingredients			
Aunt Jemima Oatmeal Mix, John W. Shaw	1 (60), 1 (20)	LA	Fred A. Niles
Corn Products Refining, Mazola Oil, C. L. Miller	4 (60)	LA, SE	Transfilm
Canned and Packaged Foods			
Mars, Candy, Knox-Reeves	4 (60)	LA, SE	Hal Roach
National Biscuit, Milk Bone, Kenyon & Eckhardt	2 (60)	LA	Sound Masters
Kellogg, Leo Burnett	—	NA	Wilding
Ronzoni, Macaroni, Sauces, Emil Mogul (The Honeymooners)	4 (60)	LA	Caravel
Gold Medal Candy, Bonomo, Emil Mogul	2 (60)	LA	ATV, Robt. Lawrence
General Mills, Pick-a-Pack, Knox-Reeves (Mickey Mouse Club)	1 (30)	LA	Robt. Lawrence
Pick-a-Pack, Knox-Reeves (Various shows)	1 (60)	LA	Robt. Lawrence
National Biscuit, Kenyon & Eckhardt (Rin Tin Tin)	1 (15), 1 (07)	LA	Bill Sturru
Welch's Candy, Bennett & Northrop, Ronzoni, Various, Emil Mogul (The Honeymooners)	1 (20)	LA	Guild
Sweets Co. of America, Tootsie Rolls, Nabisco, Fig Newton, McCann-Erickson	1 (20)	FA	Academy
Cocoa Graham, McCann-Erickson	1 (60)	FA, LA	Academy
Canadian Fishing, Gold Seal Tuna and Shrimp, Cockfield Brown	2 (08)	FA	UPA
General Foods, Jello, Young & Rubicam	6 (60)	LA, FA	Gray-O'Reilly
Mars, Inc., Candy-Knox-Reeves	4 (60)	LA, SE	Hal Roach
Frozen Foods			
C. A. Swanson, Chicken Dinner, Tatham-Laird	—	NA	Wilding
Bakery Goods			
National Biscuit, Saltines, McCann-Erickson	2 (60)	SA	Shamus Culhane
Holsum Bakeries, Holsum Bread, W. E. Long	10 (60)	FA	Shamus Culhane
Hometown Bread, McCann-Erickson	1 (08)	FA	Academy
Eastern Bakeries, Angel Bread, Bennett & Northrop	4 (60)	SA, SE, M	Beacon
Blue Ribbon, Cakes & Pies, Lynn	1 (10)	FA	Academy
Food Beverages			
Nestle Co., Nescafe, Bryan Houston	4 (60)	LA, SE	Hal Roach
Borden Food Div., Instant Coffee, DCS&S	9 (60), 3 (20)	LA, SA	Sound Masters
Luzianne Coffee, Reilly Co., Walker Sausy	4 (60), 2 (20)	LA, FA	All-Scops
Thomas Lipton, Iced Tea, Young & Rubicam	1 (20)	LA, FA, J	Transfilm
Pepsi-Cola, Kenyon & Eckhardt	6 (60), 15 (20)	LA	Universal
Welch's Tomato Juice, Richard Manoff	3 (60), 3 (20)	LA	Guild
Nehi Corp., Royal Crown Cola, Compton	1 (60)	LA (C)	TV Graphics
Cain's Coffee, Instant Coffee, Lowe-Runkle	6 (10)	NA	Kutz & Herndon
Coca-Cola, McCann-Erickson	8 (60), 16 (20)	LA, SE, SA	Universal
Nestle Co., Coffee, Bryan Houston (Oh! Suzanna)	6 (60)	LA, SA	Gray-O'Reilly
Nestle Co., Nescafe, Bryan Houston (Gale Storm)	11 (60), 2 (10)	LA, SE	Hal Roach

(To be continued next week)

COMMERCIAL CUES

Southwest Film Laboratory has introduced "Triad Color Control," a new color film printing process. Tested and developed for three years by Southwest's Jack Hopper and his engineering staff, the company claims a first in America on 16-mm. reversal-additive printing process providing scene-to-scene color correction and control. The process is being offered at competitive color print prices.

Walter Lowendahl, co-founder of Transfilm in 1951, has been named president of Transfilm, Inc. Michael A. Palma, treasurer, was named executive vice-president, the position formerly held by Lowendahl. . . . Phil Frank, former sales exec with Peter Elgar Productions and Screen Gems, has joined Caravel Films as the first new sales staffer in a general expansion plan highlighted by the firm's move to a new production operation on Manhattan's West Side. Frank is also a recognized classical violinist, having played four seasons with the NBC Symphony under Toscanini.

Julie London will star in a series of TV film commercials for Ten Day Press-on Nail Color being produced in Hollywood. Les L. Persky, president of Prod-

uct Services, Inc., New York, will personally supervise Miss London's series and while in Hollywood will also produce other commercials, one starring Jerry Lester. . . . Jerry Barclay, Hersche' Bernardi, Paul Frees, Merrie Virginia and Bobby Troup have finished the voice work for the 1958 animated Ford spots and Navy recruiting series being produced by Playhouse Pictures. . . . Queenie, a five-year-old pachyderm, will do a filmed commercial for use on a General Motors TV show this winter. Queenie lives at Bill Green's Rare Bird and Animal Farm in Fairlee, Vt. and has appeared on "Big Top," the Garry Moore Show, etc.

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

Offices in principal cities throughout the United States

MCA-TV Film Division

STATION SIGNALS

Westinghouse Broadcasting scored a "first" on motion pictures of the Russian satellite on Saturday (12) at 5 p.m. Westinghouse shot the film in Baltimore on Saturday morning and then made them available to the networks and to national TV and newsreel services. The filming represented excellent teamwork between WBZ-TV, Boston, which originated the broadcasts, and WBC's newest station, WJZ-TV, Baltimore. WJZ-TV photographer, John Kelly, shot the footage using special optical instrumentation developed by the Bendix Aviation Corporation, which amplifies light 10,000 times.

Another unusual presentation last week was offered by the Fetzer Broadcasting Company on October 16 which involved the three-dimensional effect of stereophonic sound. Listeners and viewers were urged to listen to their radios on WKZO-AM, Kalamazoo, Mich., and WJEF-AM and FM, Grand Rapids, Mich., and to watch on WKZO-TV. A demonstration of various natural sounds and music were heard in stereophonic effect by listening to the two transmitters. Other South-

western Michigan radio stations are also expected to participate. All will be reached by this simulcast, sponsored by the V-M corporation, Benton Harbor, Mich., and their distributors.

KPHO - TV, Phoenix, Ariz., signed on two hours early last week to present, live, the semi-annual Mormon Conference from Salt Lake City. Special lines were installed to bring cable TV to the independent outlet in co-operation with KSL-TV of Salt Lake City.

Helen O'Connell and Bob Eberly, singing stars, will headline a special two-hour plus United Appeal kick-off show produced by WBTV, Charlotte, N. C. Bobby Sherwood is returning as emcee for the third consecutive year. The program will be carried simultaneously by WBTV and WSOC-TV.

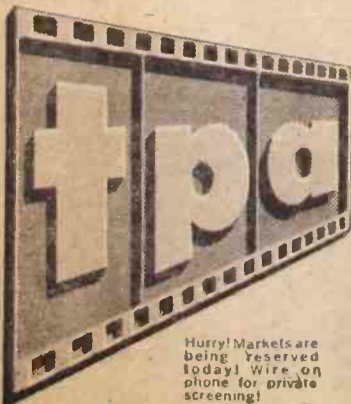
James Garner, star of "Maverick," ABC-TV, made his first personal appearance at the "Maverick Calf Scramble," at the State Fair of Texas in Dallas recently. The scramble climaxed an intensive five-week "Maverick" promotion sponsored by The Dallas Morning News and its TV station WFAA-TV.

NEW

CHARLIE CHAN SELLS!



78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!



Hurry! Markets are being reserved today! Wire on phone for private screening!

Television Programs of America, Inc. 468 Madison Ave., N. Y. 22 • PLaza 5-2100

Big Push on Nelson Pkg. By Imperial

HOLLYWOOD — Initial printing of the upcoming Ricky Nelson package on Imperial Records has been upped to 100,000, according to label topper, Lew Chudd, with the firm planning its most extensive exploitation and sales campaign in its history to coincide with the lease next month.

"Ricky" LP will be accompanied by four-foot blow-ups of the cover for dealer display, plus special banners and streamers. Record dealers utilizing the most attractive window display will also earn a free trip to Hawaii in the company's first contest of this kind.

A voice-track disk by Ricky Nelson will also be sent to disk jockeys with the label adding field man throughout the country to blanket metropolitan cities for a three-week saturation campaign. Two sides from the album will also be released as a single.

Liberty Goal \$5 Mil Volume For Next Year

HOLLYWOOD—Liberty Records topper, Si Waronker, predicts that the firm will reach a volume of \$5 million during the coming year, based on a sales increase of nearly 300 per cent for the first six months of 1957.

Label chieftain will continue to build the firm's LP catalog, with 100 packages already on the market and an additional 60 in various stages of preparation. Despite reports that a number of firms had been dickering with Waronker to buy out the label, Waronker firmly declared that "Liberty is here to stay." Both M-G-M and 20th Century-Fox have showed an interest in the firm.

Eight new packages have been scheduled for November release. Latter include wax by Si Zentner, Russ Garcia, Max Roach and Stan Levey, with the Lighthouse All-Stars, Muzzy Marcelino, the Four Grades, Vicki Benet, and Billy Ward and His Dominoes.

Dot Won't Buy Dictograph Phono Line

HOLLYWOOD—Dot Records will not take on the Dictograph line of phonograph equipment, with label topper Randy Wood declaring that he does "not have the slightest interest" in the company.

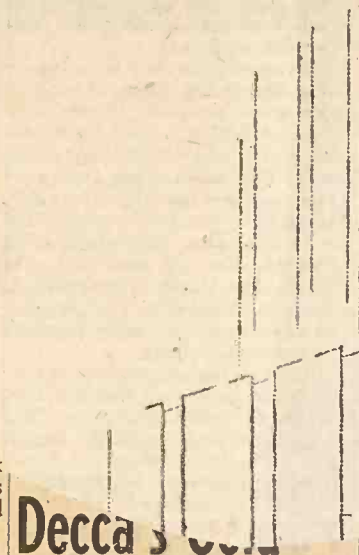
Dictograph had been offered to both Dot and ABC-Paramount some time ago, tho Wood's statement leaves little hope that Dot (Continued on page 30)

PERVERSIY PAYS

British More Inclined To Cut Stateside Flops

NEW YORK—British artist and repertoire men and artists — who rarely used to cut an American tune which had flopped in the States—are showing an increasing tendency to take a chance on such tunes now.

A study of the current British best-seller charts illustrates the fact that Britishers are more prone to use their own judgment and gamble on an American flop today.



Decca Label Release

NEW YORK — Seven new packages of both European and domestically cut material comprise the Decca Gold Label November release.

Highlights include an all-Liszt recital by American pianist Ruth Slenczyska, timed to coincide with release by Doubleday of the artist's autobiography, "Forbidden Childhood," and a program of "Great Opera Arias," by Rita Streich, European coloratura soprano. Miss Streich is now appearing with the San Francisco Opera and will shortly embark on a nation-wide concert tour which includes appearances on the November 11 Telephone Hour and on the Ed Sullivan Show of December 15.

Another important entry which inaugurates for the firm a new 9400 series of classical packages to list at \$4.98, is the debut appearance on the label of Noah Greenberg and his New York Pro Musica (Continued on page 30)

Long Range Basis For M-G-M Changes

NEW YORK—Opinion is crystallizing in some circles here that any change in the leadership and operation of M-G-M Records, long rumored to be set for a sweeping shake-up, will be long range in character and will not involve any involuntary withdrawals of any present personnel.

It is no secret that a number of figures associated in various capacities with the disk industry have been contacted by top brass of

Stereo Disk Still Embryo as Victor's George Marek

Development Problems; High Playing Equipment Big Factor

By BILL SIMON

—As far as the consumer is concerned, the stereo disk is still far in the future. Furthermore, it's unlikely that the industry will be marketed until the playing equipment can be developed which will play the disk but also accommodate the use of monaural disks. As were voiced last week by George R. Marek, vice president of the RCA Victor Record Division, in an exclusive interview with this writer.

It is unlikely that the industry will take any positive step in the direction of the stereo disk without the active cooperation or the leadership of RCA Victor, which company, of course, controls the largest catalog of recorded music in the world. All segments of the industry are adamant in their determination to avoid another "battle of the speeds" such as that which took place 10 years ago with the parallel introductions of the 33 1/3 and 45 r.p.m. systems by Columbia and Victor respectively.

Consequently, Marek clarified his company's thinking on the subject at this time for the benefit of the trade in general. "First of all," said Marek, "I'm very enthusiastic about the possibilities of the stereo disk, and personally feel that it offers more for the future even than tape." (He indicated however that his opinion on the disk vs. tape was not shared unanimously by members of the RCA Victor hierarchy.)

"Second, the stereo disk itself is not without its problems. We don't know if a Westrex system or a straight-up-and-down system is the better, and we must be sure, if we don't want to see a repeat of the war-of-speeds."

"Third, in all of the systems we are testing, there is a problem of surface noise. Eventually this will be eliminated, but as it stands now, the stereo disk is only an embryo."

"Fourth, and here is the real nub of the problem, what are you going to play it on? The required phonographs don't exist, and when they do they will be expensive." He reiterated that each set requires two amplifiers, two speakers, a costly pickup and extra furniture. Size and expense will relegate stereo to the role of a "luxury item" for a long time to come.

Marek told The Billboard frankly that Victor's general plant manager Roy McClay and his staff currently are evaluating the several stereo disk systems to determine if any is truly compatible with monaural (Continued on page 30)

Pop Favored Over Classics on Tape

High Retail Prices Major Stereo Sales Block; Ball Rolling at Mfr. Level

By BERNIE ASBELL

CHICAGO—One of the surprises in the early months of merchandising stereo tape is that pop material is proving considerably more salable than classics. This even holds true in a checkup of class hi-fi shops, where disk business leans heavily to longhair fare.

Within the pop category, instrumentals are racing well ahead of vocal material, no matter how big the name singer. The obvious in-

dication is that the early stereo purchaser is chiefly interested not so much in his usual musical preferences but in repertoire which highlights the listening kick in stereo sound. What he's looking for is demo material rather than special titles or artists.

Movement of tape to dealers' shelves is still slow, the great majority of retailers offering stereo only on special order, thus avoiding inventory. The great stumbling block is the high retail tag on a reel, often as high as \$18.95 and averaging at about \$12.95. Retailers seem to feel that these prices promise too limited a market to warrant an enthusiastic program to convert their customers to playback equipment.

But the enthusiastic movement is beginning to roll at the manufacturer level. RCA Victor heavily to advertise the Series of photographs and it is distributing tapes for dealers to purchase. Mercury Records producing an elaborate containing some gimmicks to heighten interest. (Continued on page 30)

Loew's Inc., including prexy Joseph Vogel. A list of those approached would have Alan Livingston, Jim Conkling, Mitch Miller, Dave Kapp, Art Talmadge and Bobby Shad, among others. But according to Robert O'Brian, recently named treasurer of Loew's, any such discussions have "been very broad in character" and have not been held with any immediate thought of replacing current management.

Another source, very close to the scene, stated it was his opinion that any personnel who might be added in the near future would work in conjunction with existing management, with a view to being groomed for a more important role at some point considerably in the future.

According to O'Brian, the Vogel management of Loew's, returned a winner this week over insurgent forces led by the Joseph Tomlinson faction at a special stockholders' meeting, has many other problems to face, of a much more pressing nature than the disk subsidiary. "For example," said O'Brian, "our studio means much more in terms of revenue and expense than the (Continued on page 30)

New Col. Posts For Kapralik And Block

NEW YORK—Hal Cook, Columbia sales veepee has several job responsibilities under his over-all jurisdiction.

David Kapralik has been appointed to the newly-created position of manager, Sales Communication. He reports to Bill Gallagher, field sales chief, and will have as his responsibility the weekly field communications being issued to all sales managers and salesmen. Kapralik will also edit "Insight," weekly publication serving as a communication with the Columbia field force.

Other important recent organizational changes have been made. Gene Block has been appointed to the newly-created post of product manager, Single Records. Block has had considerable experience in radio

NBC-TV Weston Spec St

HOLLYWOOD—Weston firm's NBC last week's visions spectacular Columbia Records recently to co-

Weston has the hour-long NBC-TV NBC-TV NBC-TV additional minute CBS negotiate the heels cal direc Crescen



TUNES PLUGGED TO DEATH

Toronto Dealers Band to Fight Local Radio Hit Parade Beams

By HARRY ALLEN

TORONTO—Dealers here are considering formation of an association to combat the 24-hour-a-day hit parades carried by CKEY and CHUM. Ken MacCarl, Harmony Music Center, is allying himself with Jack Markell, Michael's Record Bar, both of this city, to see what can be done to stop the hit parades.

"They are too tough on business," said MacCarl. Doris Furphy, manageress of the Record Room, Gore Electric, has begun a one-woman mail-campaign to arouse record dealers.

Two of the largest juke-box operators, each operating 200 boxes, complain of increasing record costs and declining revenues.

Certain distributors complain privately what has been done to business, while another expresses glee at having an opportunity to get his records exposed.

The radio stations are happy. They have SRO signs up and both are making money.

MacCarl said sales of pop singles in his store had gone "to pot." Pop music can't stand repetition.

"I feel it is going to hurt the LP business in the long-run. The LP's are not getting the exposure they should.

"Sure we appreciate records played on the radio. But the way the two stations plug a record to death, it just kills any chance of our selling a record to the kids." MacCarl said he guessed his sales were down 25 per cent.

Gordon Kelly, Disc Shop owner, said he was being left with a lot

of surplus stock, besides which he complains that "the stations don't have the true hit parade listing."

In her letter to each of the stations, Doris Furphy pointed out: "We are all working for the same goal... It only stands to reason that if people can hear the new and pop songs as often they like on the radio, why should they buy them?"

Miss Furphy complained that

Morris Gets Pubbing Rights To Hope Pic

NEW YORK — E. H. Morris Music has obtained the publishing rights to the score of Bob Hope's new movie, "Paris Holiday," and the background music penned by Cy Coleman for "Compulsion" opening on Broadway this week ac-

(Continued on page 30)

there seemed only one Song Ads, music on one of the came the first people have been company to make a types of music thru with a Japanese playing of the top pact SAI also with radio station S. representative boosted its power at m, Cinema Guild the clock with its resident of SAI, July. Immediately e agreement Song jumped. Soon after, r advertisers con-

suit. Juke Ops Co- action puppetry, Service managers exclusively con- juke box operators in. Approximately Campbell of R. C. time will be re- Ltd., and Herb Tayts than if they Distributing, says, United States, been hurt, dropply, there will be a 25 per cent, all beed saving in cost. parade picked by th distribute stop- leaves us completely tainment shorts The stations are cha. These will minds as to what the to tracks made our record costs have said Campbell.

Campbell said he had into 50 per cent more records week. Formerly, two or three rec-

(Continued on page 30)

Westrex Exec Keys Stereo Disk Future

Calls for Co-Operation Between Disk, Phono Mfrs. to Insure Market Success

NEW YORK—"We're going to need much co-operation between the record industry and the phonograph manufacturers before stereo disks can be mass marketed successfully." This is the opinion voiced by Edward Warn, veepee of the Domestic Activities for the Westrex Corporation, during a showing of the Westrex StereoDisk system this week. The system has been demonstrated during the week at the Park Sheraton Hotel for record and phonograph company representatives.

According to Warn, it's one thing to develop the stereo record and the equipment to produce and play it, but it's another matter entirely to create the demand, get the stereo disks in production and have cartridges and other necessary components available to demand.

Warn said that RCA Victor, Capitol and Decca, as well as other, have ordered Westrex cutters on which to

conduct their own further research. The record companies are also known to be experimenting with cutters developed by London Records and others engaged in stereo research.

Warn also opined that a top-notch cartridge of the dual moving coil type might eventually carry a list price of \$50 to \$60. On the other hand, other cartridges, to meet more average requirements, might go for about \$25 to \$30.

The Westrex man also took the occasion to point out that contrary to some reports, the Westrex system is compatible both ways. That is, the single-needle stereo cartridge will play any standard monaural record, with the exact same sound channel being fed thru both

(Continued on page 30)

Riverside to Launch 16 2/3 Speed Disks

NEW YORK — A third local indie label, Riverside Records, is getting ready to launch its first 16 2/3 r.p.m. disks. Three packages, all of which will be devoted to non-musical material, will be released around the end of November. Meanwhile, the company also has set the first release on its new subsidiary Judson label.

Riverside is giving the 16 2/3 disks a suggested list price of \$8.95 per. Each of the three sets will carry the equivalent of two regular 33 1/3 r.p.m. LP's, all of which are normally in the label's \$6 per-disk category.

The slower spinning "budget" issues will consist of a complete production of Jean-Paul Sartre's play, "No Exit," starring Betty Field; Sean O'Casey's "Picture in the Hallway," in the Paul Shyre adaptation, with the original Broadway cast; and "Henry Miller Recalls and Reflects," which is a recorded conversation of the writer with Ben Grauer. The latter disk has been cut for some weeks on two 33 1/3 disks.

TV Commercials Hurt Backs

A Guide to TV Spot Of Competing Sponsors

This weekly chart lists commercial preceding month, with all industries covered. The following symbols designate: LA—Live Action; FA—Full Animation; SE—Special Effects; J—Jingles; M—Music; NA—Not available.

(Continued from page 30)

Sponsor, Product & Agency (Show, if any)

FOODS AND BEVERAGES

Food Ingredients

Aunt Jemima Oatmeal Mix, John W. Shaw...

Corn Products Refining, Mazola Oil, C. L. Miller...

Canned and Packaged Foods

Mars, Candy, Knox-Reeves, Kenyon & Eckhardt...

National Biscuit, Milk Bone, Kenyon & Eckhardt...

Kellogg, Leo Burnett, Kenyon & Eckhardt...

Ronzoni, Macaroni, Sauces, Emil Mogul (The Honeymooners)...

Gold Medal Candy, Bonomo, Emil Mogul...

General Mills, Pick-a-Pack, Knox-Reeves (Mickey Mouse Club)...

Pick-a-Pack, Knox-Reeves (Various shows)...

National Biscuit, Kenyon & Eckhardt (Rin Tin Tin)...

Welch's Candy, Bennett & Northrop, Ronzoni, Various, Emil Mogul (The Honeymooners)...

Sweets Co. of America, Topps, Nabisco, Fig Newton

Key Execs To Roster

NEW YORK—Two newly created key exec posts were filled at Roulette Records last week. Don Carter was appointed national sales manager for the label and its subsidiaries (Gee, Tico and Rama), while Dickson Hall joined the company as its country and western artist and repertoire director.

Carter, formerly general manager of the Tico Distributing Company here (label's only wholly owned distribution outlet), will begin his first field jaunt—visiting key accounts, rack jobbers, etc.—October 28. He will cover all of the label's distributors in the Eastern and Midwest territories on this trip. His initial promotional emphasis will be on Roulette's new album release and LP sales plan.

Prior to joining Tico, Carter (who reports to Roulette's veepee-sales chief Joe Kolsky) was a band leader and deejay, and more recently served as manager of Palmar Records, a Latin American, disk firm.

Hall's appointment will key a general expansion of Roulette's activities in the c.&w. field. The label has hit the c.&w. charts with some of their pop disks, but will

(Continued on page 30)

SAN FRANCISCO — In what presents the first such case of its kind in the disk industry in California, the Superior Court here recently upheld the validity of fair trade disk prices, enjoining a dealer from selling phonograph records at low suggested list price. H. R. Basford Company, Columbia Records distributor here, filed action for a restraining order against D. Preussner and California Record City, the latter a Los Angeles discount operation. In handling down the decision, Judge Weston Devine issued the restraining order which bars the defendants from "advertising or offering for sale any article under the trademark or brand name Columbia at less than the fair trade price, as the fair trade price may be stipulated from time to time by said plaintiff."

The California Supreme Court ruled that fair trade practices were valid in a decision issued several years ago and since then has upheld (Continued on page 30)

London Final Fall Program

NEW YORK—London Records has announced the fourth and last of its fall stock programs, designated as 75 London "Key Stock" LP's (Plan DB-57-D). The emphasis will be on the very top-selling pop and classical items in the London catalog and carries a 100 per cent return privilege, good at any time.

Dealers and distributors can order up to October 31 to get the (Continued on page 30)

Aberbachs Sets Two Pub Firms For Mathis

NEW YORK—Jean and Julian Aberbach have made an agreement with Johnny Mathis and his manager, Helen Noga, to set up two jointly-owned publishing companies, one in ASCAP, the other in BMI.

The ASCAP firm is titled Johnny Mathis Music, Inc., while the BMI company is tagged Noma Music, Inc. The Columbia artist is hot right now on singles and albums, and, of course, is receiving a big buildup by the diskery.

Bee Returns To Cap Fold

HOLLYWOOD — Teen-age chirp Molly Bee returned to the Capitol fold last week, inking a five-year exclusive recording contract with the label. Singer most recently etched for Dot Records, she previously recorded for Capitol for almost five years.

Singer is scheduled to wax sides from her "Summer Love" and "Steady Date" pictures. Miss Bee has a non-exclusive two-film-a-year deal with Universal-International.

Label also came up with the album rights to the upcoming David O. Selznick film, "A Farewell to Arms." Package will be a special release, and its release will be timed to coincide with the Christmas bow of the 20th Century-Fox film. Score was composed by Mario Nascimbene and recorded by the La Scala Symphony.

Mogull Exits Anthony to Join Kassner

NEW YORK — Arthur Mogull, associated with the Ray Anthony music enterprises for the past six years, has severed his connection with Anthony to form a new enterprise in the music

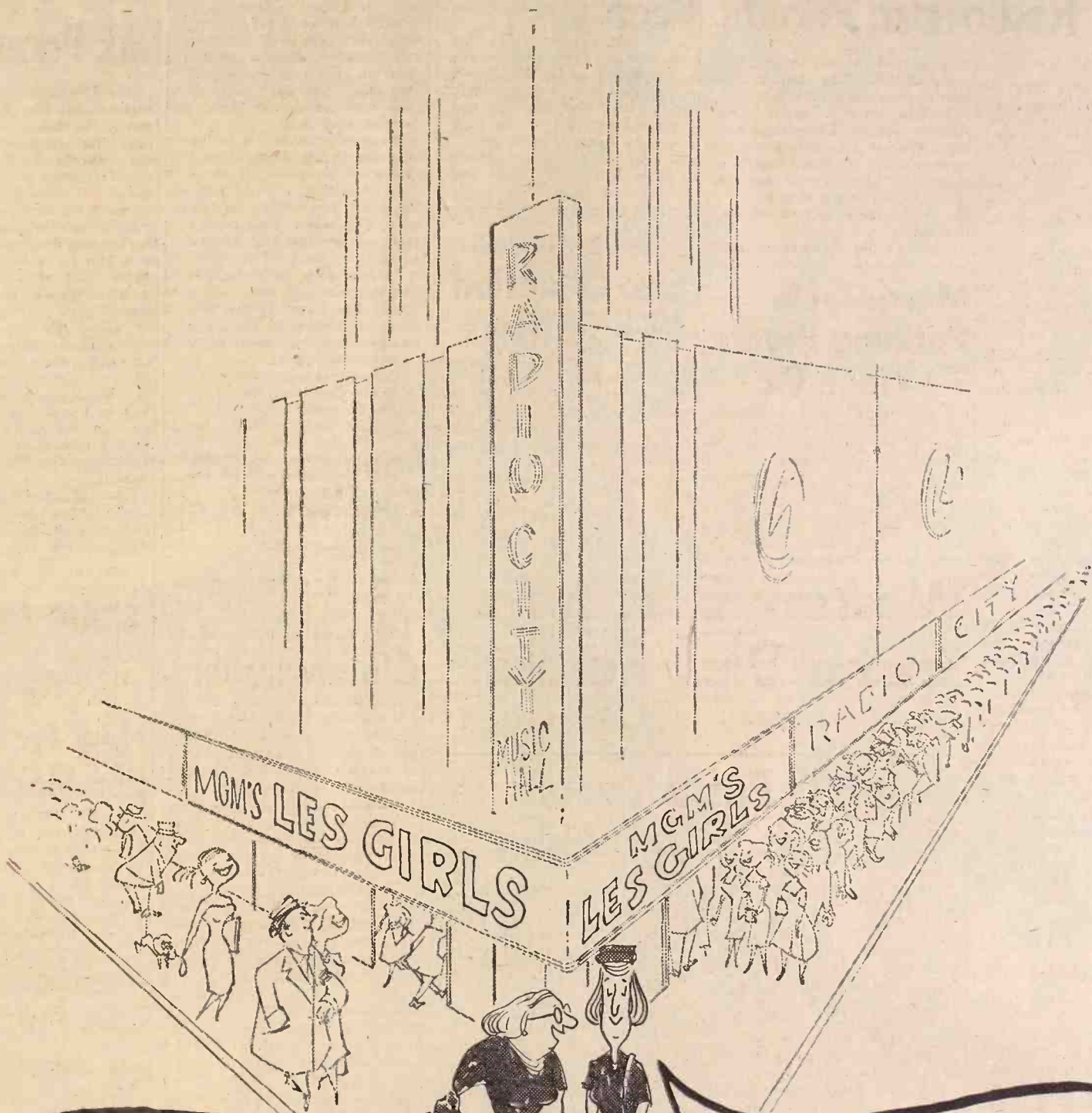


78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!



Hurry! Markets are being reserved today! Wire on phone for private screening!

Television Programs of America, Inc. 488 Madison Ave., N. Y. 22 • PLaza 5-2100



TONY BENNETT'S
 record of
 "CA C'EST LAMOUR"
 is just divine

I'M HIP!

COLUMBIA 41032/4-41032

COLUMBIA RECORDS

SATELLITE JAZZ

Iron Curtain No Bar to Idiom

• Continued from page 1

dollars, but please make this fine present to the poor Polish student who likes jazz and cannot study it. If you can fulfill, I should be grateful to my death." These simple but eloquent words, reflect much of the esteem in which the American jazz disks are held in the Communist nations.

From Douji Precac, Yugoslavia, came a letter from one who was "interested in jazz, especially cool, and the dance music, too. I also beg you to send me some records because here I have no chance to hear or get them."

One Czechoslovakian tenor sax player, asking for the privilege of trading records, said: "It is much better to listen to hi-fi recordings instead of music in the air with fading and atmospherics filled with pops." After receiving a shipment of disks from the label, the same individual replied that "you made very much for jazz in Prague by sending your disks, because they were as an injection for many guys, who, inspired by these sides, are now making better music."

Another writer from Prague pointed out how his jazz group actually ascribed a number of arrangements from an Atlantic disk which was shipped to Czechoslovakia for a jazz concert in Prague's Ice Hockey Palace. Attendance was a full house of 12,000. The concert was later repeated for another sellout crowd and was at the same time televised on the state TV system.

No Censorship

None of the numerous letters received have been censored, nor have any shipments of disks either

Master Deals Continue to Burgeon

NEW YORK — The term "bought'n master" is becoming more and more common in the disk industry. Last week several of the companies, including at least one major, bought more than they actually recorded themselves.

RCA Victor bought two sides by the Sprouts from Spangle Records in Columbus, O. These originally had been cut by the indie producer-publisher Murray Nash in Nashville, who let Spangle release the disk.

Publisher Redd Evans also got into the swim via two sides he had been asked to supervise for the songwriters Lennie Whitcup, Arthur Berman and Ted Lehrman. The artist is Ted Lawson, and the disk was bought last week by Roulette for release November 1. Tunes are "One Way Love" and "Wasteland."

M-G-M Buys Two Masters

NEW YORK — M-G-M Records has purchased two masters by a new rockabilly warbler Rusty Wellington from the Arcade Record Company. In addition, M-G-M has taken an option on the artist's services.

The tunes, "Rockin' Chair On the Moon" and "I Lost My Someone," are published by the Bill Haley-Jack Howard firms, Valleybrook and Arcade. Haley himself is clefter of the former tune.

Deal was set by Howard, who also is Wellington's manager.

too or from the East Europe countries failed to arrive, altho, according to one Czech writer, packages take at least two months to arrive. Lack of interference indicates that there are considerably more chinks in the cultural armor of the satellite nations, than in the Soviet Union itself. Even in the Soviet, however, according to a recent report from New York Times correspondent Max Frankel, the government recognizes the existence of jazz. Instead of fighting the jazz movement, the Soviet tries to make it into a native Russian artform, discounting American influences.

Many of the letter writers display considerable knowledge of the jazz and music scene in America, which they readily admit is obtained via radio broadcasts of Radio Free Europe, Voice of America, Armed Forces Network shows, etc. In fact, one observer here said that these people get many more radio broadcasts of jazz than any given American market gets. The East European treasure any periodicals they can get on the music and jazz fields and diskery people here view the combination of magazines, broadcasts and particularly records as a free world weapon not to be discounted, even by the most skeptical.

'5 for 1' Push Racks Merc Top \$ Vol. Hike

CHICAGO — Mercury Record's August-September selling push produced a 350 per cent increase over the same months last year, Irwin Steinberg, treasurer, told The Billboard. It also represented the biggest dollar-volume increase over a comparable period in the 12-year history of the company.

The push consisted of the "Five for One, Take All" plan, which proved immensely popular with retailers. Any 78 r.p.m. record, regardless of label, was accepted for a 71-cent credit against the purchase of any album in the Merc catalog. Credit was limited to 20 per cent of the total purchase.

To emphasize the success of the drive, Steinberg pointed out that in the same two months last year a drive was going on, too. That was the Mercury 1-Cent Sale, when any consumer buying two Merc LPs, got a third one for a penny.

In a study of dealer participation in the plan, Steinberg noted that 83 per cent of all dealers on

Contemporary Signs Previn

HOLLYWOOD — Pianist Andre Previn has inked a three-year recording contract with Contemporary Records to wax a minimum of four albums a year during that period.

Previn will concentrate on jazz as a result of his success with the label's "My Fair Lady" and "Li'l Abner" packages, tho he will also be available for the firm's classical and popular series.

Previn will continue with his composer-conductor chores at M-G-M Studios, to whom he's under contract. Pianist recently returned from a business-pleasure trip to France.

HE CERTAINLY ASKED FOR IT

HARRISBURG, Pa. — One day last June a disk jockey on Radio Station WCMB played "Sue Me." The other day the composers did.

Frank Loesser, Alan Jay Lerner and Frederick Lowe, in a suit filed in Middle District Federal Court, seeks to collect \$250 each for this tune and eight others they claim were played without permission.

The songs involved were from "Guys and Dolls" and "My Fair Lady."

Victor Needs Two Qualified A&R Staffers

NEW YORK — Last week, while the rumors continued to fly thick and fast relative to this or that artists and repertoire man joining RCA Victor, the company itself would only confirm that it needed additional help. Not only on the a.&r. level, but also on its field staff.

The shortage of qualified a.&r. people, as well as the need for disk-oriented executives, has in the past prompted the company to draft some of its ace field men for the New York office. Meanwhile, assistants are still needed for Steve Sholes, pop singles chief, and for Ed Welker, pop albums topper.

In the emergency, Herman Diaz, the albums director for the subsidiary Vik label, has been drafted to help out with a number of the Victor album projects.

RCA Preems 3-Way Christmas Programs

NEW YORK — RCA Victor this week will begin booking orders in a three-way Christmas promotion program. Extra dealer incentives are to be offered by distributors on stereo tapes, Christmas disk merchandise and on EP's.

Victor distributors will be able to offer dealers the entire Victor tape catalog at an extra 10 per cent discount during a special purchasing period which they may designate. This will include eight new stereo releases listed for November, which bring the total available list to 71 selections. Latter include 58 classical, and 13 pop and jazz decks. The 10 per cent applies to monaural items also. Victor's regular 100 per cent exchange privilege on tapes still applies.

The new stereo releases will include the Beethoven Concerti Nos. 4 and 5, with Rubinstein, "The Nutcracker Suite" with the Boston Pops (Fiedler), "Offenbach Melodies" with the same outfit, and two Beethoven overtures by the Boston Symphony (Munch). The pop stereos will be "The New Glenn Miller Orchestra in Hi-Fi," "La-

valle in Hi-Fi" and "While My Lady Sleeps" with Phineas Newborn Jr. and the Dennis Farnon ork.

The discount on the new LP's is being left to the discretion of individual distributors. There will be 21 Christmas LP's made available under the deal in November, plus the regular release scheduled for the month. Distributors have been asked to make the incentive deal applicable to all Christmas sets excepting the new Presley "Elvis Christmas Album." Latter, entered as a \$4.98 seller, already has sold out its initial pressing order of 200,000 sets.

Among the new releases for Christmas are "Blues in the Night" by Morton Gould and a new complete "Tosca" with Bjoerling, Mila-hov, Warren and the Rome Opera ork and chorus (Leinsdorf). New sets of Christmas music are by Melachrino, the Three Suns, Paul Mickelson, Dinah Shore, Virgil Fox and the Robert Shaw Chorale. These are additions to the older titles which include sets by Perry Como, George Beverly Shea, Mario Lanza.

Two new pop specials will be a duplication of the above-mentioned Glenn Miller-Ray McKinley ork tape set, and "The Things I Love in Hi-Fi" with the Three Suns and Alfredo Mendez.

Victor's EP push is pegged to a (Continued on page 30)

Col. Catalog To Canadian Club Members

TORONTO — In the belief that active record-buyers are the best persons to receive their 1957-'58 record catalog, Columbia Records of Canada is mailing the new catalog to each member of the Columbia Record Club.

With the mailing, the company is advising members they go to their dealers for all the material listed in the catalog.

The catalog is 68 pages and lists all the current Columbia product. Robert Pampe, general manager, said he felt there was a great advantage in sending the catalogs to club members.

"We know they have record-players, and therefore they will be interested in the other product. This will also aid the dealers, as well," he said.

Another Pic Score for Col.

HOLLYWOOD — Background score from the Columbia picture, "The Bridge on the River Kwai," will be released by Columbia Records next month as a result of a deal closed last week between Jonie Taps, Columbia Pictures exec, and Mitch Miller, a.&r. topper of the diskery.

In addition to the soundtrack package, Columbia will release a single from the film, "The Whistling Song." Score for the film was composed and conducted by Malcolm Arnold and recorded by the Royal Philharmonic Orchestra of London.

M-G-M Adds 2 New Pactees

NEW YORK — M-G-M Records has added two new pactees to its artist roster. Thrush Helen Carr, formerly a vocalist with the Stan Kenton and Charlie Barnet bands has cut "Love Is a Serious Business," and "It's Beautiful." Danny Winchell, a singer, has recorded "I Do, I Do," the work of two Flushing High School student clefters, Micki Zaffos and Elaine Kaye. Flipside is "My Little Tree House." Winchell was affiliated with the label about five years ago.

New Pic Score For Manson

NEW YORK — Composer-conductor-harmonica virtuoso Eddy Manson has been inked to do the score for the upcoming Morris Engel film production, tentatively titled "The Wedding." Flick will co-star John Myers and Viveca Lindfors.

This will be the third Engel flick for which Manson has clefted and conducted the music. Previous chores were the prize-winning "Little Fugitive" and "Lovers and Lollipop."

In addition, Manson has just completed taping of an album for Vik, in which he has scored standards and originals for large ork and a battery of harmonicas.

Elrod Joins Col. RC Staff

NEW YORK — T. C. Elrod, recently associated with the Crowell-Collier Record Club, has joined the Columbia Record Club staff. His initial functions will have to do with the opening of the Club's East Coast shipping center. Subsequently, he will assume an operational executive post in the Club's fulfillment set-up. He will report to Richard Brun, director of fulfillment.

Shad Off to Paris For Wax Seasons

CHICAGO — Mercury's a.&r. staffer, Bob Shad, flies to Paris this week to accomplish a unique and highly American mission: to record the Platters in an LP and singles, and ditto for Billy Eckstine.

Both attractions are playing dates there and, particularly for the Platters, the pressure is on to get out a new single. Because both acts appear to be enjoying successful engagements and may stay in Paris indefinitely, the label is taking no chances on running out of material again in early weeks.

SATELLITE JAZZ

Iron Curtain No Bar to Idiom

• Continued from page 1

dollars, but please make this fine present to the poor Polish student who likes jazz and cannot study it. If you can fulfill, I should be grateful to my death." These simple but eloquent words, reflect much of the esteem in which the American jazz disks are held in the Communist nations.

From Douji Precac, Yugoslavia, came a letter from one who was "interested in jazz, especially cool, and the dance music, too. I also beg you to send me some records because here I have no chance to hear or get them."

One Czechoslovakian tenor sax player, asking for the privilege of trading records, said: "It is much better to listen to hi-fi recordings instead of music in the air with fading and atmospherics filled with pops." After receiving a shipment of disks from the label, the same individual replied that "you made very much for jazz in Prague by sending your disks, because they were as an injection for many guys, who, inspired by these sides, are now making better music."

Another writer from previous season.

Percentage-wise, 8.6 per cent of all compositions played during the 1956-'57 symphonic concerts, were by American composers, as against 7.1 per cent for the previous season. New York led with the highest number played during the 1956-'57 season. San Antonio, second in presentation of number of compositions by American composers, was highest in percentage of music offered by the American born, with 23.5 per cent. New York's presentation of 17 compositions by American-born composers represented 10.2 per cent of its entire program.

Merc Creates 3 New Posts

CHICAGO — Mercury prexy Irving B. Green announced three new appointments resulting, he said, from the work pressure built up by the success of the company's recent "Five for One, Take All" sales drive.

Two of the new jobs are in Kenny Myers' department of promotion and advertising. Mike Monroe, former publicist for Quality Records in Canada, moves in to take over press publicity. Two weeks ago, a comparable job to cover deejay relations on a national scale was created and filled by Tommy Schlesinger. The second new assistant to Myers is Irving Marcus who becomes Western promotion director, basing in Los Angeles. Marcus formerly was sales manager for Peacock and Duke Records, the Don Robey firms.

To expand the merchandising department headed by Pete Fabri, Merle Shirado comes in to concentrate on point of sale material.

Leonard Wilson Dies

CINCINNATI—Leonard Wilson, road man with Shapiro-Bernstein Music Publishers, New York, the last 15 years, was found dead in his room at the Hotel Sheraton-Gibson here Monday morning (7). Death was attributed to a heart attack. Save for a brief period in New York, Wilson covered the Midwest exclusively. Burial was made October 10 in Carlstadt, N. J. He had no known survivors.

too or from the East Europe countries failed to arrive, altho, according to one Czech writer, packages take at least two months to arrive. Lack of interference indicates that there are considerably more chinks in the cultural armor of the satellite nations, than in the Soviet Union itself. Even in the Soviet, however, according to a recent report from New York Times correspondent Max Frankel, the government recognizes the existence of jazz. Instead of fighting the jazz movement, the Soviet tries to make it into a native Russian artform, discounting American influences.

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Dies at 73

NEW YORK — Saul Bourne, veteran publisher and head of Bourne, Inc., died Sunday (13) at Doctor's Hospital here following an operation. Bourne had been a member of the board of the American Society of Composers, Authors and Publishers since 1921 and at the time of his death was treasurer of the Society. He was 73 years old.

Long associated with the Irving Berlin publishing interests, Bourne started his own firm in 1944.

A few of Bourne's most famous copyrights are "Cecilia," "I'm Confessin'," "That Old Gang of Mine" and "Yes Sir, That's My Baby." Some of his famous cleffers were Walter Donaldson, Al Jolson, Dave Dreyer, Benny Davis, Gus Kahn, Lew Brown and Ned Washington.

Bourne is survived by his widow, Mrs. Bonnie Bourne, his daughter, Mary Elizabeth and two brothers, Benjamin and Edward. Funeral services were held Wednesday 16 at the Frank E. Campbell Funeral Home, New York.

Set New C&W Mgmt. Firm

MADISON, Tenn.—Lee Emerson and Herb Shucher, who have been engaged in the country and western personal management field, have opened the Emerson-Shucher Agency in the Rice Building here to handle promotion, publicity and booking on c.&w. talent.

Emerson will continue to direct the personal management on Marty Robbins, Bobby Helms, Jimmy Newman and George Jones, while Shucher will continue to handle the managerial reins on Jim Reeves and Porter Wagoner. Also on the agency's books will be such c.&w. names as the Louvin Brothers, the Carlisles, Bennie Barnes, Billy Walker and Johnny Horton.

Archie Gayer, well-known promoter in the outdoor show field, has been signed by Emerson and Shucher to represent the firm on fair bookings.

NOR ROLL THE COCHLAND ASKE

ORK—Altho maestro Piastro has just bedded a series of Decca, the association ready been marked "Sue M" in one of the most composed national charts. Frank of the American Lerner alb carry as a new suit fil Federal ss Decca Piastro, \$250 ea of a throbred eight of a throbred played conductor's menage. The current album for from "called "Great Piano "My F, but some wags are ing that such items in the Window" and Dog" might well included.

Victrol Two TREK A&I Coast

NEW the rum, and fast artists at RCA V would additio YORK—Ben Selvin, a.&r. repertoire chief of RCA's staff, us library and Camden Ths, left for Hollywood for peop of his periodic recording dishons with maestro Lawrence par.

This trip, Selvin has scheduled 75 tunes for Welk, bringing his total for Thesaurus to 300. In addition, he will cut some Camden disks will a newly pacted pianist-singer, Nancie Malcomb. On the return trip, Selvin will stop off at Tulsa, Okla., to visit execs of the Magnacord Company, industrial tape outfit which uses RCA Thesaurus transcription material exclusively.

An expected highlight of the Selvit jaunt will be his return-by-demand appearance on first fiddle with Welk's band at the Aragon Ballroom. Last spring, Selvin reportedly fractured the cats with a virtuosic display that also elicited some enthusiastic, if embarrassing burps from the bubble machine. Selvin was unperturbed, "What the hell," he said, "I'm getting scale, so why kick."

Decca's New Sales Gimmick

NEW YORK — Decca Records has prepared a "little black book" containing some of the "greatest numbers in the music industry," as a selling aid for salesmen. The book comes in the form of a pigskin book-fold type wallet which contains on the left a personal phone directory and a pencil, and on the right, an indexed listing of top items in the label's catalog. The index contains a list of all Christmas packages, all Christmas singles, all titles in the deluxe autobiographical set, the best-selling Gold Label sets, best selling single standards, best selling kiddie disks, best selling EP's and 100 best selling pop LP's.

Pic Firm Sets Own Pubbery

NEW YORK—Motion pic producing firm of Hecht-Hill-Lancaster, is the newest in its field to be repped with a music subsidiary. The new pubbery is called Hecht-Lancaster-Buzzell. The first five songs listed in the firm are the cleffings of the team of Rhoda Roberts and Kenny Jacobson. In recent weeks the pair have had tunes cut by Guy Mitchell, Don Rondo, Teresa Brewer, the Four Lads and Jimmy Bowen.

COOK EXPANSION KEYS GLOBAL PRESS SALES

NEW YORK — Emory Cook's microfusion record presses soon will be available thruout most of the world with the enlargement of manufacturing and sales facilities at Cook Caribbean, Ltd., which is Cook's operation in Port of Spain, Trinidad.

According to J. M. Reid, Cook's sales promotion manager who visited in the States last week, the Trinidad outfit to date has been supplying Cook records to the Caribbean, South America and some of the Sterling Block, but will be ready soon to ship disk presses also. The outfit is convinced, after one full year of trial, that the kinks have been worked out of the microfusion powder-vinyl process.

Cook has been pressing his own catalog there, operating three presses for LP's, and recently adding two more for 45's. According to Reid, Cook's is currently the only plant in Trinidad, altho there is one in Jamaica, BWI, which, however, produces mainly 78's.

South America, he said, is wide open for pressing machinery and for all types of records. Those countries with a dollar economy buy direct from the States. Others, however, will prefer to buy thru Trinidad, a British-owned island.

The Cook Caribbean operation, Reid told The Billboard, is looking to acquire the pressing rights in the Caribbean area for a major American label, and also the dis-

tribution rights if possible. Trinidadian tastes, he said, are almost identical with those here, and the trade follows The Billboard charts and reviews religiously.

However, the area is notoriously bad for copyrights. "It's infested with sharks," as Reid put it. Writers of several of the biggest Calypso hits have been victimized.

Reid spent part of his time here at the main office of Cook Products in Stamford, Conn.

Big \$1.49 Fall Release Set By Hollywood

NEW YORK—Hollywood Records, the \$1.49 LP line launched in August by Paramount Enterprises, Inc., has readied its second large group of releases for shipment starting this week. It includes 36 12-inchers in the pop, standard and classical categories, plus five Christmas disks, and 12 children's records on the special Robin Hood label.

These issues bring the Hollywood line alone to over 100 packages, all with four color covers. Execs of the line claim that, while they are getting the response they anticipated from racks and promotion stores, they are doing much better than expected in record music stores, which are serviced by regular disk distributors.

Many of the Hollywood disks are newly recorded, but a number of them are older masters by name artists. Among the latter are several items featuring Vic Damone, Camarata, Lanny Ross and one, Armen. Some of the classics Kay by the Chicago Philharmonic, are conducted by Erich Leinsorf. Sets of excerpts from operas, several operettas are performed by the Chicago Theater of the en by the pany, with such artists as Vivian Della Chiesa, Felix Knigge as Vivian Wright, John Brown, the light, Martha Other artists in Joe, etc. new releases include the lineup of Lopez ork, Charhe ude the Vincent the Glenn Onich les Magnante, and orks. Paramo act-ser and Allen Roth of Halle punt also is the producer mark tapes.

Sales of Tape Playback Sets Show Increase

CHICAGO—Stereo disks may be a threat to the tape field, but there is a steady increase in the number of stereo playback sets in the hands of consumers just the same. According to reliable industry sources here, there are now between 60,000 and 70,000 sets in use. The same sources indicate that the figure is increasing somewhere between 5,000 and 10,000 a month.

In New York, meanwhile, a similarly healthy picture shaped up. According to tape circles there, as many as 3,000 stereo playback units are being purchased by the public each week.

Rex Unveils 2 New Labels

HOLLYWOOD — Rex Productions, headed by Andrew Karres and John and Alex Siamas, have entered the disk business via two labels, An dex Disk Recording and Keen Records.

The An dex line will function primarily as a package goods label, recording pop, religious, jazz and folk music. LP wax will carry both \$3.98 and \$4.98 suggested list prices. First album releases are "Solo for Seven" by an all-star jazz group, and "Look Up" by the Pilgrim Travelers.

The Keen label will be used as the company's pop singles line, with its first release, "You Send Me" by Sam Cooke already reported to be past 250,000 in sales and on The Billboard charts.

Bumps Blackwell, formerly with Specialty Records, and Don Clark, formerly with Aladdin Records here, have joined the company as music director and promotion chief respectively. Blackwell and Sam Cooke are currently on a nationwide tour of distributors and disk jockeys promoting the Cooke recording.

First Midwest ASCAP Meeting

CHICAGO—ASCAP conducted its first Midwest membership meeting tonight (21) at the Conrad Hilton Hotel here.

Paul Cunningham, president, who will attend the meet, said the society's Midwest membership has grown healthily in recent years and indicated that these members would now meet regularly.

WHAT'S IN A NAME? PLENTY!

CHICAGO — What record label wouldn't be tickled to put out a disk by Johnny Mathis, just when the new Columbia find is riding the crest of a hit wave?

Well, Mercury's coming out with one, and they're a little troubled by it.

"He's a very talented kid," said Art Talmadge, a.&r. chief, "and his record ought to go. But it's going to be very confusing. You see, this is not the same Johnny Mathis Columbia's got. He's a country singer that came to us with the Starday label. We'd like to change his name, but there's one trouble. It's his real name and he wants to keep it. That's right, M-A-T-H-I-S."

Tunes Are Plugged to Death

Continued from page 22

ords a week were being used, now three to four are being used.

Campbell and Taylor still base their selections on Billboard, but each complain "the stations seem to be picking their numbers like out of a telephone book." Campbell points out: "Records don't move nearly as fast as the stations seem to be calling them." Taylor brings up the point that the juke boxes must cater to others besides the teenagers. There is too much jump in the records forced on the jukes by the operations of the stations.

Fred Roden, another retailer, said the numbers are being put at the top of the parade "even before the records are released. Then when they are released, it is too late."

George Keane, Quality Records, Ltd. topper, said the system was good for the business, that singles were moving faster than ever. "We get exposure for our records."

Phil Ladd of radio station CHUM said the selections were based on jukes, sales and telephone survey by his staff. His station carries the top 50.

He admitted there might be some drop in record sales, but while there were previously one or two hits, "now we have tripled the number of hits with our system."

Ladd denied that it was a teenage audience which was listening to his station. Only 7 per cent are teenagers.

Morris Rights

Continued from page 22

ording to Morris' general professional manager Sydney Kornheiser.

The Hope movie, which also stars Fernandel and Anita Ekberg, features background music by Joseph Lilly and two popular tunes by Johnny Van Heusen and Sammy Kahn—the title theme and "Nothing in Common."

Pianist-composer Coleman will conduct his "Compulsion" score himself on the play's opening night. The score, an unusual innovation for a serious drama, will be played by a small combo on stage. The music is styled to reflect the blues and ragtime rhythm patterns of the twenties. Both the Coleman and the Hope scores will be released in album form.

Fair Trade Price

Continued from page 22

held similar cases, among them General Electric and Sunbeam. The Basford Company has a similar case pending in Fresno with several hearings already held before Judge Arthur Shepard. Defendant in this action is a firm called Record Outlet.

Tho it is likely that the defendant will appeal the restraining order, what makes the case unusual is that a distributor, and not the manufacturer, has placed a fair trade price on the produce he sells.

Mogull Exits

Continued from page 22

Music, Inc. He also has taken over as general professional manager of all the Kassner companies, including Piccadilly and Peter Sclaeffers, both of which are BMI-licensed, and Edward Kassner Music Company, Inc., which is affiliated with the American Society of Composers, Authors and Publishers.

The new set-up is designed partly to free Kassner for increased activity with his recording company, President Records, and his international offices. He has branches in 14 countries.

In the Anthony organization, Mogull operated the orkster's publishing firms, Moonlight and Starlight.

Ladd said his station had no time to sell, with all time sold out until Christmas.

"If anything, this business has created an interest in radio like nothing else," said Ladd.

Hal Cooke, manager of the competing CKEY which features the top 60, said his programming differed in that 30 of the tunes were from the musical shows.

Altho his station has always had top rating, said Cooke: "We now have a larger audience than we ever had."

The station uses the theme: "The Radio Station Where Music Lives."

London Program

Continued from page 22

100 per cent return deal. Dating plan calls for payment of one-half in December and one-half in January. Merchandise includes the best selling Mantovani and Ted Heath packages as well as select items by Renata Tebaldi, Mario Del Monaco and Kirsten Flagstad and numerous opera sets. A triple browser-box display banner is also being provided all dealers taking part. The banner is keyed to tie in with Christmas impulse sales.

The label is also putting a push behind its two LP specials of the month. These are offered dealers at a 20 per cent extra discount till November 1, and include the complete ballet, "Coppelia," by Delibes on the classical side, with a package labeled "Ted Heath Personnel—Spotlight on Sidemen," as the top selection.

On another front, reports indicate that three masters have already been acquired for November release on the new London label, Felsted. The label has been created to handle distribution and sale of records based on material from publishers, writers, artists, etc.

Riverside Speed

Continued from page 22

and Offenbach, both cut by European orks.

Artists signed for future Judson issues include folk singer Ed McCurdy (who will cut for Riverside as well), and the nitery performers Luc Poret and "Hercules." Jazz artists who will cut sets include pianist Freddie Redd, trumpeter Kenny Dorham, alto saxophonist Dick Johnson and composer-arranger George Russell. Also signed for either Riverside or Judson are tenor saxophonists Benny Golson and Sonny Rollins. Latter is inked for three LP's.

Pops Favored Over Classics

Continued from page 21

stereo as well as to display some of its current stereo repertoire. The Merc demo will be sold to the dealer for \$3.

Mercury released 12 tapes in September, the same number is due in October and "at least 12" will come out in November, Art Talmadge, veepee, said.

Talmadge has devised a way of reducing the price tag on tape by reducing its playing length. While a 35-minute reel is priced at \$13.95, Merc will put out some 20-minute reels in November to be sold for \$8.95. It's expected that other tape-producing labels will pick up the idea of reducing length, because it also solves another problem general thruout the field: That none of the companies has enough recorded stereo material in the can to burn up too fast and too freely.

But pegging the price to the length of the tape brings on other headaches at all sales levels, chiefly that of a highly complicated price structure. Merc, for example, has just prepared a retail price list

Westrex Exec

Continued from page 22

halves of the stereo system. On the other hand, a standard monaural cartridge will play a stereo record in perfect balance, since both sound channels are cut into both stereo tracks. Thus, tho the monaural needle is actuated only by the lateral cut in the groove, it responds to both halves of the sound in the one cut. This is not the case with other recently announced stereo systems employing the so-called vertical-lateral method.

Like others active in the development of stereo versions, Warn emphasized the need for standardization within the industry in order to avoid complete chaos and confusion in the consumer mind. "We want to avoid anything like the battle of the speeds when we reach the point of marketing stereo," he declared.

Roulette Roster

Continued from page 22

now concentrate on turning out platters specifically aimed at that market. In line with this, Hall and Roulette's top brass (Morris Levy and Kolsky) will trek to Nashville next month to attend the c.&w. deejay festival.

Hall, formerly a free-lance record producer, publisher and one-time folk department manager for Leeds Music, said he will maintain an "open door" policy for c.&w. artists and material at Roulette.

Meanwhile, Roulette's co-a.&r. chiefs, Luigi Creatore and Hugo Peretti, have joined the label's new LP artist Milton Berle on a cross-country promotional tour to plug his first Roulette album "Songs My Mother Loved."

Dot Won't Buy

Continued from page 21

and the phono firm would come to a meeting of the minds.

Dot prexy last week named Jerry Thomas, general manager of Radio Station WHIN, Gallatin, Tenn., to the post of executive assistant. Thomas will take over his new responsibilities here on November 2 and he will function in a liaison capacity between Wood and various department heads in the Dot organization. In addition, he'll serve as public relations contact with distributors, dealers and disk jockeys. Wood originally hired Thomas to join the station in Gallatin in which he holds an interest.

British Cut Stateside Flops

Continued from page 21

published by Robbins and sliced here first by Bing Crosby and the Ames Brothers, was equally unsuccessful on this side of the Atlantic.

In line with this, Trinity Music recently made a deal with English publisher Francis, Day & Hunter on three Trinity tunes, all of which had previously been unsuccessful here when cut by American artists. "Single," recorded here by Bill Carey on Dot, has since been cut by Frankie Vaughan, one of England's biggest disk names. "That's Happiness," thrashed by Betty Johnson on an RCA Victor Record last year, was just released in England on two disks featuring British canaries—one by Alma Cogan on HMV, the other by Marion Ryan on Nixa.

The third Trinity tune, "I Won't Be Alone Tonight" (warbled by the Trade Winds on Dot here) has since undergone a title change to "A Man on the March" and was recently recorded by one of England's most popular thrushes, Anne Shelton.

Howie Richmond opines that the situation can be attributed in part to the fact that British artists are interested in the visual possibilities of a tune—since they rely primarily on live performances (stage or TV) to make a hit record—while U. S. disk names are almost solely concerned with deejay exposure.

British record buyers in the past have also often indicated a perverse preference for platters by U. S. artists which were not hits in America, while sometimes ignoring a disk (by the same artist) which was a best seller here. For example, several Frankie Laine disks have clicked big in England, but

Decca's Gold

Continued from page 21

group, including counter-tenor Russell Oberlin. This is a Christmas set entitled "Music of the Medieval Court and Countryside," and includes a de luxe folder package in which are bound eight pages of artwork, notes and translations of material. The de luxe nature of the set is responsible for the higher list price but according to Is Horowitz, classical a.&r. chief, other sets at the higher tag may be added to the 9400 series later. This series corresponds to the pop 9000 series which includes show scores and other special packages.

Current Gold Label release is rounded out by Bartok's "Concerto for Orchestra" with Ferec Fricasay; two new Kempff entjes (Brahms' "First Piano Concerto," and Schumann's "Symphonic Etudes and Kreisleriana") and the first Mahler work on a Gold Label release, "Symphony No. 4," featuring Anny Schlenk with Leopold Ludwig and the Saxon State Orchestra.

failed to stir up much business here. However, when Laine finally got a best seller on the U. S. charts — "Moonlight Gambler" — the platter turned out to be a complete dud on the British market.

Right now, Laine and Johnnie Ray are on the British best selling charts with their duet-disk, "Up Above My Head," which has never showed up on any U. S. charts. Ray is also on the English listings with "Build Your Love," another waxing that failed to make it here; while Guy Mitchell's "Call Rosie on the Phone," another U. S. also-ran, is currently a top-seller in Britain.

M-G-M Changes

Continued from page 21

record company and our first thinking has to be along studio lines."

It was also indicated that should another man be hired for the record company, current label proxy Frank Walker might well eventually assume the status of an elder statesman, at the same time remaining active in management. "Besides," said O'Brian, "I wish I felt as young as he does."

O'Brian also discounted the importance of a statement attributed to him to the effect that the record company might be severed from the company's New Jersey pressing plant, altho other sources saw some merit to this idea.

Stereo Disk

Continued from page 21

disks. The company hopes to have the answer after January 1.

Actual manufacture of Victor stereo disks then would have to come much later, and certainly not before the company begins manufacturing the necessary playback equipment.

RCA Preems

Continued from page 24

new ultra-smart display rack which dealers may obtain free with specified quantities ordered from a list of the label's 50 best selling "Economy Packages." The racks, which hold 200 EP's and showcases 20 titles, are valued at \$25 retail and may be stood on the floor or hung on the wall. Dealers also may obtain additional racks for multi-unit displays.

Victor's bargain subsidiary Jine, Camden, will have its own list of Christmas specials to spice up its regular November release. Among the eight now set is "Dream Along With Me," which is the first release by Perry Como on the \$1.98 series. A number of the Camden Christmas sets are newly recorded hi-fi specials.



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<input type="checkbox"/> 30	\$6.40	\$5.60
<input type="checkbox"/> 20	\$7.50	\$7.50
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14 FRANKLIN STREET
PETERSBURG, VA.

LEISTER'S
715 FOURTH AVE. SOUTH
LETHBRIDGE ALTA
CANADA

PROGRESS
5016-K W
SCHOOL
GLENDALE

& SCRIPTS INC
STNUT STREET
8, MASS.

MELODY SHOP
257 UNION STREET
NEW BEDFORD, MASS.

GRUBER HI FI
1115 THIRD AVENUE
NEW BRIGHTON, PA.

THE MELODY SHOP
CHARLES E. TURNER
110 WEST SHEPHERD
LUFKIN, TEXAS

ELLSWORTH MUSIC CENT
D. CURTIS BROWN
162 MAIN STREET
ELLSWORTH, MA.

RECORD LANE
4. E. SVATEZ
306 NICOLLET AVENUE
MINNEAPOLIS 2, M.

ART'S RECORD SHOP
ARTHUR L. SCHROYER
600 MC DONALD AVENUE
RICHMOND, CALIF.

NETZOW'S MUSIC HOUSE
2630 NORTH DOWNER AV
MILWAUKEE 11, W.

RECORD NOOK
306 12TH ST. WEST
BRADENTON, FLA.

FERGUSON'S RECORD SHOP
2837 POPLAR AVENUE
MEMPHIS, TENN.

RECORDLAND
68 STORE AVENUE
WATERBURY, CONN.

THE HARMONY SHOP
142 SOUTH FRAZIER
STATE COLLEGE
PA.

PHILLIPPE SILLS RECOF
4044 RUE ONTARIO EAST
MONTREAL QUE., CANADA

Why progressive record dealers are rushing to distribute the first issue of

AUDITION

1. because AUDITION is specially edited to sell more records and equipment to the record-buying public.
2. because AUDITION is specially printed to bring the impact and excitement of full color to the latest album releases.
3. because AUDITION is specially distributed only through record dealers so that they benefit in the sale of more records and equipment.
4. because AUDITION is priced so that manufacturers and dealers alike have a new selling force at a cost within their reach.

AUDITION

will make its first monthly appearance in The Billboard next week!

Enthusiastic record dealers will distribute more than 40,000 copies of the first issue of AUDITION to the record buying public

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RECORD SHOP
279 BROAD STREET
PROVIDENCE 7, R. I.

KNOWLTON'S PIANO COMPAN
LEWIS D. KNOWLTON
102 NORTH WELLS STREET
DANA, TEXAS

LITTLE FALLS RADIO SERV
LITTLE FALLS
MINN.

MUSIC HOUSE
CHRISTIANSBURG
VA.

KAMH'S RECORD SHOP
V. J. SANDERS
320 BROAD STREET
ELYRIA, OHIO

SKINNER RECORDS
T FIFTH STREET
ATI 2, OHIO

CHUCK'S RECORD SHO
607 BROAD AVENUE
BELLE VERNON, PA.

QUINCY MUSIC CO., INC.
W. P. SCHMIDT
20 COTTAGE AVENUE
QUINCY 69, MASS.

LIBERTY MUSIC SHOP
450 MADISON AVENUE
NEW YORK 22, N.Y.

WALTER AMENT INC.
10 EAST COLORADO AVI
COLORADO SPRINGS, CO

REN E. TREXLER
MAIN STREET
TOWN, PA.

THE MUSIC SHOP
216 WEST MICHIGAN
KALAMAZOO, MICH.

FRANKLIN RADIO SERVICE
46 EAST MAIN STREET
STATESBORO, GA.

GLEN MUSIC CO., INC.
1204 G STREET NORTHWEST
WASHINGTON 5, D.C.

SINFONIA
1528 WEALTHY ST.
SOUTHEAST
GRAND RAPID MICH.

FALLS RECORD SHOP
2055 FRONT STREET
CUYAHOGA FALLS, OHIO

THOMSON RADIO
& RECORD SHOP
4255 DUNBAR STREET
VANCOUVER B. C. CA

PAUL MERRIGAN CO., INC.
VILLAGE STUDIO
NEW LONDON, N.H.

ERY'S RADIO &
SPRING STREET
LOAN, INDO.

JOHN C. PEACE
RECORD LOUNGE
4 EAST THIRD STREET

TV HEADQUARTERS
107 NORTH FLORIDA STREET
MOBILE, ALA.

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips



Capitol's Model 752 tape recorder with stereo tape reproduction is a de luxe model. It includes two separate portable speakers, each of which contains an eight-inch woofer and a three and one-half-inch tweeter. Three electrical adjustments aid the listener in regulating the two channels. They are: "A" channel hum balance, "B" channel hum balance and stereo channel gain balance. The unit retails for \$349.95.

NEW PRODUCTS

GLASER-STEERS SHOWS NEW DISK CHANGER . . .

A new record changer with several important new features has been introduced by the Glaser-Steers Corporation, Bellville, N. J. Their GS-77 changer is the result of several years' experimentation in developing a changer that would be acceptable to hi-fi enthusiasts. Neatly designed, the GS-77 is finished in black, with gold trim and oyster-white turntable mat. The change cycle takes only five seconds and



during that period the turntable comes to a complete stop. It resumes motion only after the next record has come into play position and the stylus is in the groove. This eliminates record wear caused by one record grinding on the other moving disk on the turntable. The GS-77 has a four-pole motor that is completely cushioned. An idler assembly disengages completely in the "off" position to prevent flats. The pick-up arm has a vernier adjustment for stylus pressure. Other features include a Speedminder, which prevents play of a micro-groove record with the stylus in the 78 r.p.m. position. The changer automatically operates at 33 1/3 and 45 r.p.m. and intermixes disks of various sizes without regard to sequence. The unit will list at \$59.50.

LONG PLAY TAPE CARTRIDGE DEBUTS . . .

A long-play tape cartridge capable of delivering as much as

two hours of music is announced by the G. H. Poulson Company, manufacturers of the Fidelipac tape cartridge. The tape would function at the 3 3/4 ips. speed. The first Fidelipac cartridge to hit the market was a 600-foot capacity reel. This unit will play for an hour at 3 3/4 ips. and a half hour at 7 1/2 ips. The large 1,200-foot cartridge exceeds the playing time of any presently manufactured, according to Fidelipac. All of the Fidelipac cartridge will use correspondingly larger amounts of one-mil tape to provide approximately 11, 22 and 45 minutes of stereo reproduction at 7 1/2 ips. Players for the Fidelipac are currently manufactured by Viking of Minneapolis and Soundcraft of Detroit.

Principal feature of the recently introduced Fidelipac is a patented method of reducing tape friction and static by the cartridge design. Tape tension is constant at all times, resulting in more stable reproduction. Pressure pads are not required to assure good tape to head contact, thus greatly reducing head wear.

LOUDNESS CONTROL ON TWO NEW EMERSON HI-FI'S

Two new high-fidelity instruments, introduced by Emerson Radio & Phonograph Corporation, feature an Audio Augmentor loudness control. Use of the control makes possible the reproduction of a full-frequency range, no matter how high or low the volume is turned. One of the models is the 877, an AM-FR phonoradio. Bearing a list price of between \$168 and \$188, the 877 features a four-speed automatic record a three-speaker sound system and changer. Another model is the 887, a 20-watt, hi-fi unit which features a sound system consisting of a 15-inch woofer and a cluster of three five-inch tweeters. The unit also has provision to hook-in an AM-FM tuner, tape recorder or external speakers. The 877 is priced at between \$198 and \$218.

Novices Hit Disk Pay Dirt in Year

By HARRY ALLEN

CLEVELAND — When Saul Moss and Bob Burke left the juke box business to open their first record store, Record Land, just a year ago, they figured the record business was big.

But little did they realize that by November 1 of this year they would be opening a second store in one suburb and have a deal pending for a third store in another suburb.

"The record business looked to me like a growing business when I was a routeman on jukes, and I was determined to get into it," says Saul.

First-Rate Location

Saul found the location in the center of this city's cultural activity at 105th Street East and Euclid Avenue. Within a three-mile radius there is the Cleveland Clinic, Mount Sinai Hospital, Carnegie Medical Building, Western Reserve University, Case Technical Institute, Severance Hall, Museum of Art and Ansel Road Temple. But Saul needed cash.

Bob brought the money. Saul and Bob have now pushed their self-service business to the point where they claim they take care of 50 per cent of one jazz distributor's stock in their pastel-decorated air-conditioned store.

Successful Display

The store is at a corner where foot traffic is heavy. And with records an impulse item, this is important. The boys base their merchandising operations on the fact there is heavy street traffic. They use their window to advantage, displaying the latest in record albums, placing signs to display specials offered by record companies and using brilliant lighting.

So successful was their design for lighting that the Cleveland Electric Illuminating Company took a picture of their lighted store front to use in an advertisement, naturally providing the store with good promotion.

Want Diskery Help

The boys think however, their windows might have more appeal if the record manufacturers spent money to send out crews to dress windows like companies do for other retailers.

Both partners underscore the fact that manufacturers come out with beautiful covers. These should be displayed to the fullest advantage in any record store, particularly self-service operations. The partners are positive that 90 per cent of the selling feature of any album is its cover.

Each month Saul and Bob look for a traffic builder. One month it

may be needles, the next it may be a special on records being offered by the record companies.

They take advantage of every merchandising gimmick offered by the record companies. This, they believe, also builds store traffic.

Ads Ineffective

They give away catalogs offered by the companies, free 45 r.p.m. and LP albums and any literature, because they find the customer appreciates that extra little attention.

The boys went strong for advertising in both newspapers and radio in their first years of operation, spending \$4,000. They now feel that the money could have been more wisely spent.

"We used just spot announcements. Perhaps if we had used a continuous form of advertising it would have been more effective.

"When we opened the store we had an open-house party, taking time on the two top radio stations for spots. These didn't seem to prove profitable," says Bob.

Teen-Agers Spend More

Right at the front of the self-service store are a couple of browser boxes, featuring specials in albums. Just as soon as the customer comes in the door he is greeted with a "special price" sign, says Saul.

"Peculiarly enough, these are the items which appeal to the older people who may buy eight or nine items at \$1.98 and \$2.98, while they wouldn't buy two or three at a higher price. The price-conscious kids, however, spend their money on the higher-priced albums," says Saul.

Browser boxes are strung down the middle of the narrow long store, with browsers placed along both walls, except for the rear third, where record instruments are advantageously displayed on a beige rug.

Singles Strategy

The singles are close to the check-out counter to keep thefts and pilfering to a minimum. The person at the cash register can always keep an eye on the customers across the way. The popular albums are in one section, show tunes and classical albums in another, while the jazz section takes a large space to itself.

All the albums are packed in heavy-duty, polyethylene bags to protect the covers. The bag is taken off when the record is sold. That means that as the customers browse thru the albums no fingerprints are left behind.

Listening Facilities

Customers are given an opportunity of listening to the records "on the best demonstrator possible," says Bob.

There are five listening booths. Each is equipped with a Columbia Model HF 1, a four-speed player, manually operated with two overhead speakers.

"We want our customers to hear the records to the best advantage. The manufacturers have spent a lot of money to record the sound, and this is a sales point," says Saul.

Phono Soft Sell

Neither Saul nor Bob ever use high-pressure to sell either records or record players.

"The items sell themselves. If you push a person into buying a record player, he is going to be mad. He is, after all, a potential record buyer and you need his good will. He purchases the instrument. He is happy and he will come back," says Saul.

Jazz Moves Fast

The boys like to boast of their success with jazz. The record salesmen who call on them are always sure of having representation in the store of all jazz. Benart Distributing Company, Cleveland, which handles nearly 100 jazz labels in the Cleveland area, has told the boys that their store takes 50 per cent of all its stock, the highest in the district. Both Saul and Bob believe they are in a natural district for jazz. Because of that and the fact that the boys have pushed it, they have made a success with merchandising jazz items. The boys observe that West Coast jazz is becoming more popular in the East.

The Credit Factor

Neither of the owners know whether they can extend credit or not, but since they opened their store just a year ago, there have been 25 new record stores opened in a 100-mile radius of Cleveland. They feel their success is indicative of a growing business.

Since being in business they have concentrated on selling records and record players. They don't think a record store should handle other items. The sales person can't properly service the customer then, claim the youthful store owners.

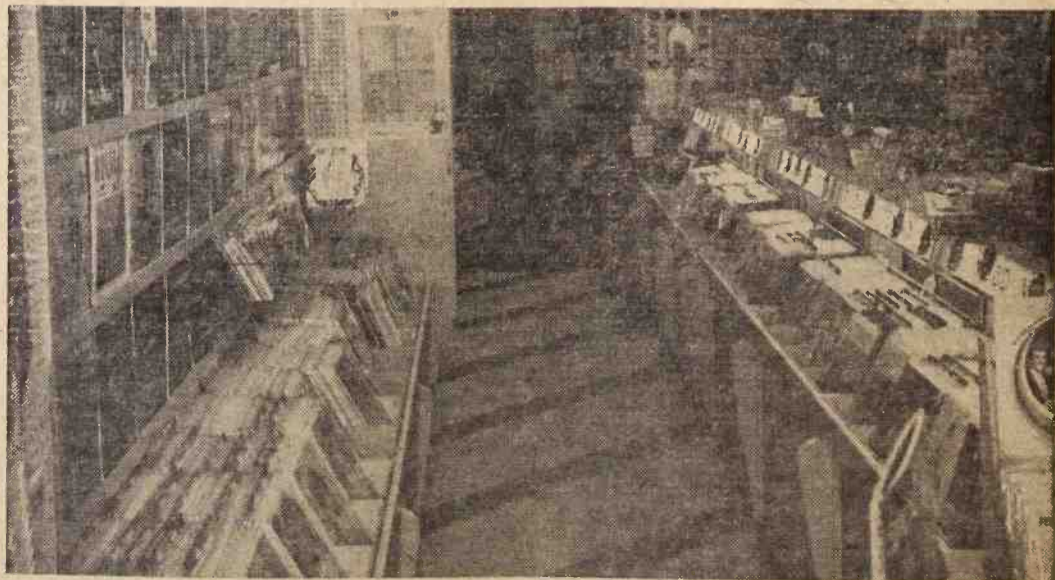
They like the record business. They feel it is an exciting business. "You can feel the pulse. You look forward to seeing the new albums. You wonder what next is coming up," says Saul.

Watching Tape

Looking at the tape picture, the boys have some definite ideas. They don't stock tape. They admit it is an item that must be watched for the future. They complain: "There are so many different kinds of tape to stock, too much money to tie up and, besides, how can we break the seal on the boxes to demonstrate the tape? If a person is going to spend \$13 for a tape, they want to hear the tape first. That is natural."

Inventory Set-Up

A running inventory is kept of all stock except singles. Singles (Continued on page 59)



Browser boxes line the aisles in front of the store. The aisle leads to a carpeted phonograph sales section in the rear. Many of these browsers are devoted to jazz LP's, a category in which Saul Moss and Bob Burke have been particularly successful.

**FOLLOWING UP
HER BEST
SELLING VIK
ALBUM
"GREEN EYES"**



VIK LX-1093

HELEN O'CONNELL



**DELIVERS HER
1st VIK SINGLE!**

**NO MORE
TEARS TO CRY**

b/w

**A LONG
LAST LOOK**

Orchestra conducted by MARION EVANS

VIK X/4X-0296

ORDER IT TODAY!



THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING OCTOBER 12

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

This Week	Last Week	Weeks on Chart	Title
1	1	30	Around the World in 80 Days Sound Track, Decca DL 9046
2	2	81	My Fair Lady Original Cast; Columbia OL 5090
3	4	5	Where Are You? Frank Sinatra, Capitol W 855
4	5	14	Loving You Elvis Presley, RCA Victor LBM 1515
5	7	7	Wonderful, Wonderful Johnny Mathis, Columbia CL 1028
6	3	6	Belafonte Sings of the Caribbean Harry Belafonte, RCA Victor LPM 1505
7	6	22	Love Is the Thing Nat King Cole, Capitol W 824
8	—	1	Around the World in 80 Days Somerset P 2800
9	—	1	Pat's Great Hits Pat Boone, Dot DLP 3071
10	10	67	The King and I Sound Track, Capitol W 740
11	16	110	Oklahoma! Sound Track, Capitol SAO 595
12	8	22	A Swingin' Affair Frank Sinatra, Capitol W 803
13	14	22	Film Encores Mantovani, London LL 1700
14	13	3	Black Satin George Shearing, Capitol T 858
15	15	6	Marvelous Miller Moods Glenn Miller Army Air Force Band RCA Victor LPM 1837
16	21	5	Jackie Gleason Presents Velvet Brass Capitol W 859
17	11	5	The Pajama Game Sound Track, Columbia OL 5210
18	—	71	Calypso Harry Belafonte, RCA Victor LPM 1248
19	18	43	Hymns Tennessee Ernie Ford, Capitol T 756
20	12	5	Dance to the Music of Lester Lanin Epic LN 3340
21	22	4	Dukes of Dixieland, Vol. 3 Audio Fidelity AFLP 1937
22	9	63	The Eddy Duchin Story Sound Track, Decca DL 8289
23	17	5	The Roaring Twenties, Vol. 3 Charleston City All-Star Grand Award GR 33-340
24	19	29	Songs of the Fabulous Fifties Roger Williams, Kapp KXL 5000
25	—	1	Lawrence Welk Plays Dixieland Coral CRL 57146

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

PAL JOEY (1-12)—Soundtrack. Capitol W 912
Top-notch cast (Frank Sinatra, Rita Hayworth and Kim Novak) plus brash, romantic tunes make this soundtrack a natural. Picture version of the Broadway classic is "one of the year's most touted. Tunes from the excellent Rodgers and Hart score include "Bewitched," "I Could Write a Book" and "Funny Valentine." Attractive cover.

LES GIRLS; RECORDED FROM THE SOUNDTRACK (1-12)—M-G-M E3590
Here's another sock M-C-M soundtrack package, which should chalk up considerable sales mileage with movie fans. The movie, starring Gene Kelly, Mitzi Gaynor and Kay Kendall, is a box-office smash. The Cole Porter score is one of his lesser efforts (only "Ca C'est L'Amour" has pop appeal), but the album is padded out, via the addition of six Leroy Holmes instrumental versions of such great Porter tunes as "Easy to Love," "Rosalie," etc.

WEST SIDE STORY (1-12) — Original Cast. Columbia OL 5230
"West Side Story" is a smash hit on Broadway, so this original-cast package could step out rapidly into the best-selling album class. Music-wise Leonard Bernstein's score is lacking in strictly pop appeal, but his name value ("Candide" sold surprisingly well in some shops altho a failure on Broadway) and show's sock reviews have built interest in the disk. Album is first original-cast package recorded by Columbia on Stereo-tape, and the improved sound quality, is also present in this LP version.

OH! ROCKIN' ERN (1-12)—Tennessee Ernie Ford. Capitol T 888
Tremendous TV popularity and success of Ford's two previous albums, "Hymns" and "Spirituals," make this effort a good bet to repeat. All of the tunes in the set were composed by the warbler and several are remakes of old singles sides. Fine rock support is by Jack Fascinato. Lusty, deep-voice chanting on the "down-home" themes should have wide appeal. Selections include "Ain't Nobody's Business But My Own," "Shot-gun Boogie" and "The Lord's Lariat"

Jazz Albums

ELLA AND LOUIS AGAIN (2-12). Verve MGV 4006-2
As producer Norman Granz says in his notes, there isn't much one can say about an album whose title is "Ella and Louis Again." In the wake of the previous Fitzgerald-Armstrong single LP and the thrush's own Cole Porter and Richard Rodgers packages, this has to be sales and deejay dynamite. Nineteen great standards included, plus a knockout cover for any rack. This can't miss.

Christmas Albums

A JOLLY CHRISTMAS FROM FRANK SINATRA (1-12)—Capitol W 894
This will certainly be one of the most successful of the Christmas albums to hit the market during the next few weeks. Stylized,
(Continued on page 38)

— Album Cover of the Week —



LANDMARKS OF A DISTINGUISHED CAREER—STOKOWSKI, Capitol P 8399. Excellent color photograph of the noted conductor will surely spark buys. The cover is heightened in dramatic appeal by lack of copy.

For Reviews and Ratings of New Albums See Page 38

Most Played by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 12

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.

- A SWINGIN' AFFAIR**
Frank Sinatra Capitol W 803
- DANCE TO THE MUSIC OF LESTER LANIN**
LANIN Epic LN 3340
- WHERE ARE YOU?**
Frank Sinatra Capitol W 855
- LOVE IS THE THING**
Nat King Cole Capitol W 824
- WONDERFUL, WONDERFUL**
Johnny Mathis Columbia CL-1028
- WE GET LETTERS**
Perry Como RCA Victor 1463
- AROUND THE WORLD IN 80 DAYS**
Sound Track Decca DL 9046
- LOVING YOU**
Elvis Presley RCA Victor LPM 1515
- SARAH VAUGHAN SINGS GEORGE GERSHWIN**
GERSHWIN Mercury MGP-2-101
- JACKIE GLEASON PRESENTS VELVET BRASS**
VELVET BRASS Capitol W 859



Best Selling Pop EP's

FOR SURVEY WEEK ENDING OCTOBER 12

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- LOVING YOU**
Elvis Presley RCA Victor EPA 1-1515
- JUST FOR YOU**
Elvis Presley RCA Victor EPA 4041
- FOUR BY PAT**
Pat Boone Dot DEP 1057
- LOVING YOU**
Elvis Presley RCA Victor EPA 2-1515
- HYMNS**
Tennessee Ernie Ford Capitol EAP 1-756
- AROUND THE WORLD**
Nat King Cole Capitol EAP 1-813
- HERE'S LITTLE RICHARD**
Specialty EP 402
- LOVE IS THE THING**
Nat King Cole Capitol EAP 1-824
- HERE COMES FATS**
Fats Domino Imperial EP 147
- JUST A CLOSER WALK WITH THEE**
Pat Boone Dot DEP 1056

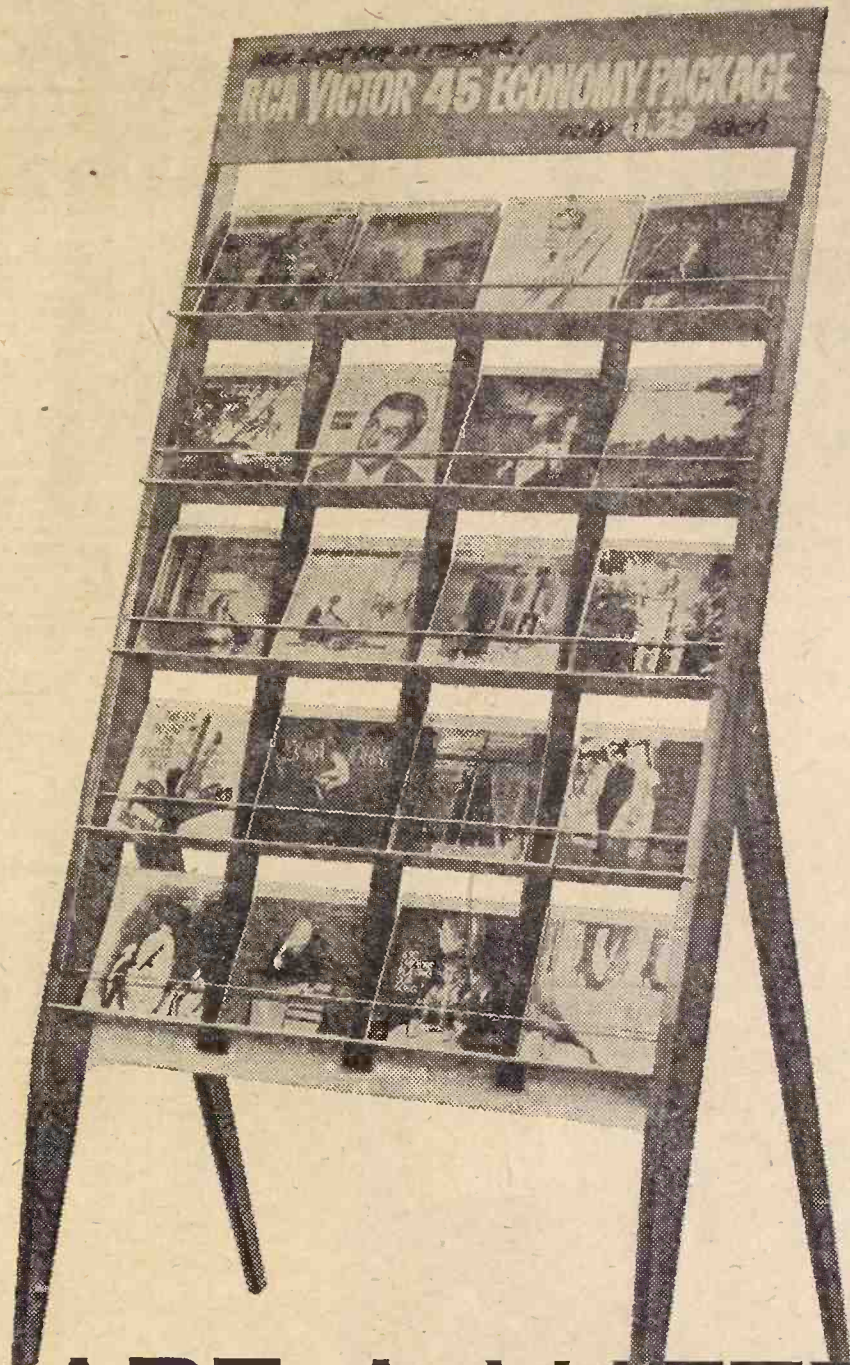
MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

Payment enclosed Bill me

Name _____ 913
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.



PROFITS ARE A MATTER OF EXPOSURE

When 45 EP'S show, they go. That's why RCA Victor now brings you this brand-new traffic-stopping, sales-starting 45 EP Mer-

chandiser. Handsome, built to last, this wood-and-metal rack holds 200 units, displays 20 titles! And it can be yours, FREE!

ASK YOUR RCA VICTOR RECORD DISTRIBUTOR HOW TO GET YOUR FREE 45 EP MERCHANDISER WHEN YOU ORDER THESE 45 ECONOMY PACKAGE SURE-SELLERS FOR FALL:

RED SEAL

- *ERA-2-MARCHE SLAVE, OP. 31 (TCHAIKOVSKY); IN A PERSIAN MARKET (KETELBEY)-FIEDLER, BOSTON POPS ORCH.
- *ERA-20-ALL TIME FAVORITES BY THE BOSTON POPS
- *ERA-21-"JALOUSIE" AND OTHER FAVORITES BY THE BOSTON POPS
- *ERA-32-ENCORES BY JOSE ITURBI
- *ERA-51-MARIO LANZA SINGS
- *ERA-179-BOLERO (ABRIDGED) (RAVEL); MEDLEY FROM "PORGY AND BESS" (GERSHWIN)-FIEDLER, BOSTON POPS ORCH.
- *ERA-196-BLUEBIRD OF HAPPINESS (HARMATI); BECAUSE (D'HARDELLOT); SERENADE (SCHUBERT); AHI SWEET MYSTERY OF LIFE (HERBERT)-JAN PEERCE
- *ERA-212-"MOONLIGHT" - SONATA (FROM

WALTER PISTON'S ARRANGEMENT OF FIRST MOVEMENT OF SONATA IN C SHARP MINOR, OP. 27, NO. 2) (BEETHOVEN); CLAIRE DE LUNE (DEBUSSY)-FIEDLER, BOSTON POPS ORCH.

- *ERA-262-LANZA
- *ERA-285-RHAPSODY IN BLUE (ABRIDGED) (GERSHWIN)-MORTON GOULD AND ORCH.

POPULAR

- EPA-148-GLENN MILLER
- EPA-412-HARRY BELAFONTE SINGS "MAN SMART" AND OTHER FOLK SONGS
- EPA-417-BUDDY MORROW HITS
- EPA-559-HARRY BELAFONTE
- EPA-588-CHET ATKINS AND HIS GUITAR
- EPA-618-AUTUMN LEAVES-THE THREE SUNS

- EPA-642-P. C.-PERRY COMO
- EPA-650-FAVORITE COWBOY SONGS, VOL. 1-SONS OF THE PIONEERS
- EPA-651-FAVORITE COWBOY SONGS, VOL. 2-SONS OF THE PIONEERS
- EPA-664-THE GOLDEN AGE OF BENNY GOODMAN
- EPA-694-BELAFONTE, ACT II
- EPA-695-BELAFONTE, ACT III
- EPA-712-CATTLE CALL-EDDY ARNOLD
- EPA-721-EDDIE FISHER SINGS ACADEMY AWARD WINNING SONGS, VOL. 2
- EPA-726-THE SOUND OF GLENN MILLER
- EPA-727-THIS IS GLENN MILLER
- EPA-728-PERRY COMO SINGS HITS FROM BROADWAY SHOWS
- EPA-729-GLENN MILLER CONCERT
- *EPA-737-AMERICA'S FAVORITE MARCHES -LAVALLE; THE CITIES SERVICE BAND
- EPA-738-RELAXING WITH PERRY COMO
- EPA-747-ELVIS PRESLEY
- EPA-768-CALYPSO-HARRY BELAFONTE
- EPA-783-MALAGUENA-THE THREE SUNS
- EPA-785-FRANKIE CARLE'S SWEETHEARTS

- EPA-787-ANYTIME-EDDY ARNOLD
- EPA-800-MOONGLOW-ARTIE SHAW
- EPA-805-YES INDEED!-TOMMY DORSEY
- EPA-811-HAVANA, 3 A. M.-PEREZ PRADO ORCH.
- EPA-867-HONKY TONK PIANO-FRANKIE CARLE
- EPA-868-EASY LISTENING-THE THREE SUNS
- EPA-914-COLD, COLD HEART-EDDY ARNOLD
- EPA-940-THE REAL ELVIS
- EPA-961-CANADIAN SUNSET-HUGO WINTERHALTER ORCH.
- EPA-965-ANY WAY YOU WANT ME-ELVIS PRESLEY
- EPA-992-ELVIS, VOL. 1
- EPA-993-ELVIS, VOL. 2
- EPA-994-STRICTLY ELVIS
- EPA 1-1333-MIDNIGHT FOR TWO, VOL. 1 -THE THREE SUNS
- EPA 1-1529-CANADIAN SUNSET - EDDIE HEYWOOD
- EPA-4039-FASCINATION - HENRI RENE ORCH.

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RCA VICTOR
RADIO CORPORATION OF AMERICA



• Review Spotlight on Albums . . .

• Continued from page 36

but sensitive interpretations plus excellent choral support by the Ralph Brewster Singers and orking by Gordon Jenkins make this a choice item. Selections include recent Christmas music and traditional carols.

THE MUSIC OF CHRISTMAS (1-12)—Hollywood Bowl Symphony Orch. (Dragon). Capitol P 8393

Dragon's elaborate arrangements, superior sound and Hollywood Bowl group's proven drawing power combine for a Christmas package of top potential. There are still not too many disks on the market which feature this type of treatment for yuletide numbers, so appeal has not yet been diluted.

Children's Special Merit Album

THE PIED PIPER AND THE HUNTING OF THE SNARK (1-12)—Read by Boris Karloff. Caedmon 1075

The Browning and Lewis Carroll story poems are read brilliantly by Karloff, who previously turned in definitive versions of Kipling "Jungle Book" tales. Children from four up will be entranced by the standard tale of the Piper and the fanciful humor of the "Snark." The \$5.95 price is high for the field, but there is permanent library appeal in the package.

Folk-Documentary Special Merit Album

THE CANNONVILLE STORY (1-12)—Robert Gregory and Grant Rodgers. Folkways 3852

This interesting package is part of the sound-

track from what promises to be an intriguing film, "Kinfolks." "The Cannonville Story" is one of the sequences of several which will explore different sections, people and customs that make up America. Cannonville was a community in the Catskills that was eliminated to make way for a reservoir. Gregory and Rodgers lived in the former community. Neither is professional, but each has a distinctive talent—Gregory as a story teller and Rodgers as a singer-fiddler. The set could appeal in folk, specialty or documentary marts.

Sound

See review under Christmas Spotlights.

THE MUSIC OF CHRISTMAS (1-12)—Hollywood Bowl Symphony Orch. (Dragon). Capitol P 8393

Band Album

THE BAND OF THE COLDSTREAM GUARDS (1-12)—Conducted by Major Douglas A. Pope. RCA Victor 1480

Oh, the drums go "bang" and the cymbals "clang" and the Coldstream Guards rack up parade-ground honors a-plenty in this Victor "Save on Records" entry. Big, bright, brassy sound serves as rousing showcase for 14 favorite marches, ranging from pomp-and-glory "Voice of the Guns" to fiery "Entry of the Gladiators" that would have completely gassed Messrs. Barnum & Bailey. Handsome, off-beat cover. A "must" for the collector of famous military band disks.

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• Reviews and Ratings of New Popular Albums

THE GOLDEN SONGS OF 1927-1935...80

Bill Harrington, His Piano & Ork (1-12")

Golden Crest 3927

Er-decjay-singer Bill Harrington and his new band serve up light, danceable society-styled instrumental treatments of 24 sure-fire standards by Jerome Kern, Ray Henderson and Harry Revel—"Make Believe," "Love Thy Neighbor," etc. Deft terp beat and listenable piano solos by Harrington, could make this package a solid commercial bet with proper exposure.

GENE AUSTIN AND HIS LONESOME ROAD...78

(1-12")

Fraternity 1006

A package of sides recorded by Austin in 1949, hitherto unreleased, and including some of his own material as "Lonesome Road," etc., as well as "My Blue Heaven." There's much here for the real student of pop music. Adults will get a tremendous bang out of the artful performances. Sale is likely to be helped by recent publicity Austin has been getting, via press and TV.

SIDE BY SIDE...76

Johnny Guarneri & His Group (1-12")

RCA Camden 391

Guarneri changes pace here from jazz to a cocktail lounge treatment of several favorites. The soft, relaxed danceable approach can score with those looking for dance fare. Low \$1.98 price tag will also attract. Selections include "I've Got the World on a String," "Sweet Georgia Brown" and "Dinah."

BACK ROOM PIANO...74

Frankie Froba & His Boys (1-12")

Decca 8592

Froba performances transferred from 10-inch issues. Popularity of such snappy, tongue-in-cheek honky tonk piano today makes this a good, staple stock item. Starts right out with "St. Louis Blues," which oughta sell it right there to fanciers of the idiom.

1 MAN 2 BANDS...73

Shep Fields Ork (1-12")

RCA Camden 388

Shep Fields isn't a strong draw nationally anymore, but this package should do well on basis of \$1.98 price. Sides, featuring Fields' "Rippling Rhythm" on six selections and his all-reed ork on six other tunes, include such great standards as "Jersey Bounce," "Caravan" and "12th Street Rag."

STRAIGHT DOWN THE MIDDLE...73

Sauter-Finegan Ork (1-12")

RCA Victor 1497

This selection hits a nice average tho there are extremes of good and poor stuff. "Sunshine Girl," from "New Girl in Town," gets a rather boring kazoo type treatment, but such finely scored items as "Have You Met Miss Jones?" make up for it. Most everything is arranged with a danceable beat but all the familiar S-F trademarks of the unique bells and tympani effects are here for listening as well. The "Miss Jones" band is a strong item for jocks. Moderate sale over a long pull indicated.

SAMMY KAYE & HIS ORK. FEATURING DON CORNELL...72

(1-12")

Vik 1014

Here are some nostalgic sides, culled from the old RCA Victor catalog, cut when Don Cornell was with Kaye's ork. Several old best-selling Kaye sides are included—"Roomful of Roses," "Down Among the Sheltering Palms," etc. Cornell is heard on all 12 selections. Moderate sales and spln potential.

GYPSY MOODS...70

Russ Case and Ork (1-12")

Vik 1027

Competently-produced package of its kind, made up of true folk-derived material as well as compositions in the gypsy mood by Victor Herbert, Noel Coward, etc. "Hora Staccato," "Play Gypsies," "Two Guitars," are examples. There's much competition in this category, of course. Album has good sound. Moderate potential.

A NIGHT AT THE VILLA FONTANA; THE MAGIC VIOLINS...70

(1-12")

RCA Victor 1498

The emphasis is on strings in this mood set. The lush arrangements are presented at a slow, dreamy pace. A variety of tunes from semi-classical waltzes to American standards and pop, international favorites are included. Some are: "Yesterdays," "Pompourri Valses" and "La Vie en Rose." Reproduction is excellent. Good mood set for jocks.

CRAZY CALLOPPE MUSIC...70

Margie Melner at the Calliopo (1-12")

Fraternity 1007

These are just plain old-fashioned tunes played in an old-fashioned voice—that of a Wurlitzer calliopo. Miss Melner plays "Tiger Rag," "Camp-

town Races," "Peggy O'Neill," etc. Distinct sound of the instrument will have strong appeal to the ultra hi-fi set, who like to build a library of different sounds. A specialty item primarily, but in that field, the good packaging job can sell copies.

INSIDE ME...69

Jimmie Komack and Dennis Farnon Ork. (1-12")

RCA Victor 1501

Comic Komack ("Damn Yankees") plays it straight in this collection of standards—"Lazy River," "Linda," "Jeepers Creepers," etc. The lad doesn't have much voice, but his in-

(Continued on page 40)

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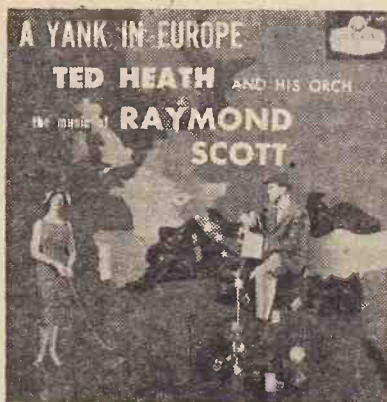
I'll Never Smile Again; Amapola; Melody In F; Oodles Of Noodles; Opus No. 1; Song Of India; Chloe; Green Eyes; Well, Git It!; Quiet Please; Marie; Liebestraum. LL 1743



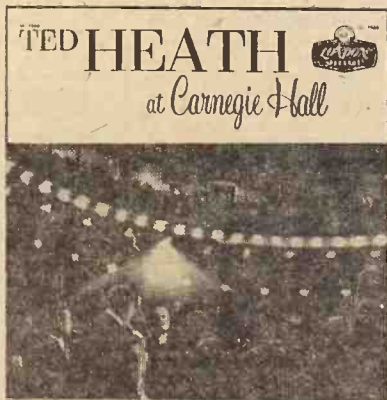
Ill Wind; Swinging the Blues; Hey! Baby; Idaho; I Can't Get Started; Love For Sale; Lover Man; Sidewalks of Cuba; I'll Never Be the Same; Cotton Tail; Lullaby of the Leaves; Witch Doctor. LL 1721



Begin The Beguine; April In Paris; On The Sunny Side Of The Street; 'S Wonderful; September Song; Stardust; My Blue Heaven; Tea For Two; I've Got The World On A String; Somebody Loves Me; Tenderly; Autumn Leaves. LL 1716



Lady On The Riviera; Garden In Versailles; Nightfall In Venice; Supper At The Savoy; Visibility Limited English Channel; Palma Majorca; Talking Turkey; Night Club In Sorrento; Opening Chorus—Folies Bergere; Train Ride In The Alps; Blue Grotto In Capri; London Airport. LL 1676



Listen To My Music; Kings' Cross Climax; Memories Of You; R. J. Boogie; Perdido; Autumn In New York; Carioca; Just One Of Those Things; Lullaby In Rhythm; Stonehenge; Procession; I Remember You; Hawaiian War Chant. LL 1566



On the Alamo; Way Down Yonder In New Orleans; Stars Fell On Alabama; You're In Kentucky; Georgia On My Mind; Charleston; Carolina In The Morning; I'm Coming Virginia; Beautiful Ohio; St. Louis Blues; Louisville Lou; Lullaby Of Broadway. LL 1564

Itinerary of TED HEATH'S coast-to-coast tour

- Oct. 21 . . Buffalo, New York
- 22 . . Montreal, Canada
- 23 . . Ottawa, Canada
- 24 . . Toronto, Canada
- 25 . . Dayton, Ohio
- 26 . . Lafayette, Ind.
- 27 . . Cincinnati, Ohio
- 28 . . Detroit, Mich.
- 29 . . Winnipeg, Canada
- 30 . . Calgary, Canada
- 31 . . Edmonton, Canada
- Nov. 1 . . Vancouver, Canada
- 2 . . Pasadena, Calif.
- 3 . . { Oceanside, Calif. (Afternoon)
- { San Diego, Calif. (Evening)
- 4 . . Austin, Tex.
- 5 . . College Sta., Texas (Texas A&M)
- 6 . . Stillwater, Okla.
- 7 . . Cleveland, Ohio
- 8 . . Bloomington, Ind.
- 9 . . Rochester, New York
- 10 . . Boston, Mass.

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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
OCTOBER 12, 1957

This Week	Last Week	Weeks on Chart	Title
1.	4	2	JAILHOUSE ROCK (BMI)—Elvis Presley TREAT ME NICE (BMI)—Vic 7035
2.	1	4	WAKE UP LITTLE SUSIE (BMI)— Everly Brothers Maybe Tomorrow (BMI)—Cadence 1337
3.	2	10	HONEYCOMB (ASCAP)— Jimmie Rodgers Their Hearts Were Full of Spring (ASCAP)— Roulette 4015
4.	3	13	TAMMY (ASCAP)—Debbie Reynolds... French Heels (ASCAP)—Coral 61851
5.	7	5	CHANCES ARE (ASCAP)— Johnnie Mathis The Twelfth of Never (ASCAP)—Col 40993
6.	13	3	BE-BOP BABY (BMI)—Ricky Nelson... HAVE I TOLD YOU LATELY THAT I LOVE YOU? (BMI)—Imperial 546
7.	5	13	DIANA (BMI)—Paul Anka... Don't Gamble With Love (BMI)— ABC-Paramount 9831
8.	8	5	HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers... Oh! Man River (ASCAP)—Checker 872
9.	10	3	KEEP A' KNOCKIN' (BMI)— Little Richard... Can't Believe You Wanna Leave (BMI)— Specialty 411
10.	6	10	THAT'LL BE THE DAY (BMI)— Crickets... I'm Lookin' for Someone to Love (BMI)— Brunswick 55009

This Week	Last Week	Weeks on Chart	Title
11.	9	11	MR. LEE (BMI)—Bobbettes... Look at the Stars—Atlantic 1144
12.	11	13	WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis... It'll Be Mine (BMI)—Sun 267
13.	14	7	HULA LOVE (BMI)—Buddy Knox... Devil Woman (BMI)—Roulette 4018
14.	12	7	FASCINATION (ASCAP)—Jane Morgan Fascination (Instrumental) (ASCAP)—Kapp 191
14.	16	5	LOTTA LOVIN' (BMI)—Gene Vincent... Wear My Ring (BMI)—Cap 3763
16.	-	1	SILHOUETTES (BMI)—The Rays... Daddy Cool (BMI)—Cameo 117
17.	15	11	REMEMBER YOU'RE MINE (ASCAP)— Pat Boone... THERE'S A GOLD MINE IN THE SKY (ASCAP)—Dot 15602
18.	17	12	RAINBOW (ASCAP)—Russ Hamilton... We Will Make Love (ASCAP)—Kapp 184
19.	-	1	MY SPECIAL ANGEL (BMI)— Bobby Helms... Standing at the End of My World (BMI)— Dec. 30423
20.	19	6	JUST BETWEEN YOU AND ME (BMI)—Chordettes... SOFT SANDS (BMI)—Cadence 1330
21.	23	11	IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett... I Am (ASCAP)—Col 40965

This Week	Last Week	Weeks on Chart	Title
22.	21	2	MELODIE D'AMOUR (BMI)— Ames Brothers... So Little Time (BMI)—Vic 7046
23.	18	5	BLACK SLACKS (BMI)— Joe Bennett & Sparkletones... Boppin' Rock Boogie (BMI)— ABC-Paramount 9837
24.	22	3	PEANUTS (BMI)— Little Joe & The Thrillers... Lily Lou (BMI)—Okeh 4-7088
25.	30	10	AROUND THE WORLD (ASCAP)— Bing Crosby... (INSTRUMENTAL WALTZ)—Dec 30262
26.	29	3	DEEP PURPLE (ASCAP)— Billy Ward & His Dominoes... Do It Again (BMI)—Liberty 5599
27.	26	16	SEND FOR ME (BMI)—Nat King Cole... MY PERSONAL POSSESSION (BMI)—Cap 3737
28.	20	18	TEDDY BEAR (ASCAP)—Elvis Presley... LOVING YOU (BMI)—Vic 7000
29.	-	-	WAIT AND SEE (BMI)—Fats Domino... I STILL LOVE YOU (BMI)—Imperial 5467
30.	-	-	WHITE SILVER SANDS (BMI)— Don Rondo... Stars Fell on Alabama (ASCAP)—Jubilee 5288

Most Played by Jockeys

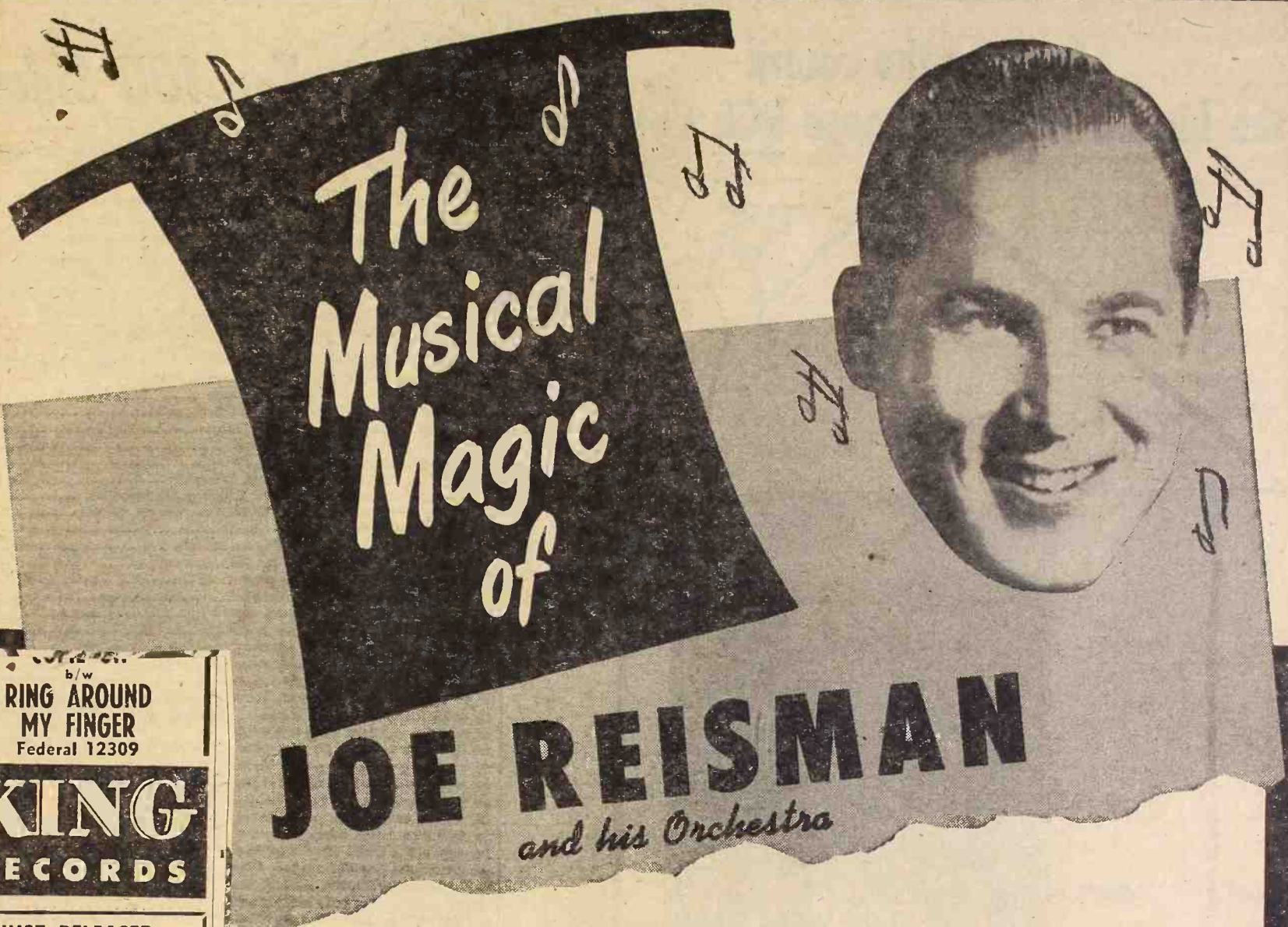
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

FOR
SURVEY WEEK
ENDING
OCTOBER 12,

This Week	Last Week	Weeks on Chart	Title
1.	2	6	CHANCES ARE (ASCAP)— Johnnie Mathis... The Twelfth of Never (ASCAP)—Col 40993
2.	1	9	HONEYCOMB (ASCAP)— Jimmie Rodgers... Their Hearts Were Full of Spring (ASCAP)— Roulette 4015
3.	3	4	WAKE UP LITTLE SUSIE (BMI)— Everly Brothers... Maybe Tomorrow (BMI)—Cadence 1337
4.	3	14	TAMMY (ASCAP)—Debbie Reynolds... French Heels (ASCAP)—Coral 61851
5.	5	11	DIANA (BMI)—Paul Anka... Don't Gamble With Love (BMI)— ABC-Paramount 9831
6.	8	2	JAILHOUSE ROCK (BMI)—Elvis Presley Treat Me Nice (BMI)—Vic 7035
7.	7	7	FASCINATION (ASCAP)— Jane Morgan... Fascination (Instrumentals) (ASCAP)—Kapp 191
8.	6	9	THAT'LL BE THE DAY (BMI)— Crickets... I'm Lookin' for Someone to Love (BMI)— Brunswick 55009

This Week	Last Week	Weeks on Chart	Title
9.	15	3	MELODIE D'AMOUR (BMI)— Ames Brothers... So Little Time (BMI)—Vic 7046
10.	13	12	RAINBOW (ASCAP)—Russ Hamilton... We Will Make Love—Kapp 184
11.	9	6	MY HEART REMINDS ME (ASCAP)— Kay Starr... Flim Flam Floo (BMI)—Vic 6981
12.	17	4	AND THAT REMINDS ME (ASCAP)— Della Reese... I Cried for You (ASCAP)—Jubilee 5292
13.	22	6	HULA LOVE (BMI)—Buddy Knox... Devil Woman (BMI)—Roulette 4018
14.	19	2	THE TWELFTH OF NEVER (ASCAP)— Johnnie Mathis... Chances Are (ASCAP)—Col 40993
15.	14	6	JUST BETWEEN YOU AND ME (BMI)—Chordettes... Soft Sands (BMI)—Cadence 1330
16.	20	8	AN AFFAIR TO REMEMBER (ASCAP)—Vic Damone... In the Eyes of the World (ASCAP)—Col 40945
17.	-	1	LIPS OF WINE (BMI)—Andy Williams... Straight From My Heart (ASCAP)—Cadence 1336

This Week	Last Week	Weeks on Chart	Title
18.	-	-	JUST BORN (BMI)—Perry Como... Ivy Rose (ASCAP)—Vic 7050
18.	-	-	WHOLE LOTTA SHAKIN' GOIN' ON Jerry Lee Lewis (BMI)—... It'll Be Mine (BMI)—Sun 267
20.	-	-	TREAT ME NICE (BMI)—Elvis Presley... Jailhouse Rock (BMI)—Vic 7035
21.	-	-	REMEMBER YOU'RE MINE (ASCAP)— Pat Boone... There's a Gold Mine in the Sky (ASCAP)— Dot 15602
21.	-	-	BLACK SLACKS (BMI)— Joe Bennett & Sparkletones... Boppin' Rock Boogie (BMI)— ABC-Paramount 9837
23.	-	-	TAMMY (ASCAP)—Ames Brothers... Rockin' Shoes (BMI)—Vic 6930
23.	-	-	FASCINATION (ASCAP)—Dick Jacobs... Summertime in Venice (ASCAP)—Coral 61
25.	-	-	FASCINATION (ASCAP)—Dinah Shore... Till (ASCAP)—Vic 6980
25.	-	-	IVY ROSE (ASCAP)—Perry Como... Just Born (BMI)—Vic 7050



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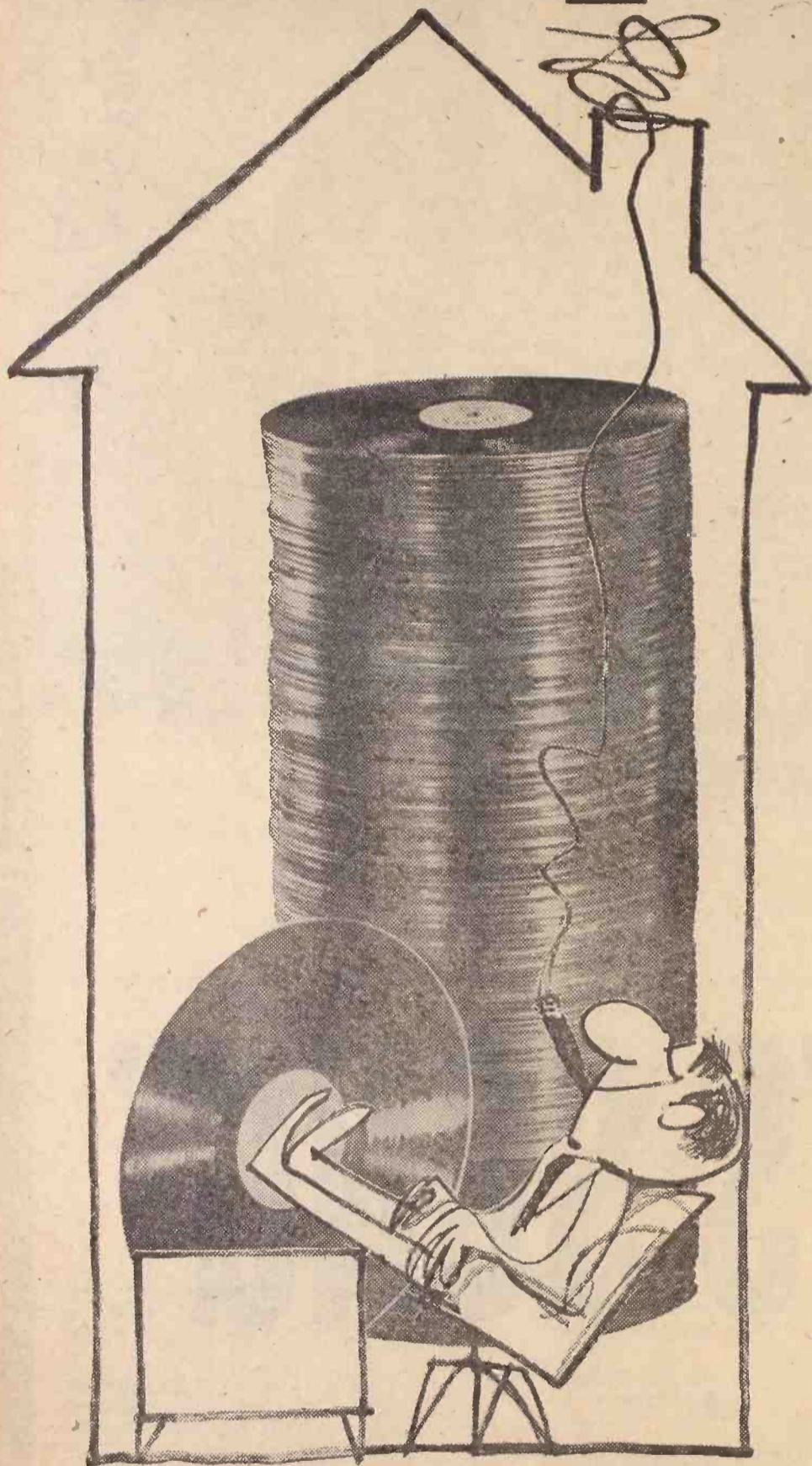
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Top 100 Sides

FOR SURVEY WEEK ENDING OCTOBER 12

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	Last Week
1	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	3
2	HONEYCOMB, Jimmie Rodgers, Roulette	1
3	JAILHOUSE ROCK, Elvis Presley, Victor	15
4	TAMMY, Debbie Reynolds, Coral	2
5	DIANA, Paul Anka, ABC-Paramount	8
6	CHANCES ARE, Johnny Mathis, Columbia	7
7	THAT'LL BE THE DAY, Crickets, Brunswick	4
7	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	6
9	HAPPY, HAPPY BIRTHDAY, BABY, Tune Weavers, Checker	8
10	MR. LEE, Bobbettes, Atlantic	9
11	KEEP A' KNOCKIN', Little Richard, Specialty	16
12	HULA LOVE, Buddy Knox, Roulette	12
13	FASCINATION, Jane Morgan, Kapp	11
14	RAINBOW, Russ Hamilton, Kapp	10
15	LOTTA LOVIN', Gene Vincent, Capitol	14
16	BE BOP BABY, Ricky Nelson, Imperial	28
17	IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia	13
18	BLACK SLACKS, Joe Bennett & the & His Dominoes	29
19	JUST BETWEEN YOU AND ME, C(BMI)—Liberty 5599	3
20	REMEMBER YOU'RE MINE, Pat B.	
21	STARDUST, Billy Ward, Liberty	
22	YOU'RE MY ONE AND ONLY LOME (BMI)—Nat King Cole	26 16
23	IT'S NOT FOR ME TO SAY, Johnny AL POSSESSION	
23	PEANUTS, Little Joe and the Thrills 3737	
25	DEEP PURPLE, Billy Ward and His	
26	SEND FOR ME, Nat King Cole, Cap	
26	TEDDY BEAR, Elvis Presley, Victor AR (ASCAP)—Elvis Presley	20 18
28	BYE BYE LOVE, Everly Brothers, C(U (BMI)—Vic 7000	
29	THERE'S A GOLD MINE IN THE S	
30	WHITE SILVER SANDS, Don Rond	
31	MELODIE D'AMOUR, Ames Brothe	
32	AND THAT REMINDS ME, Della R	SEE (BMI)—Fats Domino
33	SHORT FAT FANNIE, Larry Willia	E YOU (BMI)—Imperial 5467
33	SILHOUETTES, Rays, Cameo	
35	MY SPECIAL ANGEL, Bobby Helms	VER SANDS (BMI)—
36	FRAULEIN, Bobby Helms, Decca	ad
37	AROUND THE WORLD, Mantovani, London	36
37	AN AFFAIR TO REMEMBER, Vic Damone, Columbia	35
39	WITH YOU ON MY MIND, Nat King Cole, Capitol	43
40	LIPS OF WINE, Andy Williams, Cadence	39
41	MY ONE SIN, Four Coins, Epic	41
42	LOVE LETTERS IN THE SAND, Pat Boone, Dot	30
43	HAVE I TOLD YOU LATELY THAT I LOVE YOU, Ricky Nelson, Imperial	57
44	SEARCHIN', Coasters, Atco	34
45	LOVE ME TO PIECES, Jill Corey, Columbia	38
45	PLAYTHING, Ted Newman, Rev	50
45	WHISPERING BELLS, Dell Vikings, Dot	44
45	ZIP ZIP, Diamonds, Mercury	47
49	ALONE, Sheperd Sisters, Lance	51
49	I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER Billy Williams, Coral	36
51	LOVING YOU, Elvis Presley, Victor	48
52	GOODY GOODY, Frankie Lymon and Teenagers, Gee	41
53	BON VOYAGE, Janice Harper, Prep	49
53	BACK TO SCHOOL, Timmie Rodgers, Cameo	57
55	REBEL, Carol Jarvis, Dot	53
56	TO THE AISLE, Five Satins, Ember	55
57	AROUND THE WORLD, Victor Young, Decca	50
57	HONEST I DO, Jimmy Reed, Vee Jay	66
59	MY HEART REMINDS ME, Kay Starr, Victor	60
60	AROUND THE WORLD, Bing Crosby, Decca	63
61	TREAT ME NICE, Elvis Presley, Victor	
62	FASCINATION, Dick Jacobs, Coral	59
62	LONG LONELY NIGHTS, Clyde McPhatter, Atlantic	54
64	IN THE MIDDLE OF AN ISLAND, Tennessee Ernie Ford, Capitol	61
65	FARTHER UP THE ROAD, Bobbie (Blue) Bland, Duke	61
65	MOONLIGHT SWIM, Nick Noble, Mercury	63
65	TAMMY, Ames Brothers, Victor	68
68	LITTLE BITTY PRETTY ONE, Thurston Harris, Aladdin	
69	LASTING LOVE, Sal Mincio, Epic	46
70	MY SHOES KEEP WALKIN' BACK TO YOU, Ray Price, Columbia	92
70	THINK, Five Royals, King	75
72	DUMPLIN'S, Doc Bagby, Okeh	70
72	PLAYTHING, Nick Todd, Dot	
74	BERNARDINE, Pat Boone, Dot	67
75	JUNE NIGHT, Jimmy Dorsey, Fraternity	63
75	SO RARE, Jimmy Dorsey, Fraternity	71
77	DUMPLIN'S, Ernie Freeman, Imperial	80
78	HE'S GONE, Chantels, End	92
79	JUST BORN, Perry Como, Victor	
79	OLD CAPE COD, Patti Page, Mercury	85
79	SWINGIN' SWEETHEARTS, Ron Goodwin, Capitol	73
79	WONDERFUL, WONDERFUL, Johnny Mathis, Columbia	97
79	WAIT AND SEE, Fats Domino, Imperial	
84	COOL SHAKE, Del Vikings, Mercury	68
84	DARLING IT'S WONDERFUL, Lovers, Lamp	88
84	MOONLIGHT SWIM, Tony Perkins, Victor	85
84	ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU, Huey Smith, Ace	75
88	HOME OF THE BLUES, Johnny Cash, Sun	97
88	HUMPTY DUMPTY HEART, La Vern Baker, Atlantic	77
88	IDOL WITH THE GOLDEN HEAD, Coasters, Atco	
88	JAY DEE'S BOOGIE WOOGIE, Jimmy Dorsey, Fraternity	80
88	SOFT SANDS, Chordettes, Cadence	73
88	TILL, Percy Faith, Columbia	
94	GONNA FIND ME A BLUEBIRD, Marvin Rainwater, M-G-M	83
94	JENNY JENNY, Little Richard, Specialty	77
94	YOU SEND ME, Sam Cooke, Keene	
97	ALL SHOOK UP, Elvis Presley, Victor	
97	SILHOUETTES, Steve Gibson & the Red Caps, ABC-Paramount	88
97	TONIGHT, TONIGHT, Mello-Kings, Herald	85
100	DRIVE IN SHOW, Eddie Cochran, Liberty	92

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WAYNE HANDY



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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. AROUND THE WORLD (Young)	2	18
2. TAMMY (Northern)	1	14
3. FASCINATION (Southern)	3	10
4. CHANCES ARE (Korwin)	7	4
5. AN AFFAIR TO REMEMBER (Feist)	4	8
6. HONEYCOMB (Hawthorne)	6	5
7. DIANA (Pamco)	5	7
8. MY HEART REMINDS ME (Symphony House)	8	7
9. IN THE MIDDLE OF AN ISLAND (Morris)	9	11
10. MELODIES D'AMOUR (Rayven)	—	1
11. WAKE UP LITTLE SUSIE (Acuff-Rose)	12	2
12. THAT'LL BE THE DAY (Nor-Va-Jak)	10	5
13. LOVE LETTERS IN THE SAND (Bourne)	13	22
14. REMEMBER YOU'RE MINE (Lowe-Tray)	11	5
15. LIPS OF WINE (Martin)	1	1

• Best Selling Sheet Music in Britain

(For week ending October 12)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Tammy—Macmelodies (Northern)	Puttin' on the Style—Essex (Melody Trails)
Forgotten Dreams—Mills (Mills)	A Handful of Songs—Peter Maurice (Peter Maurice)
Diana—Mellin (Pamco)	We Will Make Love—Melcher-Toff (Artists)
Love Letters in the Sand—Francis Day (Bourne)	Bye Bye Love—Acuff-Rose (Acuff-Rose)
With All My Heart—Bron (Debmar)	His Dominoes 29 3
Island in the Sun—Feldman (Clara)	BMI—Liberty 5599
Around the World—Sterling (Young)	
In the Middle of an Island—Morris (Oxford)	
Wandering Eyes—Bron (Shapiro-Bernstein)	ME (BMI)—Nat King Cole. 26 16
Last Train to San Fernando—Essex (Ludlow)	AL POSSESSION 3737

• Best Selling Pop Records

(For week ending Oct. 12)

Printed thru the courtesy of Britain's Foremost

1. DIANA—Paul Anka (Columbia)	SEE (BMI)—Fats Domino
2. TAMMY—Debbie Reynolds (Vogue-Capitol)	YOU (BMI)—Imperial 5467
3. THAT'LL BE THE DAY—Crickets (Vocalion)	
4. LOVE LETTERS IN THE SAND—Paul Anka (Capitol)	
5. LET'S HAVE A PARTY—Elvis Presley (RCA)	
6. ISLAND IN THE SUN—Harry Belafonte (Columbia)	ER SANDS (BMI)—
7. LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia)	id
8. WITH ALL MY HEART—Petula Clark (Pye-Nixa)	7
9. REMEMBER YOU'RE MINE—Pat Boone (London)	15
10. WATER WATER/HANDFUL OF SONGS—Tommy Steele (Decca)	6
11. WANDERING EYES—Charlie Gracie (London)	11
12. MAN ON FIRE/WANDERING EYES—Frankie Vaughan (Philips)	16
13. TEDDY BEAR—Elvis Presley (RCA)	13
14. ALL SHOOK UP—Elvis Presley (HMV)	9
15. DIXIE DARLIN—Lonnie Donegan (Pye-Nixa)	18
16. WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis (London)	—
17. PARALYSED—Elvis Presley (HMV)	12
18. BYE BYE LOVE—Everly Brothers (London)	19
19. WEDDING RING—Russ Hamilton (Oriole)	—
20. CALL ROSIE ON THE PHONE—Guy Mitchell (Philips)	—

• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

An Affair to Remember (R) (F)—Feist—ASCAP
 And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP
 Around the World (R) (F)—Young—ASCAP
 Bye Bye Love (R)—Acuff-Rose—BMI
 Ca C'Est L'Amour (R) (F)—Buxton Hill—ASCAP
 Chances Are (R)—Korwin—ASCAP
 Fascination (R) (F)—Southern—ASCAP 3
 Got a Date With An Angel (R)—Chappell—ASCAP
 Happy, Happy Birthday, Baby (R)—Arcton—BMI
 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
 Just Between You and Me (R)—Winnerton—BMI
 Language of Love (R)—Sequence—ASCAP
 Lips of Wine (R)—Martin—BMI
 Love Me to Pieces (R)—Acuff-Rose—BMI
 Melodie D'Amour (R)—Rayven—BMI
 Moonlight Swim (R)—Daniels—ASCAP
 Rainbow (R)—Robbins—ASCAP
 Remember You're Mine (R)—Lowe-Tray—BMI
 Sayonara (R) (F)—Berlin—ASCAP
 Search for Paradise (R) (F)—Witmark—ASCAP
 Send for Me (R)—Winnerton—BMI
 Swinging Sweethearts (R)—Morris—ASCAP
 Tammy (R) (F)—Northern—ASCAP
 There's a Gold Mine in the Sky (R)—Bourne—ASCAP
 Till (R)—Chappell—ASCAP
 Whispering Bells (R)—Gil-See Bee—BMI
 White Silver Sands (R)—Fellows-Peer—BMI

Television

An Affair to Remember (R) (F)—Feist—ASCAP
 And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP
 Around the World (R) (F)—Young—ASCAP
 Chances Are (R)—Korwin—ASCAP
 Diana (R)—Tamco—BMI
 Eyes of God (R)—Korwin—ASCAP
 Fascination (R) (F)—Southern—ASCAP
 Goody Goody (R) — DeSylva, Brown & Henderson—ASCAP
 Honeycomb (R)—Kahl—BMI
 Hula Love (R)—Kahl—BMI
 I'll Remember Today (R)—Hollis—BMI
 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 Good to Be Alive (R) (M)—Valyr—ASCAP
 It's Not for Me to Say (R) (F)—Korwin—ASCAP
 I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
 Ivy Rose (R)—Roncom—ASCAP
 June Night (R)—Feist—ASCAP
 Just Born (R)—Winnerton—ASCAP
 Liechtensteiner Polka (R) — Burlington—ASCAP
 Promise Me Anything (R) — Planetary—ASCAP
 Rain in Spain (R) (M)—Chappell—ASCAP
 Sayonara (R) (F)—Berlin—ASCAP
 Silhouettes (R)—Regent—BMI
 Tammy (R) (F)—Northern—ASCAP
 Teddy Bear (R)—Gladys—ASCAP
 That'll Be the Day (R)—Nor-Va-Jak—BMI
 Wake Up Little Susie (R) (M)—Acuff-Rose—BMI
 When the Swallows Come Back to Capistrano (R)—Witmark—ASCAP
 With a Little Bit of Luck (R)—Chappell—ASCAP

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Reviews of New Pop Records

Continued from page 58

LAWRENCE WELK ORK
Full Moon and Empty Arms . . . 75
CORAL 61894—Large ork treatment of the Rachmaninoff adaptation, a hit of some years back. Excerpt is from Welk's "World's Finest Music" LP. Single is okay for jocks and jukeas. (Barton, ASCAP)
My Reverie . . . 75
As above. (Robbins, ASCAP)

CORNEL GUNTER
Call Me a Fool . . . 75
DOT 15654—A slow-tempo rock and roller, tasteful and restrained. Gunter sings it with style. Will undoubtedly get good exposure. (House of Fortune, Robinhood, BMI)
You Send Me . . . 74
Gunter's performance, backed by a girl chorus, is tasteful. Side has good sound. (Higuera, BMI)

DANNY KELLARNEY
Jealous . . . 75
FRATERNITY 783—The great standard in a neat arrangement. Kellarney belts it out with charm to a backing of tasteful instrumentation, with chorus. Adults will really like it. (Mills, ASCAP)
You Can't Fool an Angel . . . 73
A tender ballad, sung with sensitivity by Kellarney in a Johnny Mathis style. Backing is tasteful, not too obtrusive, and includes a chorus for celestial effect. (Windy City, ASCAP)

MORTON GOULD
Cafe Rio . . . 74
RCA VICTOR 7063—A smart Latin-flavored instrumental. Done by Gould with verve and color, this one will add sparkle to any deejay program. (G.C., ASCAP)
The Katsumi Love Theme . . . 74
From the Warners film, "Sayonara," comes the much-recorded tune. Side is an oriental-flavored instrumental, with a pretty melody and a lush arrangement. (Witmark, ASCAP)

EDDIE HEYWOOD
All About You . . . 74
RCA VICTOR 7058—Liting instrumental, highlighted by Heywood's proficient keyboard. Both sides were penned by the artist. Solid deejay programming material. (Meridian, BMI)
Lies . . . 74
Heywood's polished pianistics shine on pretty instrumental theme. (Meridian, BMI)

STAN BORESON AND DOUG SETTERBERG
The Telephone . . . 74
KAPP 198X—Item is a Swedish-dialect parody on "Honeycomb." Humor is anything but sophisticated. Should get some jock spins and could sell in fair amounts. (Hawthorne, ASCAP)
Swanson, Swenson, Jenson . . . 71
Dialect novelty clefted by late Harry Stewart (Yogi Yorgeson). Tells sad tale of three yokels who got taken by three chicks picked up in a roller skate rink. Good coupling for novelty buyers. (Tact, BMI)

JOHNNY DESMOND
I Would Love You Still . . . 74
CORAL 61896—Expressive reading by Desmond of tender ballad from new musical "Carefree Heart." Rates jockey spins. (Frank, ASCAP)
Rich Man, Poor Man . . . 71
Desmond wraps up another song from the same show—this one a special material-type ditty—in a warmly sincere delivery. (Frank, ASCAP)

ALAN COPELAND
Who Wouldn't Love You . . . 74
CORAL 61891—Except for the knocking gimmick this a very close take on an old Kay Kyser disk hit. Tune is still appealing and the reading is good enough to catch plays. (Maestro, BMI)
Dream of You . . . 70
This is the appealing oldie out of the old Jimmie Lunceford book. Arrangement is similar to the original and Hit Parader Copeland hands it a satisfactory reading. Lunceford single could bring some jock play. (Dorsey, Bros., ASCAP)

HAL MARCH
One Dozen Roses . . . 73
DOT 15655—Song was a hit during the second World War period. March revives it against medium-tempo rock and roll backing. It can do some business for the popular quizmaster. (Famous, ASCAP)
Hear Me Good . . . 73
Title tune from the artist's forthcoming flick is a rocker blues. Side is backed by chorus. Fair chances. (Famous, ASCAP)

ART DECOU
I Love You . . . 73
STARLA 4—A refined rock and roll treatment of the older of the standards carrying this title. Decou gives the side a sensitive, Bill Kenny type treatment. Agreeable side worth box plays. (Feist, ASCAP)
Only You—Only Me . . . 69
Plenty of opportunity for Decou to show off his soprano-like virtuosity here but material lacks a spark,

despite faltering spoken word bit. Flip has more to offer. (Drive-In, BMI)

LAWRENCE WELK ORK
Moon Love . . . 73
CORAL 61893—Welk album excerpt, with large ork, on Tchaikowsky adaptation. Good juke and jock stuff. (Famous, ASCAP)
He'll Be There . . . 69
Excerpt from "World's Finest Music" LP, based on Fibish's "Poeme," also known as "Moonlight Madonna." Unfamiliar pop title is a handicap, the tune is good for background usage. (Champagne, ASCAP)

STEVE KARMEN
Didja Mean Whatcha Said? . . . 72
MERCURY 15920—A smartly crafted song, geared to the teen trade. Karmen does it with an engaging lilting quality. (Hecht-Lancaster-Buzzell, ASCAP)
How Soon? . . . 72
A rhythm side, with a rock and roll arrangement. Karmen does it with a touch of rockabilly flavor. (Goday, BMI)

TITO PUENTE
Camelia . . . 72
VICTOR 7055—Classy arrangement of the pretty beguine warrants spins from deejays. (Southern, ASCAP)
Humza . . . 70
Bright, brassy sound on this rhumba is also good jockey material. Very danceable side. (Witmark, ASCAP)

THE C-LARKS
Time . . . 72
NOVA 106—The youngsters have a listenable side in their first effort. Medium-tempo ballad can sell in both pop and c&w marts. (Jan, BMI)
Please Write Me a Letter . . . 72
Weeper ballad is nicely rendered. Piano and string backing help give side potential. (Jan, BMI)

BOB DAVIE ORK
Puppet in Paris . . . 72
DOT 15647—Pretty Continental-type instrumental. Arrangement is marked by soaring, lush fiddles, accordion sound and mandolin. Deejays looking for a fetching waltz of quality have it here. (Trinity, BMI)
Rooftops of Rome . . . 71
Continental-flavored instrumental, with vocal. Unusual melody, with a pretty arrangement having an unusual string sound. (Trinity, BMI)

THE FOUR ESQUIRES
Love Me Forever . . . 72
PARIS 509—Good sound on the beguine. The group warbles nicely with a few voice echoing phrases and a bright guitar accompanying. Jocks might like it. (Greta, BMI)
I Ain't Been Right Since You Left . . . 71
Up-tempo side is in a breezy rocker groove a la "White Silver Sands." Good vocal by the artists with happy backing could take off. Nice sound. (Jack Gold, ASCAP)

CAROLE BENETT
Careless . . . 72
VERVE 10095—Pretty rendition of the standard can find favor with jocks. Rhythm backing and male chorus nicely accompany. (Bourne, ASCAP)
He's Coming Home . . . 70
Nice thrashing by the artist on a pleasant side. Male chorus and smart orking assist. Medium-tempo side has a show-tune sound. (Jimskip, BMI)

LIONEL NEWMAN ORK
Don't Sit Under the Apple Tree . . . 72
CORAL 61892—The war-time hit gets a typically Benny Goodman type arrangement including extensive clarinet solo. This could get a share of jock and juke play and rates as the stronger of the two sides. From the track of the pic "Kiss Them for Me." (Robbins, ASCAP)
Alternate Riff . . . 69
Some modified big band jazz sounds. A simple instrumental figure gets many improvisations. It's also from the sound track of "Kiss Them for Me." Possible for jocks. (Weiss & Barry, BMI)

TOMMY DANTON
Oh, Yeah . . . 72
DOT 15650—A jump blues. Danton belts it out at a frantic pace, to enthusiastic chorus and string backing. (Rac Ram, BMI)
Every Seven Days . . . 69
Unusual material. It's a rock and roller, with a march flavor and some Southern-styled guitar figures in the backing. Danton sings it solidly. (Rac Ram, BMI)

THE UPBEATS
Never in My Life . . . 72
PREP 119—A pretty enough ballad with nicely scored vocal work by the mixed group. Tune has a shuffle rhythm backing. Nice for dancing. (Carlyle, ASCAP)
I Don't Know . . . 68
The rhythm side. Fairly mundane material but it's handled in okay style by the group. Flip has more appeal. (Preferred, ASCAP)

JO ANN LEAR
Things I Shouldn't Know . . . 71
NATIONAL 107—The chick sings a tear-drenched weeper, in a style of unaffected simplicity. Backing is primarily strings. Nice wax, country-flavored. (Muse Workshop, ASCAP)
I Can Tell . . . 68
This side is completely pop, in contrast to strong country quality of flip. Simplicity of backing marks the disk. Nice vocal. (Forster, ASCAP)

HELEN CURTIS
The Happiest Moments in Life . . . 72
JUBILEE 5296—A minor key, gypsy type melody in waltz time. Gal traces a life-time of high points. Interesting, slightly offbeat idea could attract some plays, with sincere interpretation by the gal. (Mode, ASCAP)
Any Friend of AP's . . . 65
A slow tune with a rather sad message. Thrush has a disturbing way of sliding around notes here which detracts. Performance and idea on the flip make it the choice. (Saunders, ASCAP)

SERENA SHAW
Mama I'm So Sad . . . 71
CASCADE 001—The chick tells her lovelorn condition to Mama. It's a favorite theme in folk music. Serena Show chants it here in a stylized arrangement, with a staccato beat. Quite effective. (Serena, ASCAP)
Baby Don't Tease Me . . . 71
A rock and roller with a novelty lyric. Gimmicks include baby sounds, and wild instrumentation. Deejays will find it different. (Serena, ASCAP)

JOHNNY HOUSTON
But It's Too Late . . . 71
EAST WEST 100—Debut by the artist is an emotional warble on a ballad with chorus and rhythm accompaniment. Side could move. (Raleigh-Norad, BMI)
Hula Hands . . . 68
Medium-tempo tune in the Hawaiian vein. Good warbling stint with nice backing gives the side potential. (Raleigh-Norad, BMI)

LU ANN SIMMS
The Cha-Lypso . . . 71
JUBILEE 5302—This is one dance they do to the calypso rhythm and the former Godfrey-ite hands it an agreeable reading. Good juke box item and some jocks will give it a spin, too. Also cut by Judy Scott. (Southern, ASCAP)
I Remember Marcellino . . . 65
A light and frothy bit that's centered on the sunny italy kick. Good reading but material is not keyed to market needs of the present. (Leeds, ASCAP)

ANTHONY ROMA
Gypsy Tambourine . . . 70
PREP 120—Roma sounds like a vocal cross between Sinatra and Bennett (and this could be very good!) as he chants this ballad. Backing is sharp and solid. Merits strong exposure. (Shapiro-Bernstein, ASCAP)
Errand of Mercy . . . 70
Another ballad, slow paced in tempo. Vocal has style, and backing is tasteful. Like flip, merits good spinning. (Reis, ASCAP)

PORTUGUESE JOE
Miss Ping Pong . . . 70
SURF 5016—Vigorous rocker-blues has a slight Eastern flavor. Exuberant vocal is nicely backed. Some coin possible, but version by Glowtones on East-West may prove stronger. (Robin Hood, BMI)
Sugar Sugar Honey . . . 68
Medium-tempo blues sounds very much like several others that have hit the market. Potential about as strong as flip. (Teen Ager, BMI)

ELAINE DUNN
Willow-o-the-Wisp . . . 70
DOT 15653—Interesting new thrush comes over well on multi-track-styled treatment of pleasant tune. Merits spins. (Arthur, ASCAP)
Shadow of the Shrine . . . 68
Meaningful reading by gal on poignant ballad. (Libijon, BMI)

JAY HOLLIDAY
Wang Dang Doo . . . 69
EAST WEST 102—Bright, gay novelty is cheerfully rendered. Good chorus support and guitar backing make the side one to watch. (Raleigh-Norad, BMI)
Tell Me Why . . . 68
This is not the Eddie Fisher hit of some years back. The new ballad gets an attractive warble by the artist against light shuffling backing. (Raleigh-Norad, BMI)

BOB GRABEAU
Lu Le Lu . . . 69
CORAL 61895—A breezy type of rocker, with a little Hawaiian flavor in the backing. Catchy performance if no great weight here. (Spartan, ASCAP)

Gold . . . 65
Tune is from flick "Gold." It's a Western-type waltz, sung with virile pipes, backed by male group. Pleasant. (Northern, ASCAP)

JIMMY RICKS
Lazy Mule . . . 68
DECCA 30443—Ricks, the old Ravens' lead bass, exhibits a fair amount of sales savvy on a folk-flavored novelty. (Regent, BMI)
What Have I Done . . . 66
Ricks, reminiscent style-wise of Eckstine on this side, sings a mellow ballad in okay fashion. (Corncell, ASCAP)

THE LANCERS
I'd Move Heaven and Earth . . . 68
CORAL 61887—A rock and roll ballad of moderate appeal. Lancers, who are better on a close harmony kick, don't seem quite at home with the material. (Vernon, ASCAP)
I'm Awfully Strong for You . . . 65
An old-time type melody sung attractively by the four. Material and arrangement are so-so. Group has had better. (Cohan, ASCAP)

THE TRENIERS
Oo-La-La . . . 67
BRUNSWICK 55033—Buddy Trenier exudes strong showmanship on provocative ditty with Latin-ish beat and screaming backing. Spinable wax for both pop and r.&b. jocks. (Mobile, BMI)
Pennies From Heaven . . . 65
Feelingful sax solo work by Don Hill highlights this languidly paced instrumental version of the great oldie. Okay for pop and r.&b. jocks. (Joy, ASCAP)

& His Dominoes . . . 29 3
(BMI)—Liberty 5599

ME (BMI)—Nat King Cole. 26 16
NAL POSSESSION 3737

AR (ASCAP)—Elvis Presley. 20 18
U (BMI)—Vic 7000

SEE (BMI)—Fats Domino . . .
E YOU (BMI)—Imperial 5467

NER SANDS (BMI)—
Vivienne Delta Chiesa

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COME ON

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"A Straw Hat Full of Lilies"

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JACKIE McLEAN "Lights Out" 104

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Reviews of New Pop Records

AL CAIOLA ORK

Blue Angel Blues... 67

CORAL 61890—Guitar and alto sax featured in this moody blues instrumental. Okay deejay change-of-pace. Retail sales romp is unlikely. (Bregman, Vocco & Conn, ASCAP)

Too Sweet... 63

Light, breezy guitar solo with some vocal noodling in unison. Doesn't stand out. (Bregman, Vocco & Conn, ASCAP)

EDDIE (PRINCE) PETTY

That's Me, That's You... 67

GUEST 1001—Soft vocal by Petty against a medium-beat, shuffle pace can get both pop and r.&b. buys.

No One But Someone... 63

O.K. warbling by thrush Marie Young on a minor theme. Light orking accompanies.

Sacred

THE CHUCK WAGON GANG

I'm Headed for the Promised Land... 80

COLUMBIA 41031—Fine sacred group turns in a polished, sincere job on some strong material. Staple stuff for the field. (Stamps Baxter, SESAC)

There's Gonna Be Singing... 80

Another attractive entry. Coupling figures to do business. Good opener for country jocks. (Stamps Quartet, SESAC)

DAVE SMITH & GIRLS DUET

Work, Pray, Sing and Shout... 74

GOSPEL JUBILEE 505—An affecting sacred side. The girls have a fresh sound, contrasting with the baritone of Smith. The simple backing, especially the drum, is quite smartly done. (Ralph's Radio, BMI)

You Can't Call Me Lonesome... 72

An inspirational side, with a lyric of affecting simplicity. Midway Smith does a recitative. (Ralph's Radio, BMI)

Spiritual

INDIANA TRAVELERS

By and By... 74

LHS 1002—Satisfying spiritual. The lead singer, who he doesn't take off in an extreme fashion, nevertheless reaches a gratifying pitch of emotion. (Lakefront, BMI)

In This Land... 74

Like the flip, the emotional key is not extreme, but deeply moving. Fine side for spiritual buyers and programmers. (Lakefront, BMI)

Christmas

JIMMY DEAN

Little Sandy Steightfoot... 85

COLUMBIA 41025—Cute Christmas tale can click with the youngsters. Colorful jacket will draw sales. (Hopkins Syndicate)

When They Ring the Golden Bells... 78

Rendition of a bit of religious material can go in religious market. The big personality is supported by a chorus on the listenable side. (PD)

Novelty

BUCHANAN & ANCELL

The Creature... 75

FLYING SAUCER 501—The clincher with teen trade will be the line about the "creature." He looks like my English teacher." Impossible humor and histrionics surround clips from many hit rock and roll disks. Hardly for the more mature set, but it could catch on with adolescent. (Buchanan, BMI)

Meet the Creature... 72

More of the same, but flip is stronger. (Buchanan, BMI)

Polka

FRANKIE YANKOVIC & HIS YANKS

Squeeze Box Polka... 85

COLUMBIA 41026—Polka starts out with vocal. Attractive melody and enthusiastic performing are contagious. good tavern fare. (Mills, ASCAP)

Must We Say Goodbye... 76

Yankovic and Carl Paradiso handle the vocal in this typical, oozy waltz tune. Good item for the polka-nabe boxes. (Hill & Range, BMI)

GEORGE COOK ORK

Merrymakers Polka... 77

DECCA 30451—Sprightly polka instrumental, featuring banjo and organ solo stints. Happy juke box fodder. (Coda, BMI)

Winter Garden Waltz... 75

Robust instrumental waltz, spotlighting fancy banjo and accordion solo work. Good juke fare for its special market. (Coda, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

HOWARD W. BRADY: Hot Rod Boogie/Weary Walkin' Blues—Flagship 914

PRINCESS MING CHU: Hearts Are Trumps/The Island of Love—OJ 1008

DON JOHNSON: Fascination/Perdido—

Kandy 111
JUNELL: Another World Why Should I Cry—Nova 118
EILEEN KASSELL: Tears Just for a Day—Ace of Florida 1001
HOWIE MANN: A Fool and His Dreams/It's Just Gotta Be—Big 610
WINK MARTINDALE: Love's Got Me Thinkin' Thought It Was Moonlove—OJ 1009
RAFAEL MENDEZ ORK: Dark Eyes/Valse Bluetie—Dacca 39273
AL MORGAN: The Wanderer Came Home/Boquet of Roses—Columbia 41022
EDDIE PALACE: I Lie Awake/Lollipop Lover—Juke Box 108
TEDDY PHILLIPS ORK: You Fascinate Me/Believe in Tomorrow—Salem 1014
JOE PICA: Oh How I Miss You Tonight/Down in the Old School Yard—Bergen 103
JOHNNY STARR: Feeling Like a Fool/Cold Coffee—Crystalite 713
KINNY WADE: I'll Never Fall in Love Again/I Know But I'll Never Tell—King 5078

Number of Releases This Week

Label	Pop	R&B	C&W
ACE OF FLORIDA	1		
ANTLER		1	
APOLLO		1	
BERGEN	1		
BIG	1		
BRUNSWICK	1		
CASCADE	1		
CHECKER		1	
COLUMBIA	2		4
CORAL	8		
CRYSTALETTE	1		
DECCA	4		1
DOT	6		
EAST WEST	3		
EMBER		1	
END			1
FEDERAL		1	
FLAGSHIP	1		
FTIP		1	
FRATERNITY	1		
IMPERIAL	1		
JUBILEE	2		
JUKE BOX	1		
KANDY	1		
KAPP	1		
KING	1	2	
MERCURY	1	1	1
M-G-M			2
NATIONAL	1		
NOVA	2		
OJ	2	1	
PARIS	1		
PREP	2		
RCA VICTOR	3	1	
REV	1		
RODEO			2
ROULETTE	1		
RPM	1		
SALEM	1		
SARG			1
SAVOY		3	
SECURITY			1
SURF	1		
SATURDAY			1
STARLA	1	1	
VERVE	2		
TOTALS	58	16	13

Quick Success

Continued from page 32

are controlled by a visual check. An invoice is made up with every purchase of albums, entering the album number on the invoice. This is kept on file, and the next day a girl in the office checks off on a card index each item sold. Colored tabs are used on the cards to indicate the hot sellers and out-of-stock numbers.

When the salesmen come in, the exact numbers of what to order is known by a quick glance at the cards.

Both boys are thankful they have rid themselves of 78's. They describe them as a headache. They are bulky, easily broken and cut down stock. Thus far they have had no complaints.

Sealed Albums Favored

Bob, however, has one suggestion for the manufacturers. He likes the sealed albums. There are a couple of the manufacturers who seal their albums and provide a demonstration record to go along with the number. He wishes, however, more manufacturers would follow suit.

Looking to the future, Bob feels the trend is toward the LP. "This is obvious, but there seems no restriction on the limit of music obtainable on LP's these days. Any desire for sound can be filled on the LP."

Saul Moss feels the record business is just starting. He thinks more stereophonic records would be a good idea. And tape will never take the place of records, nor will tape recorders ever take the place of record players.

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KITTY WELLS

SINGING

I'LL ALWAYS BE YOUR

FRAULEIN

DECCA 30415

From The Billboard
August 26 Issue

• This Week's C&W Best Buys

I'LL ALWAYS BE YOUR FRAULEIN (Stryker, BMI)—Kitty Wells—Decca 30415—Miss Wells' answer to Bobby Helm's long-standing best seller looks like another big one. Coins are piling up in all c.&w. marts. Flip is "What I Believe" (Cedarwood, BMI). A previous Billboard "Spotlight" pick.



• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING OCTOBER 12
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	Case, both sides are listed in bold type, the leading side on top.	Last Week	Weeks on Chart
1.	WAKE UP LITTLE SUSIE (BMI)—Everly Brothers . . . Maybe Tomorrow (BMI)—Cadence 1337	1	4
2.	JAILHOUSE ROCK (BMI)—Elvis Presley Treat Me Nice (BMI)—Vic 7035	6	2
3.	FRAULEIN (BMI)—Bobby Helms Heartsick Feeling (BMI)—Dec 30194	2	30
4.	WHOLE LOTTA SHAKIN' GOIN' ON (BMI)— Jerry Lee Lewis I'll Be Mine (BMI)—Sun 267	3	18
5.	MY SHOES KEEP WALKING BACK TO YOU — Ray Price Don't Do This to Me (BMI)—Col 40951	5	11
6.	GEISHA GIRL (BMI)—Hank Locklin Livin' Alone (BMI)—Vic 6984	8	9
7.	HOME OF THE BLUES (BMI)—Johnny Cash GIVE MY LOVE TO ROSE (BMI)—Sun 279	6	6
8.	HOLIDAY FOR LOVE (BMI)—Webb Pierce DON'T DO IT DARLIN' (BMI)—Dec 30419	9	3
9.	BYE BYE LOVE (BMI)—Everly Brothers I Wonder if I Care as Much (BMI)—Cadence 1315	4	23
9.	MY SPECIAL ANGEL (BMI)—Bobby Helms Standing at the End of My World (BMI)—Dec 30423	15	2
11.	TANGLED MIND (BMI)—Hank Snow MY ARMS ARE A HOUSE—Vic 6955	10	14
12.	WHY, WHY? (BMI)—Carl Smith Emotions (BMI)—Col 40984	13	4
13.	I'LL ALWAYS BE YOUR FRAULEIN (BMI)— Kitty Wells What I Believe Dear (BMI)—Dec 30415	12	5
14.	HONEYCOMB (ASCAP)—Jimmie Rodgers Their Hearts Were Full of Spring (ASCAP)—Roulette 4051	—	1
15.	IS IT WRONG? (BMI)—Warner Mack Baby Squeeze Me (BMI)—Dec 30301	15	10

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 12
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	Shows	Last Week	Weeks on Chart
1.	MY SHOES KEEP WALKING BACK TO YOU — Ray Price Col 40951—BMI	2	12
2.	WAKE UP LITTLE SUSIE —Everly Brothers Cadence 1337—BMI	3	3
3.	FRAULEIN —Bobby Helms Dec 30194—BMI	1	8
4.	TANGLED MIND —Hank Snow Vic 6955—BMI	7	10
5.	I HEARD THE BLUE BIRDS SING — Jim Edwards, Maxine & Bonnie Brown Vic 6995—BMI	5	8
6.	HOME OF THE BLUES —Johnny Cash Sun 279—BMI	3	4
7.	WHY, WHY? —Carl Smith Col 40984—BMI	10	5
8.	HOLIDAY FOR LOVE —Webb Pierce Dec 30419—BMI	14	
9.	GEISHA GIRL —Hank Locklin Vic 6984—BMI	9	
10.	MY SPECIAL ANGEL —Bobby Helms Dec 30423—BMI	8	
11.	BYE BYE LOVE —Everly Brothers Cadence 1315—BMI	6	
12.	WHOLE LOTTA SHAKIN' GOIN' ON — Jerry Lee Lewis Sun 267—BMI		NYC
13.	GIVE MY LOVE TO ROSE —Johnny Cash Sun 279—BMI		
14.	JAILHOUSE ROCK —Elvis Presley Vic 7035—BMI		
14.	TEARS ARE ONLY RAIN —Hank Thompson Cap 3781—BMI		

FOLK TALENT & TUG

By BILL SACHS

Around the Horn

Hank Snow and His Rainbow Ranch Boys, together with Wilma Lee and Stony Cooper and the Clinch Mountain Clan, Cowboy Copas and Jimmie Rodgers Show, will tour the New England States, November 1-13, on dates arranged by Sleepy McDaniel. Hank's new RCA Victor release, which bowed October 15, couples "Squid-Jiggin' Ground" and "Unfaithful." The novelty, "Squid-Jiggin'," was released in Canada in the spring and within six weeks became one of the top-selling platters in that country. In case you don't know, a squid is a soft-shelled fish which runs in schools around the Banks of Newfoundland during certain months of the year. The place where the fisherman congregate is called the squid-jigging grounds. Snow is slated to cut another session for RCA Victor this week.

Regulars on the new radio show, aired each night over the ABC network in Nashville, include, besides the Anita Kerr Singers, Dolores Watson, announcer David Cobb, and the Jordanaires. Special guests last week included an early appearance by the Everly Brothers, Husky and Faron Young, and Stapp, head of Tree Company, Nashville, is planned. Following an October appearance in Dayton, O., Wells and Johnny and Webb Pierce and his manager, (Lucky) Moeller, hopped a plane to fulfill business commitments and to make a guest appearance on the CBS-TV show "Town Tonight."

The Philip Morris Country Music Show, which has been presenting free shows throughout the South for nearly a year, travels north of the Mason-Dixon line.

(Continued on page 61)

This Week's R&B Best Buys

No selections this week.

Review Spotlight on . . . R&B RECORDS

NAPPY BROWN

The Right Time (Planemar, BMI)
Oh, You Don't Know (Planemar, BMI)—Savoy 1525—"The Right Time" is the strongest side for the artist in recent tries. The shoutin' approach on the blues with gospel chorus backing resembles somewhat the Ray Charles technique. Great side should easily make it. Flip, "Don't Know," is more ope-styled. The rocker gets a smooth vocal with excellent chorus and ork support.

THE VELOURS

This Could Be the Night (Malver, BMI)
Hands Across the Table (Mills, ASCAP)—Onyx 515
See review in Pop Spotlight section.

TEEN QUEENS

Two Loves and Two Lives (Harrison, ASCAP)
I Miss You (Harrison-Staler, ASCAP)—RPM 500
See review in Pop Spotlight section.

DO-REY SISTERS

Only You (Can Give Me Happiness) (Chelwood, BMI)
Ever Lovin' Baby (Chelwood, BMI)—Poplar 103
See review in Pop Spotlight section.

D. D. (FOOTS) FORD

D. D.'s Bounce (Parts 1 and 2) (Dazzler, BMI)—Glow-Hill 500—
This swingin' two-sided blues is in a "Honky Tonk" groove and features finger-snappin' organ, tenor and guitar mastery. The danceable instrumental can attract plenty of teen coin. Instrumental gimmicks are highly listenable in a hypnotic way.

R&B SOUTHERN TERRITORIAL

COUSIN LEROY

I'M Lonesome (Angel, BMI)
Up the River (Angel, BMI)—Ember 1023—Down-home vocals on these two blues sides can have huge territorial appeal. The gutbucket treatments include excellent harmonica support. The artist knows his way with a lyric, and his distinctive approach should collect loot.

FOLK TALENT AND TUNES

Continued from page 61

Taylor and His Red Birds, Charlie Walter and His Trail Riders, the Roanoke Rainbeaux Square Dancers, and Smokey Montgomery, emcee. All seats will be pegged at 75 cents.

Jimmy and Ardis Wells continue with their respective bands at the Flame Room, Minneapolis, where they hold forth nightly. . . . Jimmy Busler's new ditty, "Rock-A-Hula Boat," written in collaboration with Jimmy (Nervous Nervous) Drake, has been accepted for publication by Paul Barrett Music, Inc., with an early release slated on the Embee label. . . . Cotton Carrier, of Lowery Music, Atlanta, reports that the firm has a new tune, "Say It Again," by the Smith Brothers on Decca. He reports it spinning, in both the pop and country fields.

With the Jockeys

KLAK, country and western music station in Denver, has inaugurated a new five-hour recorded Saturday night jamboree, beginning at 7 o'clock. Billed as "Jefferson Country Jamboree," the show is hosted by Happy Harold Hartz, new staff man from San Francisco. . . . Jimmy Wells, after seven years at WENK, Union City, Tenn., has shifted to WAMY, 5,000 watter at Amory, Miss., where he is heard from 4:45 a.m. to 12 noon daily, Monday thru Friday, mostly on country music. He'd appreciate hearing from any of the other guys and is achin' to be put on the list for country records.

Jim Key has been appointed director of country music at WKUL, Cullman, Ala., of which Hudson C. Millar Jr. is owner. A veteran c.&w. deejay, Key has a background as an entertainer, band leader and c.&w. promoter. He'd like to get on the lists of the various diskeries for deejay samples. . . . Dave Dudley continues to spin country wax on KDAL, Duluth, Minn., while doubling on personals in the area. . . . KSYD, Wichita Falls, Tex., Saturday (5) inaugurated a new three-hour Saturday show, with the Old-Timer, Jim Risner and Nat Fleming manning the turntables. The seg will air weekly from Fleming's Cow Lot, Western wear store in Wichita Falls.

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING OCTOBER 12

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. You Send Me, Sam Cooke, Keen
2. Honest I Do, Jimmy Reed, VJ
3. Keep A' Knockin', Little Richard, Spe.
4. Diana, Paul Anka, ABC-Para
5. Jailhouse Rock, Elvis Presley, Vic.
6. Wake Up Little Susie Everly Brothers, Cdc.
7. Honeycomb, Jimmie Rodgers, Rit.
8. Swanee River (Talkin' 'Bout That River) Ray Charles, Atl.
9. Farther Up the Road Bobby (Blue) Bland, Duke
10. Happy Birthday, Baby Tunc Weavers, Che.

Charlotte

1. Jailhouse Rock, Elvis Presley, Vic.
2. Honeycomb, Jimmie Rodgers, Rit.
3. Mr. Lee, Bobbettes, Atl.
4. Diana, Paul Anka, ABC-Para.
5. That'll Be the Day, Crickets, Brk.
6. Keep A' Knockin', Little Richard, Spe.

Chicago

1. Jailhouse Rock, Elvis Presley, Vic.
2. Wake Up Little Susie Everly Brothers, Cdc.
3. Honeycomb, Jimmie Rodgers, Rit.
4. Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun
5. Lotta Lovin', Gene Vincent, Cap.
6. Silhouettes, Rays, Cam.
7. Happy, Happy Birthday, Baby Tunc Weavers, Che.
8. Be Bop Baby, Ricky Nelson, Imp.
9. That'll Be the Day, Crickets, Brk.

Detroit

1. Jailhouse Rock, Elvis Presley, Vic.
2. Wake Up Little Susie Everly Brothers, Cdc.
3. Honeycomb, Jimmie Rodgers, Rit.
4. You Send Me, Sam Cooke, Keen
5. Happy, Happy Birthday, Baby Tunc Weavers, Che.
6. Keep A' Knockin', Little Richard, Spe.
7. Silhouettes, Rays, Cam.
8. Think, Five Royals, King
9. Soft, Bill Doggett, King
10. Diana, Paul Anka, ABC-Para.

Cincinnati

1. Think, Five Royals, King
2. Honest I Do, Jimmy Reed, VJ
3. You Send Me, Sam Cooke, Keen
4. Mr. Lee, Bobbettes, Atl.
5. Peanuts Little Joe and the Thrillers, Okeh
6. Honeycomb Jimmie, Rodgers, Rit.
7. Jailhouse Rock, Elvis Presley, Vic.

Los Angeles

1. Diana, Paul Anka, ABC-Para.
2. Honeycomb, Jimmie Rodgers, Rit.
3. You Send Me, Sam Cooke, Keen
4. Happy, Happy Birthday, Baby Tunc Weavers, Che.
5. Farther Up the Road Bobby (Blue) Bland, Duke
6. Jailhouse Rock, Elvis Presley, Vic.
7. Mr. Lee, Bobbettes, Atl.
8. That'll Be the Day, Crickets, Brk.
9. Send for Me, Nat King Cole, Cap.

New Orleans

1. Keep A' Knockin', Little Richard, Spe.
2. Jailhouse Rock, Elvis Presley, Vic.
3. Diana, Paul Anka, ABC-Para.
4. Honest I Do, Jimmy Reed, VJ
5. Wake Up Little Susie Everly Brothers, Cdc.
6. Happy, Happy Birthday, Baby Tunc Weavers, Che.
7. Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun
8. Mr. Lee, Bobbettes, Atl.
9. That'll Be the Day, Crickets, Brk.
10. Think, Five Royals, King

New York

1. Wake Up Little Susie Everly Brothers, Cdc.
2. Honeycomb, Jimmie Rodgers, Rit.
3. Please Mr. Brown, Sarah Vaughan, Mer.
4. Hula Love, Buddy Knox, Rit.
5. Only Because, Platters, Mer.
6. Mr. Lee, Bobbettes, Atl.
7. Silhouettes, Diamonds, Mer.
8. Peanuts Little Joe and the Thrillers, Okeh

Philadelphia

1. Wake Up Little Susie Everly Brothers, Cdc.
2. You Send Me, Sam Cooke, Keen
3. Jailhouse Rock, Elvis Presley, Vic.
4. Send for Me, Nat King Cole, Cap.
5. Honeycomb, Jimmie Rodgers, Rit.
6. Silhouettes, Rays, Cam.
7. Think, Five Royals, King
8. Little Blitty Pretty One Thurston Harris, Ala.

St. Louis

1. Wake Up Little Susie Everly Brothers, Cdc.
2. You Send Me, Sam Cooke, Keen
3. Mr. Lee, Bobbettes, Atl.
4. Jailhouse Rock, Elvis Presley, Vic.
5. Keep A' Knockin', Little Richard, Spe.
6. Honest I Do, Jimmy Reed, VJ
7. Happy, Happy Birthday, Baby Tunc Weavers, Che.

Washington, D. C.

1. Wake Up Little Susie Everly Brothers, Cdc.
2. Jailhouse Rock, Elvis Presley, Vic.
3. Little Blitty Pretty One Thurston Harris, Ala.
4. Happy, Happy Birthday, Baby Tunc Weavers, Che.
5. Mr. Lee, Bobbettes, Atl.
6. Keep A' Knockin', Little Richard, Spe.

Reviews of New R&B Records

THE PLAYMATES

Giddy-Up-a-Ding-Dong . . . 84
SAVOY 1523—Rocker-ovelty gets a strong reading by the girl trio. Side bears watching. Good backing. (Crossroads, BMI)
It Must Be Love . . . 84
Ballad with rhythm backing is also a potential loot-maker. Good coupling by the three teen-age chicks offers solid potential. (Savoy, BMI)

BILLY LAMONT

I Got-a Rock and Roll Gal . . . 77
SAVOY 1522—Gutbucket blues appears a dangerous side. Lamont gets good backing on the strong effort. A good cut. (Planemar, BMI)
I'm So Sorry . . . 75
The artist sounds a lot like Chuck Willis on this side. Medium-tempo blues can grab loot a-plenty. (Planemar, BMI)

VARETTA DILLARD

Undecided . . . 77
RCA VICTOR 7057—Lusty piping of the swingin' standard. Pop and r.&b. jocks can find a slot for this. Nice vocal-instrumental gimmick half-way. (Leeds, ASCAP)
That's Why I Cry . . . 75
Thrush turns in her usual strong selling on a fairly routine torch-rocker blues. Will need hefty plugging if anything's going to happen. (Chico's, BMI)

THE ALL STARS

Honey Baby . . . 77
STARLA 3—Alex Hodge offers the "eight-to-the-bar blues to the accompaniment of some very commercial chick-wailing in the background. Material unimaginative but side has good beat and sound, which could catch some plays. (Drive-In, BMI)
On Mulholland Drive . . . 70
Slow boogie blues gets the instrumental treatment by the group. Good sound, but flip is the attention-getter. (Marcel & Arles, BMI)

LITTLE TERRY

Shake Me Up, Baby . . . 76
SAVOY 1520 — Blues describes the charms of a swingin' chick. Gutbucket sound can go well. (Crossroads, BMI)
See See Boo Hoo . . . 73
Rocker blues is warbled with group vocal support and good orking. (Crossroads, BMI)

JIMMIE DIGGS

Miss Hula . . . 73
KING 5084—Strange mixture of hula, the blues and rock and roll results in a fast-moving shouter with crazy sounds by the gal group. Diggs pounds out the message in a gradually increasing frenzy. Loud enough to get some plays. (Jay & Cee, BMI)
Dancing in the Moonlight . . . 66
Moderately successful effort by Diggs on a medium-paced rock and roll piece. Group of chicks fill in with wails in the backing. Much more excitement on the other side. (Monument, BMI)

THE COLTS

Guiding Angel . . . 73
ANTLER 4007 — The reconstructed Colts show strength in this sincerely rendered "celestial" ballad. Basso recitative borrows from the old Ink Spots, as does the tenor lead. Merits a trial. Pop or r.&b. (Argo, BMI)
Shek of Araby . . . 64
Bass leads off in manner of old Ravens. Even with the frantic gimmicks, this one doesn't quite make it. (Mills Music & Vogel Music, ASCAP)

THE CYCLONES

Do You Love Me? . . . 72
FLIP 324—A rock and roller with a strong touch of Southern swamp feeling in the instrumentation behind the cyclones. Side has good sound. (Limax, BMI)
My Dear . . . 72
A tender ballad with the lead singer effectively showcased. Instrumentation has a good sound. (Limax, BMI)

SENTIMENTALS

I Want to Love You . . . 72
CHECKER 875—There's not much here in the way of a tune or a lyric, but the group really rocks it. If performance alone can carry it, this can pass. (Arc-Ford, BMI)
Teenie Teenager . . . 70
As above. Same problems with this side. (Arc-Ford, BMI)

DOLLY LYON

Call Me Darling . . . 71
APOLLO 518—Husky-voiced canary wraps up poignant oldie with showmanly vocal. Good deejay item. (Joy, ASCAP)
Palm of Your Hand . . . 69
Pop-ish delivery and backing marks thrush's handling of infectious rhythm tune with catchy tempo. (Bess, BMI)

THE ROCKIN' DUKES

Angel and a Rose . . . 74
OJ 1007—Extremely celestial ballad, pleasantly sung by group, altho the recording blurs the words. If spinners stick with this, it could do business. (Fellows, BMI)
My Baby Left Me . . . 61
Rhythm item of little consequence. (Fellows, BMI)

LOUIS JORDAN

Peace of Mind . . . 71
MERCURY 15799—Exuberant shouting by Jordan and chorus on a spirited item with a churchy flavor. Good jockey fare. (Pera, BMI)
I Never Had a Chance . . . 67
The haunting Berlin standard is chanted by Jordan with organ backing. A disappointing performance. Flip is more commercial. (Irving Berlin, ASCAP)

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Rain Cuts Dallas Fair Gate 228,783 In First 12 Days

Downpour Clobbers Usually Big Weekend; 'Fair Lady' Okay in Bldg.

DALLAS—Rain clobbered the 1957 State Fair of Texas going into the second half of its 16-day run and sent both attendance and receipts tumbling.

Attendance already was lagging slightly as the fair finished out its first week, but a steady three-day rain that started Sunday (13) put the expo 228,783 behind last year at the same date thru Wednesday (16), twelfth day of the fair.

Fair officials saw little chance to recoup the attendance loss. Last year's total was 2,672,253. Attendance thru Wednesday (16) totaled 1,846,863, compared to 2,075,646 at the same time last year.

The pelting downpour started early in the morning Sunday (13), always one of the fair's best money days. It continued almost unchecked thru Monday (14), Negro Achievement Day and Tuesday (15), East Texas Day.

Attendance Sunday was held to 161,922 as compared to 280,024 on the same day last year. Fair officials were a little bit amazed that even that many people would attend the fair on such a bad day. Exhibit buildings were jammed all day, and even the midway did some business.

Loss of revenue was the biggest depressant on Sunday. The fair's new 12-acre auxiliary parking lot, completed just in time for the opening, mudded up quickly and could not be used, even tho there were plenty of customers. The lot was covered only with compacted gravel and the contractors had not been able to top it before the fair started.

Boone Moved Indoors

A personal appearance by Pat Boone, sponsored by Dallas Radio Station KLIF and scheduled for 8 p.m. Sunday in the Cotton Bowl, had to be moved under cover to the Livestock Pavilion. A crowd

HOW TIMES—AND PARKS—HAVE CHANGED

SALT LAKE CITY—When NAAPPB Program Chairman Robert Freed, of Lagoon Park here, looked over past program topics in preparation for setting this year's talks, some of the subjects from other years caught special attention.

There was Henry Guenther's talk on "How Can We Most Effectively Co-Operate in the War Effort" (1942), DeArv C. Barton's "Band Attractions Bring More Than Dance Receipts" (1940), George Hamid's word on "How the World's Fair Will Affect and Benefit the Outdoor Amusement Industry" (1938), Paul H. Huedepohl's "Experience With Regard to Men Using Trunks Without Uppers" (1938), and A. Joseph Geist's comment on "How We Saved \$7,000 in Two Years on Liability Insurance."

Clincher was C. K. McDonald's speech entitled "How Amusement Park Men Can Enjoy a Good Two Weeks' Vacation on \$35 and Return Full of Pep." That was 1934.

that had been expected to number over 25,000 in good weather was held to about 5,000. However, this taxed the capacity of the pavilion, where extra chairs and benches were added on the arena floor to accommodate the Boone fans.

Attendance Monday was 125,919, as compared to 165,712 on the corresponding day in 1956, and attendance Tuesday was 81,345, only slightly off from the (Continued on page 67)

BUG HURTS:

Asiatic Flu Cuts Miss. Fair Gate

JACKSON, Miss.—Asiatic flu, which caused a substantial number of schools in the Jackson area to close, was cited for lower attendance at the six-day Mississippi State Fair, which ended Saturday (12).

The fair opened on a strong note, but attendance dipped as the number of flu cases mounted. The Royal American Shows scored high ride and show grosses in the early days of the fair, but lower attendance dropped grosses in the closing days and final receipts were reported up only a trifle over last year. Higher per capita spending helped the midway business.

The fair finished slightly better financially than the '56 edition, N. S. Hand, fair manager, said. "Ice Vogues of '57," presented in front of the grandstand, pulled considerably better than a revue last year.

The fair offered two new buildings, a commercial exhibit building and an agricultural building, each with 17,280 square feet of floor space, and a new entrance,

SLA Adds 16 New Members

CHICAGO — The Showmen's League of America added a total of 16 new members in recent weeks and last week added two more names to its building plaque, Homer Briant, executive secretary, announced.

New additions to the plaque are Harry Mamsch Sr., and Elmer Stuart.

Members added to the rolls include Arley Martin, Robert Kendall, George J. King, Denver Stacey, William H. Morris, James C. Johnson, Harold Kaufman, Sidney Pritikin, J. L. Barber, Thomas P. Hansbury, Charles Conard, Paul C. Densmore, Lawrence Anderson, Tom Durant, Edward Ratajack and Louis Zuckerman.

In the absence of the regular line of officers, Maurice (Lefty) Ohren presided at the Thursday 17 meeting. Fifty more debentures were drawn at the meeting for payment.

Ventura, Calif., Fair Turnouts Cut by Flu

VENTURA, Calif.—An influenza siege of near-epidemic proportions was blamed for holding the attendance at the Ventura County Fair to 76,500, which was 4,100 under 1956. The five-day run ended here Sunday (6).

Weather for the event was the best in years with the nights not cold enough to cut attendance.

According to L. E. Ver Husen, secretary-manager, the fair went strong for youth events. A daily feature was the appearance of the Tyrolean Troubadours. The Championship Rodeo in Babe Ruth Field was held an extra day, appearing as an evening attraction (Continued on page 66)

which featured five turnstiles, bright illumination and lighted signs. These new structures and improvements cost about \$350,000.

The three-day Mississippi State Negro Fair, which opened on the State Fairgrounds Monday (14), was given good weather and matching attendance opening day but was hit by rain the other two days. The Royal American Shows provided the midway attractions.

Winston Beats Cold To Equal '56 Gate

WINSTON-SALEM, N. C.—The Dixie Classic Fair, battered at the box office by unseasonable cold weather on its closing weekend, nevertheless came up with an attendance of nearly 150,000 for the five days ended Saturday (12). The result was only a shade below last year's figure.

Opening days were exceptional, with large turnouts in good weather, but the chill set in Friday. Only a handful of persons witnessed the firemen's muster that day, and the night performance of the Jack Kochman Thrill Show was called off. Otherwise, Kochman had one of his best weeks of the season, with seven performances fairly well attended.

In efforts to forestall any grandstand decline because of rain, the revue this year was moved into the Coliseum. Featured in the GAC-Hamid show on various days were Julius La Rosa, George Hamilton IV and Carmel Quinn. Gross for the indoor revue and outdoor thrill show was reportedly around \$8,000 apiece, the total being short of \$16,000.

Fair Manager Neil Bolton said the committee will be actively in search of attractions this winter to stem what has been a continuing decline in the talent operation. One possibility is a competitive rodeo with feature acts.

Of the 150,000 attendance there were about 47,000 paid admissions. Most of the 56,000 school passes came thru the gates. Despite the severe cold and overcast skies on

Elements Smile; Raleigh Opens Big

N. C. State Running Ahead of 1956; 300 Feet of Food Buildings Added

RALEIGH—The biggest opening day ever was enjoyed by the five-day North Carolina State Fair on Tuesday (15), and attendance thru mid-week continued at a record pace. Weather on Thursday (17) turned cloudy for the first discordant note in that department, but the crowds kept coming out.

First indication of this year's crowd reaction was Sunday (13) when large numbers of people traipsed over the grounds for a pre-venue look around. Reflections, it appeared, were mainly on the new row of food concession buildings which were erected to replace under-canvas restaurants and grab stands operated by fraternal and veterans groups.

Some 300 feet of connected structures are up, featuring cantilevered angle roofs in keeping with the modern, sweeping architecture of the Coliseum.

Talent Shows Win

Dr. J. S. Dorton, fair manager, was enthusiastic about public response for the grandstand and Coliseum attractions. Tuesday (15), opening day, was exceptionally big for all aspects of the fair, including James E. Strates midway. The week's lineup included the GAC-Hamid "International Revue," Kochman and Chitwood thrill show, harness and pony races, nightly Tony Vitale fireworks. Kochman's Wednesday afternoon performance was heavily attended.

Dorton said plans are near completion for an Eastern Amateur Hockey League—franchised team to

operate professional hockey in the Coliseum next year. Also in the works is a modern, ranch-styled Youth and Women's Building, which would be used for 4-H and vocational exhibits.

STRENGTH

Miami Group May Press Club Unity

MOUNT AIRY, N. C.—An effort to consolidate showmen's clubs for the purpose of obtaining recognition in legislative matters will be pressed this winter before the Miami Showmen's Association.

Harry (Buster) Westbrook, third vice-president of the club and agent-business manager of the Penn Premier Shows, will again ask that the scattered social groups thruout the nation be brought together at least for practical purposes. He pointed out that over the years the outdoor industry has rarely, if ever, presented a picture of uniformity and strength, and consequently has always been on the defense.

In rare instances, such as during the battle for admissions-tax relief, a strong case was presented in Washington by George Hamid Sr. and Harry Batt, then chairman of the legislative committee of the National Association of Amusement Parks, Pools & Beaches. A key example of laxity, however, is New Jersey, Westbrook said, where the games shutdown caught an entire State unawares.

Westbrook's concept is to have the widely scattered clubs affiliate on a national basis to obtain better public relations and act in emergencies. It would enable the outdoor business to solicit support from auspices groups, thereby obtaining support from veterans' groups, churches, fairs and other influential bodies.

Each club would appoint a representative to a national committee. Each would be assessed according to membership. Local emergencies would empower the nearest club to get into the area and obtain local legal aid.

Westbrook said he will encourage the Miami club to press for an initial meeting this winter in Chicago, of representatives to this committee.

Allan Herschell Appoints Robertson General Manager

NORTH TONAWANDA, N. Y.—R. D. (Dick) Robertson has been named general manager of the Allan Herschell Co., Inc., and its Miniature Train division. The promotion was announced Friday (18) by Lyndon Wilson, president of Allan Herschell.

At the same time, Mark Hughes was named treasurer and George Moses was appointed sales manager of Allan Herschell Company. Robertson was active in the for-

mation of the Miniature Train Company in 1936 and was general manager of the firm until it was merged with Allan Herschell early this year. At that time he was named vice president and sales manager of the combined firms.

Hughes has been with Herschell for several years. Moses was with Miniature Train Company for 16 years and was assistant manager of the company before the merger.

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 "Our new Wheel is working fine."
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Herb Dotten
 The Place for Know-How

FAIR WHICH shifts from a notoriously loose gate to one approaching an "everybody pays" policy faces a promotional job of no little magnitude.

In this category is the Illinois State Fair, which has announced that next year it will swing to a tight paid gate from its past, admittedly, loose gate.

Usually such a change is accompanied by a drop in attendance. And only a carefully planned and well-executed promotional campaign can hold the fall-off to reasonable proportions.

In the case of the Illinois expo, the announced shift suggests a thorough review of the fair's advertising and publicity campaign.

The Illinois fair has not ranked among the fairs which do an outstanding or even an adequate promotional job. Fortunately, the powers-that-be associated with the Springfield annual recognize this, which is a healthy beginning.

One reason the fair does not stack up with other fairs in the promotional field is that there has been no continuity of management. Even under the same administration, there has been a revolving door— for managers, going in or out of the job.

More important, tho, is that there has been neither continuity by the people who handle the fair's promotion nor the special show business promotional know-how by those responsible, for the fair's promotion.

The fair's publicity department is made up of people drawn from one of the State's departments—one charged with the responsibility of compiling State reports and records. These people by background and experience are trained for work in that area, and not in show business promotion, and the lack of such specialized training shows up in the fair's gate and in attendance at various attractions at the fair.

Case History of "Holiday"

In re-thinking its promotional approach, the men responsible for the operation of the fair would do well to consider the case history of one outstanding successful attraction on its own grounds. . . "Holiday on Ice."

The icer this year rolled up a gross of \$101,000 in a location something less than the best—because of smart promotion.

The case history of "Holiday" at Springfield demonstrates eloquently the highly successful results of solid doses of show business know-how.

The history of "Holiday" at the Illinois Fair spans nine years—the most successful of which was this year, when the icer, playing to temporary bleachers, outgrosses all of the combined night grandstand attractions, some of which carried high budgets.

Initially, "Holiday" played the fairgrounds in June of '49 under the sponsorship of a mission church in Southern Illinois. The gross then was \$31,000. The next year the icer bagged \$34,000, again, as each year after under the sponsorship of the mission church.

The following year, at the suggestion of the fair management, the icer was presented at the fair itself—in a location close to the midway. The area was relatively small but had a slab of concrete. Upon this, Paul Dempsey, in charge of "Holiday's" advance, had wooden bleachers erected on either side, and a steep stand, 48 rows high, with all chair seats, at one end. The set-up provided seating for 3,800. The cost was high, all of the seats having been trucked in from St. Louis.

In '53 the show grossed \$63,000, in '54 \$64,000, in '55 \$88,000, in '56 \$93,000 and this year it topped the \$100,000-mark with \$1,000 to spare.

Drum Rolling a la Dempsey

Dempsey, still with the icer thru the years, provided the know-how. His twilight shows teased 'em in. And he rolled the publicity drums vigorously.

The fair itself put little promotional effort behind the icer. But, Dempsey missed no bets. He placed his own schedule of newspaper ads. He went in big for billing—and with considerable thought. He picked the location for 24-sheet boards with great care. . . "with the touch of a surgeon probing for a delicate cancer," a member of the sponsoring group observes.

He went in heavily for radio and television-spots, saturating the area from four days before the fair's opening until two days before the closing of each engagement. He had mail order heralds mailed out with the fair's premium books. He also had thousands of imprinted napkins distributed at eateries on the fairgrounds during fair week. Paper place mats and coasters were also passed out by the thousands prior to the fair. Jumbo window cars were spotted thruout the fair's drawing territory. And hotels and dining rooms in the area displayed easel cards.

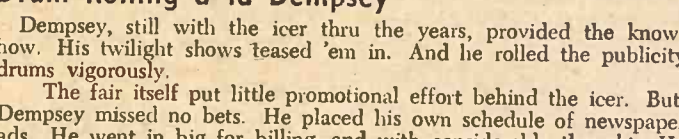
Dempsey didn't stop there. Each day during the fair, from noon until 5 p.m., a highly decorative convertible, toting two gals in skating costumes, are driven thru the grounds and the gals pass out thousands of handbills advertising the show.

Show business know-how turned "Holiday" into such a smash success that it outgrew its original bleachers. It still is presented under open skies. But, the bleachers now are all steel with a capacity of 6,000. And, it has developed its own clientele. What's more, it has made the space adjacent to the rink valuable to concessionaires and exhibitors, who once were reluctant to take such space but now demand it.

"Holiday's" case history, we believe, should suggest many things to the Illinois State Fair management. It may also suggest some things to other fairs.

Atlanta Fair Draws 319,649 To 11-Day Run

ATLANTA — The 11-day Southeastern Fair, which closed Sunday (13), racked up an attendance of 319,649, down from 353,260 last year. Rain the first two days of the run and cold, raw weather on the second Saturday (12) cut back attendance.



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- Octopus
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- Bulgy the Whale

SPARTANBURG RUNS STRONG TO MID-WEEK

Rain Avoided on All But One Day; C&W Earnings Up

SPARTANBURG, S. C. — A light rain fell Thursday (17) on the fair here after it had enjoyed a couple of excellent days earlier in the week. The weather followed the course it has been on for weeks in the South, where not a single fair has been spared some inclemency.

The early business here, however, was very good and hopes were for an equally fine wind-up. On Monday and Tuesday shows and rides of the Cetlin & Wilson Shows were some \$300 ahead of last year. Wednesday's receipts were 70 cents behind the same day last year, Manager Paul Black reported.

As usual, a widely commented-on feature was the flower show which had "Old South" as its theme this year. The large center display showed a colonial house with trees, walkway, wisteria vines and all the nostalgic trimmings.

A big day was expected for Friday (18), Children's Day. Auto racing was scheduled for closing Saturday. Night grandstand feature was the "Ice Frolics" booked thru the Gus Sun Agency. It appeared nightly except Wednesday, Negro Children's Day, on which the midway normally gets the predominant play.

Charlie Campbell has closed a tour of just under four years with his Marie O'Day Palace Car, and he is wintering at Paris Crossing, Ind. He reports locating the Hazel Farris mummy show and states he hopes to acquire it and may open next year with this attraction rather than Marie O'Day. Hank Swank visited Campbell recently in Indiana. They were together on Barnett Bros. Circus. Campbell also visited Ruby Haag at Medora, Ind.



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OCTOBER FUN

Rides Are Potent at Munich Beer Fest

By KEN KNAUF (Billboard Staff Writer)

MUNICH, Germany—The October Feste, largest of the annual German beer parties, is also the biggest kiddie attraction in Bavaria.

While Herren and Frauen bump jugs at the giant beer halls in tune to German bands, the katzenjammers have their fling on the rides. The rides match in effects the high potency of the German brew. Both produce a kind of esoteric sensation . . . one kind for the adults, another kind for the kiddies.

These elements combine to make the October Feste, which wound up October 6 after 16 days and nights, a highly successful family institution.

Beer served at the Feste is guaranteed to produce better-than-average results. Similarly, the rides, moved into the park annually for this amusement event of the year, are the outstanding fun machines of Europe.

One such device is Bausch's Toboggan, constructed at Wehr, Baden, in Germany's Black Forest, 50 years ago. Most popular of the many novel contraptions at the Feste, it commands attention 60 yards around and provides entertainment not only for its patrons but for spectators as well. Admission charge is 50 pfennigs (about 12 cents) for adult or tot, but spectators enjoy free entertainment of the grandstand variety.

The Toboggan features motor-driven escalator service to the top of a 100-foot tower, and a gravity-propelled slide-on-the-pants down a circular, open chute. Patrons

catapult out of the chute at the bottom into the waiting arms of attendants.

Rides 700 Per Hour

As patrons are served up to the machine, one after another at the rate of an estimated 700 per hour, spectators watch the lively, laugh-provoking trials of nerve and skill. Balance is often lost on the jerky ride up the escalator, and many take it via the posterior with some loss of pride and bearing. Finally, he jumps into the chute and scoots down with mounting speed.

Flying heels and skirts and screams of excitement from every altitude make a slapstick spectacle of this boisterous "sleigh ride in the sky."

Built under direction of Franz Anton Bausch in 1907, the Toboggan has remained in the Bausch family, and is now operated by Franz Anton Bausch.

Bausch brings the device yearly to the October Feste, which he considers the biggest show in all of Europe in terms of ride receipts. Bausch said his ride is the oldest of its kind and the Toboggan the oldest of all types of rides on the Continent. Bausch runs one additional device at the park, the Cortina Bob, a bobsled ride. A Toboggan ride of smaller proportions is also at the Feste, owned by another operator.

According to Bausch, the idea for the Elektro-Toboggan came from England, where a firm of former years, Savage, originated the design.

Bausch claims that his music organ, set at the center of the Toboggan platform, is one of the best built in Germany. It was made by Ruth & Sons at Walkireh, Baden, near the Swiss border.

Feature German Tunes

The organ plays the "good old German music" as well as an occasional rendition of Sousa's "Stars and Stripes Forever." But most often one hears the carefree patriarchal strains of the Bosniaken (Man From Bosnia), Schwarzwald-Maedel (Girl From the Black Forest), and German operettas, waltzes and fox trots.

Bausch takes the Toboggan to Stuttgart, Hamburg and all the large cities of Germany, Austria, Luxemburg, France, Switzerland, Italy and Belgium. Munich, however, is his favorite stand.

Like not a few of his colleagues, the Toboggan operator is notably shy about discussing earnings. In fact, he stalked out of his trailer quarters with an air of unfinished business to attend when asked about figures. Perhaps he thought that this reporter and his interpreter were tax agents. Little doubt exists, however, that profits are substantial.

Ventura Fair

Continued from page 64

on Friday (4) with matinee and evening shows on Saturday and winding up with a matinee and a one on Sunday.

Altho attendance was down, concessionaires said business showed increases. Lee Garland, confections concessionaire, reported that his take was ahead. Donna Freedman, who handled the date for Freedman Concessions, said novelty sales were above expectations. This was the first year for the Freedmans to have the contract, it being held for years by Pat Treanor & Son, of San Francisco.

Midway was supplied by Foley & Burk Combined Shows, which closed its season here. Show moved on rail to Santa Rosa for the winter.

ARENAS & AUDITORIUMS

'Black Watch' Presents Challenge for Publicists

By TOM PARKINSON

IT IS A CURIOUS FACT that one of the most colorful attractions and one of the most co-operative is proving to be one more difficult to handle from a publicity standpoint. This is the Black Watch Band and Pipers.

At the Chicago Stadium, where the Black Watch had a highly successful appearance Wednesday (9), publicist Don Murphy declares that co-operation by the Black Watch Regiment itself, by the Hurok office, by the British consul and by the Chicago newspapers was plainly the best of any one-nighter that the Stadium has handled in recent times. That's quite an accolade.

But they all are up against a unique problem. Here is one of the world's most colorful organizations, with background, position, novelty, foreign appeal, unique music and a dozen other attributes. But it is tough to publicize.

MURPHY'S OFFICE came thru with a series of interest-catching releases based on the world-wide military experience of this historic regiment—it fought at Bunker Hill—for example. These releases were drawn from a history of the regiment. The only available copy of the history was loaned to the Stadium for the single day that Major Claud Moir, commander of the group, was in the city a month ahead of the date. But regardless of this material's interest, it wasn't the kind that translates into very much newspaper copy.

There was particular difficulty with pictures, tho at first thought this would seem to be the place the Black Watch is strong. In fact, the regiment helped greatly in supplying photographs and the Hurok office went to special effort to get arrival photos and films to press people along the route. No complaint there.

But to most readers and editors one picture of a Scot piper is like another. Once one is published, there is little that's new or different in a second one. Co-operative newspaper people can run one a week perhaps. Murphy contrasts this with an ice show, which he was handling concurrently. Photograph a girl skating star in seven poses and you have seven publicity possibilities; pose the 100 Black Watch men any number of times and the pictures are all too similar.

STILL ANOTHER PROBLEM is the fact that the one-day schedule doesn't allow time for using personnel of the attraction in advance publicity operations. Major Moir helped in many ways and was more available than his counterpart with the Scot Guard unit two years ago. But he was a month ahead and was in only one day. There could be no advance interviews or guest shots.

In all, the attraction has outward appearance of something readily adaptable to publicity. But at least in some cases it is proving surprisingly hard to handle despite excellent help and co-operation. It will be interesting to see how publicists all along the 57-city route meet the problem.

FIRST MEETING HELD

Fix-Up for Big Week Begins for NSA Home

NEW YORK—More than 60 members, a hefty turnout considering that most Eastern shows are still on the road, attended the inaugural meeting in the new home of the National Showmen's Association. The building at 123 West 56th Street was recently vacated by the Friars Club, from which it was purchased.

Considerable work is in progress to get the two-story quarters in condition for the Thanksgiving banquet week. New fluorescent lighting fixtures were partly installed by meeting time, and exposed brickwork on the walls had been covered by plasterboard and paint.

Improvement projects are being directed by Joe McKee, who was credited liberally by John Weisman, house committee chairman.

Concession Question

Several things came up for discussion, one of them resulting in a unanimous decision to extend an invitation to Sol Levine to succeed his late brother, Sydney Levine, as club attorney. Another was the matter of the concession operation, formerly limited to cards and food, and now extended to include the handsome bar acquired from the Friars.

It was decided to extend the deadline on the \$100-per-name plaque to be hung in the vestibule. Ninety-nine names have been subscribed and most are paid up in part or in full. It was felt that an

extension to banquet week would give a subscription opportunity to showmen and friends who might otherwise not have the chance to contribute.

Meeting schedule is: October 23, regular; November 6, banquet meeting; 13, appointing of nominating committee; 26, open house and awards, and 27, annual banquet in the Hotel Sheraton-Astor. Price remains at \$11 per ticket.

Strates Jamboree Set

A report was made on the Cetlin & Wilson Shows jamboree at the Reading (Pa.) Fair, which yielded \$877. Several obstacles prevented the figure from being much larger, it was reported. John Weisman and Al McKee will go to the fair in Charleston, S. C., to promote a jamboree on the James E. Strates Shows.

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Rain Cuts Dallas Fair Gate

Continued from page 64

89,945 of last year as the rains let up in the evening. Wednesday's count was 85,136 against 81,214 in '56.

The feature of East Texas Day, a free show scheduled for the Cotton Bowl starring Gordon MacRae, was also switched to the Livestock Pavilion and a crowd of some 4,000 attended.

Rains broke and the sun came out Wednesday morning (16). Forecast was for a few scattered showers thru Thursday, then good weather for the rest of the run thru Sunday (20).

Fair execs prepared to put

everything they had into promotion of the last three days, when features include: High School Day, Friday (18) with 71,687 free gate admission tickets distributed to high school kids; Fort Worth Day Saturday (18) with 71,358 free ducats out in Tarrant County schools; and Sunday (19), when a free Cotton Bowl show is skedded featuring the Javier de Leon Aztec-Mayan dance troupe and a fireworks show.

Expect 50,000

Saturday (19) is expected to be strengthened by the Southern Methodist-Rice football game in the Cotton Bowl that night, an important Southwest Conference game that might draw 50,000.

Before the rains hit, the fair was a little behind, but doing well. Elementary School Day attendance Friday (11) was a record for the day, 299,086, first day the fair had been ahead of the corresponding day the year before. Saturday (12) drew the usual heavy crowd, boosted by the more than 75,000 people in the stadium for the annual Texas - Oklahoma football game. Total for the day was 324,884, less than a thousand fewer than on the same day in 1956 which set a single-day attendance record.

Inside attractions continued to do well, with "My Fair Lady" in the 4,126-capacity Auditorium having played to 56,193 people during its first 16 performances thru Tuesday (15). Show has 24 performances scheduled. "Ice Capades" was also doing well. Aut Swenson Thrillcade, however, was washed out on three performances Sunday (13) and both scheduled performances Tuesday (15) and Wednesday (16).

Chicago Rodeo Slowed by Flu

CHICAGO—International Amphitheater's championship rodeo, held in conjunction with the International Dairy Show, was running about 13 per cent behind last year's business. The show featured Rex Allen and ran thru Sunday (20).

Management said the dip was due largely to Asiatic flu. As much as 40 per cent of some classes were out of schools because of the flu, it was reported.

Among victims of the flu was Rex Allen, but he made performances anyway. M. E. Thayer, manager of the Amphitheater, said Allen was doing well.

While the rodeo ran October 9-20, the dairy show ran October 9-15. It was the annual's biggest edition, with 1,800 head of cattle. A big quarter horse sale also was held during the week. Coming Thursday and Friday (24-25) is a new sale of trotter and pacer horses, which is expected to be-

Winter Fairs

Arizona

Phoenix—Arizona State Fair, Nov. 2-11. George N. Goodman.

Florida

Argonia—DeSoto Co. Fair & Livestock Expo. Jan. 13-18. A. G. Erickson.

Barlow—Polk Co. Youth Show, Dec. 5-7. W. P. Hayman.

Blountstown—Calhoun Co. Fair & Livestock Show, Oct. 21-24. Thomas B. Jones.

Bradenton—Manatee Co. Fair, Jan. 27-Feb. 1. Harper Kendrick.

Brooksville—Hernando Co. Fair, Nov. 6-9. H. J. Brinkley.

Ocala—Northwest Fla. Fair, Oct. 23-26. H. O. Stratton.

Clewiston—Suwannee Expo. Jan. 28-Feb. 1. D. G. Percy.

Dade City—Pasco Co. Fair, Jan. 15-18. J. F. Higgins.

Do Land—Volusia Co. Fair, March 3-9. Lee Maxwell.

Eustis—Lake Co. Fair & Flower Show, Jan. 10-15. Karl Lehmann.

Fannin Springs—Suwannee River Cattle Show, Feb. 19-21. L. C. Cobb, Trenton.

Fort Myers—Southwest Fla. Fair, Feb. 3-8. Robert Alppelheuser.

Inverness—Citrus Co. Fair, Nov. 11-14. Quentin Medlin.

Jacksonville—Greater Jacksonville Ind. & Agr. Fair, Nov. 14-23. Ted Chapeau.

Kissimmee—Kissimmee Valley Livestock Show, Feb. 19-23. O. L. Parlin.

LaBelle—Henry Co. Fair, Jan. 28-Feb. 2. Frank Polhill.

Largo—Pinellas Co. Fair & Horse Show, Feb. 25-March 1. J. H. Logan.

Live Oak—Suwannee Co. Fair, Oct. 21-26. Paul Crews.

Madison—North Fla. Livestock Show & Sale, Feb. 24-25. O. R. Hamrick Jr.

Marlanna—Jackson Co. Fair & Livestock Expo, Oct. 21-26. W. W. Glenn.

Miami—Southeast Fla. & Dade Co. Youth Show, Jan. 18-26. Ralph E. Huffaker.

Ocala—Southeastern Fair Stock Show & Sale, March 3-7. Louis Gilbreath.

Orlando—Central Fla. Fair, Feb. 24-March 1. C. T. Bickford.

Palatka—Putnam Co. Agr. Fair, Nov. 11-16. Hubert Maltby.

Panama City—Bay Co. Fair, Oct. 28-Nov. 2. D. C. Suggs.

Pensacola—Pensacola Interstate Fair, Oct. 21-27. J. P. Frankel.

Plant City—Hillsborough Co. Jr. Agr. Fair, Dec. 12-14. D. A. Storms.

Plant City—Fla. Strawberry Festival, Feb. 17-22. Fred W. Nutter.

Sarasota—Sarasota Co. Agr. Fair, Jan. 10-15. K. A. Clark.

Sebring—Highlands Co. Fair, Feb. 24-March 1. B. J. Harris Jr.

Starke—Bradford Co. Fair, Oct. 21-26. O. T. Huggins.

Tallahassee—North Fla. Fair, Oct. 29-Nov. 2. Lloyd Rhoden.

Tampa—Fla. State Fair, Feb. 4-15. J. C. Huskisson.

West Palm Beach—Palm Beach Co. Fair, Jan. 24-Feb. 1. Lamar Allen.

Williston—Levy Co. Fair Assn., Oct. 28-Nov. 2. W. C. Parrell.

Winter Haven—Fla. Citrus Expo, Feb. 16-22. Robert J. Eastman.

Wildwood Bank Deposits Mark Strong Season

WILDWOOD - BY - THE - SEA, N. J.

Wildwood Boardwalk amusement operators tallied a remarkable season. Bank deposits in the area reflected a whopping \$16 million increase over the same period of last year. At the end of June, county bank deposits reached \$50 million. Just after Labor Day they had climbed to over \$67 million. Bank spokesmen agreed that the figures were the highest in history.

A remarkable June business kickoff is attributed to a spring advertising campaign over TV.

Sharing equal credit with the weather for the bonanza season are extensive renovations. The multi-million-dollar new look included new piers constructed by Hunt's Enterprises and the new Sportland Pier constructed by the Ramogosa interests. In addition, the Cedar Boardwalk Amusement Company extended and expanded Playland pier center.

The only disappointing period of the season was September after Labor Day, and this is blamed on a half-hearted advertising and promotional campaign by the city public relations department.

Will Fitzpatrick, former city publicity director, recommended weekly fireworks for next season. He suggested that the fireworks be touched off from barges anchored off the Wildwood beach, adjacent to the center-city Boardwalk. Many businessmen have long advocated the plan to boost week-night business on the local boardwalk.

Dick Clark, of ABC-TV's "American Bandstand," and Joe Grady and Ed Hurst, disk jockeys of WVUE-TV, Philadelphia and Wilmington, conducted record hops on the Wildwood Boardwalk and gave the resort plugs on their TV shows. Clark starred at Hunt's Starlight Ballroom, while Grady and Hurst were featured at the Wildwood Roller Rink.

The Garden State Parkway, four-lane road from New York, also played a prominent part in the season's success.

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Calif. State Names Fem Board Member

SACRAMENTO — Mrs. Florence M. Doe, operator of a 4,000-acre farm in Visalia, Calif., has been appointed to the California State Fair & Exposition board of directors by Gov. Goodwin J. Knight. She succeeds James S. Dean, who resigned September 11.

Mrs. Doe is the second woman to serve on the State Fair board. Mrs. Eunice L. Peterson, of Sonoma, served in 1941 as an appointee of Gov. Culbert L. Olson. Mrs. Doe's term expires February 1, 1960.

come an annual event.

Sunday (26) will see three events in the Amphitheater. One is "Polka Time," live show by a TV program's cast; another is a sale and show by the Goldblatt department store; and third is an exhibition of the Allied Florists Association.

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Tickets Subject to Fed. Tax. Most Show Name at Place. Established prices, Tax and Total. Must be Connecticut Numbers 49 from 1 up or from year Last Number

THE FINAL CURTAIN

ADAMS—Melvin (Red), 48, showman for 27 years and formerly with Rogers Bros. Shows, October 1 of a heart attack. Survived by his widow, Kitty, Burial in Tampa.

BARRY—William R., 64, veteran carnival concessionaire, October 13 in Joliet, Ill. During his 25 years in the business he had been with Tilley, Wilson and Bunting shows, among others. Survivors include his widow, Sarah Janette; two sons, William and James; a daughter, Mrs. Robert Lasser, and two brothers, Tom and Fred. Services October 16, with burial in Joliet.

BRICE—John H., 82, for many years chief of detectives with the Ringling Bros. and Barnum & Bailey Circus, recently at an Athens, O., hospital. (Details in Circus Section.)

BROWER—Roy M., 60, former vaudeville and minstrel showman, of a heart attack recently. Survivors include his widow, Violet, and one daughter, Mrs. Ralph Rodgers. Burial was in Fort Wayne, Ind.

DABNEY—Malvern P. (Tex), 59, veteran sheet writer and circus trouper, October 8 at his home in West Palm Beach, Fla. In earlier years he had been with the Hagenbeck & Wallace and Ringling Bros. circuses, later entering the trade paper field. In recent years, he and his wife, Bertha, had been in the jewelry business. Surviving are his widow; a sister, Mrs. Fred Becker, and a brother, Jack, of Chesley, Ont.

DILLMAN—Colleen McCormack, 46, formerly with the World of Pleasure and Don Franklin shows, October 3 in Houston.

Survivors include her husband, Norman W. Dillman, and two brothers.

FENNELL—Richard E., secretary of the Lee Amusement Company. Survivors include his widow, Alma, and a sister, Mrs. Kathrine Morris.

GOLDING—Charles W., 51, veteran of frozen custard business, October 9 of a heart attack in Jackson Miss. Survivors include his widow, Linnie; his parents; and a brother, George Jr. Burial in Crown Hill, Ind.

HERLEY—Dutch, 60, former agent for a number of carnivals, October 7 in Texas City, Tex. He had been with Dodson's World's Fair and the Bob Hammond Shows. A veteran of World War I, he leaves a daughter, Mrs. Charles R. Holcombe, and two granddaughters. Burial in Galveston (Tex.) Memorial Park.

NIELSEN—Rasmus, 85, tattooed strong man from Denmark, recently in a Stockton, Calif., hotel. His last professional appearance was at the Canadian Exhibition, Toronto, in 1956. Deceased entered show business at the age of 60, and prior to that had been a blacksmith in mining and lumber camps in this country and Denmark. He toured for seven years in the Side Show on the Ringling circus, and also had appeared with the Pete Kortess Side Show, the original Robert E. Ripley Show and others. He is reported to have bequeathed considerable money in his will to the Shriner's Crippled Children's Hospital Fund.

O'SATYRADE—Patrick Michael, six-month-old son of Mr. and Mrs. Major O'Satyra, October 16 in Jackson, Miss. Father is with Royal American Shows. Burial in Jackson Cemetery October 17.

ORTH—Lula Walker, 67, wife of Robert Orth, a Pomona, Calif., circus fan, October 10 in an automobile accident. Survivors also include two daughters and four sons. Burial in Pomona.

ROGERS—Charles H., 83, outdoor show business veteran of 42 years, October 6 at Battle Lake, Minn. Survivors include sons, Earl and D. C. Rogers, of the Rogers Bros. Shows, and two other sons, Lloyd and Bernard. Burial in Pelican Rapids, Minn.

STAHL—Ed, of Harrison Township, Mich., 91, father of Harry Stahl, manager of Jefferson Beach Amusement Park, Detroit, and past president of the Michigan Showmen's Association, recently in

Harrison Township. Also survived by his widow, Adeline. Interment in White Chapel Memorial Park, Detroit.

MARRIAGES

NORDINE-SMITH—Burl Nordine, concessionaire, and Audrey Smith, performer, September 22 in Longview, Tex. Both are on the Clyde Beatty Circus.

RAGLAND-WILKERSON—Lenord Ragland, of Prell's Broadway Shows, and Bessie Wilkerson, October 17 in South Boston, Va.

SEITZ-LLAGUNA—Joseph Seitz, of the Fort-Seitz-Mendez high wire act, and Encarnacion Llaguna, of the Saber Jets, flying act, September 22 in Longview, Tex. Both are on the Clyde Beatty Circus.

BIRTHS

ENGLISH—a son, to Mr. and Mrs. William English recently in Reading, Pa. Father is national ad rep for the Clyde Beatty Circus.

MILLER—A son recently in Washington, Ind., to Mr. and Mrs. Joe Miller, formerly with the Burkhardt Shows.

MURRAY—A son, Michael, October 5 in Orange Memorial Hospital, Orlando, Fla., to George and Dorothy Murray. Father is a Motordrome operator on World of Mirth Shows.

WESTBROOK—a son, Terry Ray, October 8 in Mt. Airy, N. C., Hospital to Mr. and Mrs. Harry Westbrook, concessionaires on the Penn Premier Shows. Grandfather is Buster Westbrook, veteran business manager and agent for the show.

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

A-1 Am. Co.: Cotton Plant, Ark. Amusements of America: (Fair) Lancaster, S. C.; (Fair) Sumter 28-Nov. 2.

Bayou State: Ville Platte, La.; Simmsport 28-Nov. 2.

Bean's Attractions: (Fair) Suffolk, Va.; (Fair) Amelia 28-Nov. 2.

Blue Grass: (Fair) Jennings, La.; (Fair) Biloxi, Miss., 28-Nov. 2.

Capell Bros.: Winkelman, Ariz., 21-24; Sells 25-27.

Capital City: (Fair) Live Oak, Fla.; (Fair) Thomasville, Ga., 28-Nov. 2.

Cetlin & Wilson: (Fair) Macon, Ga.; (Fair) Albany 28-Nov. 2.

Crystal Am. Co.: (Fair) Hahira, Ga.

Endy, David B.: (Fair) Fort Pierce, Fla., 24-Nov. 2.

Drew, James H.: (Fair) Blakeley, Ga.; (Fair) Panama City, Fla., 28-Nov. 2.

Dumont: Buena Vista, Ga.; Adel 28-Nov. 2.

Empire State: San Augustine, Tex.

Fun-Beam: (Fair) Suffolk, Va.

Gala Expo.: Little Rock, Ark.

Gem City: Hattiesburg, Miss.

Gentsch, J. A.: Liberty, Miss.

Georgia Am. Co.: (Fair) Vienna, Ga. (Season ends.)

Gladstone Expo.: (Fair) Canton, Miss.

Gold Medal: Manning, S. C.; Walterboro 28-Nov. 2.

Hammond, Bob: (Fair) Pasadena, Tex.

Heth: (Fair) Mobile, Ala.; Cordele, Ga., 28-Nov. 2.

Hoard & Mullis: (Fair) Sylvester, Ga.; (Fair) Ashburn 28-Nov. 2.

Hottle, Buff, No. 2: Baton Rouge, La., 21-28.

Lee Am. Co.: Luverne, Ala.

Manning, Ross: Carthage, N. C.; Fort Bragg 30-Nov. 9.

Mighty Interstate: (Fair) Elba, Ala.; (Fair) Samson 28-Nov. 2.

(Continued on page 80)

Circus Routes

Beatty, Clyde: Corpus Christi, Tex., 21; Beeville 22; Victoria 23; Freeport 24; Rosenberg 25; Galveston 26; Baytown 27; Texas City 28; Orange 29; Lake Charles, La., 30; Crowley 31; Lafayette, Nov. 1; Baton Rouge 2; Bogalusa 3.

Clyde Bros.: Sioux Falls, S. D., 21-22; Davenport, Ia., 24-26; Des Moines 28-29; Marshalltown 30; La Crosse, Wis., Nov. 1-3.

Cristiani Bros.: Winnsboro, S. C., 22.

Davenport, Orrin: Houston, Tex., Nov. 7-17.

Hagen Bros.: Jackson, Tenn., 21; Frayser 22; Holly Springs, Miss., 23; Corinth 24; Savannah, Tenn., 25; Tupelo, Miss., 26.

Kelly-Miller: Somerville, Tenn., 21; Forrest City, Ark., 22; Augusta 23; Conway 24; Russellville 25; Hot Springs 26; Glenwood 27; Hugo, Okla., 28. (Season ends.)

Polack Bros. Western: San Antonio, Tex., 21-27; Ardmore, Okla., 29-30; Little Rock, Ark., Nov. 1-2; Oklahoma City, Okla., 6-9.

Ringling Bros.-Barnum & Bailey: Phoenix, Ariz., 25-27; Albuquerque, N. M., Nov. 1-3; El Paso, Tex., 5-7; Lubbock 11-13; Waco 15-16; Dallas 19-24; San Antonio 29-Dec. 1; Mexico City 5-Jan. 6.

head 29; Winnepeg, Man., 30; Regina, Sask., Nov. 1; Saskatoon 2; Edmonton, Alta., 4; Calgary 5.

Greene, Dr. Morton (Hypnotist): Sidney, Neb., 21; Crete 22; Hastings 24; Stockton, Kan., 25; Torrington, Wyo., 26.

Matchstick City: Jennings, La., 21-26.

Meier's, Josef, Black Hills Passion Play: Charleston, S. C., 21-25; Anderson 27-30; Augusta, Ga., Nov. 2-5.

No Time for Sergeants: Toledo, O., 21-22; Louisville, Ky., 24-26; Lawrence, Kan., 28; Wichita 29; Kansas City, Mo., 30; Lincoln, Neb., 31-Nov. 2.

Noell's Ark Gorilla Show: Brunswick, Ga., 21-26; Starke, Fla., 28-Nov. 2.

Rabbit Foot Minstrels: Hot Springs, Ark., 21; Malvern 22; Hope 23; Texarkana 24; Eldorado 25; Homer, La., 26.

Royal Ballet (Sadler's Wells): Washington, D. C., 21-25; Cincinnati, O., 27-29; St. Louis, Mo., 31-Nov. 2.

Ice Shows

Holiday on Ice of 1958: Columbus, O., 21-29; Indianapolis, Ind., 30-Nov. 6.

Ice Capades, 17th Edition: Corpus Christi, Tex., 22-27; San Antonio 29-Nov. 3.

Ice Capades, 18th Edition: Charlotte, N. C., 21-24; Raleigh 25-30; Cleveland, O., Nov. 1-17.

Shipstads & Johnson's Ice Follies: Chicago, Ill., 21-27; Detroit, Mich., 29-Nov. 10; Louisville, Ky., 13-17.

Trotters Play Lakers

CHICAGO — The Harlem Globetrotters, basketball outfit that performs in many arenas, announced here last week that it will resume its series of games with the Minneapolis Lakers. This series was worth much in publicity for Globetrotter dates in the past, but it was discontinued several years ago.

IN LOVING MEMORY

Of My Dear Wife
AGNES MOORE

Who passed away
October 26, 1949.

"The grandest woman
who ever lived."

Your Son and I certainly
miss you.

CHAS. (DOC) MORRIS
CHAS. MORRIS, JR.

IN MEMORY OF

E. H. BROOM

Died October 18, 1952.
Gone but not forgotten.

W. E. (Shotgun) PAGE

IN LOVING MEMORY

Of my Husband
E. C. (Humpy) EVANS

Who passed away
October 25, 1952.

**HELEN EVANS
& BOYS**

IN MEMORY

Of Our Dear Brother
and Friend
W. E. HOBBS
Passed away October 16, 1956.
"We will always miss you."
JIMMY & VERA ANDERSON

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PARKS-KIDDIELANDS-RINKS

OCTOBER 21, 1957

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

THE BILLBOARD

69

ROLLER RUMBLINGS

Name McLauchlen Dean At SRSTA Conclave

OAKLAND, Calif.—R. H. McLauchlen, Wolcott, Ind., was named dean of the Society of Roller Skating Teachers of America during the recent conference of that body here, succeeding Clifford J. Wilkins, Brooklyn. The appointment was made by the Roller Skating Rink Operators' Association Board of Control, governing body of the SRSTA.

A key function of the conference, election of committees governing professional aspects of roller skating, resulted in the following assignments, each member representing a region:

Speed—James Ferris, Northeast (NE), chairman; Charles Becker, Eastern (E); Edward Hibbs, Southern (S); Marcus Ursprung, Southwest Pacific (SP); Mary Allison (SP); Ralph Barker, South Central (SC); Ted Bruland, Northwest Pacific (NP); John Sowers, Great Lakes (GL).

American Championships—Clayton Briggs, NC, chairman; Ann Disceenza, NE, June Hutchinson, E; Joe Baker, S; Danny McNeice, SP; Ruth Van Roekel, SC; Donald Crumpler, SC; Joe Blacatt, NP; Lynn Anselmy, GL.

Dance—Joe Nazzaro, chairman; Russell Ardonio, NE; Joe Elliott, E; Clyde Weaver, S; August Palmesano, NC; Elmer Ringeisen, SP; Dorothy Lane, SP; Arlis Snyder, SC; Dale Pritchard, NP; Bert Anselmy, GL.

Free skating—Tom Lane, chairman; Ray Lentz, NE; Carl Bowshers, E; Shirley Weaver, S; Jay Norcross, NC; Milton May, SP; Michael La Terra, SP; J. Norman Malone, NP; Paul Lamkin, GL.

Figures—Henry Haffke, chairman; Robert LaBriola, NE; Robert Fitzgerald, E; Ruth Hibbs, S; Clayton Briggs, NC; Al Schafer, SP; David Bengson, SP; Max Fischer, SC; Rose Blavatt, NP; Dorothy Brodek, GL.

Professionals attending the conference included:

Johnny Abbott, Gildrome, Napa, Calif.; Carl Anglin, Arena, St. Louis; Mary Allison, Meritark, Fullerton, Calif.; Gula Roll Anderson, Rollerland, San Jose, Calif.; Bert and Lynn Anselmy, Rolladium, Pontiac, Mich.; Kent Anthony, Tor Roller Drome, Torrance, Calif.; Walter D. Babb, Diamond, Oakland; Ralph and Peggy L. Barker, North St. Mary's, San Antonio; James Barney, Rollerland, Columbus, O.; Lucille and Paul Bauman, Long Beach (Calif.) Skating Palace; Charles R. Becker, Riverside (N. J.) Roller-drome; Bernadene Bengson, Skateland-at-the-Beach, San Francisco.

Samuel L. Bennington, Southgate Roller-drome, Seattle; Barbara and Raymond Bennett, Wonderland, Fresno, Calif.; Trudy Blisco, Fernwood, Peoria, Ill.; Carl D. Bossart, Mercury, Norfolk; Edward C. Bossart, Marin Skateland, San Rafael, Calif.; Jack and Irene Boyer, Mammoth Garden, Denver; Joseph J. and Rosalyn Blavatt, Imperial, Portland, Ore.; Clayton Briggs, Skateland, Denver; Frank W. Brassell, Bellflower (Calif.) Rink; Shirley Bennett, Hippodrome, Long Beach, Calif.; Marlene Bruland, Rolladium, Bellingham, Wash.; Art Brown Jr., Hudson, East St. Louis, Ill.; Kenneth E. Buell, Melody Skateland, Richmond, Ind.; Patricia Burg, Moonlight, Troy, Ill.; Bill Cannon, Whittier (Calif.) Skateland; Donald Carey, Skatemor, Oakland; Joe Carroll, Arena, Detroit; Melvin K. Carter, Rolladium, San Mateo, Calif.

Roger Caruso, Meriland, Fullerton, Calif.; Gary J. Castro, Skateland, San Diego, Calif.; William M. Chapoton, Cross-town, Omaha; Billy G. Chew, Skate Haven, Walnut Creek, Calif.; Robert Clary, Triangle Skateland, Dayton, O.; Warren Colozzo, Riverdale, Natick, R. I.; Barbara Comerski, Bellflower (Calif.) Arena; James C. and Mary Ann Costigan, Rainbow, Sacramento, Calif.; Billie E. Crankovich, Stockton, Calif.; Nancy Curtis, Rollarena, San Leandro, Calif.; Ann Disceenza, Maple Arena, Brockton, Mass.; Frank Distante, East Providence (R. I.) Rink; Rita Behenique, Rollerland, King City, Calif.; Joseph Elliott, Fairground Skateland, Reading, Pa.; Emma S. Ellis, Berwyn (Pa.) Rink; Donald L. England, Alaskan Rink, Elmont, N. Y.; Robert F. Pife Jr., Alaskan, Wichita; Max Fisher, Gulfgate, Houston; Robert W. Fitzgerald, Printz Rollerway, Holly Oak, Del.; Aleve Gantz, Skateland, San Diego, Calif.; Bob and Marilyn Gormely, Elm, Elmhurst, Ill.

Michael Glatz, Bellflower (Calif.) Arena; James A. Gray, Moonlight, Bradley, Ill.; Norman Greenwald, Holiday, Fort Worth; Diane Quaraglia, Skateland, Pittsburg, Calif.; Winette Hackman, Roller Gardens, Federal Way, Wash.; Harry D. Haffke, Robertson's Roll-Land, Seaford, Del.; Henry A. Haffke, Merryland, Glasgow, Del.; Helene Hammond, Skateland, Bakersfield, Calif.; Claremont Hanson, Rainbow, Houston; Lewis and Loretta Herman, College View, Marysville, Calif.; Ruth Hibbs, Hollywood (Fla.) Arena; Otto R. Hill, Westchester Arena, Inglewood, Calif.

EXCEEDS PREDICTIONS

Disneyland Updates Statistics On Spending, Attendance, Rides

ANAHEIM, Calif.—As Disneyland moves along in its third year of operation, management is finding that predictions made prior to the opening have been proved conservative. The operational figures either equal or exceed the anticipated goals.

In December, 1954, one of the top Disneyland executives told the NAAPPB convention in Chicago that the expected annual gross would be about \$5,000,000; 55 per cent of the gross would be from rides and other park operation, 25 per cent from leased food concessions and 20 per cent from novelty and merchandise leases; it would take a family of four about four hours to see the park and they would spend \$2 per capita; as the number of rides increased admissions would be reduced, and that 29 rides would have an hourly capacity of 18,000.

Disneyland opened July 18, 1955, and for the year had an attendance of 3,642,597, with a per capita spending of \$2.37, which made the gross approximately \$8,632,954 for parking, admission, rides and attractions and souvenirs.

Robert F. Hodge, Roller Gardens, Oxnard, Calif.; Donald Homans, Rollarena, Framingham, Mass.; Ray W. Hough, Hippodrome, Long Beach, Calif.; Sonya M. Hudgins, College View, Marysville, Calif.; Earl A. Jaziec, Peggy Snow and William Snow, Redondo Beach (Calif.) Skateland; E. Lee L. Jennings, Arthur Kerwin and Doreen Kerwin, Redwood, Redwood City, Calif.; Boyd Johnston, Rainbow Roller-drome, Memphis; John Kandel, Lincoln Rink, Lincoln Park, Mich.; Jack Kenneth, Rainbow, Houston; Patrick J. Kelly, Marin Skateland, San Rafael, Calif.; Myrtle Keyes, Magna, Salt Lake City; George King, Crystal Palace, Philadelphia; Ronald and Shirley Kinser, Roller City No. 1, San Pablo, Calif.; Rikki J. Klandon, Normandy, Salt Lake City; Arnold Kuckler, Elmore, Kansas City, Mo.; Alice Kunzman, Roller City No. 1, San Pablo, Calif.; Walter Kustron, Coliseum, Redding, Calif.

Robert LaBriola, Park Circle, Brooklyn; Robert Lamkin, Archie Patton, Laurene Patton and F. Bruce Ritchie, Rolladium, Pontiac, Mich.; Mary E. Landon, Roll-Haven, Flint, Mich.; Ronald La Scolia, Rolleroade, Toledo; Michael LaTerra, Rollerland, Oakland, Calif.; Mr. and Mrs. J. Raymond Lentz, Roll-Land, Norwood, Mass.; Jean Lettau, George Pickard and Stanley Walsh, Arcadia, Detroit; Gail Locke and William Pate Jr., Arena, Detroit; Clarence E. Lonon, Arena, Tulsa, Okla.; Lawrence Lovejoy, Roll-Arena, San Leandro, Calif.; Terry Lynch, New Skateland, Buffalo; George and Irene McCann, Palsade Gardens, San Diego, Calif.; Dan McNeice, Rollarena, San Leandro, Calif.; R. H. McLauchlen, Wolcott (Ind.) Skating Club; J. Norman Malone, Rainbow, Houston; William Marshall, Bradford, Pa.; Jo Matthews, Harry's, Glendale, Calif.; Joanne and Milton May, Roller Ranch, Santa Ana, Calif.; Emily Melville, Wal-Lex Rollerway, Waltham, Mass.; Anthony and Caroline Merrill, Skater's Paradise, Highland, Ill.; John Milazzo, Skateland, Haverhill, Mass.; Gertrude Miller, Mount Clemens (Mich.) Arena; Betty Moore, Skate Haven, Walnut Creek, Calif.; Chet and Mapril Naro, Midway, Eugene, Ore.; Irene Nazzaro, Redwood, Redwood City, Calif.; J. W. Norcross Jr., Warnoco, Greeley, Colo.; Ronald R. Norden, Roller Bowl, Wenatchee, Wash.; Charles O'Connell, Rolladium, San Mateo, Calif.; Albert Oliver, Rollerway, Arcata, Calif.; August Palmesano, Cross-town, Omaha; Elbert J. Patten and Jo Ann Young, Dal-Kiffie Rollets, Dallas; Laird Pitts, White Rock, Dallas; Dale and Jeanne Pritchard, Oaks, Portland, Ore.

Margaret Rainging, Arena, St. Louis; Jack E. Redding, Ogden (Utah) DFC; Elmer Ringeisen, Skateland, San Diego, Calif.; Robert J. Robertson, Riverview, Pennsville, N. J.; Beverly Jo Ann Ross, Long Beach, Calif.; Glenn and Richard Rummel, Prairie, Grand Prairie, Tex.; R. L. Russell, Dolling Park, Springfield, Mo.; Edie Schmidt, Rolladium, San Mateo, Calif.; Ray Schmidt, Hartford (Conn.) Skating Club; Betty Lou See, El Torreon, Kansas City, Mo.; Wilford A. Sherman, Star Roll-Arena, Springfield, Mo.; Floyd Shoup, Arena Recreation, Washington, Pa.; Dolores J. Sibley, Rainbow, Honolulu, T. H.; Patsy Jane Sisk, Wonderland, Fresno, Calif.; Johnny Sowers, Mack's Youngstown, O.; Caroline and Dale Sprague, Burlington (Wash.) Roller Frolic; Howard J. Strouse, Olympic Park, Irvington, N. J.; James Swartz, Skate Haven, Walnut Creek, Calif.; Marcus Ursprung, Roller City No. 1, San Pablo, Calif.; Barbara Vilette, M & M Skateway, Suesien, Calif.; Robert Warak, Chagrin Falls (O.) Rink; Bill Watt, Sweetwater, National City, Calif.; Clyde and Shirley Weaver, Skateland, Jacksonville, Fla.; C. J. and Millie Wilkins, Empire Roller-drome, Brooklyn; Susan Wojelchowski, Golden Gliders Club, Philadelphia, Pa.; Win-fred Young, Ventnor (N. J.) Athletic Center; Mary Zimecnik, Roller-drome, Euclid, O., and Barbara Ziem, Skateland, Fresno, Calif.

Gross Doubles Prediction

The second year's operation drew an attendance of 4,033,201, and spending was increased to \$2.71 per capita on the basis of the items checked during the first year. The gross for the year ran \$10,929,982, which doubled predictions.

Disneyland has found that 60 per cent of the people who visit the park eat a meal of some kind. They also stay longer. In late 1955 the average stay was 3:15 hours and in the spring of 1956 it had increased to four hours. Early this year the stays were averaging about five hours.

Last July 20 Disneyland had its record day attendance of 35,095, exceeding the 22,944 visitors on July 4, 1957. In 1956 the July 4 attendance was 14,733.

The park also has added to its initial 29 rides. In the park today there are 41 rides, which were installed by July, 1956, when improvements amounted to \$2,400,000. Improvements from that time to the middle of this year totaled \$1,800,000.

Admissions have been lowered thru the use of coupons. When the federal admission tax was lowered, Disneyland passed the savings to the customer, dropping the adult admission to 90 cents. Teen-agers pay 70 cents, and children under 12 but over three years old are charged 50 cents.

Use Ticket Books
Several types of coupon books are available. The \$4 book, which is available to teen-agers at \$3.50 and to children for \$3, offers a combination of 15 rides, including admission, which has theoretically been reduced.

There is also a book at \$3 for adults, \$2.50 for teen-agers and \$2 for children. Included in this priced book are coupons for two 10-cent rides, two 25-cent rides, three 35-cent rides and three 50-cent rides.

This summer Disneyland bolstered its attendance after 5 p.m. from 13.5 per cent to 32.5 per cent. This increase was principally among teen-agers and young married people who were not Disney-

land patrons before. A Date Night program was instituted, with fireworks and musical combinations playing for dancing on Friday and Saturday nights. Later the program was extended to each night with a midnight closing and a 1 a.m. closing on Friday and Saturday. A fireworks display by Atlas Firework was also featured each night. On hot days the percentage of attendance pulled after 5 p.m. rose as high as 22.

In checking its customers from July, 1955, thru June, 1957, Disneyland learned that 7,289,349 people came to Anaheim to visit the park. In the summer (June, July, August) there was 46 per cent; fall (September, October, November), 21 per cent; winter (December, January, February), 16 per cent, and spring (March, April, May), 17 per cent.

More Adults Than Kids
Of the visitors to the park, 56.5 per cent reside in California. The age of the average adult male is 37.4 years; average adult female, 37.6. Adults, over age 17, account for 61 per cent of the total attendance; juniors, ages 12-17, 10 per cent, and children (under age 12), 29 per cent.

The visitors are from various walks of life. Of the total attendance, the heads of the family are: Professional, 9.5 per cent; white collar, 35.7; skilled craftsmen, 32.9; unskilled, 13.7; retired, 6.2, and other, 2.0.

Private automobiles were used to transport 83.6 per cent of the visitors to the park. Other transportation means were, plane, 9.1 per cent; train, 5.6, and bus, 1.7. Of the visitors, 29.3 per cent stayed at motels, 20 per cent in hotels and 50.7 per cent with friends or relatives.

The Disneyland pollsters went all out to ask all visitors if they planned to visit the park again. Eighty per cent said yes.

For Immediate Sale

KIDDIE RIDES

Only 3 left, all in excellent condition. Allan Herschell Little Dipper, \$4,000.00. National Amusement Train (6 cars, accessories, etc.), \$5,000.00. Kiddie Ferris Wheel, \$1,000.00. Must be cash on delivery.

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Funspot Park Has Fair Year

WASHINGTON — William Enfante, carnival op, has been operating the Funspot Amusement Park this past season. He states that business for the first year was fair. The 41-acre site, seven miles south of Alexandria, has a natural lake and picnic facilities such as tables and barbecue pits. This year's rides included three Merry-go-Rounds, a Roller Coaster, an Auto Ride, a Miniature Train, an Airplane, a Buggy, the Whip, Boats, and a large steam train that travels a mile around the park. Walter Williams will be in charge of rides next season. Expansion for next year will include four new rides, a large arcade, a small zoo, and five new concessions.

High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—GALLOPING HORSE CARROUSEL

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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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Long Wear

Resist Flats if not dragged

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Beatty Show Finds Texas Satisfactory

Austin, Abilene Produce Winners
Carlsbad, N. M., Good in Sidewalls

AUSTIN, Tex. — Clyde Beatty Circus pulled satisfactory business as it made a swing thru New Mexico and West Texas. High spots were Austin, Carlsbad and Abilene. Spring rains ended the long drought hereabouts and crops are the best of seven years or more. The show now is touring the Rio Grande Valley.

In Littlefield, Tex., earlier, it played to a three-quarter house for a Sunday afternoon (6). Carlsbad, N. M., was Wednesday (9) and because the only lot was on rock, it was necessary to drill holes for all stakes. Consequently, the show was sidewalled. Afternoon was full, with schools out, and the night, tho cool, pulled a two-thirds house.

Abilene on Saturday (12) gave two three-quarter houses in cloudy and windy weather. The date had Shrine auspices.

Long Jump

After a 232-mile Sunday run, the Beatty show played Austin on Monday (14). A near-cloudburst rainstorm hit in the morning but

John H. Brice Passes at 82

ATHENS, O.—John H. Brice, former chief of detectives for the Ringling Bros. and Barnum & Bailey Circus for many years, died recently in an Athens hospital at the age of 82. He was a native of Ironton, O.

Deceased began his circus career with the old Forepaugh-Sells Circus in 1909, moving over to the Ringling show in 1914. He retired from his R-B post in 1952 to settle in his native Ironton.

Brice served for a time as chief of police of Ironton and in the off season had been employed at various times by the Mayo Hospital, Rochester, Minn., and the Great Northern Hotel, Chicago.

Betty Pasco Falls, Unhurt

UTICA, N.Y. — Aerialist Betty Pasco, who was working here this week, escaped injury earlier when she fell during a performance at Toronto.

She fell from an attempted ankle catch in Maple Leaf Garden on the Hamid-Morton Circus recently. As she plummeted toward the concrete floor, her husband, Bud Lindeman, dashed from his electrical control board 15 feet away and successfully broke her fall. Neither sustained any injuries other than minor bruises. Miss Pasco made the next performances as usual.

Carson Play Texas

PLAINS, Tex. — The Carson-Barnes show played to a quarter-house matinee, but the Plains, Tex., September 28 show picked up for the evening show and played to a quarter-house matinee, but the Plains, Tex., September 28 show picked up for the evening show and played to a three-quarter full house.

cleared by 3 p.m., when a full house turned out for the performance. Another full house caught the night show. This was the second year the Jaycees at Austin sponsored the show.

Recent visitors on the Beatty show included Mr. and Mrs. James Allen Winters, Tom Scaperlanda and a delegation of circus fans, and Gil Gray, whose show now is back in quarters.

The Beatty show's general manager, Frank McCloskey, has been away but was to rejoin later in the week. Assistant Manager Walter Kernan has been in charge of the show. General Agent Floyd King was back on the show for a couple of days. Frank Moore was the promoter at Austin; promoter George Gobels worked Austin and then was called home because of his wife's illness.

CRISTIANI SIGNS DIANO MENAGERIE

Animals to Return in '58; Business Runs Light; Tour Closes November 9

By IRWIN KIRBY

ABERDEEN, S. C.—Return of the Tony Diano menagerie to the Cristiani Bros.' Circus for next season has been arranged by Lucio Cristiani and Diano, it was announced here last week.

When the show comes out for 1958, it is to have the Diano giraffe, rhino, hippo, four camels, seven zebras, and various cats, bears and other animals. These are in addition to seven Diano elephants that will be added to the Cristiani five. A new banner line will be used. Diano animals last were with the Cristians in 1955.

Big Bull Eyed

Cristiani added that Diano is leaving for Africa after Christmas at the suggestion of Nairobi hunter Carr Harley, who reports having the biggest African elephant ever captured. Lucio Cristiani may accompany Diano.

The menagerie announcement comes on the heels of acknowledgement that the show will sport new seat trucks. There are two or three kinds which will be considered, models of which have been shaping up in Sarasota quarters. Also set are gorilla and snake displays on the midway by R. E. McAfee, who has had the pony ride out front.

Southern business has not been uniformly bad, but several disappointing dates have been encountered. A drought and ensuing poor crop conditions did not provide farm areas with as much spending money as was expected, it was noted.

Cut Season Short

Paul Cristiani said a decision has been made to lop nine days from the season, bringing it to a close November 9 in Tampa. This was a compromise decision, some family members reportedly wanting to shut down earlier. The Carolinas were not too good. Alabama was satisfactory, and Tennessee produced a couple of good spots.

Another compromise is taking shape in the matter of next year's big top, which now appears most likely to be a 130 footer. This

Western Trail Ends Nov. 30

SOUTH BEND, Ind.—Polack Bros. Western unit will complete its season November 28-30. This day also will mark the end of two-unit operation, since the two Polack Bros. shows will be combined for next season. The closing date of the Western company will be in the Washington Clay High School Gym here.

Hagen Houses Fair in Tenn.

GALLATIN, Tenn. — Hagen Bros.' Circus had a half-house afternoon and a three-quarter house evening show in Hartford, Ky., (8). Business in Franklin, the next day, sponsored by the Shrine, was better, with a three-quarter afternoon and an overflow crowd at the night show. Cool weather held Friday's shows in Gallatin to a half-house afternoon and a three-quarter evening house.

year's is a 110-foot top. Letters are awaited from several European acts which have been contacted with the assistance of the agent Bedini.

There still are hopes for a couple of weeks of industrial dates in Florida this winter, and an agent has been at work down there.

CLOSING EARLIER

Asiatic Flu Hastens Season End on K-M

ATHENS, Ala.—Asiatic flu is reported behind late changes in plans by the Al G. Kelly & Miller Bros.' Circus. Assistant manager Glen J. Jarnes said here that numerous schools are closed and kids are quarantined in the show's territory. Consequently, the show's closing date has been moved up a week.

Thus, the show now shuts Sunday, October 27 at DeQueen, Ark. Earlier, it was planned to continue thru November 3. Then the Sunday (27) date was set for Glenwood, Ark. A later switch puts the show in DeQueen for the finale. After that, it goes to quarters at Hugo, Okla.

Season of 26 weeks will total about 9,600 miles.

The Kelly-Miller show has played to plenty of strong crowds this year and it is expected the final tally will show the season a strong winner. Working against that, however, are the extra costs and the loss of some business because of excessive mud and rain. The show was clobbered by weather in the spring, tho business was good. Fall weeks also have brought a lot of bad weather, as well as weak business.

Monday (7) at Crossville, Tenn., brought good houses. The afternoon was strong and the night was strawed. Both concerts did well.

Box Seats Sell Best For R-B in Hollywood

Opens With 3,500 Matinee, Paper Night; See Big Weekend; Local TV Actors Talk

LOS ANGELES — Ringling Bros. and Barnum & Bailey Circus opened here Tuesday (15) with a fair afternoon crowd and an invitational premiere at night in Hollywood Ball Park (Gilmore Stadium). Sellouts were indicated for the week-end. Box seats were most in demand.

H. Werner Buck, head of Show Management, Inc., which has the circus promotion in California and Arizona, said all box seats were sold in advance for Friday night, Saturday matinee, and the two afternoon shows on Sunday (20), when the six-day engagement ended.

Tuesday's opening matinee drew a crowd estimated at 3,500 when kids were admitted to the 10,500-seater ball park for 75 cents and a button with a picture of "Skipper Frank," television personality, who acted as honorary ringmaster, as did "Chucko the Clown."

The premiere on opening night was attended by a reported 1,000 motion picture, television, and radio celebrities, press representatives, and State, county and city officials.

Thursday night's attendance of an estimated 4,000 was the low mark for the after-dark performances.

The circus came here from San Diego, where it played a four-day engagement ending Sunday (13). This, too, was one of the Buck-directed runs. Playing in the 8,000 seater Lane Field, the show had good crowds Thursday and Friday with capacity matinees Saturday and Sunday. The 5:30 p.m. performance was finished in the rain. The local date got good publi-

city in the papers when the elephants were brought thru the streets for approximately eight miles from the downtown railroad spur.

Matinee performances started at 4 p.m., 30 minutes after the schools are dismissed. Schools are forbidden to close for such events by a recent California law. The last show was given Sunday afternoon starting at 5:30.

The stadium admissions were scaled from \$2 to \$3.50 for adults.

The circus moves from here to Phoenix, where it will close Sunday (27). Phoenix will be the last engagement under the Show Management, Inc., banner. Albuquerque dates follow.

Russian Acts For London

LONDON—Two acts from the Moscow State Circus will be at Haringay Arena Circus in London, starting December 21. The show is produced by Tom Arnold and Clem Butson, who visited in Russia recently.

One act is the Milaiewa Troupe, in which one man balances a ladder atop which is a second man who balances another ladder on which a third member performs at a reported 60 feet.

Another is a perch act, the Manyon Galevich Chumakov Trio.

Schumann Closes Copenhagen Run

COPENHAGEN—Circus Schumann wound up its five-month stand here recently with an overflow house that ran about 45 minutes beyond its normal time when the audience forced the performers to return for extra bows.

The show began a tour of indoor stands in Denmark October 3.

Senior director Ernest Schumann, who is convalescing after a long illness, was seated in the front row, and when Paulina Schumann escorted him into the ring the entire audience rose and applauded until he offered a few words of thanks.

Circus Schumann played to about 500,000 in Copenhagen, not a record but a satisfactory attendance. Its post-season tour, after 10-day stands in the big halls of Odense, Aarhus and Aalborg, will come to a close November 10.

Davenport Details Houston, Kan. City

CHICAGO — Orrin Davenport has announced the line-ups for his forthcoming circus productions in Houston and Kansas City. His Utica, N. Y., date ran last week, and the trio comprises his fall route.

Headed for the Houston Shrine Circus, November 7-17, are:

The Roberts, casting; Les Blue and Yvette, juggling on a unicycle; Prof. George Keller's Wild Animals; the Aero-Stylites; Johnny Gibson's Hollywood Revue; La Blonde Trio, aerial bars; Helen

Haag's Chimps, Joe Lemke's Chimps, Roland Tiebor's Seals; Les Geraldos, aerialists, Joanne Day and Corinne Dears, cloud swings; Victor Julian's Dogs; Four Kovacs, trampoline; Johnson and Owens, bars; Noble Trio, bars; Cutis, comedy; Flying Malkos, Flying Deislars; Klausner's Bears; Hubert Castle, tight wire; Les Bons, ladders; Zoppes, ladders; Wazzans, acrobats; Franklin and Astrid, balancing; Rebertes, comedy acrobatics; Miss Mara, Ingrid Meredith. (Continued on page 71)

BOOK REVIEW

Lano Writes Well About Small Shows

Many a trouper has pondered writing a book. Here is one who has done it, and in so doing he has recorded much more than his own colorful life.

Lano's story is that of the small shows, upstairs museums, side shows and spur-of-the-moment performances at logging camps.

His career has been an endless succession of opening, joining, quitting, folding and combining acts and shows, with the eternal optimism of the seasoned trouper.

Keeps Show Tone

The text sparkles with authentic language of show business. He speaks in the language of his time and trade, and this flavor is retained more here than in other circus books.

There are many accounts of J. Augustus Jones Shows, for example, as well as Windy Smith's show out of St. Louis and the Nelson Family wagon show out of Michigan.

Lano's comments about puppets illustrate that early audiences didn't know how the figures were manipulated and that puppeteers kept the strings a secret just as magicians still keep their secrets.

This is a book primarily for the profession. Of the many circus books coming out this fall, "A Wandering Showman, I" will prove more interest than most to circus people and those who seek to recall, record or reconstruct history and show lore.

The large book is priced at \$5.75. Tom Parkinson

Earl Shipley, now with a Chicago firm, was held up by two men this week and relieved of cash and his watch.

UNDER THE MARQUEE

By TOM PARKINSON

Barbara Fairchild writes from the Cristiani show that Lily Strepton has returned to Sarasota because of her health.

Harry Hammond, Harry Hall, Bobbie Kaye and Walter Cross gave a party in California for about 70 Ringling and Rudy show people.

Frank Hildebrand's Fun-O-Rama, presented both as a stage-show and circus-style show, played Rochester, Minn., and St. Paul.

Merle Barnhart had props, banners and production were done by Billy Sheets. Among the acts were Harry and Ruby Haag, dogs, ponies and rolling globe; Johnson-Carlyle Troupe, teeterboard and trampoline; Lindermann-Nameidil Troupe, head-and-hand-balancing and perch; the Therons, bikes; the Silcsimses, dogs and loop-the-loop; Lee August, organist, and John Toy, Charlie La Salle, Jim Snell and George Adams, clowns.

Charlie Milroy, CEA, caught the Ringling show in California. Buryl Hunter sat in as Carson-Barnes drummer.

Don Marcks and his model circus are scheduled to appear with Mary Martin in a TV production of "Annie Get Your Gun."

Wyatt Davis will go to the Shrine show in New Orleans after playing the Washington Parish Free Fair.

Byron Gosh is booking dates for the All-American Indoor Circus. The show will play the South.

Johnny Fulghum caught the Carson-Barnes show and then visited Mexico. Jim Rhoney and family visited the Bert Lettuss family on the Strates show in Rochester, N. Y.

Lalo Palacio, flyer from the Polack Western unit, is in Firland Sanitarium, Seattle, Wash. Earl Tegge, of Chicago, is clowning at

gas station openings, PTA meeting and Halloween parties. Dan (Pappy) Kerr will work the Shrine Circus in Fort Worth and Christmas festivals in North Carolina.

Jorgen M. Christiansen has returned to his home in Idaho Springs, Colo. Dan Miller, CFA director of Tacoma, Wash., is home from the hospital.

After completing the season with Hunt Bros. at Palisades Park, N. J., Bill Brickle was host to personnel of the Hunt show in a party, and has joined the Cristiani show.

The Omaha World-Herald carried a story about Omaha members of CFA. Included are Marge and Alice McGowan, Holly Jershin, and John Graf. Jim Mullins will handle the publicity for the Polack Eastern-Baltimore date again.

Jane Melzora, who quit flying in the family's return act at 65, made the Saginaw, Mich., newspaper recently, when she celebrated her 71st birthday by swinging out on a scaffolding to paint her barn.

Ringling performers reportedly are being required to pay \$41.50 in labor permit fees in order to play the Mexico City date with the show.

Acts making the Waterloo, Ia., Dairy Cattle Congress recently held a memorial for the late Shorty Flemm. Included were George LaSalle, Jim Snell, Don Adams, George Hanneford Family, the LeRoy Trio, Young China, Wazzon Troupe, and the Sam Levys Jr. LaSalle also made Frank Hildebrand's dates and will be with Polack Eastern, Fort Worth Shrine and Hamid-Morton shows.

Dan Quirk, Ypsilante, Mich., circus fan, hosted a meeting of the CFA Sunday (20). National CFA president Herman Linden took part.

Henry Friedman, who had his whale show at the Canadian National Exhibition and then in the Detroit area, made a business trip to Chicago a few days ago.

Gene Milton, veteran circus Side Show manager, who began his career as a candy butcher with the old Forepaugh-Sells show back in 1904, was a visitor at the Cincinnati office of The Billboard last Thursday (17).

Douglas; his wife, robe woman with Milton claims that last three old-time Show managers still Pete Staunton, aged sides in Salinas, Calif. Hoffman, still active ness. Milton is 72.

Orrin Davenport

Continued from page 72

Bella Deago, Madg Trebor, Grace McIntosh, Joanne Day, Astrid Franklin and Ullaine Mulloy, aerial display; Zavatta Family, bareback riding; Kelly-Miller Circus Elephants, and the Sensational Kays, highwire.

Clowns at Houston will include Dick Lewis, Sherman Brothers, Carl Marx, Francisco, Jimmy Davison, Ernie (Blinko) Burch, Happy Kellems, Jack and Ruby Landrus, Jeff Murphree, Grover O'Day, the Sylvesters and Van Wells.

Cleo Phunkett will be equestrian director and announcer at both Houston and Kansas City. Merle Evans will have the band in each place. Charles Marine is props boss. Dolores has the wardrobe. Chuck Marine is transportation boss for Houston, and Harry Haag has the transportation job for Kansas City.

Kansas City Line-Up Program for the Kansas City Shrine Circus, November 19-24, will include:

George Keller's Animals; Betty and Benny Fox, high act; Johnson and Owens, bars; Johnnie Laddie, comedy; Allens' Bears; Dorita Konoyot, dressage riding; The Roberts, casting; Rebertes; Franklin and Astrid; Hubert Castle; Geraldos; aerial ballet; Victor Julian's Dogs; Wiengards, high wire; Flying Deislars; Wazzans; Roland Tiebor's Seals; Hayes Chimps; Joe's Chimps; Cutis, comedy; Zavatta Family, riding; Artie and Ed Widaman, elephants; Celeste, aerial act.

Clowns for the Kansas City date are Dick Lewis, Francisco, Sherman Brothers, Jeff Murphree, Bill Bentlage Duo, Henry Boers, Jimmy Davison, Ernie Burch, Frankie Saluto, and James Armstrong.

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FAIRS-EXPOSITIONS

Fresno Records New 279,065 Mark

FRESNO, Calif. — The Fresno District Fair set a new attendance record of 279,065, which was 8,277 more than last year, despite rain at mid-week that almost blanked out the final afternoon of the final day, Sunday (13).

During the first three days thru Sunday (6), the fair pulled 107,347 attendance, which was 18,506 ahead of the same period last year. The biggest gain in that time was Sunday, when the increase amounted to 11,879. Monday's crowd was also ahead of the same day a year ago, being one of the five that helped to build the backlog. And the fair got thru Tuesday and Wednesday kids' days with attendances on a par with those of the previous year. Rain on

Thursday and showers on Friday dug into the surplus.

The downpour, said T. A. Dodge, secretary-manager, came at noon on the closing Sunday, causing a loss of approximately 8,000 attendance and the cancellation of the afternoon act show, produced by Russ Stapleton of Hollywood in the outdoor theater. Jack Kochman's thrill show held up its Sunday-afternoon show for more than an hour. The night performance was given on a muddy track between showers. The vaude show and John A. Strong's Circus, which was held over for the final five days, played in the rain.

Dodge praised the job done by Bill Reed, Kochman's unit manager, in putting on the night performance. No refunds were made.

Dodge said concessionaires generally reported business above last year.

"Dancing Waters," managed by Alfred Osborn, made its first appearance here this year. Business built from the start with the wind-up being above pre-fair estimates.

The Crafts Shows played the midway with 23 major rides, including the high-grossing Scrambler, and 21 kid rides. The kid rides were separate from the main midway. The show concluded its season here.

Mo. Valley, Ia., Extends '58 Run

MISSOURI VALLEY, Ia.—The Harrison County Fair board announced the 1958 exposition will be extended to four days instead of three as in the past.

The board said another day is needed to give fair patrons sufficient time to view exhibits after judging has been completed. The board is also planning to construct an additional building for housing the hog exhibits.

Illinois Assn. Alters Program

SPRINGFIELD, Ill. — Some changes will be made in the running order of the annual meeting of the Illinois Association of Agricultural Fairs to be held here this winter, Wilbur E. Layman, president, announced. Dates are January 26-28 in the St. Nicholas Hotel.

The annual banquet of the harness horse groups, usually held on Sunday evening, will be held Saturday night. The annual convention banquet will be held in the armory on Monday evening.

Paul Powell, veteran Illinois fair executive and secretary of the Massac County Fair, Metropolis, will be one of the featured speakers during the three-day conclave. He will discuss the accomplishments of the Illinois fair association during the past 50 years.

C. C. (Cliff) Hunter, Taylorville, Ill., is association secretary.

Bowling Green Acquires 85-Acre Plot for Grounds

BOWLING GREEN, Ky.—City council has approved purchase of an 85-acre site to become the permanent home of the Southern Kentucky Fair and a year-round recreation park.

At the council meeting, it was made known that an anonymous benefactor had contributed \$10,000 toward the \$40,000 purchase. The city and the country are to share the remaining cost.

A spokesman said construction of permanent grandstands, a one-third mile oval track, horse stables, ball diamonds and general amusement areas are planned. The 85-acre tract includes a large natural cave which Southern Kentucky Fair, Inc., proposes to develop.

Iowa State Names Yount

DES MOINES — William Yount, Altoona, Ia., has been named to the Iowa State Fair Board, filling the vacancy caused by the recent death of William Maxwell, Winterset. Yount will serve as superintendent of the horse department.

FAIR MEETINGS

Quebec Association of Exhibitions, Exhibition Park, Quebec City October 29. A. Normandeau, Exhibition Park, Quebec City, secretary.

Oregon Fairs Association, Gearhart Hotel, Gearhart, Ore., November 7-9. Mrs. Hallie Huntington, Route 2, Box 277, Eugene, secretary.

Canadian Association of Fairs and Exposition, Royal York Hotel, Toronto, November 26-28. Emery Boucher, Coliseum Exhibition Park, Quebec City, secretary.

International Association of Fairs & Expositions, Hotel Sherman, December 2-4. Frank H. Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

Fair Managers' Association of Des Moines, December 9-11. C. S. Miller, Tipton, secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 3-4. Mabel C. Hetzer, 307 First National Bank Building, Huntington, secretary.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 5-7. Hubert Ransom, St. James, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 7-8. Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 9-10. Rollo E. Singleton, 108 Parkhill, Columbia, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 13. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 14-16. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 14-16. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 16-17. Jack Vinson, Tennessee-Carolina Fair, Newport, secretary.

Western Canada Association of Exhibitions, Palliser Hotel, Calgary, Alta., January 17-19. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, John Marshall Hotel, Richmond, January 18-20. William E. Finch, Fairgrounds, Danville, secretary.

The Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 19-21. Harry B. Kelley, Hillsdale, secretary.

Massachusetts Agricultural Fairs Association, Hotel Bradford, Boston, January 20-21. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 23-24. Roy E. Symons, Skowhegan, secretary.

Kentucky Association of Fairs Kentucky Hotel, Louisville, January 23-24. L. Doc Cassidy, Kentucky State Fairgrounds, Louisville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 26-28. C. C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 26-28. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 27-28. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Pennsylvania State Association of County Fairs, Americus Hotel,

Allentown, January 29-31. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Oklahoma Association of Fairs, Youngblood Hotel, Enid, February 3-5. Roy Dayis, Enid, president.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, 102 East Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 10-11. Clyde E. Byrd, Box 907, Little Rock, secretary.

Belcher Quits Okla. City Post

OKLAHOMA CITY — Roscoe (Bo) Belcher, publicity director of the Oklahoma State Fair the past 10 years, has left the fair to open a boys' baseball camp in Chandler, Okla.

Belcher, who played baseball in high school, college and in the professional ranks, has been active for years in the organization of youth athletic programs, particularly in baseball.

During his years with the fair he worked closely with newspapers thruout the State and established an intricate photograph service which supplied State papers with pictures of their local winners.

Belcher took an active role in fair publicity clinics operated by The Billboard in recent years.

Canada Assn. Meets Nov. 26

QUEBEC CITY—The Canadian Association of Exhibitions will discuss a wide variety of management subjects at its 31st annual convention at the Royal York Hotel, Toronto, November 26-27. Emery Boucher, secretary, announced last week.

Subjects to be studied in the four sessions will include advance ticket sales, grandstand shows, television, publicity, music, livestock classification, and the effect of Legislature on giveaway program.

Following the two days of business, the fair executives will take an educational tour of a generating station of the Hydro-Electric Power Commission.

Attraction representatives at fair suppliers are welcome, Boucher said.

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Rain Sharply Cuts Dallas Midway \$\$

Ride Business Is Best on Fun Zone; Concessions, Shows Off 10 to 15%

DALLAS — As could be expected, the midway at the State Fair of Texas was feeling most of the effects of three days of steady rain which hit right in the middle of the fair's big weekend.

Midway Superintendent Fred Tennant Jr. said food concessions have done unusually well in spite of the rains that pelted the fair Sunday, Monday and Tuesday (13-15). Still, foods were about 10 per cent off as of Wednesday (16).

Rides were doing better than most midway attractions. Strong lineup of permanent devices lured riders even in heavy rains, but were of course somewhat down from last year.

Clif Wilson's lineup of shows were running about like this: Charlie Taylor's Cotton Club Revue, first; Bernie Landes' Caribbean Capers, second, and Arch McAskill's Palace of Wonders (illusion), third.

Shows' best day to date was opening day with its hordes of farm kids in for Rural Youth Day. Saturday (12) took second honors just before the big rain hit, and Friday (11), Elementary School Day was also a big day.

Desplinter Brothers' novelties were also about 15 per cent off, according to Tennant.

All was not complete gloom, however. With good weather forecast for the final weekend, concessionaires, showmen and ride operators were looking ahead to High School Day, Friday (18), and the other usually well-attended days of the final weekend.

With a big high school day and good weather, Tennant thought both foods and novelties could pick up and level off at something approaching last year.

Ride Season One of Best Ever: Buck

Northern Spots Good; Plan '58 Ride Additions

HARTSVILLE, N. Y. — A promising tail-ender was opened last week for the O. C. Buck Shows, which played a fair at Hartsville Speedway promoted for the first time by the local Woodmen of the World. Roy Peugh, aiding the committee in advance preparations, grabbed several good publicity spots and had the sound truck busy for long stretches.

A few pieces were returned to Troy, N. Y., quarters, and Buck fielded the Merry-Go-Round, Scooter, Ferris Wheel, Tilt-a-Whirl, Roll-o-Plane, Round-Up, Rock-o-Plane, Octopus, Whip, live ponies and eight kiddie rides. The Scrambler was sent to Athens, Ga., to play the Ross Manning midway. Also here were Pin-Ups, Dark Ride, Scan-Dolls, Five-Legged Cow, Motordrome and five light towers.

Heading back to quarters were a Ferris Wheel, Looper, Side Show, Illusion, Snake Show and Minstrel Show.

Buck called the season the best one for rides he has experienced. Excellent results were reported for the fairs in Gouverneur, Malone and Plattsburg, N. Y., and elsewhere in the North, and a couple of Southern dates weren't bad despite weather setbacks. Hickory, N. C., which opened the Dixie tour, was good. The Tuesday Kiddie Day at Albermarle was lost to rain. Monroe was promising but the segregation situation discouraged fairgrounds turnouts. Rocky Mount was good, but Greenville took rain and was off.

Buck said plans for next year (Continued on page 76)

Marks-Manning Combine Set For '58 Fairs; Ink Orangeburg

End of Marks 'Retirement' Poses Flurry in Bookings

NEW YORK—The biggest news to hit the Eastern show scene since the retirement of the John Marks Shows last year, is the announcement that Marks will be back on the road in 1958. Issued jointly by Marks and Ross Manning, the news has all the promise of once again disrupting the booking of fair dates in Virginia and the Carolinas.

Marks left the road last year and announced his retirement to his Virginia home and business interests. Several incidental pieces of equipment were sold but the bulk of the show, including some

striking show fronts, was placed in storage. The fair route which he had nurtured and built up over the years immediately went up for grabs.

Marks to Manage

Now it is announced that the Ross Manning Shows will be augmented by Marks equipment for the 1958 fair season. The arrangement holds only for fairs, Marks told The Billboard, and calls for him to take complete charge at that time. The partnership will produce some two dozen rides and at least a dozen shows.

Whether it is Marks' intention to regain dates he surrendered last year or seek new fairs will not be known until later announcements of bookings. First date signed, however, is one of those he had given up, the fair in Orangeburg, S. C. Manning said this one was signed Sunday (13), the day after it had closed.

Orangeburg had gone to the Reithoffer Shows. Some other Marks dates and their 1957 midways were Gastonia, N. C., Prell's Broadway Shows; Fayetteville, N. C., Cetlin & Wilson Shows, and Staunton and Roanoke, Va., and Winston-Salem Colored, Penn Premier Shows. Marks said a few fairs have been signed and others have been promised and are pending.

Rumors about the return of the Marks show have been strong recently, with the appearance of the Richmond showman at several fairs. One story was that the Travers brothers would lease the Marks equipment and title. The Marks-Manning announcement, however, spelled out clearly just what will take place in 1958 and will stimulate a spirited booking picture at coming fair meetings.

Marks, it was said, is contributing 10 major rides and four kiddie (Continued on page 80)

Frederick, Wilson In Fold for Prell

Weather Curbs Tail-End of Good Season; Fiberglas Work Slated

SOUTH BOSTON, Va. — The fair here was looked on as a possible relief from unfavorable weather which has dogged the Prell's Broadway Shows in recent weeks. Wilson, N. C., offered a pretty fair beginning, but was hit by cold on the closing Friday and Saturday (11-12).

A good week was gotten in at the fair in Frederick, Md., and Joe Prell reported both that date and the Wilson fair as re-signed

for next year. Frederick provided one of the strong points this season.

Recent visitors on the show included Mrs. Ben Prell, who visited in Frederick, and Bea Prell, who visited husband Joe for four weeks beginning at Frederick.

Ride Front Attractive

The new Ferris Wheel front shone here. It consists of corrugated Fiberglas paneling on a pipe framework. The panels are in green, yellow and pink, and are backed up with fluorescent tubing. Five light towers were up in Wilson, each bearing three spots and vertical light tubing. The towers, while not as high as those on some of the other shows, have the spot angled to spread a solid intensity of light over a wide area.

Top money among rides at the fair in Gastonia, N. C., was Bill Page's Helicopter. Joe Prell reported that it outdrew both the Scrambler and Round-Up. Harry Weiss got a couple of strong weeks in with his bingo until the unfavorable weather hit in North Carolina.

Rides in Wilson were the Merry-Go-Round, two Ferris Wheels, Roll-o-Plane, Coaster, Tilt, Rock-o-Plane, Haney's Scrambler, Airplane, Whip, Octopus, Helicopter and 11 kiddie rides. On the back (Continued on page 80)

Vivonas Ready Fla. Tour and Expansion

Miami Opener Set for November 14; Drome and Major Rides to Be Added

SUMTER, S. C.—Several additions to the Amusement of America will give it enhanced bargaining power when the winter fair meetings roll around, all having to do with eye appeal. Comments have been favorable all along the line on the work of builder John Dempsey and artist Don Cravn.

Dempsey turned out a series of ticket boxes which are among the best of those on truck shows. Two

of these units, in Kiddieland, are in the shape of cartoon-type, peaked houses which flare at the top and spot chimneys. Fluorescents are concealed under the eaves and the finish simulated white bricks. Other boxes, all with concealed tubing, are rectangular, square and round, each different and all smartly done. Cravn's scrollwork stands out from the white show trucks, and his streamlined platform and front have added much to the enhancement of the Junior Hot Rod Ride.

For 1958 all light tubing will be in slimline sockets, John Vivona reported. A couple of installations have been made and have reduced breakage sharply. The Motordrome, begun this year, is near completion and will likely tour extensively on the show next year. A Scrambler is on order, and the management is shopping for a Scooter for 1958.

Henderson Chilled

A miserable chill set in to spoil Friday and Saturday (11-12) in Henderson last week, compelling an early teardown. It was a continuation of weather woes of recent weeks, which included rain on the big day in Sanford, three days of rain in Fayetteville, and spotty weather in Petersburg. The season will close November 9 at the Negro fair in Charleston.

The Florida tour begins November (Continued on page 80)

Coleman Sets 1958 Repeat For Meriden

MIDDLETOWN, Conn.—Coleman Bros. Shows' equipment is back in storage here following one of its best years, which came to a close at Belchertown, Mass. Only one night was lost to rain on the entire season, Dick Coleman said, the route being confined, as usual, to New York State and Lower New England.

Coleman will remain here until early November, when he will go to Florida until Christmas. As usual, he will be much in evidence at the Northern fair meetings.

One of the year's bright spots was the newly created fair in Meriden, Conn., which will be promoted again in 1958, Coleman said.

Drew Up 40% At Georgia Fair

SWAINSBORO, Ga.—Favored by near-perfect weather, the James H. Drew Exposition had an excellent gross at the Emanuel County 4-H Fair, which ended Saturday (13), topping 1956 by about 40 per cent.

James H. Drew Jr., owner-manager, was back in home territory, as he is a native of this section, and the week was filled with visits by relatives to Drew and his wife, Eula. Among the visitors was the showman's father, who lives at nearby Waynesboro, Ga.

Organized in Shelby, N. C., in 1949, the Drew Exposition has enjoyed remarkable growth in the

nine years, and this season has been by far the best, Drew said. He played the local date with 12 office-owned rides, six shows and a Funhouse. Drew has four other rides in storage at his home and permanent winter quarters near Augusta, Ga.

A fancier of band organs, Drew has two, one mounted in a truck located next to the office wagon and another at the Merry-Go-Round. Both are elaborate hand-carved instruments. Mrs. Drew, a circus fan, is responsible for the recent purchase of a band wagon, several cages and miscellaneous (Continued on page 80)

Spartanburg Opens Big Week for C&W

SPARTANBURG, S. C. — A good week was building for the Cetlin & Wilson Shows at the fair here, and it promised to be one of the high spots in a Southern tour which has seen sharp ups and downs.

The Virginia State Fair in Richmond pulled good weather last month until late Saturday night, and the resultant downpour flooded the fairgrounds and hampered the teardown. By that time, however, the show had rolled up a gross far in excess of anything ever experienced in Richmond. Jack Wilson termed the date "extraordinary."

Spartanburg's white Kids' Day Tuesday (15) was a record-breaker. Weather was overcast but rain was avoiding the spot at midweek. Sally Rand made her usual civic luncheon appearance, talking to the Lions.

Fayetteville's fair endured rain for weeks prior to the show's arrival, and presented a mixture of rain and mud thruout the week. Nevertheless, Wilson said, the revenue there was the date's best, altho far short of the potential.

Greenwood Okay

Greenwood had cold but clear weather and was also okay. Busi (Continued on page 80)

PALMETTO SHOWS

THE GREAT ANDERSON, S. C., COLORED FAIR, OCT. 28-NOV. 2

Four big school days, nothing bigger in the Southeast. Ask anyone who has played it. Open midway. Want Diggers, Binga, Eats and concessions of all kinds. Also P. C.

SHOWS: Good proposition. What have you?

All replies **F. E. SPAIN** or **MILTON McNEACE**
Fairgrounds, Chester, S. C., this week. Phone 3012

SOUTHWEST GEORGIA FAIR

Oct. 28 thru Nov. 2, Albany, Ga.
Army & Air Force Paydays.

OKEFENOKEE FAIR

Nov. 4 thru 9, Waycross, Ga.

WANT: Any Ride or Grind Show that doesn't conflict. All legitimate Merchandise
Hanky Pank Games and all Eating and Drinking Stands.

GREATER JACKSONVILLE FAIR

Cator Bowl, Jacksonville, Fla., Nov. 14 thru 23.

We can place Bear, Bird, etc., Pitches for this Fair. All Pitches open.

All Address This Week

CETLIN & WILSON SHOWS

Georgia State Fair, Macon, Ga.

WANTED

FOR BILOXI, MISS., FAIR, OCT. 29-NOV. 3

Followed by Florida fairs until November 16.

CONCESSIONS: Hanky Panks and Prize-Every-Time Games of all kinds, Glass, Lamp and Bird Pitches, African Dip, High-Striker, Short Range, Grab, Name-On-Hats, etc.

HELP: Can place Foremen and Second Men on all rides. Must be licensed semi drivers. All wires

C. C. Groseurth, Gen. Mgr., Blue Grass Shows
Jennings, La., all this week.

RALEY BROS.' COMBINED SHOWS & CENTRAL AMUSEMENT CO.

WANT FOR LORIS, S. C., FAIR, OCTOBER 28 TO NOVEMBER 2

Any Stock and Eating Stands. No exclusive. Family-type Shows. Rides not conflicting. Want another Free Act immediately. Preferably platform Western Sharpshooting or Whip Act or any combination. Barnwell County Fair, Barnwell, S. C., follows Loris.

Contact

HAROLD RALEY or **JUD WILDE**

MONCK'S CORNER, S. C., THIS WEEK.

PAGE COMBINED SHOWS

Want for Bradford County Fair, Starke, Fla., Oct. 28-Nov. 2,
featuring 2 big kid days; followed by Brooksville, Fla., Fair

CONCESSIONS: Eating and Drinking Stands, all Stock Concessions, especially Photos, Novelties and Hats.

SHOWS: Mechanical City, Motor or Monkey Drome or any clean family-type Show.

All replies to **BILL PAGE**

BRUNSWICK, GA., FAIRGROUNDS THIS WEEK.

AMUSEMENTS OF AMERICA

CAN PLACE FOR SUMTER, S. C., COLORED FAIR, OCT. 21-26, AND
CHARLESTON, S. C., COLORED FAIR, OCT. 28-NOV. 2

Concessions of all kinds, Eating and Drinking Stands and Direct Sales.

Contact **JOHN VIVONA**

THIS WEEK, LANCASTER, S. C.

NEW MOTORDROME FOR SALE

All steel Drome, made in 2 sections. Pulls around on 3-wheel hydraulic jack to assemble. Uprights stay on Drome. You simply push them around. Large catwalks, capacity 200. This Drome is not a cage you can see through. It is 3/16 solid steel, 8 ft. high, 16 ft. across when together. Four Cycles, 2 P.A. Systems, new flame-proof Top. Drome is mounted on 33 ft. semi trailer, automatic brakes. Beautiful 45 ft. Truck, mounted on semi. This is a beautiful Drome, no other like it. Requires 1 1/2 hours to put up, 1 hour to tear down. No tractor. Have \$6,000 in Drome, will sacrifice for \$3,000.

SPEEDY SAYRES

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Weather Catches WOM in Winston

ANDERSON, S. C.—A strong start at the Winston-Salem, N. C., Fair raised hopes for the World of Mirth Shows last week, but weather, which was mild early in the week, turned into bitter cold Friday and Saturday (11-12). Turn-out dropped sharply, as did spending.

Still on the crest of a prosperous Northern tour, the railroader headed into Anderson in search of its first decent stretch of weather since reaching Dixie. Greensboro (N. C.) Fair was beset with rain, and the cold finish here was a second straight disappointment.

A bright spot on the midway was the new German carousel,

taken delivery of during the week of the New Jersey State Fair from John Christopher, Seaside Heights, N. J. A high-capacity kiddie unit, it features a 12-passenger bus body, three bicycles, three motorcycles, three motor scooters, pairs of coupes, sedan rocket ships, race cars, and single helicopter and fire engine. A separate wagon has been set aside for the ride bodies, and at Winston-Salem they still looked brand-new.

The unit had a good week, as did Freddie Cervini's Roto-Jet.

Backend units in Winston-Salem were Dixie Gordon's "Green Door Revue," Nate Eagle's Midgets, Ella Mills' Fat Show, "Night in Trinidad," Monkey Speedway, Eddie Gillen's Water Show, Mysteria Illusion, Funhouse, Jail-on-Wheels, Freak Zoo, Motordrome, Eternal Miracle, Animal Show, Walter Wanous Side Show, and Snake Show.

Phoenix Club Preps Rooms For First Meet

PHOENIX—The clubrooms of the Arizona Showmen's Association here are being redecorated for the upcoming first meeting and also for the run of the Arizona State Fair here, when Phoenix turns into a crossroads for showfolk.

The sick committee reports members on the list include Betty Wilson, who is on the mend; George Redwood, in Veterans Hospital, Santa Fe, N. M., and Cora Ritter.

Mickey and Betty Wilson purchased a home in Flagstaff, Ariz. Earl Salter, advance man for the Siebrand Show, is expected here soon. Bill Saunders arrived after managing a drive-in theater in Richmond, Ind., during the season. Marguerite Stone recently flew to the side of her husband, John, who is confined in Marsh Valley Hospital, Downey, Idaho.

Rose Merrow and Jack Terrell recently arrived here in Phoenix.

D. Kenney Nominated By SLA Fems

CHICAGO—Dorothy Kennedy has been nominated as president of the Ladies' Auxiliary of the Showmen's League of America. Candidates for the three vice-president posts are Mrs. Margaret Hock, Ethel Wadoz and Martha Moss in that order.

Evelyn Hock is candidate for treasurer and Elsie Miller for secretary. The slate of board of governors includes Claire Cherniak, Jeanette Martindale, Lillian Lawrence, Alda McCue, Mae Smith, Pearl Hall, Myrtle Hutt, Veronica Bares, Lucille Anthony, Virginia Kline and Mrs. Carl Sedlmayr Jr.

The installation dinner will take place the evening of November 30 in the Crystal Room of the Hotel Sherman.

HOMESTEAD ADDED TO STRATES WINTER LIST

RALEIGH—Five winter fairs are in the cards for the James E. Strates Shows, newest of which is the South Florida State Fair in Homestead, promoted for the first time last year. Two others are Orlando and Winter Haven.

The big railroader was here Tuesday at the North Carolina State Fair after having stumbled thru a couple of rough weeks of weather. Charlotte was awash even before it opened, and pulled rain on and off all week. Greenville, S. C., lost Saturday to rain.

Shelby didn't get open until Friday.

It was reported that Bedford, Pa., played for the first time this year, has been signed again for 1958.

The fair in Homestead should be a good one, it was noted. Running for 10 days, it will open on Friday, January 24. A Chamber of Commerce date, it has Sylvester Adair as president and Joe Behoff in the management.

The Northbound trek in the spring will have a stop in Savannah, Ga., en route to the usual opener in Washington, D. C.

WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 2160 Patterson Street, Cincinnati (22), O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show _____

Kind of Show _____

Owner _____

Manager _____

Winter Quarters Address _____

Office Address _____

SOUNDS LIKE A LOST CAUSE

HENDERSON, N. C.—It happened in Pennsylvania, but they're still chuckling about it on the Amusements of America Show.

Al Schmid, with his shooting gallery, overtook Dave Byrd, parked facing him on the highway, with lights blinking. Byrd was looking for direction arrows. "I'm lost," he complained. "Trail me," Schmid said, "I'm following the markers." Byrd's answer: "Go right ahead. I'm putting them up."

Olson Opens To Okay Biz At Beaumont

BEAUMONT, Tex.—The Olson Shows moved in here for the 10-day Southeast-Texas Fair in the wake of the rain but caught good weather opening day Thursday (17). Rides and shows turned in receipts on a par with tee-off day last year.

Paul Olson, manager and co-owner of the show, announced that a jamboree for Hot Springs Showmen's Association will be held Thursday night (25). While showing the recent Alabama State Fair at Birmingham, a jamboree on the show netted \$5,000 for the Showmen's League of America.

The South Alabama Fair, Montgomery, played the week prior to the engagement here, gave the Olson Shows a 10 per cent higher gross than last year.

I. Brantman Nominated By Caravans

CHICAGO—Mrs. Isabel Brantman was nominated as 1958 president of Caravans, Inc., at a recent meeting of the nominating committee.

Also on the slate are Mrs. Margaret Levine, Mrs. Marian Falco and Joan Sullivan, first, second and third vice-president candidates respectively; Wanda Derpa, secretary, and Mrs. Lillian Lawrence, treasurer.

Mrs. Brantman is scheduled to succeed Mrs. Agnes Barnes, current president. Installation of new officers will take place December 2 in the Hotel Sherman.

Buck's Season

• Continued from page 73

call for acquiring a couple of new major rides. He may dispose of four rides which have operated at Lake George (N. Y.) Amusement Park.

The fair here, at a well-established NASCAR track, was promoted by a committee headed by Joe Johnson. The Aerial Earles free act, was used. Jimmy Quim, agent and business manager, was preparing for another winter of talent agenting in New York.



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a seagoing specialist.

NAVY

MERCHANDISE TOPICS

Bancos Game Company, 13101 Kentucky Avenue, Detroit, is readying a new type card game for the market. Designed for any number of players from one to 50, with additional decks in the case of more than eight players, it has innovations creating a new type of game for the merchandise market. Using 48 cards to a deck, five-card hands are used. Instead of suits, the deck uses four lettered groups of cards, numbered 1 to 10, with two bank cards in each letter sequence. The game introduces a new principle in card games, the card drawn or discarded determining the number of chips to be added to or subtracted from the bank, while the player drawing the bank card to match his suit wins the bank and ends the hand. A number of variations are also used in the game. Bancos was invented by two brothers, Vertner David and Buford Eugene Brittingham, who own the company and are readying the game for the market in several price ranges.

scarfs. These are all genuine furs, and come in all sizes and styles. Write for the free new illustrated catalog plus details of the firm's popular remodeling service. HMJ Fur Company guarantees complete satisfaction or money is refunded. Delivery is prompt, so the firm urges that you get these low-priced items now and reap big profits.

Oriental Trading Company, 1115 Farnham Street, Omaha, says it has the hottest fair items of the year. Included are 25/50 shrunken heads (3 1/2-inch size at \$2.40 a dozen or \$24 a gross), No. 25/51 foam rubber dice (2 1/2 inches at \$4.20 a dozen or \$45 a gross), the 23/16 three-way flashlight at \$4.80 per dozen or \$54 a gross, the No. 24/81-P three-piece ball point pen set in plastic case at \$4.50 a dozen, and the No. 24/9 Hollywood telescope with chain at 90 cents per dozen or \$9.75 per gross. The firm's 1957 catalog is now ready, free on request.

Twenty-six engravers' numbers are ready at the low price of \$22.50 per gross for heart or round 24-inch necks. Dexeco, Inc., 191 South Street, Providence 3, R. I., specializes in the manufacturing of engraving jewelry. The firm will send engravers on request its new catalog of numbers that are brand new. State your business when writing.

HMJ Fur Company, 150-B West 28th Street, New York, one of the leading sellers of furs, says it has a new 1958 sure fire line of coats, jackets, capes, stoles, collars and

Over 300 per cent profit on every sale may be made with Atlantic Import Company's needle threader. Located at 1302 Cadillac Tower, Dept. B-8, Detroit 26, the firm claims that the amazing needle threaded machine threads needles instantly. They suggest that this \$1 retailer be sold with a book of needles and your money will triple fast, pointing to unlimited market everywhere and profits as high as 35 per cent on every single sale. Send \$7.20 for two dozen needle threaders worth \$24. Additional discounts on larger orders are available. Needle books are 75 cents per dozen.

PIPES FOR PITCHMEN

By BILL BAKER

ROY McCUEN... well-known West Coast gadget worker, is reported garnering the lettuce with a new automatic pen at the F. W. Woolworth stores in New York. John McConnor, erstwhile pitch lad now going for the big money on the TV stanza, "Name That Tune," recently gave Roy and his automatic pen an excellent plug on the program.

BOB HOROWITZ... who reports getting a good play with sheet at the fairs, posts that he recently bumped into Byron Gosh and Thelma French, who were presenting a fireworks display, selling novelties and handling grandstand candy sales. Gosh will again present his All-American Indoor Circus on tour this winter. Horowitz also tells of running into coil experts Al and Jennie Roberts, jewelry worker Tex Watts, gadgeteer Harry Day, and auctioneer Mike Kramer at the fairs, all getting their share of the geedus.

TEX DABNEY... one of the real old-timers in the sheetwriting business, passed away in West Palm Beach, Fla., October 8. Altho he had put in many years in writing sheet, Tex for the last 20 years had engaged in his old love of pitching pens, jewelry and novelties at the major fairs, assisted by his wife, who survives him. The Dabneys have made their home in Florida the last 20 years. John W. Compton, president of Associated Trade Press, Inc., Chicago, in commenting on Dabney's death, stated: "Tex always lived his life according to the Golden Rule. He was kind, generous and always ready to assist anyone in trouble or adversity."

Five Years Ago In Pitchdom

Big Al Wilson opened at the Waterloo (Ia.) Fair with combs and mice. With Wilson were Kid Ward and Harry Brook. . . . Altho still confined to a wheel chair, Red McDonell, of Tacoma, Wash., was able to attend the Western Washington Fair at Puyallup and renew acquaintances with Whitey and Helen, who had a punch needle booth there. McDonell reported he was slowly but surely regaining use of his limbs, paralyzed since suffering a stroke in February, 1952.

Jack (Bottles) Stover, his brother, Smokey, and Little Ashby Smith, "the world's smallest man," completed a profitable date at the Petersburg (W. Va.) Fair with their walk-thru bus. . . . Harry Greenfield wrote from New York that he had recently bumped into Sol Adis, an old-timer in the health book pitch biz.

Ray Becker, formerly with concessionaire Bill Berger, moved into the Stone Theater, Detroit burlesque house, to handle the candy pitch. . . . Mal Buckley, photographer, was in Tampa pushing shoes for Maas Bros., according to Art Blinn. . . . Smokey Strickland and wife, who closed a successful season with Eddie Gould's Ozark med show, were headquartering in Scottsboro, Ala., where they had a radio show and were doing personal appearances. . . . Charles T. Hudson, of Indian Sales Company, Birmingham, made the first big trade day in Scottsboro, Ala., after putting in two weeks in a Montgomery, Ala., drugstore. . . . Jack Roach was working the Cel-Ton-Sa line in a platform show on the Camel City Shows.

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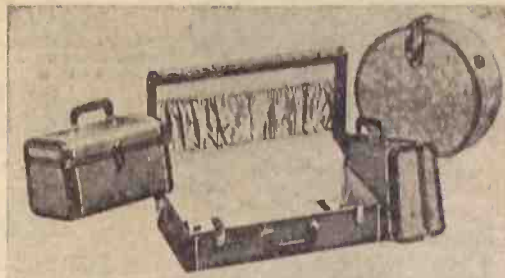
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Eng. Lord's Prayer Neck, boxed ... 3.00 dz.
Children's Jewelry, boxed, asst. 2.95 dz.
Asst. Tie Slides, carded 1.00 dz.
2-Pc. Stoned Sets 7.20 dz.
Tie & Cufflink Set, asst. 3.50 dz.
Summer Earrings, asst. 12.00 gr.
Pearl Necklace (domestic) 1.45 dz.
Neck & Earrings, asst., boxed 9.00 dz.
Cufflinks, carded, asst. 1.95 dz.
Necklace, asst. 1.50 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St., Providence, R. I.

JOKERS FUN SHOP—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. oc28

LEATHER BILLFOLDS FROM MANUFACTURER, low as \$54 gross. Free illustrated catalog. Olympic Products, 321 Newman Ave., N. Y. 72. TY 3-4935. ch-oc28

MAKE BIG MONEY SELLING MY SOUTHERN Girlie Photos, \$2 for samples, wholesale lots, \$100. Bridge, 16 Vance, Greenville, South Carolina.

MEN'S WALLET—PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. no18

FAMOUS MFR. CLOSEOUTS SPECIAL PURCHASE!

Earrings, assorted \$6.50 gross
Tie Bars, carded 3.60 gross
Charm Bracelets, Asst. 7.20 gross
Stoned Pins 7.20 gross
20% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St., Providence, R. I.

NEW FLASHY "7X11" SIGNS—LIGHT Reflecting, Illustrated, color blended, 2,000 varieties. Sample, 10¢; 12¢; 100 best sellers, \$8 postpaid U. S. only. Koehler, 233 Goetz, St. Louis 23, Mo. oc28

NEW SENSATIONAL LOW-PRICED BALL Pen. Sample and retail 25¢. Exciting wholesale novelty catalog free. EP. Dohm-Marks, Broadview, Ill. ch

POCKET NOVEL, LATE ISSUE, 25¢, 35¢, 50¢ sellers; 500 for \$20; 1,000 for \$35. Magazines, Movie, Adventure, Romance, Detective, etc., 1,000 for \$30; 5,000 for \$125; Comics, 1,000 for \$11; 5,000 for \$45. Enclose 50% on C.O.D. Bargains Ltd. P. O. Box 84, Cincinnati 16, O.

REAL DIAMOND RINGS—NATIONALLY advertised; sell direct; make big middle-man profit; no investment; experience unnecessary. Free catalog, details. Cleanlight, 107P North Columbus, Mount Vernon, N. Y. np

ROYAL JELLY CAPSULES—CONTAIN THE fabulous nutritive jelly of the Queen Bee in hi-potency capsules. Retail from 89 to \$15 vial. Costs you \$5.40 vial. Volume cost for qualified distributors, \$4.25 vial. 30-day supply. Scientific technical reports available. Airmail orders: "Apl-Vitalex," Dept. TBB, Box 6674, Medical Center Station, Dallas 19, Tex. oc28

SALESMEN, AGENTS, ROUTE MEN, Installation Sellers, Auctioneers, Premium Dealers, etc. Big profits selling household items at tremendous discounts. Free catalog. V. Joseph Co., Dept. BB, 160-14 119th Ave., Jamaica 34, N. Y.

SELL 11x14 OIL COLORED ENLARGEMENTS only \$2.95, \$1 commission each sale, act quick Acme Enlargers, Box 57 (Levy), North Little Rock, Ark. oc21

VENDING PENS—SPECIAL PRICE, \$10 per hundred prepaid. Limited time only. Traxler Pen Sales, P. O. Box 118-B, Rockford, Illinois.

WHOLESALE COMEDY CARDS! NINETY resalable samples, \$1 postpaid. Imprint Promotional Deal Other money makers! Sebastian Printings, 10934-B Hamlin, North Hollywood, Calif. no11

ANIMALS, BIRDS, PETS

ATTENTION, SHOWMEN—BOAS, SNAKE Dens, Iguanas, Monkeys, Agoutis, Pacas, Capybaras, Sloths, Giant Anteaters, Owls, Vultures, Coatimundis. Write for list. Chase Wild Animal Farm, P. O. Box 181, Biscayne Annex, Miami, Fla. Phone: Newton 4-7888. oc28

BABY MALE CHIMPANZEE, AFFECTIONATE, super tame, wears clothes. Owner ill; sacrifice for \$395. A. Monty, 265 Beacon St., Boston, Mass.

FOR SALE—FREAK MIDGET WHITE FACE Cow about 30" high. R. M. Lauby, Route #2, Uniontown, O.

LIONS—2 FEMALES, 1 MALE, 14 MONTHS old, \$250 each; 1 Orangutan male baby, \$1,750; 1 full-grown Cassowary, \$400; 1 male Kangaroo Wallaby, male, half grown, tame, \$350; 1 Llama, 5 years old, \$350; 1 Guanaco, 6 months old, \$250; Mandrills, medium size, \$150 each; Mandrills, young, \$100 each; Squirrel Monkeys, \$20 each. F.O.B. N. Y. Trefflich's, 228 Fulton St., New York.

PENGUINS, \$90; TAME YOUNG JAGUAR, \$325; Squirrel Monkeys, \$144 dozen; Baby Chimps, \$500; tame young Hyena, \$300; African Monkeys, all types; young Mandrill, \$75; female tame Guanaco, \$350; baby male Guanaco, \$300; hundreds more. Write for price list. Rare Bird Farm, Kendall, Fla.

WILDLIFE SHOWS—WINTER YOUR ANIMALS here. Save money. Centrally located. Heated buildings. Very reasonable terms. Write Harvey Boswell, Wilson, N. C.

BUSINESS OPPORTUNITIES

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np

GOLF CLUB—DRIVING RANGE—SNACK BAR, E. Fla. Coast. 18 holes. Automatic sprinklers, 1,500 per min. well, 9 holes & 25 T Drive Range floodlighted. No club has-capt shed. Lux rest etc., international clientele. Net \$11,500 1st 6 mo. op. Ask prc. incl. 35 acres choice RE. Write B9614.

TAVERN—BALLROOM—BOWLING—E. Centr. Minn. Priced \$42,000 incl. 2 story bldg. w/res. (6/11) 1 1/2 Acres R.E. equipmt. & fixt. Gross Sales \$34,000. Xint loc. resort area. Gr. poten. Ref. B-62392.

20 LANE BOWLING ALLEY—BAR—RESTAURANT. INCOME PROPERTY, SW Ohio. 1st class auto, eqpt. Tele-score. \$8000 nu plus. Full lic. bar seats 88. Exp. A-1. Restaurant excel. eqpt., dining rm. serves 40. Party catering. Tele-com. throughout. Parking 110 cars. 2 rent hs. \$165 mo. Sold invest. Hl-net. \$200,000 dwn. Write B62410.

BUSINESS MART OF AMERICA

5723 Melrose Ave. L. A. 38, Calif.
HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 26, Calif. dc23

PHOTO STUDIO—COMPLETE WITH Jewelry; best location, colored district, Albany, Ga. Cheap for quick sale; good winter spot; other business reason. Johns, 221 1/2 S. Jackson, Albany, Ga.

ROLLER RINK, PUENTA, CALIF. SALE. Lease due to 1st health. 100x233, going business and real money maker. Paved parking area. Contact E. M. C. Realty, At 71013, Sy 56279, or Charles Piant, 6826 N. Lotus, San Gabriel, Calif. oc21

SALE—PET SHOP, BOARDING KENNEL, groceries. Est. 20 yrs. Central Penna. Five rooms furnished, outbuildings, land included. Easy terms. Box C-243, c/o The Billboard, Cincinnati 22, O.

FOOD AND DRINK CONCESSION SUPPLIES

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. de9

FOR SALE SECONDHAND GOODS

LARGE PARKER MERRY-GO-ROUND OR trade for other ride of same value. A. T. King, Rt. 5, Box 440, Tacoma 22, Wash.

FOR SALE—SECONDHAND SHOW PROPERTY

AIRPLANE SWING, 8-CAR KIDDIE AUTO Ride for sale or rent. Write or come by and see them. Temple Kiddieland, Temple, Texas.

BALLERINA GOWNS—THREE FLASHY, solid sequin Parisian made gowns, sizes 12-14. Price \$240 for the set. Phone Illinois 7-2360 or write Sequin, care Billboard, New York.

BUILD MAJOR RIDES—TESTED PLANS. Ferris Wheel, Flying Scooter, Dark Ride, \$25 each; Chairplane, \$10; Octopus, \$15. Free plan catalog. Brill, Box 875, Peoria, Illinois.

40 FT. MERRY-GO-ROUND; PONY CART Ride; 16 ft. Tandem Wheel; Fish pond. Living quarters and stocked; 14 ft. Concession Trailer stocked, with living quarters; 14 ft. Cook House on wheels; 12 ft. Popcorn, Floss, Sno, Apples; 26 ft. Kentucky Van Semi; 1949 Chev. C.O.E.; Banners; plenty Canvas; Merry-Go-Round Organ. Box 1017, Crystal River, Fla.

JEWELRY CLOSEOUTS

- E1—Tailored Earrings, Asst. Gr. ... \$18.00
- E2—Stone Earrings, Asst. Gr. 21.00
- E3—Pierced Hoop Earrings, Gr. 6.50
- E5—Stone E Rings, Etc., Asst. Gr. ... 12.00
- T1—Tailored Tie Sets, Bxd. Dz. 3.00
- T3—Asst. Tie Sets, Bxd. Dz. 4.50
- 500—Tie Set, Mon. Clip, Pen Set, Ea. 1.90
- 504—Neck-Ear. Set & Jewel Pen. Dz. 16.00
- 505—Tie Set, Money Clip & Pen. Dz. 16.00
- O1—Odd Lot Neck & Brace Gr. 15.00
- B1—Bracelets, Asst. Gr. 24.00
- W1—Men's 6-Piece Watch Set 5.95
- W2—Ladies' 5-Piece Watch Set 6.25
- WP—Gent's W.P. & Ex. Bd. Watch ... 6.50
- WB—Men's Stone Dial Watch 5.50
- P12—Men's 10-Piece Watch Set 7.50
- P15—Men's 10-Piece Watch Set 7.50
- P16—6 Asst. Cuff Sets, Bxd. 2.25
- P24—Men's 5-Piece Watch Set 5.00
- R3—Gent's Stone Rings, Asst. Dz. 2.50

SUPPLIES and EQUIPMENT

7 and 10 color specials 4-5-6 and 7 color Midgets, 3,000 series—7 colors Paper and Plastic Markers Wire and Rubberized Cages Pencils—Crayons—Clips 5x7 Heavyweight Cards Electric Blowers & Flashboards Lapboards Made to Order Free Catalog Available

JOHN ROBERTS, CO. A. ROBERTS, INC. 817 Broadway, Newark, N. J.

P D Q - World's Greatest PHOTO BOOTH CAMERAS

Dependable - efficient - Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed. Also portable cameras. Write for details. P D Q CAMERA CO. 1344 W. Cortez Chicago 22, Ill.

Free Wholesale Catalog CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closets, Etc.

SEND FOR YOUR COPY TODAY Please state your business.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones: Franklin 2-2567

WORLD'S SMALLEST LITER

SMALLER THAN A POSTAGE STAMP All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

\$2.75 \$30.00 Doz. Gr. Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog. STERLING JEWELERS 1975 East Main St. Columbus, Ohio Ideal for Engravers. State Your Business.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulae	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$4.

DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio
Please insert the above ad in Issue
I enclose remittance of \$.....
Name
Address
City..... State.....

TRY SAMPLES OF ANY ITEMS AT REG. PRICES. 20% DEP., BAL. COD. FREE CATALOG.
NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Providence, R. I.

FOR SALE - LAST ONE. TRACTOR-Trailer Sleeper. Sleeps 18 or can be converted to your use. First-class condition. \$450 will take both. O. S. Ward, Fruelhauf Trailer Co., Richmond, Va.

LONG RANGE ON CHEVY TRUCK, 14 FT. aluminum body. Remington automatic 241 rifles. Plenty of targets. No junk. Quick sale \$1,500. Write B. J. Taylor, General Delivery, Moncks Corner, S. C.; Loris, S. C., Oct. 28-Nov. 2.

MUST SELL 1936 ALLAN HENSCHALL Kiddy Tank Ride. Now operating on Ross Manning Shows. Elsa Drayer, c/o Ross Manning Shows, a per route. oc28

SMITH & SMITH PROPELLER DRIVEN Airplane Ride. Entrance, fence, new top and plane. A-1 condition. Don Meyer, RR #1 Sanborn, N. Y. Ph. Republic 14210.

TENT STAKES, "FORD AXLES." 1,500 stock, \$1 each. F.O.B. Dallas. G. B. Willard, 1321 2nd Ave., Dallas, Tex. oc28

THIRTY FACTORY RECONDITIONED Rides. These have been accepted as trade-ins on new equipment and have now been rebuilt. Write today for new list. King Amusement Co., P. O. Box 306, Mt. Clemens, Mich. noll

TRAINS - ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. oc21

26 MARES AND 1 STUD ALL FOR \$2,000. There will not be any more at this price, a real bargain. Truck available for delivery. No time for letter writing. Phone day or night 9317. P. L. Cobb, Amite, La.

TWO 50 KW. DIESEL POWER PLANTS mounted in 4-wheel dual pneu-tired portable trailer. Can be synchronized for 100 kw. 480 volts, 3 phase, 60 cycles. B & B Machine & Equip. Co., 1038 Campbell Ave., West Haven 16, Conn.

INSTRUCTIONS BOOKS & CARTOONS

A PLEASING, DYNAMIC SINGING AND speaking voice can be yours. Self-training records. Thrilling details. 2018-Z Fifth Ave South, Minneapolis 4, Minn. noll

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Shows business book catalog. Ireland, B-109 North Dearborn, Chicago 2.

NEW 152-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature transistorized radiophone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises (Dept. 16), 336 South High, Columbus, Ohio. no4

MISCELLANEOUS

BINGO SUPPLIES OF ALL KINDS—BLOWERS, Cages, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, Ohio.

GIRLIE PHOTOS WITH THAT "AT HOME" look. Samples, 4x5's, \$1. Complete collection, \$5. Meadors, 22 Tabor St., Greenville, S. C.

YOUR NAME IN HEADLINES ON STANDARD newspaper page 3 different. \$1. Not over 36 letters each. Headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Hartford, Conn. oc21

PERSONALS

ATTENTION, RAYMOND HAYES—PLEASE contact me. Robert MacPherson, 13 Hillside Ave., New Hartford, New York.

FEEL LOW? GOOD THOUGHT FOR TODAY, send \$1. Box 2333, Santa Fe Springs, California oc21

MR. HOPE: 100. BEEN SICK WITH FLU, better now. Children have colds. Mother working, feeling better. Faye.

MASSAGE, REDUCE & RELAX. SCIENTIFIC treatment. Joseph Kovtla, JU 6-5300, New York City. oc28

PHOTO SUPPLIES DEVELOPING—PRINTING

PHOTO BOOTHS, CAMERAS, D.P. PAPER. Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-17n

PRINTING

ALWAYS FASTEST SERVICE—QUALITY 3-color posters! 14x22 window cards, \$8 hundred; 17x26 size, \$12.50 hundred. Tri-Tone Press, Dept. 457, Earl Park, Ind. de23

SPARKLING EMBOSSED LETTERHEADS! Dynamic illustrations in gold and colors for Midways, Circuses, Magicians, etc. Samples 25¢. Solihdays Colorprint, Knox, Indiana. no4

125 8 1/2x11 LETTERHEADS AND 125 6 1/2 Envelopes, four lines. \$2.50; 1,000 Business Cards, \$2.75. Hickman & Hickman, Box 202B, Coalgate, Okla. oc21

300 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.95, black or blue ink. Malloy Press, 6468-B Clovis Ave., Flushing, Mich. no4

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-166, Chicago 32, Ill. oc28

ANYONE CAN SELL FAMOUS HOOVER uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics—nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Zero money fee. Hoover, Dept. K-109, New York 18, N. Y.

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1, ch-oc28

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. oc28

WANTED TO BUY

BINGO BALL MAGNIFIER OR PROJECTOR, new or used. Lester Hauer, 929 Broad St., Newark, N. J. Mitchell 2-2269.

TAFFY PULLERS CONCESSION SUPPLY 5 pound and other large types. Give lowest price and condition. R. L. Long, 814 W. Prairie St., Marion, Ill.

WANT 20' BY 20' DIVING NET AND 30' Rope Ladder. Must be in excellent condition. Jim Nordmark, Route 1, Sedro Woolley, Wash.

WANTED—BAND ORGANS, CALLIOPES, Parts, Nickelodeons, Mills Violins, A.O.G. Rols, Phonographs, Antique Musical Instruments. Kuglers, 7 So. 6th St., Minneapolis 2, Minnesota.

WANTED—LATE MODEL ROLLER Coaster, Rock-o-Plane, Roll-o-Plane, Tubo-o-Fun, Kid Ride, Bernard Mills, 6213 East-er Ave., Bell Gardens, Calif.

WANTED—TWO KIDDE RIDES, PREFER King Pony and Cart and Tank or Car Ride. Must be located Midwest and priced right. Chas. Tennant, Arnolds Park, Iowa.

HELP WANTED

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY. Forms Close Wednesday for the Following Week's Issue

BOOKER FOR FAST-SELLING SHOW WITH nationally known talent. Good pay. Write qualifications and phone number. S. F. Whitney & Associates, 609 West 39th Terrace, Kansas City, Mo.

BOOKER TO SELL SCHOOL ASSEMBLY Programs. Must be high type, sober person. Write Texas School Assemblies, P. O. Box 3002, Temple, Texas.

GIRLS WANTED WITH OR WITHOUT experience. Dancers, singers, waitresses, hostesses. Wardrobe furnished. Diamond Horse Shoe Club, 4th Ave., Tampa, Fla. no4

LEAD ALTO MAN—WANT GOOD ALL around musician; salary according to ability. Traveling commercial band, steady work, guaranteed salary. Cut or no notice. Bandleader, 3574 N. Ingleside Dr., Norfolk, Virginia. oc21

PIANIST—GIRL FOR COCKTAIL LOUNGE six nights a week. Mall reference, picture and experience. Stones, 116 Locust St., Evansville, Ind.

WANT CONTRACTING AGENT WHO CAN book local Audiences, one night stands. Easy to sell stage show, best of booking material. Top money to right man. Box C-244, c/o The Billboard, Cincinnati 22, O. oc28

WANTED—FIDDLER, FEMALE Preferred. Lead Guitarist, also vocals. Sober, reliable, wardrobe. Television and personal appearance. Details in first letter. Rocco, 91 So. State St., Concord, N. H. oc21

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Wednesday for the Following Week's Issue

CIRCUS & CARNIVAL

RAYS CIRCUS REVUE SOLICITING offers 1958: just closed 3rd successful season Bill Greens Bird & Animal Farm, Fairlee, Vermont. Now winter-quarters, Magnolia, Ohio, Route #1. Phone: Union 62010. de23

MISCELLANEOUS

AVAILABLE FOR ALL TYPES OF INDOOR Shows and Events: Wilma Lee and Stony Cooper with the Clinch Mountain Clan, stars of the "Grand Ole Opry" and Hickory Records; The Mansfields, American's foremost sharpshooting family; The Ortons, outstanding sharpshooting, archery, knife-throwing act; Archie Royer's Western Revue of sharpshooters, educated horses, mules, performing dogs, monkey; Chet Roth's Parade of Magic; Dick Carson, star of radio, stage, records and screen, America's Cowboy Blues Yodeler; also Lee Webb and His West Virginia Pals. Available as single or combined units. Contact Frontier Attractions, 422 West High Ave., New Philadelphia, O. noll

BOOKED SOLID TILL FEBRUARY 1, 1958. Magic with doves. Write: The Karwells, 82-45 135th St., Kew Gardens, L. I., N. Y. oc28

HYPNOTIST - FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Nelge F. Diehl, Route 3, Staunton, Va. fe2 '58

MUSICIANS

AT LIBERTY—DRUMMER, ROCK & ROLL, Latin, Dixie, Shows, Hillbilly. Prefer the south. Small combo. W. G. "Scotty" Scott, Gen. Del., Charleston, W. Va.

DRUMMER - SEMI NAME EXPERIENCE, young, single, cuts all styles. Prefer jazz combo. All offers considered. Larry Stevens, 745 S. 3rd, Sioux Falls, S. D. Ph. 2-6569. oc28

FOUR PIECE BAND AVAILABLE FOR Night Clubs, Cocktail Lounges, etc. Plays rock and roll, jazz, etc. A show within the band. Wire or write: Orchestra Leader, 5727 LaSalle St., Chicago, Ill. no25

GIRL BASS PLAYER—READ OR FAKE; sober, reliable, experienced all types music; will travel; union. Double section tenor. Box C-242, c/o The Billboard, Cincinnati 22, O. noll

HAMMOND ORGANIST, PIANIST, SOLO OR accompanist, wants location. Family, own organ and Leslie speaker, collere man, dependable. Jim Hills, 729 East Rusholme St., Davenport, Iowa. oc28

PIANIST—EXPERIENCED. ALSO PLAY Solovox. Nice appearance; travel anywhere. Kathryn Prinity, 623 Walnut Ave., N.E., Canton 2, Ohio.

PIANIST—WHITE; READ, FAKE, SHOWS; Latin, society, etc. Location only. Union: Hyman Zimmer, 726 Duval St., Key West, Florida. oc28

PIANO—COMM. STYLES (SOME LATIN), modern. Prefer location combo. Single, sober, car, 18 months last job. Musician, 318 Cedar St., Owensboro, Ky. MU 4-2725.

PIANO MAN AVAILABLE FOR COMMERCIAL work. Prefer south. Consider all. Musician, 504 South McDonough St., Montgomery, Ala. Phone Amherst 4-3187.

VERSATILE TRIO - DOUBLE 9 INSTRUMENTS, held over 12 weeks! play any style; hotels, clubs, resorts. Special rates for long locations. Next appearance, cut any show at night. Extensive Latin and varied repertoire, definitely crowd pleasers. Photos, tapes and references on request. Available about Nov. 15. Box C-241, c/o The Billboard, Cincinnati 22, O. oc28

COMING EVENTS

Alabama Chickasaw—Celebration and Indian Pow-wow, Nov. 28-30. Walter B. Fox, P.O. Box 147, Mobile.

Arizona Phoenix—Fall Flower Show, Oct. 25. Sierra Vista Garden Club. Phoenix—Annual Rose Show, Oct. 31. Rose Garden Club.

Phoenix—Chrysanthemum Show, Nov. 16. Washington Garden Club. Phoenix—Horse Show, Nov. 23-24. Ariz. Horse Lovers Club. Phoenix—Commercial Rabbit Show (Fairgrounds), Dec. 7-8. Commercial Rabbit Assn. Phoenix—Christmas Flower Show, Dec. 7-8. Wickenburg—Rodeo, Nov. 28.

Arkansas Little Rock—Colored Festival, Oct. 21-26

California Los Angeles—Great Western Livestock Show, Nov. 28-Dec. 4. A. M. Mathews. Oakland—Do-It-Yourself Show (Expo. Bldg.), Oct. 17-27.

San Francisco—Grand Nat'l Livestock Expo. (Cow Palace), Nov. 7-10. Nye Wilson.

San Francisco—San Francisco Rodeo, Nov. 1-10. Nye Wilson. Victorville—Victorville Rodeo, Nov. 16-17. Bob Angel.

Connecticut Hartford—8th Annual National Autorama Expo., Feb. 19-23, 1958. (Conn. State Armory). Joe Kizis.

Florida Cocoa—Cocoa Home Show, Nov. 22-26. A. Stern, P.O. Box 1225, Cocoa, Fla.

Georgia Gibson—Centennial, Oct. 27-31. E. E. Griffin Jr.

Illinois Chicago—Int'l Livestock Expo. & Horse Show (Amphitheater), Nov. 29-Dec. 7.

Louisiana Baton Rouge—La. Livestock Show & Horse Show, Nov. 7-10. W. M. Bablin. Buras—Orange Blossom Festival, Dec. 6-8. Frank Ferguson, Gen. Del., Amite.

Greensburg—St. Helene Parish Forest Festival, Oct. 26. Ralph E. Hamberlin. Morgan City—Morgan City Church Fair, Oct. 21-27. Rev. John R. Timpany. St. Martinsville—All Saints Celebration, Oct. 28-Nov. 3.

Tyler—Wathall Co. Livestock Show, Oct. 21-23. Ansel Estes.

Maryland Timonium—Eastern Nat'l Livestock Show, Nov. 16-23. Joseph M. Vial.

Massachusetts Boston—Boston Rodeo, Oct. 16-27. Walter A. Brown.

Mississippi Byrum—Festival, Oct. 20-26.

Missouri Kansas City—American Royal Livestock Show & Horse Show, Oct. 19-26. C. M. Woodard.

St. Louis—Firemen's Rodeo (Arena), Nov. 5-10.

St. Louis—St. Louis Rodeo, Nov. 5-10. Tom Racks.

Nevada Carson City—Admission Day Celebration, Oct. 31.

New Mexico Artesa—Eddy Co. 4-H & FFA Livestock Show & Sale, Oct. 24-26. Richard & Marek.

PARKS & FAIRS

ANIMAL ACTS & VARIETY NOVELTY Acts of all description. Phone 111186. Address: 2015 Oliver St., Variety Artists, Ft. Wayne, Ind.

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Deanton, Indianapolis 21, Ind. no18

OUTSTANDING TRAPZEE ACT AVAILABLE for outdoor, indoor events. (Platform required outdoor.) Flashy parapeinalla, real set, for literature, details, address: Charles La Croix, 1304 South Anthony, Fort Wayne, Ind. Telephone: Eastbrook 3312.

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Cincinnati 22, O.

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Adams, Mike
Adams, W. T.
Aldorf, James
Aldrich, Dick
Aiken, Mrs. Judy
Anderson, Eddie
Anderson, Robt.
April, Arthur J.
Aquino, Sylvia
Archer, Louis B.
Archer, Louis P.
Aunt Mary's Home-Made Fudge
Bagnett, Mrs. Betty
Barnes, Carmelita
Barnes, Tommie C.
Bay, Doris
Bock, Thos.
Bockwith, Jayard
Boune, Earl E.
Boppier, Kenneth
Borward, Victor J. & Mrs.
Black, Mrs. Addie L.
Black, Woodrow
Blanco, Augustus & Mrs.

Bodnar, Jake
Boley, James
Bordman, Ernest
Borelli, Arline C.
Boseley, Lake
Bradley, Jess
Bradley, Richard
Broadwell, Mrs. Bess
Brod, Mrs. Ruth
Brooks, Mrs. Peggy
Brown, Mrs.
Burns, Larry R.
Bruna, Florence
Bruns, Mrs. Elnoe
Buchanan, Mrs. Grace
Buchanan, Mrs. K. (Pat)
Burk, Ben
Burns, Ray R.
Burton, Howard
Butcher, Mrs. Ralph
Butler, Marcella Lee
Butler, Donald & Francis
Butler, Donald
Carawan, C. L. & Mrs.
Carney, Bill & Bee
Casey, Mr. Jean
Cassidy, James
Christensen, Geo.

Clark, Hubert & Mrs.
Cook, Chas. A.
Cook, Clarence
(Glass Patch Concession)
Cook, Madison
Cost, Jack
Costa, Frank (Hoppe)
Cox, Loftin G.
Coutts, Robt.
Cramer, Garland Ray
Cresso Rocket Car
Dahl, Harvey A.
Davidson, Virginia K.
Davis, K. A.
Day, Daniel W.
Day, H.
DeArment, Clarence
DeRosia, James
Decoste, Romaine A.
Del Grosso, Daniel
Delano, Buddy J.
Delawater, Leroy
Demis, J. W.
Dewsbury, Mr. & Mrs. June & Jeff
Douglas, E.
Dusery, Dub
Dugan Jr., W. F.
Dukes, Daniel T.
Eddy, Ralph
Evans, Larry & Mrs.
Evans, Ray
Fagan, Earl W.
Farris, Mrs. W. L.
Feerer, Anne
Felman, David
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Flentug, Blaine
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Gallagher, Joe
Gallagher, John J.
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Gamble, Mrs. Lynn
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Garvey, Bill
Geller, Carol
Gentry, Harry Owen
Glines, Morris
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Goodreau, Mrs. Ruth
Goodwin, Otis
Graham, Preston
Grant, G. W.
Gray, Mrs. Clifford H.
Green, Johnny
Greenberg, Harold
Hackitt, Edw. J. & Mrs.
Hall, E. W. (Gulf
Breeze Trailer)
Hammond, H. (Tom
Packs Circus)
Hannafins, R.
Harbin, Frank R.
Hardy, James R.
Harrisson, D.
Harrod, Mrs. Caria
Sue
Hays, Mrs. J. W.
Hazelwood, Howard
Hendrix, C. W.
Herman, Al J.
Hilburn, Dick
(Tattoo Artist)
Hilderbrand, Frank
B. & Janet
Hill, Edna & Monk
Hilt, John (Blackie)
Hollenbeck, Harold C.

Lysher, Carl C.
MacLaughlin, Marle
McAllister, Tate
McCarthy, Alvina
McClure, R.
McDonald, K. J.
McKenzie, Viola
McLaughlin, William
McSpadden, Bertha
Maack, Milton
Maad, Eddie
Mack, LeRoy E.
Makone, Sharon A.
Manley, H. A.
Manstein, William W.
Martel, Pierre
Martin, Christine
Mason, Norma
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Miller, Frank
Miller, James
Miller, L. W.
Miller, Sharon
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Negus, Robert
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O'Neal, Jack
O'Neal, Mrs. Edw. L.
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Perkins, John
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Reiley, Robert R.
Reynolds, Robert
Rich, Francis M.
Riley, A. C.
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Rodriguez, Rita
Rogers, M. S. (Red)
Rogers, Norman
Rolins, Margie
Rosenthal, Dave
Roy, Helicopter
Rudgren, Bill (Adams Bros. Circus)
Sanford Jr., Ray
Sargent, W. H.
Schultz, Gus
Serden Carnival Concessions
Shaffer, James
Sharkey, E. (Free Act)
Shelby, William
Shelton, Charles J.
Shockey, H.
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Spencer, Chas. E.
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Stevens, Joe & Mrs.
Stevens, Johnny
Stevens, Russell
Stevenson, Louie E.
Stolberg, Polly
Steils, Sir Knight
Lloyd & Lady Pauline

Stroughmeyer, Charles (Cluck)
Sutton, Sherry
Snyder, Carl D.
Swank, Harry & Ruth
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Tate, June
Taveuger, Forrest
Theador, Raymond
Theodor, Raymond
Thomas, C. M.
Thomas, Jack
Thompson, Carl F. (Freak Animal Show)
Thomson, Mrs. Jacklyn
Thundercloud, Leo
Tuff, Dorothy
Vernon, Michael L.
Wandol, John
Ward, J. Robert & Mrs. Juliette
Watson, Edward

Weldman, Ed
West, Walter
Wheeler, William Ray
White, Flash
Whiter, Leonard (Slim)
Williams, Jean
Williams, Joe & Jim
Williams, L. L. Humphreys
Wilson, Mrs. Ann
Wilson, Mrs. Dick
Wilson, Patricia Ann
Wilson, R. E. & Mrs.
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Lorraine, Blanche
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Masters, Joe
Muse, Charles E.

Orleck, Norm
Pestoni, Ermioe
Perrine, Roy
Phillips, Goody
Presson, Ruth
Rasch, Herman
Radcliff, Marion
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Gurley, Mrs. Johanna
Lapearl, Jack

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Pisel, Jim Anthony
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Zimmer, H. E.

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Boudreau, Ardian A.
Briley, Sunny
Brooks, Edward
Buchanan, Paul
Campbell, Archie M.
Campe, Walter
Cardwell, Bob
Carl, Robert E.
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Carpenter, Mr. R.
Mrs. K. L.
Carroll, James
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Childster, William J.
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Clark, Jack
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Covert, John
Crowe, W. J.
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Davis, Mrs. Leslie
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Dillon, Duke
Dover, J. M.
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Ferguson, Danny
Fike, W. W.
Fields, Vern (Speed)
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Luck, W. J.
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McSparran, W. P.
Madison, H. L.
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Marion, Burt
Martin, Mrs. Bea
Mayerberry, Wayne
Mellor, Robert F.
Messina, Philip
Meyers, Mr. & Mrs. Roy
Middleton, Odell
Miller, Frank
Mitchell, (Wimpy)
Monach, Sandra L.
Monarch Productions, Inc.
Moore, Luther
Moran, Mrs. William (Chief)
Moore, Pat
Moreno, Geraldine
Moreno Jr., Tito
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Morgan, Katherine S.
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Nelson, H. E.
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Palmer, P. E.
Partington, John E.
Peterson, Ernest A.
Pierce, Carl E.
Price, Mr. & Mrs. Bob M.
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Ramsayer, Carl
Rawlins, Robert
Reid, Blackie
Rhoades, Stephen M.
Richards, J. T.
Richardson, Joe
Riley, Melvin
Riley, P. B.
Rogers, Gus
Rogers, Guy B.
Rucitto, Emil B.
Sah, S. H.
Scott, H. B.
Scott, Lois & John
Senoff, Ed
Shaffer, William
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Sherman, Ray
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Smith, Charles C.
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Sparks, Robert
Spicer, Marvin (Earl Stacy, Bill
Starnes, Lucky
Stiles, John W.
Sutton, Joe
Swan, John L.
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Timberlake, Forest B.
Waltz, Richard
Wampler, Fred
Webb, Mary
West, Mrs. E. W.
Whitson, L. W.
Wilson, Harvey T.
Wright, Donald
Yates, Hugo
Yates, Robert A.
Zoppe, Raffaele

Marks-Manning

Continued from page 73

rides to the new partnership, plus show fronts, light plants and rolling stock. After closing last year he sold his office wagon, a couple of light plants and other incidental pieces. Only back end unit disposed of was the Minstrel Show which had been managed for many years by Jimmy Simpson, and which is operating on the Penn Premier Shows.

Park Plans Dropped

Marks had intended to run a park in Richmond in 1957 and had the property and license secured. This never came to be, however, the reason given being that Marks did not like the prospect of a stationary operation. Outside of raising some 100 azelea bushes, The Billboard was told, he had little to occupy himself and only recently made the decision to go back on the road. He has been in the carnival business for 34 years.

In addition to the prospect of Marks seeking to regain his former dates, many of which he had played for years and which were regarded as top-notch in the three mid-Atlantic Coast States, the question of Manning's 1957 fairs comes to the fore. Since there will be only one unit operated by the combine, many of Manning's spots will probably be surrendered because of conflict with dates secured by Marks. Among Manning's Southern fairs this year were Woodstock, Va.; Athens, Ga., and the North Carolina spots of Lenoir, Burlington, Rutherford, Washington, Lumberton and Carthage.

Drew Up 40%

Continued from page 73

circus equipment formerly owned by the King Bros. Circus at auction in Winder, Ga. Drew also has a circus-type electric calliope mounted in a truck which parades downtown. He has a billboard two weeks ahead of the show doing circus-type billing and also uses mailed heralds on rural routes at every stand.

The summer in the Midwest was described as "phenomenal." His fall dates in Georgia, at Winder, Lavonia, Monroe and Covington were marred by rain, but business remained on the profit side. He had his first week of sunshine here since entering the State.

Normally a conservative operator, Drew plans extensive expansion this winter for the 1958 season.

C.&W. Winner

Continued from page 73

ness Manager William B. Moore has had a couple of good weeks lately.

Routing down to the fair in Jacksonville, Fla., includes fair stops at Macon, Albany and Waycross, Ga. A big week is expected for Jacksonville, with the committee under President Ted Champagne having booked in Pinky Lee, the Cisco Kid and other entertainers.

Several spots are contracted for repeats in 1958, Wilson said, while others are in the probable category. The show will head North to Petersburg, Va., quarters after Jacksonville, where winter work will center on building rest benches for the midway and revolving lights for the towers, if the weight of these units can be kept down.

Scrambler and Scooter of Bill Gillette's Imperial Shows, and the Kiddieland. Other units were the Joe Cenname Bingo, the Old Mill, Funhouse, Monkey Speedway, Zacchini Dark Ride, Hell's Half Acre, Side Show, Wild Life, Girl-arama, Club Macombo, Rock 'n' Roll, Jeannie, and Eeka.

Carnival Routes

Continued from page 68

Miller, Ralph R.: (Fair) Morgan City, La.; (Fair) St. Martinsville 28-Nov. 2.

Moore's Modern: Sanderson, Tex., 22-27.

Olson: (Fair) Beaumont, Tex. (Season ends.)

Page Combined: (Fair) Brunswick, Ga.; (Fair) Starke, Fla., 28-Nov. 2.

Palmetto: (Fair); Chester, S. C. (Fair) Anderson 28-Nov. 2.

Penn Premier: (Fair) Winston-Salem, N. C.; (Fair) Trenton 28-Nov. 2.

Powelson Amusements: Urichville, O.; Newark 28-Nov. 2.

Prell's Broadway: (Fair) Laurens, S. C.; (Fair) Columbia 28-Nov. 2.

Pryor's: (Fair) Pascagoula, Miss.

Raley Bros.: (Fair) Moncks Corner, S. C.; (Fair) Loris 28-Nov. 2.

Rock City: Cardwell, Mo.; Hornersville 28-Nov. 2.

Royal American: (Fair) Shreveport, La. (Season ends.)

Schafer's Just for Fun: Lufkin, Tex.; Gilmer 29-Nov. 2.

Shan Bros.: (Fair) Marianna, Fla.

Siebrand Bros.: Tucson, Ariz.

Smiley's Am. Co.: (Fair) Sally, S. C.

Smith, George Clyde: (Fair) Emporia, Va.

Southern Fair: Dallas, Ga., 25-Nov. 2.

Southern States: Ocala, Fla.

Southland Am. Co.: Colquitt, Ga.; Headland, Ala., 28-Nov. 2.

Southland Tour: Osceola, Ark.; Star Am. Co.: Parkin, Ark.

Strates, James E.: (Fair) Florence, S. C.; (Fair) Charleston 28-Nov. 2.

Thomas Joyland: Kinston, N. C.

Tidwell, T. J.: Levelland, Tex.

Tinsley, Johnny T.: (Fair) Fitzgerald, Ga.; (Fair) Camilla 28-Nov. 2.

Tivoli Expo.: Abbeville, La.; Lafayette 28-Nov. 2.

Tower Am. Co.: Livingston, N. M., 23-26; Carlsbad 29-Nov. 3.

United Expo.: Texarkana, Tex., 22-Nov. 2.

United States: Waynesboro, Ga.; Barnesville 28-Nov. 2.

Virginia Greater: (Fair) Beaufort, N. C.

Wallace Bros.: Byrum, Miss.

Wolfe Am. Co.: (Fair) Greenville, S. C.; (Fair) McCormick 28-Nov. 2.

World of Mirth: Columbia, S. C.

Prell Signs 'Em

Continued from page 73

end were the Side Show, Al Randall's S. S. Spellbound Aquarium, Baby Doll, "Harlem Heat Waves," "Rock 'n' Roll," "High Lites of 1958," Snake Show, Arcade, Old Mill and Giant Oxen Team.

The Columbia, S. C., Colored Fair will close the route, after which the show moves to Goldsboro, S. C., to winter. Plans for next year include extending the Fiberglas front concept to the Whip ride and acquiring several additional riding devices.



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Vivonas Expanding

Continued from page 73

ber 14 at 54th Street and 27th Avenue Northwest, Miami, it is reported. The show will remain in that State thru March 1. Harry Wilson has been setting plans in Florida in recent weeks.
Rides in Henderson were the Round-Up, Caterpillar, Ferris Wheel, Ridee-O, Roll-o-Plane, Roller Coaster, Junior Hot Rod, the



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News in Brief

CAVA Slates November Vender Show In Los Angeles . . .

California Automatic Vendors Association to sponsor a one-day vending machine show November 23 in Venetian Room of Ambassador Hotel in Los Angeles. Various manufacturers and supplies will set up hospitality rooms to run concurrently with show. B. J. Grenier, CAVA president, said Venetian Room will hold 22 booths and that show will begin at 12:30 in the afternoon. Day will end with a dinner along with entertainment by Patti Moore and Ben Lessy. Dinner tickets are \$7.50 and include floor show. No charge to be made for showing of the machines. Following companies have made reservations to have displays at convention: Pepsi-Cola, Sweetheart Cup Company, Coca-Cola Company, Riveria Foods; Western Marketing, Inc.; Stoner Manufacturing Company, County Beverage Company, Nestle Company, Vendo; Tenco, Inc.; General Foods Corporation, Rudd-Milikian, Food Engineering Corporation; Barvend, Inc.; Curry Armstrong; Apco, Inc.; Dariomatic, Inc.; Brown & Haley, National Vendors, and Bishop & Company, Inc.

New Nickel and Dime Power House Bars on Market . . .

Two Power House bars in nickel and dime size introduced by Walter H. Johnson Candy Company. Bars have a milk chocolate coating instead of confectioners coating used formerly. Weight of dime bar is 3 ounces and of nickel bar 1½ ounces. Quarter-pound size has been discontinued. Previously three-layer, the new bars come in two-layer pieces. New wrapper styling is also used with new line. Ten-cent bar comes in 100-count and 5-cent bar in 120-count packs.

Pepsi-Cola, of Canada, Makes Two Executive Promotions . . .

New executive appointments were announced by Pepsi-Cola Company, of Canada. R. A. Sinclair was appointed manager of Automatic Vending Division, new post created to assist bottlers and branches in setting up venders. Position he left, manager of Fountain Sirup Sales department, was filled by S. Koffman. Sinclair was previously district manager of fountain sirup division, while Koffman had been Toronto manager of fountain sirup and pre-mix department.

Northwest Automatic Markets New Pre-Brew Coffee Vender . . .

Northwest Automatic Products Corporation, Minneapolis, Minn., has fully-automatic, pre-brew coffee vender that was not shown at National Automatic Merchandising Association convention. Called the Griswold, has 240-cup capacity, uses dairy cream and liquid sugar under refrigeration. Automatic cup drop, and four buttons provide selections. Cabinet has stainless steel interior and exterior. Price, less containers, \$1,075.

Color-Slide Fact Film On Labor Law Available . . .

Color-slide film describing history, purpose and principles underlying present labor law is packaged by Transfilm. Entitled "You and Labor Law," it runs for 30 minutes in two parts. Included in film are interpretation, basic objectives, and provisions of labor law. Film available from Employers Labor Relations Information Committee, Inc., 33 East 48th Street, New York 17.

Rudd-Milikian Makes Hot Food Package Vender . . .

Rudd-Milikian, Inc., Hatboro, Pa., has two-selection hot food package vender on market called Kwik Kafeteria. Machine vends 25 plate-type packages 5 by 6½ by 12 inches. Food held refrigerated until pre-set vending (meal) time, is then heated to serving temperature. After vending period, unsold items returned to refrigeration but not refrozen. Machine may be hooked up in series of modular units for greater selectivity, capacity. Six second delivery cycle; multiple price operation. Dimensions: 81 by 14 by 22 inches at floor and 32 inches at servicing shelf.

New Tube Tester and Vender Manufactured By Calex . . .

Calex Manufacturing, Inc., Seaford, N. Y., has introduced a tube tester, tube vender combination unit (Model 602V). Television and radio tubes used, but can be adapted to accommodate other product packages of similar size. Uses quarters only in price range from \$1.50 to \$5.50. Selections up to 120 possible with capacity of 650 tubes. Dimensions: 72 by 30 by 22 inches. Price under \$1,000.

Miscellaneous News From Around the Country . . .

New member of Rowe Manufacturing Company's sales force is Joseph Bendas, 11-year veteran of vending industry. Will work from firm's headquarters in New York. Previously, Bendas served with other vending machine manufacturers, including Apco . . . Gordon Foods, Atlanta, Ga., manufacturers of cookies and cracker sandwiches for vending machines, has announced two executive promotions. Arnold Dixon will head the company's advertising department, and Hugh Pierce was appointed budget director of advertising. Both men have been with Gordon for a number of years.

FTC Charges of Blue-Sky Denied by Company . . .

Merchandising Automatically, Inc., St. Louis, Mo., denied (Sept. 26) Federal Trade Commission charges of blue-sky advertising and false claim of connection with Gillette Company. Firm, which said it has since gone out of business, denied advertising with intent to deceive, but admitted it used an ad similar to one cited by FTC and also that it is not connected with Gillette.

NAMA Exhibits Show Little in Way of Radically New Equipm't

Continental Bows 30-Column Cigarette Unit; Rowe Shows Prod. 20-Column Cig Machine

By AARON STERNFIELD

PHILADELPHIA—The 1957 National Automatic Merchandising Convention, which ended its four-day run here Wednesday (16), produced little startling in the way of new equipment. But the machines on display in many cases were actual production models of what last year had been only pilots or mock-ups.

Emphasis, particularly on cigarette machines, was on greater capacity and more selectivity. Capacities on candy machines were up, too.

The first 30-column cigarette machine in the history of the vending machine industry made its debut at the show. The unit is the

Corsair 30, made by the Continental Vending Machine Corporation. 830 Packs

The new 30-column machine has essentially the same mechanism as the Corsair 20 and holds 830 packs against 520 for its predecessor.

The Rowe Manufacturing Company exhibited production models of its Twenty-700, a 20-column machine with a 700-pack capacity. The machine was exhibited at last year's NAMA show, but large-scale production has only recently gotten under way.

Also in full production on a model exhibited last year is National Vendors of St. Louis with a 22-column manual machine. The National machine has 22 columns and a capacity of 616 packs, 132 of which are visible from the outside of the machine. The mechanical coin register accepts all combinations of nickels, dimes and quarters.

Superior 16-Col.

Slated for production by December 1 is a 16-column cigarette machine made by the Superior Manufacturing Company. The unit has a capacity of 525 packs. Dimensions are 36 inches wide, 18 inches

deep and 52 inches high. Ejection is manual, but the coin mechanism is electrical.

Du Grenier's 20-column Smoke-master has a capacity of 672 packs, with all columns auxiliary shift. Best seller columns hold 60 packs each, while other columns hold 27 packs each. The coin mechanism can be set to vend at any price thru 35 cents.

Dimensions are 61 inches high, 36½ inches wide and 13¾ inches deep. A four-column mint and gum unit is an optional accessory. The unit becomes part of the cigarette machine, with a special coin insert for the gum on the side of the cigarette vender.

Eastern Manual

Eastern Electric, pioneer in the electric console field, has produced its first manual model, with first deliveries scheduled for April 1. The machine accepts all combinations of nickels, dimes and quarters. Capacity is 520 packs.

In the candy field, Lehigh introduced a three-selection machine with a capacity of 240 bars. It operates on dimes only. Northwestern has changed from a com-

(Continued on page 82)

Charm Mfrs. Show Fall Line In Philly Hotel

PHILADELPHIA—Four charm manufacturers displayed their fall equipment lines at the Benjamin Franklin Hotel here Sunday thru Tuesday (13-15) during the annual NAMA convention. The manufacturers, who had adjoining suites, were Karl Guggenheim, Samuel Eppy, Paul Price and Plastic Processes. They were represented by Bob Guggenheim, Sam Eppy, Paul Price and Bill Falk.

While only 40 operators and distributors visited the charm show, the manufacturers reported heavy orders. Most of the visitors were from the Northwest.

The scheduled meeting between members of the National Vending Machine Distributors' Association and the charm manufacturers turned into a social dinner, with industry problems in general discussed, but nothing specifically resolved.

Distributors at the dinner met with Moe Mandell, Northwestern Sales and Service, New York; Bert Fraga, Standard Specialties, Oakland, Calif.; Paul Guines, Graff Vending, Dallas; Jack Nelson, Logan Distributing Company, Chicago, and Irving Kovens, Parkway Vending, Baltimore.

Victor to Build New Jumbo Capsule

Called the 'V-1,' Unit to Vend Quality Charms and New Line of Utility Items

CHICAGO — A new capsule planned to open new markets for bulk operators will go into production next week at Victor Vending Corporation.

The capsule is a sphere which Victor believes will prove large enough to vend a wide variety of quality charms and a new line of utility items at a dime and a quarter. Named the V-1 by Victor, having a diameter of 1½ inches, it is considerably larger than the regular V capsule, which measures ¾ inches by 1¼ inches and is manufactured by the same company.

The V-1 has been developed, said Harold Schaeff, president of Victor, because of the size limitations imposed by the V capsule on vendible items. There are simply too many high-quality charms that wouldn't fit into the smaller

capsule, said Schaeff. Neither is the V capsule suitable for the growing number of utility items which Schaeff firmly believes will play a big role in future bulk vending.

Schaeff claims that many practical items can be vended in his new capsule for a fraction of the price that they retail for in stores. Small

(Continued on page 83)

Obsolete Bulk Venders Used By Colo. Op

DENVER — Locating obsolete ball gum venders in the stores of a chain-owned dry cleaning company has proved profitable for Sam Kaplan, Kap Vending Company.

He sold 17 of the totally-depreciated machines to Jack Buganowitz, owner of Dependable Cleaners Company, and claims that each vender empties at an average rate of four cases of ball gum a month.

Kaplan played a hunch when he heard that Buganowitz was "bending over backwards" to please children coming into his stores. Kaplan suggested that it might promote business and good will if free gum were dispensed to the children coming in with their parents.

Buganowitz agreed to a trial run in a few of his busier stores, and when the idea proved a success he purchased the refinished obsolete venders, agreeing to buy his gum thru Kaplan. For his part, Kaplan

(Continued on page 82)

Coin Trade Turns Out For NAMA Convention

PHILADELPHIA — More than 7,000 persons from all facets of the coin-machine industry attended the annual convention of the National Automatic Merchandising Association, which concluded its four-day run at Convention Hall here Wednesday (16).

While the show is primarily for operators, manufacturers, distributors and suppliers in merchandising vending, music machine and game people were very much in evidence to look over new automatic merchandising equipment (see separate story on exhibits).

One of the highlights of the convention was a panel of "Manufacturing for Automation," with William S. Fishman, newly-elected

NAMA president, as co-ordinator. Berton Steir was moderator.

On the panel were Charles H. Brinkmann, Rowe Manufacturing Company; Dan Carr, Continental Vending Machine Corporation; Tom Hungerford, National Vendors; Mel Rapp, Apco, and Paul Selzer, the Vendo Company.

Another feature was a panel discussion on expansion possibilities for medium-sized operators. Moderator was Frank Bradley, Buffalo operator.

The convention wound up with the annual banquet at the Grand Ballroom of the Sheraton Hotel. The entertainment, featuring Jean Carroll, comedienne, was provided by Philip Morris.



VICTOR'S NEW FOOTBALL

NOW IN PRODUCTION
Fast Action! Bigger Profits!

\$19.75 Packed & Sold
EACH 2 to Carton. F.O.B. Chicago.

VICTOR VENDING CORP.

5701-13 West Grand Ave. Chicago 39, Illinois
Mfrs. of famous line of TOPPER Vendors

GIMMICKS CHARMS CHARMS GIMMICKS

RINGS BEADS BEADS

Silver Vacuum-Plated

NAIL & SCREW FINGER TRICK

\$6.00 per 1,000 in 5,000 lots and up **FREE:** Attractive Label

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35 L.I. N.Y.



HAVE YOUR OWN COPPER MINE!!

In Every Restaurant Location You Go Into. The SWAMI and MADAM X 1st 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

Here is a COPPER MINE for Operators—and a DREAM COME TRUE for Distributors! This is a "Natural" for Charitable Organizations.

"Blue Sky" Operators NOT wanted! Write for free information regarding our "plan."

F. E. Erickson Co., Inc.

P.O. BOX 3666

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get smooth dependable electric operation with

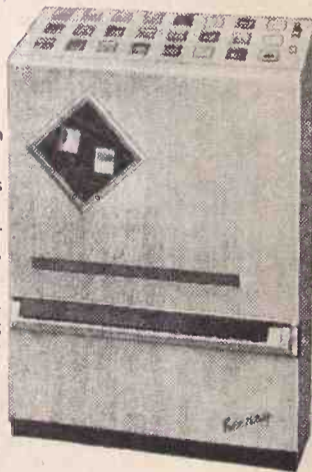
THE KEENEY "22"

Deluxe Electric

CIGARETTE VENDER

It's the Vender with the "FORWARD LOOK" that gets and holds choice locations!

- ★ HOLDS 539 PACKS Front Column 264, Rear Column 275.
- ★ 22 SELECTIONS Pack and matches delivered quickly and smoothly.
- ★ OUTSIDE COLUMNS VEND FLAT BOXES AT OPTION OF OPERATOR.
- ★ MEETS ALL PRICING REQUIREMENTS Three price selections; 25c, 30c and 35c. Four Price Mechanism at operator's request.
- ★ AMPLE MATCH CAPACITY Adequate Storage for Cigarettes.
- ★ A VARIETY OF COLORS and FINISHES.



If you're eyeing the vending machine business with a desire for greater profits, start right now with Keeney's new deluxe electric Cigarette Vender. It is styled to get and hold choice locations, is brilliantly lighted and offers 22 selections of all nationally advertised cigarette packs, also flat boxes. Its smooth electrical operation and complete accessibility for easy servicing are beyond comparison.

Easier to Service . . . All Parts Totally Accessible . . . Earns Much More!

ON DISPLAY AT N.A.M.A. CONVENTION PHILADELPHIA OCT. 13-16 **J. H. KEENEY & COMPANY, INC.** 2600 W. 50th Street • Chicago 32, Illinois

COMPLETE LINE OF VENDERS
COFFEE • CHOCOLATE • SNACK • SOUP • MILK • COLD DRINKS

NAMA Exhibits

Continued from page 81

ination drop shelf-stack column design to a straight 16-column drop shelf unit.

D. Grenier has given operators a choice of three capacities on its eight-selection candy machine. The unit comes in capacities of 152, 176 or 200 bars, with the higher capacity machines accommodating smaller bars.

Rudd Line

Rudd-Melikian, which formerly sold drink machines only to its own operators, bowed a complete line of food and drink units which will be sold to all vending operators.

Apco, which had also specialized in the beverage field, displayed a complete food line, with production scheduled for 1958.

Other exhibit features were several new self-brew coffee machines and new models of hot food venders, mostly cans. The Rudd hot food vender, tho, dispenses complete meals, similar to the TV dinners, in foil trays.

J. SCHOENBACH

For Victor Vending Corp. Machines, Parts, Globes Charms, Merchandise Supplies 1645 BEDFORD AVE., BROOKLYN 25, N. Y. President 2-2900

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KING SIZE CHARM ASSORTMENT

Mix of all large Vacuum Plated Charms
Lots of 1,000 \$6.50 M
Lots of 5,000 5.50 M

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2124 Market Street Philadelphia, Pennsylvania

THANKS to those who visited us at the NAMA Convention.

If you missed us, write for information about our new line.

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VICTOR'S PLAY BALLS BASKETBALL and the New FOOTBALL



Holds 12 lbs. of 210 Ball Gum.

\$19.75 ea.

Net profit \$15.30 from each filling.

Ball Gum 30c lb. 140-170-210 size freight-prepaid 200 lbs. or over.

New York's Exclusive Victor Distributor. Member National Vending Machine Distributors, Inc.

PIONEER VENDING SERVICE

Syd Rubenstein 590 Albany Ave., Brooklyn 3, N. Y. President 4-5358

Obsolete Venders

Continued from page 81

agreed to regularly inspect the machines, making whatever repairs necessary.

Buganowitz intends to expand his dry-cleaning, outlets into the developing suburban shopping centers, and Kaplan plans to sell and service machines for each of the locations that will be opening up.

There are intangible profits involved in his venture as well, thinks Kaplan. Encouraged to use the venders, he thinks the children become more accustomed to their operation, making the children

"GOOFY" TOOTHBRUSH



It's "goofy" 'cause kids will want a different pastel colored toothbrush for each tooth! Good for results—play value, gags, gimmicks, etc. Assorted beautiful colors. Made of polyethylene plastic with flexible bristles. Hole in handle permits hanging or stringing. Load your machines and brush in profits! Order today.

\$6.50 per M

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Save Money!

NEW!

Beats all others "All Hollow"

CRAMER'S 7/8" SIZE SOLID BALL

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8 COLORS 8 FLAVORS

Ask your distributor to stock Cramer's "Star-Brite" for you! 210-170-140 BALL GUM

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"Pinches the pennies" to make you dollar!

A TERRIFIC COUNTER GAME!

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ORDER NOW! \$24.95 each f.o.b. Shipped 2 to case. 1/3 with order. Return in 10 days if not completely satisfied, for full cash refund.

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STANDARD SPECIALTY

Now offering **Northwestern TAB**

VENDING EQUIPMENT

You'll hit the jackpot with this selective tab Vender. Our specialty is helping more operators make more money

STANDARD SPECIALTY CO.
1028 44th Avenue Oakland, Calif.

eager to operate other machines. He believes the parents, for their part, are rather pleased with the attention and consideration given their children, and in consequence are more inclined to have their children use bulk venders of all varieties.

VENDING MACHINE OPERATORS

If You Buy

BALL PENS

We Guarantee to **SAVE YOU MONEY** on High Quality Pens

- ✓ CHECK OUR LOW—LOW PRICE—buy direct
- ✓ 24 HOUR SERVICE We can ship YOU 150,000 Pens Per Day!
- ✓ QUALITY that BUILDS SALES.

Phone, Wire, Write right now!

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Victor Capsule Machines	8.95
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2-Col. Stamp Machine	12.50
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(Write for List)	
Columbus Bi-More Machine	15.00
Premiere Card Machines	15.00
Silver King, 1c or 5c	8.50
Acorn, 5c	10.00
N. W. Model 49, 5c Machine	12.50
Master, 1c and 5c	8.50
3-Col. Hot Nut	22.50
DuGrenier, 6-Col., 1c Tab	14.50
Mills 6-Col., 1c Tab	17.50
Factory Reconditioned "Popcorn Soz" Machines	125.00

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Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER, 8-COLUMN CANDY, 160 capacity, prewar model \$110.00
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 ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. ... 85.00
 EASTERN ELECTRIC CIGARETTE, 8-col., all coin, 25c & 30c .. 85.00
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All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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VICTOR Standard TOPPER
 1c BALL GUM VENDER
\$13.25
 Each

\$12.75 Each
 100 or more

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1/2 deposit on all orders
 Write for lowest prices on filled capsules. Immediate delivery.

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GIVE TO DAMON RUNYON CANCER FUND

Victor to Build

Continued from page 81

collapsible tooth brushes with tooth paste, tiny cigarette lighters, collapsible cigarette holders, emergency medicaments of one kind and another, nail clippers and key chains are examples of the utility items the capsule is designed to vend for considerably less than their retail price. Quality charms such as earrings and stick-pins, which retail for as much as \$1, will be vended in the new capsules for a quarter and sometimes for as little as a dime.

It is quite possible that the bet-



Accurate COMPASS RING

\$3.60 PER GROSS (Lots of 7 Gross)
 \$3.00 PER GROSS (Lots of 35 Gross or More)

Vacuum Plated Ring Base With Imported Compass.

BEST WEST SPECIALTY CO.
 2736 North 21st Avenue
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Great Time-Saving

PENNY WEIGHING SCALE

CAPACITY \$10.00
 SPRINGS ARE PRECISION CALIBRATED.
 HEAVY SHEET METAL BASE.
 TIN SCOOP.
 DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
 Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

\$19.00

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Experienced Operators Say:
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VENDING EQUIPMENT"

PROVE IT TO YOURSELF!

Just try a Model 49 all-product vender on your route and see for yourself how you can make more money. It's available in 1c, 5c or 10c play.

Write for complete details of this and other Northwestern money makers today.



THE NORTHWESTERN CORP.
 27103 ARMSTRONG STREET MORRIS, ILLINOIS

American Beauty Diamond Ring

Probably the richest looking ring a child has ever owned! Terrific attraction. Giant center stone, with side stones in beautiful assorted colors. Gold and Silver Vacuum Plated.

SURE-LOCK, the perfect capsule. Outstanding Items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Send **35¢** for SAMPLE KIT OF CHARMS

The PENNY KING Company
 2538 Mission Street, Pittsburgh 3, Penn.
 World's Largest Selection of Miniature Charms
 NATIONAL SALES HEADQUARTERS FOR ATLAS-MASTER MACHINES

ter quality charms the capsule will hold can make it possible for operators to place their machines in spots heavy with adult trade. Chicago distributors think it likely that night clubs will open up for the new items.

If it catches on, however, it will most probably be the new line of utility items that will exert the most influence upon bulk vending. The machines will be vending practical, everyday items people are always losing or forgetting. Train stations, lobbies, motels, locker rooms and wash rooms, liquor stores and tobacco stores are the types of locations the new line of utility items can either open up or increase the trade in for bulk vending. Greatest use of venders with utility items would probably be after regular store hours, and for that reason placement of them in outlets that stay open at night is preferable.

AT BIG SAVINGS

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LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 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 & 520 ct. 36¢ lb.
 Bubble Chicks, 320 & 520 ct. 27¢ lb.
 Tab (short stick), 100 ct. 38¢ box
 5-Stick Gum, 100 packs \$1.70

F.O.B. Factory 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
 33 YEARS OF MANUFACTURING EXPERIENCE
 4th & Mt. Pleasant • Newark 4, N. J.

WESTERN COWBOY HAT

Vacuum Plated

Lots of 1,000 \$10.00 M
 Lots of 5,000 8.75 M

Plastic

Lots of 1,000 \$6.00 M
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MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c \$14.50
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 ABT Guns 30.00
 Acorn, 1c or 5c 9.30

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen \$.49
 Pistachio Nuts, Large Tulip46
 Pistachio Nuts, Vendor's Mix37
 Pistachio Nuts, Shell43
 Cashew Whole64
 Cashew Butts58
 Peanuts, Jumbo42
 Spanish32
 Mixed Nuts37
 Tabby-Lets, \$20 ct.30
 Rainbow Peanuts32
 Boston Baked Beans32
 Jelly Beans38
 Licorice Gems28
 Leaflets, 650 ct.40
 M & M, 550 ct.50
 Hershey-ets43

Rain Blo Gum, 60 ct. \$.28
 Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.30
 Rain Blo Ball Gum, 100 ct.32
 200 lb. minimum, prepaid on all Rain Blo Ball Gum

Adams Gum, all flavors, 100 ct.43
 Wrigley's Gum, all flavors, 100 ct.45
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 Hershey's Chocolate, 100 ct. 1.40
 Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices.. Write

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NORTHWESTERN SALES AND SERVICE CO.
 MOE MANDELL
 446 W. 36th St., New York 18, N. Y.
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VICTOR'S BASKETBALL and the ALL NEW FOOTBALL!



A BALL OF GUM AND A BALL GAME ... all for a penny!

\$19.75 ea.

Holds 12 lbs. of 210 ball gum.

Takes in \$25.20
 Cost of gum 8.60
 25% to location 0.30

YOUR NET PROFIT \$15.30
 1/4 Deposit, Balance C.O.D.

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JOBBER WANTED

With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS 3 SIZES.

With or without nickel & penny changers.

None finer quality; none lower in cost!

Also candy, cookies, postage stamps and perfumes.

OUR 25th YEAR!

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Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendor.

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The all-time favorite of the vending business. Vends all 1¢ and 5¢ 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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Giant Firms Ahead For Juke Business?

Talk Signposts Trend to Colossal But Operators Split on Bulk Values

• Continued from page 1

the nation's operators enjoy a corporate structure, according to the 1957 Juke Box Operator Poll. Bigness is nothing new, either. The same poll shows that 4.3 per cent have 200 machines or more. And a high percentage of these have 350 machines or more. There are even several giant operations with 1,000 or more machines.

The point is that not only may these big firms get much bigger, but that the trend appears to be underway in two categories of smaller operators: Those with 75 to 99 machines (8.8 per cent) and 100 to 199 machines (7.9 per cent).

In all likelihood, the development of any significant number of giant companies will wait on the

development of larger medium-sized operations.

Interestingly enough, some experienced traders even believe that this growth of bigger companies itself could in turn cause an opposite development: Newcomers entering the business, setting up marginal operations.

Both the possibilities and the problems of setting up corporations, or joint servicing plans or even co-operatives are being pinpointed by top juke box operators.

Lou Casola, of Rockford, Ill., believes that corporations, co-ops and joint servicing plans all have definite possibilities. But each poses problems.

A year ago, a corporation plan was discussed by Rockford operators, but as Casola points out, "we never could get in complete agree- (Continued on page 89)

MOA WOMEN'S GROUP PLANS MIAMI MEET

MIAMI—Plans for organizing the women's auxiliary for the forthcoming Music Operators of America convention will be discussed by wives of the members who will meet in Miami, simultaneously with the board of directors' meeting, November 10-12.

A group of nine ladies, all committee members in charge of last year's activities, have been named to again take charge of the women's activities at MOA's 1958 convention, May 6-8, at Chicago's Morrison Hotel. They are Mrs. Clinton Pierce, Mrs. William Hullinger, Mrs. Howard Ellis, Mrs. Norman Gefke, Mrs. Ted Nichols, Mrs. Martin Britz, Mrs. Lester Montooth, Mrs. George A. Miller and Mrs. Cissie Gersh.

Wives of all members have been invited to attend these meetings and participate in setting plans for the women's group at the forthcoming convention.

Greco Says Geltan Threatened Family

Getlan Attempts to Sell Jukes to Locations In Effort to Hit Hudson Valley Operators

KINGSTON, N. Y.—Tom Greco, local music and game operator and president of the New York State Operators' Guild, has charged Sam Getlan, local union organizer, of threatening him and his family with bodily damage unless he (Greco) joins Getlan's union.

Getlan, who was linked in testimony before a Senate committee with union racketeering, is currently having rough sledding. Operators in the Hudson Valley and in Westchester County are refusing to join his union and will not pay dues. Before his exposure before a Senate committee, Getlan collected tribute from most operators in this area.

Getlan has set up shop here with one Ed Fenton and is attempting to sell new Wurlitzer 2150's to locations serviced by operators who refuse to join his union. So far, he hasn't sold a machine. His

terms are \$300 down and the balance financed.

In New York, Cobe Forman, of the Sandy Moore Distributing Company, Wurlitzer outlet, said that Getlan has approached him but the firm refused to have any dealing with Getlan.

According to Greco, the direct sales effort is a result of the stiffening of local operators against Getlan's union. Greco charged that Getlan is using direct sales as a threat to force operators into his union.

Last week, Greco charged, he received a telephone call from Getlan warning him that unless he joined the Getlan union he would be forced out of business.

Then, added Greco, Getlan made (Continued on page 86)

Neb. Ops Hold Fall Conclave October 19-20

Forums, Business Meets, Banquet Pack 2-Day Sked

NORTH PLATTE, Neb.—Mid-western music operators poured into North Platte last week to attend the fall meet of the Nebraska Music Guild, October 19-20 at the Pawnee Hotel.

Besides local operators, the conclave attracted members of the music industry from South Dakota, Iowa, Kansas and Colorado. At press time no attendance figures were available.

The two-day meet, starting with registration at 4 p.m. Saturday (19), was packed with a program of both business discussions, forums and entertainment.

Forums

Saturday's business was to center around a forum on trade associ- (Continued on page 100)

United Ups Output; Names New Distrib

CHICAGO—United Music Corporation has set up additional production lines in its plant, enabling the firm to triple present output on its Model UPA-100 juke box, according to Jack Mitnick, executive vice-president.

Simultaneously, Mitnick also announced the appointment of Cancel Hermanos, Inc., as exclusive distributors for United phonographs in Puerto Rico.

The new distributor, headquartered in Santurce, Puerto Rico, will carry a full line of United juke boxes as well as maintaining a complete parts and servicing set-up.

United is also planning an addition of 20,000 square feet of space to their juke box manufacturing facilities in the near future. Mitnick stated the firm's backlog of orders dictated the current move.

CMMA Helps Defeat Proposed Oakland Juke License Fee Hike

OAKLAND, Calif.—A vigorous campaign on the part of the California Music Merchants' Association helped defeat a proposed increase in the Oakland juke box licensing fee, with the city council agreeing to keep the present \$5 per machine yearly rate for another year.

The move came upon recommendation of the city manager after a

council meeting Tuesday (8). The council also agreed to consider changing the per machine licensing fee to a single fee based on the over-all gross of the operator after the year is up.

The single fee based on gross is being sought by CMMA to replace the per machine fee, which they feel is "exorbitant and discriminatory."

In fighting the proposed increase, CMMA's main point of contention was that even the present \$5 fee was placing an undue burden upon the juke box operator, and was not in line with licenses paid by other types of businesses.

George A. Miller, State president and managing director of the California association, in hearings before the council, pointed out that under the current licensing ordinance, other businesses were allowed to gross \$30,000 a year and only pay \$70 a year license. He stated the juke box operator must own and operate at least 65 phonographs to gross \$30,000, and at a \$5 yearly fee must pay \$325 in licenses.

Poll Figures

(Editor's note: This works out to \$8.87 for an operator's weekly share of the gross per machine. This is below average compared to The Billboard's 1957 Juke Box Operator Poll figure of \$13.77.)

Miller pointed out the license imposed on operators was "discriminatory and class legislation."

CMMA officials indicated they were satisfied with the outcome of retaining the \$5 yearly fee rather than an increase, but said they would continue to press for the adoption of a fee based on yearly gross.

INDIANA LOCAL TO PICKET LOCATIONS

Non-Union Operators Target; Testo Resigns National Post—

GARY, Ind.—Plans for picketing of locations serviced by non-union mechanics are in process of preparation by Local 1 of the National Union of Automatic Equipment and Coin Machine Operators Service and Repairmen.

Cities affected by the action, formally approved at a meeting with national officers on October 8, are in industrial Lake County and include Gary, Hammond, East Chicago and Whiting.

Testo Resigns

A further and unexpected development at the meeting was the announcement by John Testo, who founded the union about a decade ago, that poor health was compelling him to retire as the national union's general organizer. He said that his withdrawal from leadership would have to take effect immediately. He described his ailment as a heart condition.

David Ashton of Gary was named to succeed Testo as general organizer. At the request of the membership, Testo will continue as adviser.

Drafting of the picketing strategy and exploration of legal ramifications have been assigned to Bernard M. Mamet of Chicago, the union's attorney and a specialist in laws covering labor relations. Responsibility for organizing picketing crews has been assumed by a special committee of Local 1.

Picketing will begin on a day to be fixed at a special meeting of the

Union, the date of which remains to be specified.

A primary purpose of the picketing move, according to Testo and other officials, is to "purge the juke industry of racketeers and racketeering."

That would continue to be his objective in his capacity as adviser, Testo said.

"I will continue to do all I can to clean this industry and to keep it clean," he stated. We are determined to drive the racketeers out and will continue to be on the alert against other racketeers com- (Continued on page 97)

Parts One-Stop Proposed in Chi

CHICAGO—An idea to establish a central service depot to stock juke box parts for all manufacturers was proposed last week by Len Micon, juke box sales official for World Wide Distributors, and Kurt Kluever, assistant sales manager for Rock-Ola Manufacturing Corporation.

Prime purpose of the depot, Micon stated, would be to enable operators to buy parts for any brand juke box, in some centrally located spot, which would function

after the normal closing hours of the distributors' shops.

Distrib Cooperation

The idea is still in the embryo stage, but Micon said he intended to contact other distributors in the city to obtain their reaction. For the plan to work effectively, he stated, it would have to have the cooperation of all of the city's distributors.

A straw sampling was given the idea at the recent operator service (Continued on page 97)

Chi Distribs Hold Fourth Service Class

CHICAGO—The fourth season of the jointly run service school set up by four of Chicago's distributors was held at World Wide Distributors Wednesday (16) evening, with 19 servicemen from 11 different operating companies in attendance.

The class thus completed the first leg in a round-robin series, having attended classes in each of the distributor showrooms, during the past month.

2nd Series

Next week, the group will start a second circuit of classes, with a session at Coven Distributors (Wurlitzer) Wednesday (23) evening. Subsequent classes will again be conducted by Automatic Phonograph Distributors (AMI); Atlas (Seeburg) and World Wide (Rock-Ola).

The last session at World Wide, Wednesday (16), was on the current line of Rock-Ola phonographs, with the firm's current model 1458, 120-selection phonograph used for class demonstration.

Servicemen were explained the improvements in the current line, and given class participation work in tearing down parts of the phono- (Continued on page 97)

AMI Plans New Common Stock Issue

WASHINGTON — AMI, Inc., has filed a registration statement with the Securities and Exchange Commission seeking to issue an additional 114,323 shares of its \$3 stated value common stock with warrants.

The firm currently has only 220,870 shares of stock outstanding, out of an authorized total of 400,000 shares.

AMI proposes to offer the common shares, with warrants, at \$9 per share to present holders of its outstanding common stock at the rate of one additional share for each four shares now held.

Warrants

Warrants with the new issue, will also entitle subscribers to (Continued on page 100)



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BYGONE ERA

Jazz Death Knell On Memphis Jukes

By ELTON WHISENHUNT

This is a continuation of a series on programming of tunes other than current pop hits. Previous issues of The Billboard carried reports from Minneapolis, Detroit, Miami and Gary. The following is a report how jazz has fared on Memphis juke boxes.

MEMPHIS—There's something strange going on in this town and it's hard to figure out. What's happened is that the juke box customers in this Dixieland city, which fostered and nurtured the birth of jazz, just don't care for jazz any more.

And this in the hometown of the famous W. C. Handy, composer of "The St. Louis Blues," "Memphis Blues" and other jazz immortals.

Even Handy's annual visits back to his native Beale Street once a year to toot his golden trumpet doesn't seem to stir the customers up enough to create a longing in the breasts of music lovers for what in bygone days was the craze.

Even the colored locations where the juke boxes jump, don't have any customers who want to hear jazz anymore.

What do they go for? The current craze—rock 'n' roll, the Elvis Presley records, Pat Boone, Fats Domino and all the other current rhythm and blues, rock 'n' roll, rockabilly and pop recording stars.

Jazz Hey-Day

Jazz was in its hey-day in the 1920's and 1930's, but began dying out about the time World War II

came along and sobered everybody up. When the shooting was over, it seems, all the big jazz stars of before the war couldn't recapture the lost days of glory and the field was wide open with a new audience for new stars.

Drew Canale, chairman of the Memphis Music Association news committee, told The Billboard that very few of his colleagues used jazz records on their phonographs.

"There's no demand for it here," said Canale, who is also president of Canale Amusement Company and other enterprises. "We use a few jazz records, but they get little play.

"I guess I use only one or two on any of my phonographs. Nobody is experimenting with it. There has been some in the past, but the result was unfavorable and jazz looks like a dead thing around here. I don't know if it will ever be revived."

Home Play

What seems to be the case is that what few jazz fans are left prefer to buy their own jazz records and play them at home.

"It's a funny thing about jazz," explained Canale.

"It doesn't go in taverns. This is the place where a guy usually comes in for a beer or a sandwich. He sits there and plays some music. Invariably, he wants something smooth and peaceful, if he's an adult.

Teen Appeal

"Now with teenagers it is different. They like loud, fast, jumpy music.

"However, they're going for rock

Greco Threatened?

• Continued from page 84

threats against him and his family. After these threats were made Greco went to the district attorney's office and filed a complaint.

Getlan was formerly head of Local 28, Coin Machine Employees Union. Both Getlan and his union were expelled by the parent union, the International Jewelry Workers' Union, AFL-CIO.

Capitol Correct Address

NEW YORK — In last week's issue, the showrooms of Capitol Projectors, new Rock-Ola Distributors, were listed at an incorrect address. Correct address is 580 West 10th Avenue.

'n' roll. Maybe rock 'n' roll is an off-shoot of jazz. A study of our modern history will show that each generation takes to a different type of music. Like the "Black Bottom" of the 1920's, swing and jitter-bugging of the 1930's and 1940's and now rock 'n' roll.

"Another thing that seems to us to be a drawback in jazz is that there are no lyrics to it. It does not tell a story. Most jazz tunes are instrumentals. It seems most music lovers prefer a song that tells a story."

Canale added an interesting point about what he feels is a new trend in records that is going over big. That is a combination of rock 'n' roll with a strong beat, a Western-type twang, enough to give it a country and western flavor, and also so that it sounds pop.

Maybe he's got something. Anyhow, jazz hasn't got what it takes in Memphis anymore. Perhaps, in some sections it can go to a limited degree, but few operators believe the big music audience will ever go back to jazz in our generation.

Ken Knauf



Modern German Plant Nestles on River Rhine

BINGEN, Germany—Along a peaceful bank of the River Rhine, at the edge of the fog-swept town of Bingen, Germany, there is seated one of the largest and most modern coin machine plants of Europe.

This is the home of the Fanfare Juke Box produced by NSM, and of Lowen-Automaten, distributors of Fanfare and American-made Seeburgs.

From the nearby highway, the two-year-old plant resembles an up-to-date American suburban school, rising to three stories and stretching out to include living quarters for 50 families. The factory employs 350.

Peak Production

MORE juke boxes are manufactured here from month to month than at any other plant in Europe, according to Helmut Hoehne, import-export executive. And, Hoehne added, "Quality is improving from day to day."

Production is geared equally high to output of a wide variety of the popular German slot machines. Operation of these gambling devices is only partially restricted by the government. Each device can be located for just three years, and each play must take 15 seconds, a long time to wait for a jackpot by Las Vegas standards.

The compact, 60-selection Fanfares are exported to Austria, England and Norway, and more recently to Belgium, the Netherlands and the British colonies. The larger, 100-selection Seeburgs are imported as complete units from the U. S., via the Lowen-Automaten branch office at Hamburg. Until recently, U. S. juke boxes exported to Germany had to be broken down for shipment and reassembled here.

Location Ready

NOW they arrive for location. The principal title-strip categories, which Hoehne said were "difficult to translate into German terms," include hit tunes, waltzes and polkas, old favorites, and marches. No rhythm and blues or country and western.

Both Fanfare and Seeburg find ready markets at German locations. The Fanfare, at roughly 3,000 marks, goes to the medium-gross and limited space locations. The Seeburg, at about 7,000 marks, accommodates the high-gross spots.

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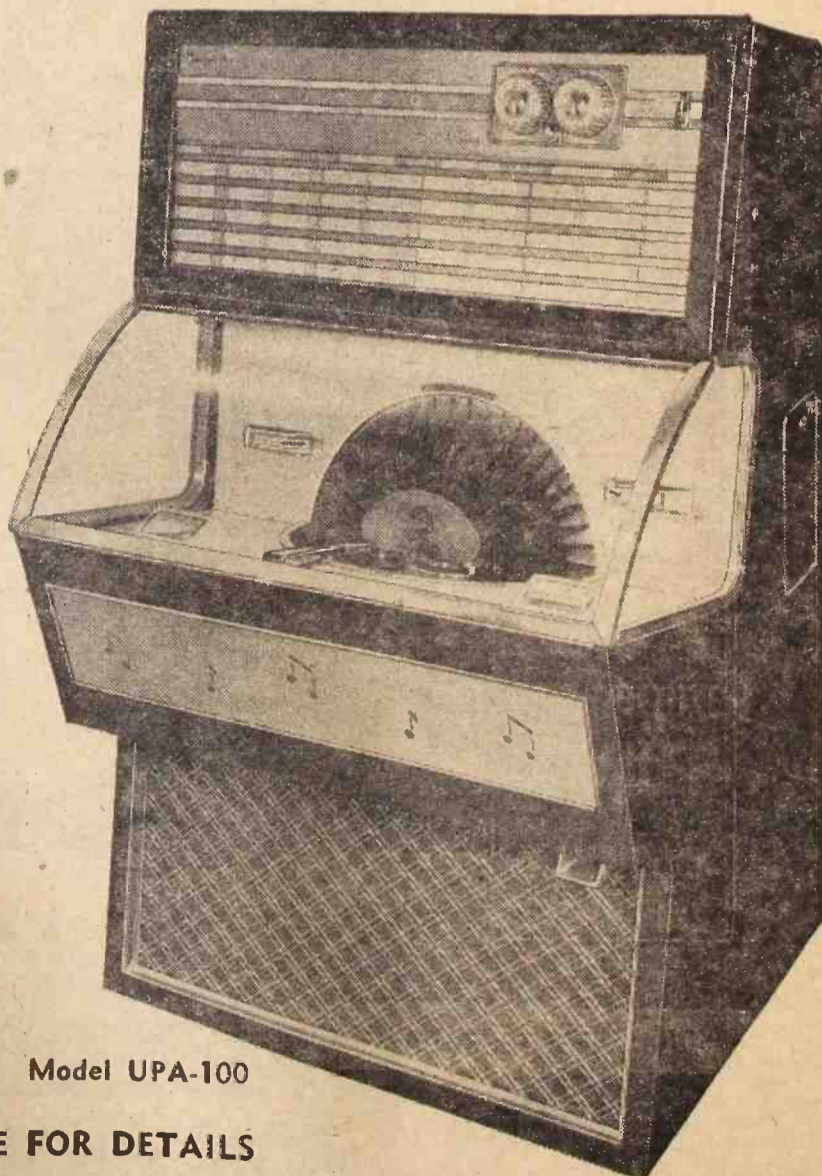
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 - Pittsburgh Pennsylvania 1635 Fifth Avenue Grant 1-7618
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 - Portland Oregon 1226 Southwest 16th Avenue Capitol 8-7565
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- Chicago Illinois WORLD WIDE DISTRIBUTORS INC. 2330 N. Western Avenue Everglade 4-2300
 - Milwaukee Wisconsin BADGER NOVELTY COMPANY, INC. 2546 N. 30th St. Hilltop 2-3030
 - Indianapolis Indiana CALDERON DISTRIBUTING CO., INC. 450 Massachusetts Avenue Metrose 4-8468
 - St. Louis Missouri J. ROSENFELD COMPANY 4701 Washington Blvd. Forest 7-6730
 - Omaha Nebraska H. Z. VENDING & SALES CO., INC. 1205 Douglas Street Atlantic 1121
 - St. Paul Minnesota AUTOMATIC GAMES SUPPLY CO. 302 University Ave. Capitol 6-1037
 - Kansas City Missouri UNI-COM DISTRIBUTING COMPANY 3410 Main St. Jefferson 1-1205
 - Moline Illinois HALLGREN DISTRIBUTORS INC. 1626 Third Avenue 4-6703
 - Bloomington Illinois GILBERT MUSIC COMPANY 108 South Center Street 4-4090
 - Detroit Michigan BRILLIANT MUSIC COMPANY 19963 Livernois Avenue Diamond 1-2750
 - Buchanan Michigan FABIANO AMUSEMENT COMPANY 109 Liberty Ave. Oberon 5-5131
 - Cleveland Ohio LAKE CITY AMUSEMENT CO., INC. 4533 Payne Ave. Henderson 1-7577
 - Cincinnati Ohio ROYAL DISTRIBUTING, INC. 3726 Kassen Ave. Mantana 1-5000
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 - Dallas Texas WALBOX DISTRIBUTING COMPANY 3909 Main Street Taylor 4-1671
 - San Antonio Texas PAN AMERICAN SALES CO., INC. 323 S. Alamo St. Capitol 7-8371
 - Houston Texas AMUSEMENT DISTRIBUTORS, INC. 1615 St. Emanuel Capitol 7-3342
 - Memphis Tennessee S & M DISTRIBUTING CO., INC. 1074 Union Ave. Broadway 5-1133
 - Jackson Mississippi CAPITOL MUSIC DISTRIBUTING CO. 135 E. Amite St. 2-1822
 - New Orleans Louisiana HUEY DISTRIBUTING COMPANY 3780 Airline Highway Forest 6-2101
 - Montgomery Alabama FRANCO DISTRIBUTING CO., INC. 24 N. Perry St. Amhurst 3-6463
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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.

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.

(For 10-week period ending with issue of October 14, 1957)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM	\$125.00	\$ 75.00	\$ 99.50
Model B (48) 40 sel., 78 RPM	175.00	99.00	145.00
Model C-40	199.50	69.00	109.50
Model C (50) 40 sel., 78 RPM	195.00	100.00	150.00
Model D-80 (51) 40 sel., 78 RPM	325.00	149.50	295.00
Model E-40 (53) 40 sel., 78 RPM	425.00	225.00	345.00
Model E-80 (53) 80 sel., 45 RPM	445.00	315.00	350.00
Model E-120 (53) 120 sel., 45 RPM	650.00	35.00	395.00
Model F-80 (54) 80 sel., 45 RPM	585.00	475.00	545.00
Model F-120 (54) 120 sel., 45 RPM	695.00	350.00	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	185.00	149.50	150.00
1434 Fireball	195.00	175.00	195.00
136 A- (53) 120 sel., 45 RPM	295.00	145.00	259.00
1438 (54) 120 sel., 45 RPM	465.00	395.00	425.00
1446 Hi-Fi 120 sel., 45 RPM	725.00	625.00	695.00
SEEBURG			
HM-100-Hideaway (9/49)	\$275.00	\$189.00	\$245.00
M-100-A (9/49) 100 sel., 78 RPM	515.00	149.50	175.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	340.00	395.00
M-100-C (5/52) 100 sel., 45 RPM	545.00	45.00	495.00
HF-100-C (9/53) 100 sel., 45 RPM	700.00	550.00	595.00
HF-100-R	725.00	615.00	695.00
100-W (9/53)	650.00	575.00	575.00
Seeburg Sicum 200 Set	795.00	275.00	675.00
WURLITZER			
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
1100 (47) 24 sel., 78 RPM	75.00	50.00	50.00
1250 (50) 48 sel., 45 or 78 RPM	145.00	95.00	125.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	135.00	195.00
1450 (51) 48 sel., 45 or 78 RPM	250.00	175.00	219.00
1500 (52) 104 sel., 45-78 RPM Mix	325.00	179.50	195.00
1700 (54) 104 sel., 45 RPM	695.00	425.00	545.00
1800 (2/55) (W)	775.00	75.00	595.00

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)	\$100.00	\$ 35.00	\$ 65.00
Beach Beauty (1/55)	275.00	150.00	200.00
Beach Club (2/53)	50.00	25.00	30.00
Beauty (11/52)	160.00	49.50	85.00
Big Time (1/55)	180.00	94.00	125.00
Broadway (12/55)	315.00	155.00	245.00
Coney Island (9/52)	95.00	24.50	50.00
Dude Ranch (9/51)	80.00	49.00	75.00
Frolic (10/52)	135.00	40.00	90.00
Gayety (3/55)	190.00	45.00	75.00
Gaytime (6/55)	150.00	99.00	135.00
Hi-Fi (6/54)	225.00	25.00	70.00
Miami Beach (9/55)	150.00	104.00	125.00
Nite Club (3/56)	350.00	195.00	255.00
Palm Beach (7/52)	105.00	35.00	65.00
Palm Springs (11/52)	90.00	29.50	65.00
Spot Lite (1/52)	85.00	25.00	49.50
Surf Club (3/54)	75.00	50.00	60.00
Variety (9/54)	100.00	39.50	85.00
Yacht Club (6/53)	60.00	43.00	60.00

CHICAGO COIN

	High	Low	Mean Avg.
Basket Ball Champ (10/49)	\$195.00	\$125.00	\$175.00
Saddle & Turf Club Model (10/53)	275.00	175.00	225.00

GOTTLIEB

	High	Low	Mean Avg.
Arabian Knights (11/53)	\$165.00	\$100.00	\$150.00
Coronation (11/52)	65.00	55.00	65.00
Crossroads (5/52)	60.00	55.00	60.00
Cyclone (4/51)	75.00	50.00	64.50
Derby Day (4/56)	240.00	215.00	240.00
Diamond Lill (12/54)	140.00	125.00	130.00
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	60.00
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)	65.00	60.00	60.00
Jockey Club (4/54)	165.00	100.00	134.50
Joker (11/50)	50.00	50.00	50.00
Just 21 (1/50)	60.00	60.00	60.00
Minstrel Man (2/51)	45.00	45.00	45.00
Mystic Marvel (3/54)	130.00	125.00	130.00
Niagara (12/51)	50.00	50.00	50.00
Poker Face (8/53)	85.00	85.00	85.00
Quinette (3/53)	80.00	65.00	80.00
Rockettes (8/50)	50.00	50.00	50.00
Rose Bowl (10/51)	50.00	50.00	50.00
Round Up (11/48)	60.00	60.00	60.00
Score-Board (3/56)	225.00	215.00	225.00
Sharpshooter (5/49)	60.00	60.00	60.00
Shindig (9/53)	110.00	65.00	110.00
Skill Pool (8/52)	65.00	40.00	65.00
Southern Belle (6/55)	245.00	155.00	205.00
Stage Coach (11/54)	195.00	165.00	175.00
Sweet Add-A-Line (7/55)	250.00	165.00	175.00
Toreador (6/56)	275.00	275.00	275.00
Tournament (8/55)	275.00	245.00	275.00
Triplets (7/50)	65.00	65.00	65.00
Wild West (8/51)	335.00	295.00	315.00
Wishing Well (9/55)	245.00	165.00	205.00

UNITED

	High	Low	Mean Avg.
Circus (8/52)	\$ 85.00	\$ 45.00	\$ 50.00
Havana (2/54)	175.00	40.00	125.00
Hawaii (6/54)	175.00	69.50	100.00
Leader (10/51)	95.00	35.00	50.00
Mexico (3/54)	195.00	70.00	135.00
Nevada (8/54)	195.00	50.00	125.00
Pixie (9/55)	145.00	93.00	99.00
Rio (11/53)	175.00	75.00	105.00
Singapore (10/54)	196.00	65.00	130.00
Starlet (11/55)	165.00	98.00	125.00
Tahiti (8/53)	175.00	50.00	90.00
Triple Play (8/55)	125.00	75.00	95.00
Tropicana (1/55)	295.00	100.00	185.00

WILLIAMS

	High	Low	Mean Avg.
Army & Navy (10/55)	\$ 60.00	\$ 50.00	\$ 60.00
Big Ben (9/54)	115.00	90.00	115.00
C. O. D. (9/53)	75.00	75.00	75.00
Colors (11/54)	135.00	125.00	135.00
Dealer '21' (2/54)	295.00	100.00	185.00
Disk Jockey (11/52)	60.00	60.00	60.00
Four Corners (11/52)	65.00	65.00	65.00
Fairway (6/53)	60.00	45.00	60.00
Grand Champion (8/53)	135.00	115.00	125.00
Gun Club (11/53)	95.00	39.50	75.00
Hayburner (6/51)	75.00	35.00	50.00
Jolly Joker (10/55)	150.00	95.00	95.00
Lazy Q (2/54)	125.00	59.50	95.00
Nine Sisters (1/54)	95.00	95.00	95.00
Palisade (7/53)	55.00	55.00	55.00
Peter Pan (4/55)	150.00	140.00	150.00
Pinky-5 Ball (9/50)	60.00	60.00	60.00
Quarterback (10/49)	79.50	75.00	75.00
Race the Clock (1/55)	185.00	150.00	150.00
Regatta (10/55)	150.00	145.00	150.00
Screamo (4/54)	65.00	45.00	45.00
Silver Skates (2/53)	70.00	70.00	70.00
Singapore (10/54)	250.00	125.00	195.00
Sky Way (9/54)	125.00	65.00	85.00
Spitfire (2/55)	110.00	75.00	90.00
Struggle Buggie (12/53)	125.00	119.50	125.00
Twenty Grand (12/52)	50.00	50.00	50.00
Times Square (4/53)	65.00	40.00	60.00
Thunderbird (5/54)	125.00	90.00	125.00
Wonderland (5/55)	145.00	140.00	140.00

SHUFFLE GAMES

	High	Low	Mean Avg.
Advance Bowler (CC) (5/53)	\$199.50	\$ 95.00	\$100.00
Banner (U) (8/54)	325.00	155.00	240.00
Bonus Bowler (K) (3/54)	190.00	75.00	125.00

	High	Low	Mean Avg.
Bonus Score Bowler (CC) (4/55)	\$395.00	\$275.00	\$345.00
Broadway Alley (U)	315.00	145.00	210.00
Capitol (U) (6/55)	350.00	225.00	295.00
Carnival (K) (5/53)	125.00	45.00	85.00
Cascade (U) (2/53)	175.00	50.00	75.00
Chief (U) (11/53)	250.00	65.00	140.00
Comet Targette (U) (11/54)	150.00	150.00	150.00
Criss-Cross (CC) (11/53)	110.00	75.00	95.00
Criss-Cross Targette Deluxe (CC) (1/55)	275.00	125.00	150.00
Criss-Cross Targette Regular (CC) (1/55)	235.00	99.50	175.00
Crown (CC) (4/53)	65.00	50.00	60.00
Domino (K) (5/53)	95.00	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) (1/54)	40.00	40.00	40.00
Fireball (CC) (11/54)	150.00	115.00	150.00
Flash (CC) (9/54)	335.00	195.00	195.00
8 Player (Ge) (9/51)	85.00	50.00	50.00
Gold Cup (CC) (7/53)	155.00	75.00	115.00
Hi Speed Triple Score (CC) (8/53)	195.00	65.00	95.00
League Bowler (U) (1/54)	115.00	75.00	115.00
Lightning (U) (2/55)	295.00	225.00	275.00
Mercury (U) (12/54)	175.00	150.00	165.00
Mystic Bowler (B) (12/54)	355.00	325.00	355.00
Name Bowler (CC) (1/54)	75.00	40.00	60.00
Shuffle Pool (Ge) (11/53)	99.50	39.50	85.00
Six Player (CC)	50.00	45.00	45.00
Speedy (U) (8/54)	325.00	150.00	165.00
Starlite (CC) (5/54)	295.00	145.00	195.00
Super Frame (CC) (5/54)	115.00	75.00	115.00
Targette (U)	295.00	125.00	185.00
Team Bowler (U) (1/54)	295.00	100.00	165.00
Team Bowler (K) (10/52)	75.00	49.50	50.00
Tenth Frame (K)	75.00	35.00	60.00
Tenth Frame Bowler (CC)	95.00	40.00	60.00
Thunderbolt (CC)	395.00	265.00	295.00
Triple Score Bowler (CC) (6/53)	195.00	50.00	85.00
Triple Strike Bowler (CC)	425.00	225.00	295.00
Venus Bowler	385.00	225.00	325.00

ARCADE EQUIPMENT

	High	Low	Mean Avg.
Automatic (M) (1/50)	\$350.00	\$295.00	\$350.00
Stol (CC) (1/49)	50.00	39.50	\$0.00
Stol Pete (CC)	99.50	45.00	75.00
Stch'm & Bat'm (S)	175.00	75.00	175.00
Top Up	25.00	14.50	20.00
Quarterbacks (G) (9/55)	850.00	200.00	\$25.00
Rifle Gallery (G) (6/54)	175.00	95.00	175.00
Safari (W) (2/54)	365.00	225.00	\$13.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	150.00	125.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	150.00	125.00	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	195.00	195.00	195.00
Six Shooter (Ex)	125.00	50.00	95.00
Sky Fighter (M) (9/53)	135.00	110.00	135.00
Sky Gunner (G) (9/53)	150.00	75.00	125.00

	High	Low	Mean Avg.
Sky Gunner (CC)	\$150.00	\$ 95.00	\$125.00
Sky Rocket (G) (5/55)	260.00	225.00	225.00
Sportland (Ex) (11/51)	275.00	125.00	199.50
Sportsman (K) (11/54)	175.00	40.00	175.00
Standard Metal Typewriter, F. S.	325.00	199.00	275.00
Star Series (W) (4/49)	89.50	79.50	89.50
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	250.00	125.00	225.00
Super Jet (CC) (4/53)	295.00	224.50	225.00
Telequiz (1/49) (T)	95.00	75.00	75.00
Undersea Raider (2/46)	125.00	115.00	125.00
World Series (W) (4/51)	99.50	55.00	95.00
Zingo (1/51) (U)	65.00	65.00	65.00

	High	Low	Mean Avg.
Du Grenier Tab Gum (6 Col.)	\$ 17.50	\$ 14.50	\$ 17.50
Electro (8 Col.)	150.00	40.00	95.00
Master 1c & 5c Bulk	9.95	6.50	8.50
Mills Candy (5 Col.)	65.00	55.00	65.00
National 930	110.00	85.00	95.00
National 950	125.00	90.00	110.00
Northwestern 39, 1c	9.50	7.50	7.95
Northwestern 33 Ball Gum	8.50	4.95	7.95
Northwestern 49, 1c	12.50	11.95	12.00
Northwestern Deluxe 1c & 5c	12.50	9.95	12.00
P X (8 Col.)	125.00	75.00	115.00
P X (10 Col.)	125.00	115.00	125.00
Rowe Candy (8 Col.)	60.00	57.50	60.00
Rowe Crusader (8 Col.)	150.00	85.00	130.00
Silver King 1c	8.50	7.45	8.50
Silver King 5c	9.95	7.45	8.50
Stoner Candy (6 Col.)	135.00	80.00	90.00
Stoner Candy (8 Col.)	165.00	110.00	110.00
Uneda Model E (8 Col.)	80.00	75.00	75.00

VENDING MACHINES

Acorn, 5c or 1c	\$ 12.50	\$ 8.00	\$ 9.95
Du Grenier (11 Col.)	115.00	45.00	65.00

Giant Firms for Juke Business?

Continued from page 84

ent as to how it would be done. The different operators wanted it set up so that they could pull out of it, and the problem of what to do with equipment sold, and the changes in equipment from locations killed the idea.

Casola did say that "in a small town where there are only two or three operators, it might work very well."

Gordon Stout, Pierre, S. D., operator, feels that a joint operator servicing plan might work well for small operators in "bigger cities." The idea of a co-op, a collective buying and selling agency owned by members and with benefits prorated to members, is one idea in which Stout can see advantages, but which he objects to since it "is a conflict with private free enterprise."

Stout does provide some typical explanations for why the trend to bigness continues.

"The answer to profits in any business is good management, and bigness is—as a rule—better managed. Bigness demands checks and audits, cost accounting and profit and loss operating statements. Too many small operators think they are making money while living off their business investment, and without regard to a sinking fund to invest and replace depleted and obsolete equipment, they soon find up in the hole.

Stout strongly denounces the co-op idea. "The co-op plan cannot help but be bureaucratic. In any existing bureaucratic the trend is dictatorial and also socialistic. Its leadership has too much power, individual members therefore lose their independence to gain patronage advantages."

But the feeling of some operators with routes scattered over large areas, as opposed to those with well concentrated routes, see value in either a co-op plan or a joint servicing plan.

For example, a large Kentucky operator operates in 33 counties in central Kentucky. From the northern-most stop to the southern-most is a distance of 190 miles; east and west, it is 150 miles. He points out that servicing is therefore costly and he believes a co-op plan including the 30 operators in the area would increase his net by 20 per cent annually.

He also sees advantages in merging his operation with several others. He believes that either an operator must be strictly a one-man business or part of a large operation. "After you employ your first man, you are then and there greatly increasing your investment resulting in a great out in your earning percentage."

Standardization of methods is an important advantage he sees in a large corporate operating business, as well as the advantage in buying both equipment and records, which he believes could reduce costs on records by 25 per cent, equipment by 20 per cent.

James F. Tolisano, Hartford, Conn., operator, agrees with other operators that bigness in

operating, as in other businesses, is an effective answer to rising costs, whether it's accomplished thru one individual, a corporation or a co-op.

Tolisano is not sold on either joint servicing plans or co-ops, but he is interested in merging to form a large corporation. He feels that a joint servicing plan would be practical primarily for one-man operations only.

Lou Ptacek, of Manhattan, Kan., sees a possible advantage in co-operatives tax-wise providing they would set up as existing co-ops in other businesses. A joint servicing plan, says Ptacek, would be possible with a minimum amount of preparation, but probably would require "an association with a board of mediators" to make it work for a large number of operators.

Says Ptacek: "A merger would work in certain cases where overhead could be reduced and working capital increased by more efficient use of available equipment. However, this is complicated and could not be the answer to the industry in general. The fact that an operation is big certainly does not mean it will be profitable."

Furthermore, says Ptacek, any of these moves would solve only temporarily the cost problem. "A large measure of the success of the American juke box has been because it is a 'good deal' for locations."

He declared that "there is no 'sure cure one-plan' to solve the problem of rising costs. Regardless of what we do, if the cost of equipment, wages, transportation, etc., continue to rise, any method of operation—whether it's a co-op, corporation or joint servicing program—operators will have to raise prices." Ptacek thinks that even now, play should be at 15 cents for a single play, or two for a quarter instead of dime, three-for-a-quarter play.

Miami operator Willie Blatt sees a definite place for the small one-man operation, as well as giant companies. But "the operator who employs one or two men and is caught in the middle is definitely on the way out because he is not in a position to give all his locations his personal attention or give them top service and equipment."

Blatt points to other industries where consolidation, mergers and co-ops have been effected for the advantage of better prices on volume purchases. He sees a definite advantage in merging with half dozen other large operators in Miami because of savings in overhead alone.

Omaha operator Howard N. Ellis feels that "there are great possibilities in co-ops in the music operating business and that it deserves a lot of consideration. The margin of profit is so small that any possible way to cut corners is welcome."

Ellis says that he is currently considering either a co-op or merging with other operators to form one large company or corporation.

Chicago

By FRANK SHIRAS

Joe Kline and Sam Kolber at First Coin Machine Exchange had their traffic last week, both looking busy. Wally Finke hard at work on the merchandise end, getting ready for Christmas. . . National's Mort Levison smiling broadly over the pins ready for export shipment, complaining tho about lack of room. . . Donan's Don Moloney supervising and proudly pointing out the new wall paneling in the firm's new refurbishing job. Don's quick retort to a question about what's the future going to be: "I never try to outguess the manufacturers."

Ed Levin and Mort Secore in an expansive mood last week. Ed, in discussing his days when he worked with Ernest Breech, chairman of Ford, looked wistful for a minute, then caught himself up, smiled and quipped: "Of course, I don't know whether I could live on that kind of money!" Mort, busy working on his diet, trying a glass of milk only for lunch.

Genco's Ralph Sheffield pleased with firm's new auto arcade piece and very coy about future plans. . . Portrait of a Busy Man: United Music's kingpin Jack Mitnick closeted with an overload of

"The trend to bigness is slowing up, but I believe that bigness is the only answer to increasing net profit," declares Ellis.

Not all operators believe in the value of any plan to increase in size. Vic Ostergren, Gary, Ind., operator, is one who deliberately reduced the size of his operation in the last few years. In operating 22 years, Ostergren feels that the advantages of operating on a small scale are often enough to offset the large operator. He agrees that the trend has been to bigger firms, but he thinks that the personal contact possible with small operations, so long as the operation is well managed, is an important advantage.

A large Southern operator agrees: "The only answer we know to this problem of climbing costs is try to operate more efficiently, holding down expenses whenever possible and at the same time, converting all equipment to dime play as rapidly as possible."

James K. Hutzler, West Virginia operator, is one operator who has been using a joint servicing plan, but he doesn't like the idea of merging. "He would prefer simply buying out a small route. He, too, feels that regardless of the size of the operation, both must 'pass on their fixed' costs to the merchants and consumers" and that bigness itself "is not the answer to increasing net profit."

But the single fact remains: The trend to bigger operating companies, and talk of even bigger ones, continues.

Coinmen You Know

dictation one minute and hurrying around plant. . . United chiefs Herb Oettinger and Billy De Selm all smiles with look to future debut of new shuffle game. . . Herb, with crystal ball well polished, stating some of the soundest views heard in many a year on coin games.

Herb Jones, Bally vee-pee in charge, getting a little pale, telling about dainties served at party attended by daughter. On the menu: Bees, grasshoppers, worms, and other assorted goodies. . . Keeney's Paul Huebsch off to the NAMA show for the debut of new vending line. . . Art Weinand, Williams' sales chief sounding more and more secretive about that firm's immediate plans, and therefore more and more like they've got a big one to watch for. . . Ditto Sam Lewis, Exhibit Supply boss.

Denver

By BOB LATIMER

Tom Bean, Denver phonograph operator, is well on the way toward completion of one of the most unusual phonograph routes in the

city of Denver. Bean is currently converting his entire route to make use of wall boxes, equipped with 50-cent coin chutes, on the strength of outstanding success with the half-dollar proviso during most of 1957. Bean feels that the convenience of the 50-cent piece is an asset which has increased his volume anywhere from 10 per cent to 25 per cent in all established locations.

Thirty-five members of the Colorado Music Merchants' Association met September 23 to discuss plans for the 1957 winter season. Welcomed of— (Continued on page 95)

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ASSEMBLY, COURTS, IRS AT ODDS

Indiana Pin Regulations: Story of Official Confusion

This is the second in a series on how the Supreme Court decision in the Korpan case has affected operators. This article describes the effects of the decision in Indiana, where there is more than the usual confusion caused by differences between State Legislatures and courts on the one hand and the federal government on the other. One thing most seem to agree on in Indiana: Enforcement of either the State law or the \$250 stamp is hard.

By JOE KLEIN

INDIANAPOLIS — No one is saying so at official levels, but it is becoming evident that it would take the 101st Airborne Division, in full strength, to enforce the State's "tough" anti-pinball law and/or to collect the \$250 federal gaming tax.

Gov. Harold W. Handley tinged the logic of the statute with his own personal doubts last March when he called it "silly," and then signed it, anyway.

Requests for the \$250 tag are lagging badly, according to the complaints of the Indianapolis office of the Internal Revenue Service. Moreover, some IRS officials are pained to note certain incredible disparities. For instance, almost 1,000 applications are on file from a Northern Indiana county. That's good, says the treasury collectors. What is bad, they fume, is that Indianapolis and its county, Marion, population 500,000, has yielded only a suspiciously meager total of 17.

Until 1951, life for the Hoosier operator and distributor had the placidity of Yankee Stadium in mid-January. That was the year after the unforgettable Kefauver Committee hearings and the public ire over the power and affluence of mobster-gamblers was finding its first reflections in State Legislatures and even in Congress.

Thomas C. Hasbrook, Indianap-

olis, a handsome young man blinded in World War II, was elected to a membership in the Indiana House of Representatives on a platform featured by a pledge to destroy gambling in Indiana.

In the first of his bills, introduced in the session of 1951, pinballs and the restrictions placed on them, were but minor elements in the vast, massive attack on the institution of risk and chance.

In the last of such bills, presented to the Indiana General Assembly this year and passed by it, all other types of gambling were ignored for a determined and exclusive concentration on what has become the prime target of Indiana reformers — pinballs.

Thus for six years the status of pins has been snarled in legislation and litigation, and that estimate, even though expressed in bad alliteration, is one of unquestionable accuracy.

To be chronological, it can be recalled that the Hasbrook Bill of 1951 died in a conference committee of the Legislature. Opponents

(Continued on page 92)

Chi Licenses More Games, Fewer Jukes

CHICAGO — More coin-operated amusement games have been licensed in Chicago for the year to date than for the entire 12 months of 1956.

But fewer juke boxes are licensed in the Windy City than a year ago.

William P. Geis, of the city collector's office, reported last week that 6,445 games have been licensed for the year so far. This is an increase of 4 per cent over last year's total game figure of 6,190.

But at the same time, just 8,492

(Continued on page 99)

PARDON SLIP: INDIANA IN '57 FOUND ERASER

CHICAGO—The Billboard committed an unintentional bloop in reporting its summary of Indiana game regulations in the October 7 issue. The free-play provision of the 1955 law was eliminated by the 1957 Legislature, as every Billboard reader knows.

The Legislature, determined to ban free plays, passed a bill which erased the following from the definition of gambling device: "... an immediate and unrecorded right to replay mechanically conferred on players of pinball machines shall be presumed to be without value." These words were added to the definition by the 1955 session, eliminated by 1957 Legislature.

So that the gambling definition now reads "... any mechanism by the operation of which a right to money, credit, deposits or other things of value may be created, in return for a consideration, as the result of the operation of an element of chance, any mechanism which when operated for a consideration does not return the same value for the same consideration upon each operation thereof."

(See article in this section for history of this legislative action and its present status in Indiana courts.)

Michigan Tourney Outlook Is Bright

Shuffleboard Leagues Offer Model for Setting Up Bowling, Pool Tournaments

This is part one of a two-part article. Next week: The successful tournament pattern set by Detroit's shuffleboard leagues.

By HAL REVES

DETROIT — Tournament play on bowling and pool games is largely an unknown quantity in this area, but the prospects for a possible spectacular growth are evident in the interest taken by operators and distributors in the development.

Game operators in the Motor City area take a restrained pride in considering this town still the shuffleboard capital of the country. Shuffleboards, both long boards and banked types, are still widely placed and receiving a reasonable amount of play thruout the city.

Local licensing and regulatory conditions make Detroit a special case as far as games are concerned, and have contributed to the longevity of shuffleboard, while holding back many new game trends. Beyond the city limits, the new types of games have usually found a readier acceptance.

However, detailed study of the

shuffleboard situation in Detroit, and widespread satisfaction with the existing league and tournament set-up, indicates that the pattern of shuffleboard operation here may serve as a model profit-building technique for other areas in the development of tournament play for the newer types of games.

Accordingly, the functioning of the Detroit Shuffleboard Association, which has received widespread tribute for its efficient handling of details from operators and distributors alike, will next week be analyzed in a case history, which may suggest profitable lines of development for areas of the amusement games industry concerned in increasing and, more importantly, stabilizing and holding business.

A survey of the Detroit situation

(Continued on page 96)

Check Kiddie Ride Grounds

The Billboard published a list of six important checkpoints in insuring that kiddie ride equipment is electrically safe in the September 2 issue. They are reprinted elsewhere on this page.

MEMPHIS—Servicemen for operators with coin-operated kiddie rides on location made a round of their routes last week to make sure all electric wires and cables were safely grounded.

(Continued on page 99)

U. S. to Test Need To Prove Payoffs

Want to Show In-Lines Are Gambling Devices Per Se by Construction

By NICK BIRD

SPRINGFIELD, Ill.—A test case to determine whether in-line pinball games are gambling devices per se, without any need to prove payoffs, may be in the offing in Federal District Court here, before October 25.

The case could stem from a suit filed in the Federal District Court, September 30, in which nine in-line pinball machines were seized by federal authorities in the State. There was no proof or evidence of any payoffs. Federal authorities merely seized the ma-

CAN OPENER AND KEY OPEN NEW 'ROUTE'

NEW YORK—Police here have put a stop to what was probably the most profitable "route" in the history of the coin machine industry. The route, which two partners had been working since January 1, had grossed about \$150,000 in nine months. Expenses were negligible, and no location commissions were paid.

Only investment on the part of the partners, Richard Bianculli and Giuseppe D'Orio, was a key and a can opener. Equipment on the route consisted of parking meters in Manhattan. Unlike the city's juke boxes, all of the meters had been set for dime play.

The key was used to open the meters, and the can opener was used to extract the dimes. On the evening the pair was caught, collections from 16 meters had netted \$300 in 30 minutes.

Disguises

Three policemen were watching the routemen. The gendarmes were disguised as a panhandler, a man walking a dog, and a delicatessen man with a white jacket and apron.

Bianculli had once been a dispatcher for the Broadway Maintenance Company, which services parking meters in the city.

He has been out on bail since January 29 in connection with the theft of \$5,000 from—of all things—parking meters.

CIAA to Hold First Fall Meet

CHICAGO — The Chicago Independent Amusement Association will hold its first fall meeting October 22. The Sunset Room of the Congress Hotel will again be the meeting spot, with the session scheduled to begin at 9:30 p.m.

Sam Greenberg, CIAA president, said that the proposed pro rata license ordinance would be discussed. The new ordinance would set license fees on a six-month pro rata basis and allow conditional transfer of licenses from older machines newly moved to locations.

It would mean that machines bought before July 1 would be licensed at the full \$25 amount; those licensed after that date would be charged half the amount or \$12.50 per unit.

It is believed that the transfer

(Continued on page 99)

NCMDA to Mul Natl. Bowling Tourney Plan

CHICAGO—A plan for a national bowling tournament will be the key topic of discussion at the November meeting of the National Coin Machine Distributors Association.

Al Schlesinger, NCMDA's managing director, said that the plan "involves the promotion of bowling alley tournaments on grand scale. In an announcement in the association's bulletin, "Distrib's Digest," Schlesinger told members:

"We have an opportunity today with long bowlers to recapture the imagination and challenge of the public. Long bowlers are a sporting game that can be participated in by women who can help create a wholesome attitude toward coin-operated equipment."

"It will require the broad imagination and keen thinking of all our industry to evaluate the tremendous possibilities that this kind of contest would create."

Schlesinger said that detailed plans would be available at the meeting. Neither a definite date nor site had been chosen at press time. Members have their choice of either meeting in Miami or Chicago. Probable time would be during the second week of November.

Here Are Six Ride Safety Checkpoints

CHICAGO — The following is an editorial reprinted in part from the September 2 issue and made timely once again by the new story which appears on this page.

Despite the fact that the coin-operated kiddie ride trade has a statistically remarkable safety record, accidents—one of which is described in a news story on this page—do happen.

While coin equipment safely delivers an estimated 55,000,000 rides to kiddies per year, a single accident, when it happens, does untold damage to the business and creates personal tragedy.

As we know from the few accidents that have occurred, an operator can't be too careful about installing a ride. He should know how to do it properly, or find an able electrician who can.

Here are some checkpoints:

1. All equipment should have a three-pronged plug, as opposed to a two-pronged plug, to insure proper grounding.

2. Be positive that the terminal grounding at the outlet is actually grounded, or call an experienced electrician to check it.

3. Two or more rides, fairly close together, should be tested to assure that no voltage exists between metal surfaces.

4. Over-fusing—that is, using a heavier-than 15-amp fuse—is dangerous.

5. If the machine's plug doesn't fit an outlet, have an experienced electrician install a proper outlet. Adaptors can be dangerous.

6. In an outdoor installation the ride should be properly elevated from the ground to withstand weather conditions.

(Continued on page 95)

Summary of City Amusement Game Taxes and Regulations

The following summary of taxes, licenses and/or regulations pertaining to pinballs and other coin-operated games in major cities are based on replies received from city officials by The Billboard. More detailed information on a particular city in most cases can be obtained by writing to: Coin Machine Editor, The Billboard, 188 West Randolph Street, Chicago 1.

AKRON

City does not license or regulate pinballs or other coin games.

ALBANY

Pinball machines not allowed. No other information presented.

ATLANTA

Unlawful for any person to operate pinball or similar machine, including all machines operated by depositing a coin therein for the playing of a game or the engaging in of any contest of chance or skill.

BALTIMORE

All amusement games set at nickel play or less, including pinballs, licensed at \$90 per year. Only exception, shuffleboards, at \$35.

BATON ROUGE

Pinballs, bowling games licensed at \$50. Coin pool tables, \$15.

BIRMINGHAM

Amusement game on penny operation \$1 per year; over penny operation, \$7 per year. No prorated of any coin-operated machine license, the entire license for the year being payable at one time.

BOSTON

License fee on pinballs, including free-play variety, and on automatic amusement devices, \$3. Fee for and such license granted after January 31 in any year shall be \$3 for each calendar month in which the license may be exercised. Fee for every change of premises per machine is \$3.

BRIDGEPORT

Gaming pinballs illegal. Exhibition license issued only by local police department for amusement machines.

BUFFALO

At present time only kiddie rides licensed. No pinballs in operation. Consideration given to bowling games and pool.

CHARLOTTE

Coin games illegal, according to License and Tax Division.

CHATTANOOGA

Fees on each pinball or other coin game, \$16.50 for license and \$15 for permit per annum. Only two machines allowed at any one location.

CHICAGO

Fee of \$25 on each automatic amusement machine used. All licenses expire December 31 following date of issue. Most games played with balls, including pinballs, outlawed. Subject to discretion of City Game Panel. Most bowling games licensed.

CINCINNATI

Pinballs returning cash, tokens or other items, whether or not they have any value, illegal. Also illegal: the playing of a game without the insertion of a coin; the insertion of more than one coin per play; the insertion of a coin greater than

10 cents. Persons under 21 years of age not permitted to play pinballs. License fee on pinballs, \$3 per location per operator, plus \$50 per machine. Games played with pellets, balls or marbles included.

CLEVELAND

Does not license pinballs. Arcade machines and bowling games do not come under licenses, but coin pool games come under pool-room ordinance, and operator must have poolroom lease.

COLUMBUS, O.

Pinballs prohibited, but city's right to prohibit them now being litigated in Ohio Supreme Court.

DALLAS

Tax laws added from State law at "one-half levy." Skill or pleasure machine on nickel play, \$15. Same on die play or more, \$30. Licenses issued by calendar year, prorated by quarter year.

DAYTON

No specific information on coin-operated game.

DENVER

All coin-operated amusement machines are charged a fee of \$10 per year or any part of a year. The licenses are non-transferable. Locations must be checked by fire department and players must be 18 years of age. All dealers are charged a fee of \$5 and must furnish the city with a list of their machines each month.

DES MOINES

No license as yet on pinballs; other amusement machines licensed at \$5 for first machine, \$1 for each additional. City expected to license all amusement machines in the near future.

DETROIT

Prohibits games played with "any number of balls or spheres upon a table or board having holes, pockets or cups into which such balls or spheres may drop or become lodged and/or having arches, pins and springs, or any of them, to control, deflect or impede the direction or speed of the balls or spheres put in motion by the player, and shall include the modern variety of baffle boards and pinball games operated by means of electrical current. Provides for licensing of shuffleboard games. One to 10 games at \$8 annual fee for all; 11 to 25, \$26 to 50, \$75; 51 to 75, \$100; 76 to 100, \$150; 101 to 200, \$200; over 210, \$300.

EL PASO

Tax laws added from State law at "one-half levy." Tax on coin amusement machine, \$30 where coin is in excess of nickel, \$15 where coin uses in excess of penny, not over nickel.

FLINT

Licenses mechanical amusement devices, but games that provide for payout not permitted. Operator fees on penny games, \$5 annually for first 25 machines, \$5 added for each successive addition of 25 machines or part thereof. On nickel games, \$25 first 10, \$25 next 15 or part thereof. For each successive addition of 10 or part thereof, \$50 added per year. Machine licenses: \$2 annual penny game, \$1.25 for six months or less. \$10 annual on nickel game, \$6 for six months or less. License transferable from one machine to another. Minors under 18 not allowed to play coin games.

FORT WAYNE

Arcades licensed at \$50 per year, \$10 per week, \$3 per day.

GRAND RAPIDS

For each mechanical amusement device, \$25 fee annually. If used in more than one place of business or location, annual fee \$25 for under 26 devices; \$50 for 26 to 50 devices; \$75 for 51 to 75 devices; \$100 for more than 75 devices.

HARTFORD

Mechanical amusement devices, including pinballs, licensed annually at \$12 per machine. Licenses prorated from the first day of month of operation of machine, thru September 30 of each year. Renewal fees due each October 1.

HOUSTON

Has not issued licenses on games in several years.

INDIANAPOLIS

No ordinance regulating pinballs.

JACKSONVILLE

Owner-operator taxed \$25 for each amusement machine and pinball displayed for operation. Provides for exchange of license for re-location of machine.

KANSAS CITY, KAN.

Fee of \$20 per year charged firm which operates amusement games, including pinballs.

KANSAS CITY, MO.

Annual license on pinballs, shuffleboards and other amusement machines, \$12.50. No device permitted which is constructed as to make possible either directly or by use of an adjustment, the return of cash, tokens or certificates of any kind to a player. Free plays allowed. Games at more than one coin per play not permitted, where such may increase number of free plays that may be won. Person under 16 not permitted to play pinballs, except when accompanied by parent or guardian. Change in city law regarding games expected, but not definite.

LONG BEACH

Pinballs prohibited. License fee \$10 per amusement game other than pinballs, plus \$1 fee for each change of address on all licenses issued.

LOS ANGELES

No licenses issued for pinball games. Games deemed to be games of skill and science, such as coin-operated rolldown or bowling games, are subject to police permit in addition to license tax. For machine on penny operation, \$2 per year; for machine on over penny operation, \$3 per year. Licenses non-transferable.

MEMPHIS

Fee of \$15 per pinball or other coin amusement game. Where cost of play is a penny, tax one-fifth of above.

MIAMI

Master license of \$250, plus \$18.75 per amusement game.

MILWAUKEE

Permit fee for location of \$10 which expires annually on June 30. Each amusement machine must be tagged at added \$10 per machine fee. Operator pays annual license of \$200, expiring each June 30.

MINNEAPOLIS

Free-play pinballs and other coin amusement devices licensed, but unlawful to give money, token, merchandise or any other thing of value, or reward any prize other than free play. Game taking more than one coin per player per game prohibited. Device to cancel registered free games prohibited. Pinball license fee \$67 per machine annually. No charge for transfer of license. No person under age 18 permitted to play coin games unless accompanied by parent or guardian. License expires November 1. Coin pool games, bowling games, shuffleboards and other similar amusement devices licensed at \$25 per year. Other rules above apply.

MOBILE

No specific information presented.

NASHVILLE

Fee of \$15 per pinball or other coin amusement game. Where cost of play is a penny, tax one-fifth of above. Plus permit fee of \$2 per machine.

NEWARK, N. J.

Fee for each machine is \$25 per year, including pinballs. Arcade license, \$300 yearly, plus \$25 per machine.

NEW HAVEN

No license fees charged on games, no regulations with exception of gaming laws.

NEW ORLEANS

Amusement games operated at over one cent, licensed as follows: pinballs and baseball games, \$50 annually; kiddie rides, bowling games, shooting galleries, \$50; shuffleboards, target machines and other electrically operated games not otherwise provided for, \$15. Games at or under penny operation taxed one-tenth of above rates. Licenses prorated for half-year period beginning July 1. Licenses transferable.

NEW YORK

Operation of pinballs illegal. License games "not arranged, adapted or equipped so that the outcome of the game played is affected by any element of chance." Expect extensive changes in laws regarding game to be adopted very shortly.

NORFOLK

Games which have element of chance not permitted. Other mechanical amusement games licensed at \$5 per penny game, \$20 per game operating at over a penny. Licenses not prorated. Every coin machine operator also pays annual license tax of \$30, plus 3/10 of 1 per cent of gross receipts from business in preceding calendar year in excess of \$3,000.

OAKLAND

License fee of \$5 yearly on mechanical amusement machines. Expect change in near future on fees or a charge against gross receipts of the operator on each type of coin machine.

OKLAHOMA CITY

Amusement devices including pinballs operated by nickel coin or greater, licensed at \$12.50 per year. Penny game taxed at \$3. Where number of coin games in single room does not exceed 150 in number, tax shall be \$300 per year, which shall include all machines up to and including 150 in number.

OMAHA

Change foreseen in game regulations, as new charter is adopted. Currently, occupation tax of \$10 per machine, including pinballs and other amusement devices.

PATERSON, N. J.

License fee for each amusement machine including pinballs, \$10 annually. Licenses are transferable to like machines operated on same premises. Minors under age of 17 not permitted to play coin games. No more than three machines permitted at one location. Gambling on machines outlawed.

PHILADELPHIA

Annual tax of \$25 per amusement machine played with pins and balls or either of them; \$25 for all other amusement games. Prorated on six-month basis after June 30 of any year.

PITTSBURGH

Annual fee of \$25 per amusement game including pinballs, expiring December 31 of each year; \$15 after July 1 of any year.

PORTLAND

Pinballs illegal. License fee on amusement games, \$300 operator license, plus \$20 per machine.

PROVIDENCE

City does not have any regulations or license fees on pinballs.

RICHMOND

Every coin machine operator pays a license tax of \$20 and 34/100 of 1 per cent of gross receipts of business. Per machine tax of \$1 on penny amusement game, \$30 for game at over one penny.

ROCHESTER, N. Y.

License fee per location \$5 annually. License fee per penny machine, \$10; license fee for roll-down games or other Arcade games, \$15; for all other amusement games, \$50. Licenses transferable. No minor under 18 allowed to play a coin game unless accompanied by parent or guardian. No cash awards permitted, nor any token, credit or thing of value.

SACRAMENTO

Prohibited are one-ball games, games adapted to insertion of additional coins before completion of original game, games where more than 10 cents is required to play. Each skee ball, bowlette or similar device, \$10 per quarter year; each ray-o-lite, or similar machine with electric attachment operated solely for amusement and not licensed elsewhere, \$12 per year per machine. Each ball game machine using 10 or more balls, \$3 per quarter. Each ball game machine using 5 to 9 balls, \$10 per quarter. Persons under 18 years of age not permitted to play amusement games.

ST. LOUIS

Mechanical amusement game requiring less than five cents deposit is licensed at 25 cents per year; machine that requires a nickel or more, \$1 for annual period or any part thereof, beginning January 1 of each year.

ST. PAUL

Tax on each mechanical amusement device \$25, including pinballs. Operator pays \$300 master fee. Amusement ride machines \$150 for 10 or less, each additional \$10.

(Continued on page 93)

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.

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.

(For 10-week period ending with issue of October 14, 1957)

MUSIC MACHINES

Table listing music machines with columns for High, Low, and Mean Avg. prices. Includes models from AMI, ROCK-OLA, SEEBURG, and WURLITZER.

PINBALL GAMES

Table listing pinball games with columns for High, Low, and Mean Avg. prices. Includes models from BALLY and CHICAGO COIN.

GOTTLIEB

Table listing Gottlieb machines with columns for High, Low, and Mean Avg. prices. Includes models like Arabian Knights, Coronation, and Jockey Club.

UNITED

Table listing United machines with columns for High, Low, and Mean Avg. prices. Includes models like Circus, Havana, and Tropicana.

WILLIAMS

Table listing Williams machines with columns for High, Low, and Mean Avg. prices. Includes models like Army & Navy, Big Ben, and Wonderland.

SHUFFLE GAMES

Table listing shuffle games with columns for High, Low, and Mean Avg. prices. Includes models like Advance Bowler and Banner.

Table listing various machines with columns for High, Low, and Mean Avg. prices. Includes models like Bonus Score Bowler, Broadway Alley, and Venus Bowler.

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoln; U—United; W—Williams; Wa—Walling.

Table listing arcade equipment with columns for High, Low, and Mean Avg. prices. Includes models like ABT Challenger, Air Raider, and Jet Gun.

	High	Low	Mean Avg.
Photomatic (M) (1/50)	\$350.00	\$295.00	\$350.00
Pistol (CC) (1/49)	50.00	39.50	\$0.00
Pistol Pete (CC)	99.50	45.00	75.00
Pitch'm & Bat'm (S)	175.00	75.00	175.00
Pop Up	25.00	14.50	20.00
Quarterbacks (G) (9/55)	850.00	200.00	\$25.00
Rifle Gallery (G) (6/54)	175.00	95.00	175.00
Safari (W) (2/54)	365.00	225.00	\$13.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	150.00	125.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	150.00	125.00	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (Ex)	195.00	195.00	195.00
Six Shooter (M)	125.00	50.00	95.00
Sky Fighter (M) (9/53)	135.00	110.00	135.00
Sky Gunner (G) (9/53)	150.00	75.00	125.00

	High	Low	Mean Avg.
Sky Gunner (CC)	\$150.00	\$ 95.00	\$125.00
Sky Rocket (G) (5/55)	260.00	225.00	225.00
Sportland (Ex) (11/51)	275.00	125.00	199.50
Sportsman (K) (11/54)	175.00	40.00	175.00
Standard Metal Typex, F. S.	325.00	199.00	275.00
Star Series (W) (4/49)	89.50	79.50	89.50
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	250.00	125.00	225.00
Super Jet (CC) (4/53)	295.00	224.50	225.00
Telequiz (1/49) (T)	95.00	75.00	75.00
Undersea Raider (2/46)	125.00	115.00	125.00
World Series (W) (4/51)	99.50	55.00	95.00
Zingo (1/51) (U)	65.00	65.00	65.00

	High	Low	Mean Avg.
Du Grenier Tab Gum (6 Col.)	\$ 17.50	\$ 14.50	\$ 17.50
Electro (8 Col.)	150.00	40.00	95.00
Master 1c & 5c Bulk	9.95	6.50	8.50
Mills Candy (5 Col.)	65.00	55.00	65.00
National 930	110.00	85.00	95.00
National 950	125.00	90.00	110.00
Northwestern 39, 1c	9.50	7.50	7.95
Northwestern 33 Ball Gum	8.50	4.95	7.95
Northwestern 49, 1c	12.50	11.95	12.00
Northwestern Deluxe 1c & 5c	12.50	9.95	12.00
P X (8 Col.)	125.00	75.00	115.00
P X (10 Col.)	125.00	115.00	125.00
Rowe Candy (8 Col.)	60.00	57.50	60.00
Rowe Crusader (8 Col.)	150.00	85.00	130.00
Silver King 1c	8.50	7.45	8.50
Silver King 5c	9.95	7.45	8.50
Stoner Candy (6 Col.)	135.00	80.00	90.00
Stoner Candy (8 Col.)	165.00	110.00	110.00
Uneda Model E (8 Col.)	80.00	75.00	75.00

VENDING MACHINES

Acorn, 5c or 1c	\$ 12.50	\$ 8.00	\$ 9.95
Du Grenier (11 Col.)	115.00	45.00	65.00

Giant Firms for Juke Business?

Continued from page 84

ment as to how it would be done. The different operators wanted it set up so that they could pull out of it, and the problem of what to do with equipment sold, and the changes in equipment from locations" killed the idea.

Casola did say that "in a small town where there are only two or three operators, it might work very well."

Gordon Stout, Pierre, S. D., operator, feels that a joint operator servicing plan might work well for small operators in "bigger cities." The idea of a co-op, a collective buying and selling agency owned by members and with benefits pro-rated to members, is one idea in which Stout can see advantages, but which he objects to since it "is in conflict with private free enterprise."

Stout does provide some typical explanations for why the trend to bigness continues.

"The answer to profits in any business is good management, and bigness is—as a rule—better managed. Bigness demands checks and audits, cost accounting and profit and loss operating statements. Too many small operators think they are making money while living off their business investment, and without regard to a sinking fund to reinvest and replace depleted and obsolete equipment, they soon wind up in the hole.

Stout strongly denounces the co-op idea. "The co-op plan cannot help but be bureaucratic. In anything bureaucratic the trend is dictatorial and also socialistic. Its leadership has too much power, individual members therefore lose their independence to gain patronage advantages."

But the feeling of some operators with routes scattered over large areas, as opposed to those with well concentrated routes, see value in either a co-op plan or a joint servicing plan.

For example, a large Kentucky operator operates in 33 counties in central Kentucky. From the Northern-most stop to the Southern-most is a distance of 190 miles; east and west, it is 150 miles. He points out that servicing is therefore costly and he believes a co-op plan including the 30 operators in the area would increase his net by 10 per cent annually.

He also sees advantages in merging his operation with several others. He believes that either an operator must be strictly a one-man business or part of a large operation. "After you employ your first man, you are then and there greatly increasing your investment resulting in a great cut in your earning percentage."

Standardization of methods is an important advantage he sees in a large corporate operating business, as well as the advantage in buying both equipment and records, which he believes could reduce costs on records by 25 per cent, equipment by 20 per cent.

James F. Tolisano, Hartford, Conn., operator, agrees with other top management that bigness in

operating, as in other businesses, is an effective answer to rising costs, whether it's accomplished thru one individual, a corporation or a co-op.

Tolisano is not sold on either joint servicing plans or co-ops, but he is interested in merging to form a large corporation. He feels that a joint servicing plan would be practical primarily for one-man operations only.

Lou Ptacek, of Manhattan, Kan., sees a possible advantage in co-operatives tax-wise providing they would set up as existing co-ops in other businesses. A joint servicing plan, says Ptacek, would be possible with a minimum amount of preparation, but probably would require "an association with a board of mediators" to make it work for a large number of operators.

Says Ptacek: "A merger would work in certain cases where overhead could be reduced and working capital increased by more efficient use of available equipment. However, this is complicated and could not be the answer to the industry in general. The fact that an operation is big certainly does not mean it will be profitable."

Furthermore, says Ptacek, any of these moves would solve only temporarily the cost problem. "A large measure of the success of the American juke box has been because it is a 'good deal' for locations."

He declared that "there is no 'sure cure one-plan' to solve the problem of rising costs. Regardless of what we do, if the cost of equipment, wages, transportation, etc., continue to rise, any method of operation—whether it's a co-op, corporation or joint servicing program—operators will have to raise prices." Ptacek thinks that even now, play should be at 15 cents for a single play, or two for a quarter instead of dime, three-for-a-quarter play.

Miami operator Willie Blatt sees a definite place for the small one-man operation, as well as giant companies. But "the operator who employs one or two men and is caught in the middle is definitely on the way out because he is not in a position to give all his locations his personal attention or give them top service and equipment."

Blatt points to other industries where consolidation, mergers and co-ops have been effected for the advantage of better prices on volume purchases. He sees a definite advantage in merging with half dozen other large operators in Miami because of savings in overhead alone.

Omaha operator Howard N. Ellis feels that "there are great possibilities in co-ops in the music operating business and that it deserves a lot of consideration. The margin of profit is so small that any possible way to cut corners is welcome."

Ellis says that he is currently considering either a co-op or merging with other operators to form one large company or corporation.

Coinmen You Know

Chicago

By FRANK SHIRAS

Joe Kline and Sam Kolber at First Coin Machine Exchange had their traffic last week, both looking busy. Wally Finke hard at work on the merchandise end, getting ready for Christmas. National's Mort Levison smiling broadly over the pins ready for export shipment, complaining tho about lack of room. Donan's Don Moloney supervising and proudly pointing out the new wall paneling in the firm's new refurbishing job. Don's quick retort to a question about what's the future going to be: "I never try to outguess the manufacturers."

Ed Levin and Mort Seore in an expansive mood last week. Ed, in discussing his days when he worked with Ernest Breech, chairman of Ford, looked wistful for a minute, then caught himself up, smiled and quipped: "Of course, I don't know whether I could live on that kind of money!" Mort, busy working on his diet, trying a glass of milk only for lunch.

Genco's Ralph Sheffield pleased with firm's new auto arcade piece and very coy about future plans. Portrait of a Busy Man: United Music's kingpin Jack Mitnick closeted with an overload of

"The trend to bigness is slowing up, but I believe that bigness is the only answer to increasing net profit," declares Ellis.

Not all operators believe in the value of any plan to increase in size. Vic Ostergren, Gary, Ind., operator, is one who deliberately reduced the size of his operation in the last few years. In operating 22 years, Ostergren feels that the advantages of operating on a small scale are often enough to offset the large operator. He agrees that the trend has been to bigger firms, but he thinks that the personal contact possible with small operations, so long as the operation is well managed, is an important advantage.

A large Southern operator agrees: "The only answer we know to this problem of climbing costs is try to operate more efficiently, holding down expenses whenever possible and at the same time, converting all equipment to dime play as rapidly as possible."

James K. Hutzler, West Virginia operator, is one operator who has been using a joint servicing plan, but he doesn't like the idea of merging. He would prefer simply buying out a small route. He, too, feels that regardless of the size of the operation, both must "pass on their fixed costs to the merchants and consumers" and that bigness itself "is not the answer to increasing net profit."

But the single fact remains: The trend to bigger operating companies, and talk of even bigger ones, continues.

dictation one minute and hurrying around plant. United chiefs Herb Oettinger and Billy De Selm all smiles with look to future debut of new shuffle game. Herb, with crystal ball well polished, stating some of the soundest views heard in many a year on coin games.

Herb Jones, Bally vee-pee in charge, getting a little pale, telling about dainties served at party attended by daughter. On the menu: Bees, grasshoppers, worms, and other assorted goodies. Keeney's Paul Huebsch off to the NAMA show for the debut of new vending line. Art Weinand, Williams' sales chief sounding more and more secretive about that firm's immediate plans, and therefore more and more like they've got a big one to watch for. Ditto Sam Lewis, Exhibit Supply boss.

Denver

By BOB LATIMER

Tom Bean, Denver phonograph operator, is well on the way toward completion of one of the most unusual phonograph routes in the

city of Denver. Bean is currently converting his entire route to make use of wall boxes, equipped with 50-cent coin chutes, on the strength of outstanding success with the half-dollar proviso during most of 1957. Bean feels that the convenience of the 50-cent piece is an asset which has increased his volume anywhere from 10 per cent to 25 per cent in all established locations.

Thirty-five members of the Colorado Music Merchants' Association met September 23 to discuss plans for the 1957 winter season. Welcomed of— (Continued on page 95)

FIRST ALL-LOCATION LINE

WURLITZER

LEADS THE WAY WITH 50 CENT PLAY

Model B thru VL-200

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50c EXTRA PLAY BONUS MEANS LARGER COLLECTIONS!

THE ROYAL 50c UNIT AVAILABLE WITH NATIONAL REJECTOR And IMPROVED COIN SEPARATOR.

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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.

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.

(For 10-week period ending with issue of October 14, 1957)

MUSIC MACHINES

Table listing music machines with columns for High, Low, and Mean Avg. prices. Includes models from AMI, ROCK-OLA, SEEBURG, and WURLITZER.

PINBALL GAMES

Table listing pinball games with columns for High, Low, and Mean Avg. prices. Includes models from BALLY and CHICAGO COIN.

GOTTLIEB

Table listing Gottlieb machines with columns for High, Low, and Mean Avg. prices. Includes models like Arabian Knights, Coronation, Crossroads, etc.

WILLIAMS

Table listing Williams machines with columns for High, Low, and Mean Avg. prices. Includes models like Army & Navy, Big Ben, C. O. D., etc.

SHUFFLE GAMES

Table listing shuffle games with columns for High, Low, and Mean Avg. prices. Includes models like Advance Bowler, Banner, Bonus Bowler.

Table listing various machines with columns for High, Low, and Mean Avg. prices. Includes models like Bonus Score Bowler, Broadway Alley, Capitol, etc.

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Mint; Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

Table listing arcade equipment with columns for High, Low, and Mean Avg. prices. Includes models like ABT Challenger, Air Raider, Atomic Bombers, etc.

	High	Low	Mean Avg.
Photomatic (M) (1/50)	\$350.00	\$295.00	\$350.00
Pistol (CC) (1/49)	50.00	39.50	\$0.00
Pistol Pete (CC)	99.50	45.00	75.00
Pitch'm & Bat'm (S)	175.00	75.00	175.00
Pop Up	25.00	14.50	20.00
Quarterbacks (G) (9/55)	850.00	200.00	\$25.00
Rifle Gallery (G) (6/54)	175.00	95.00	175.00
Safari (W) (2/54)	365.00	225.00	\$13.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	150.00	125.00	125.00
Shooting Gallery (Ex) (16/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	150.00	125.00	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	195.00	195.00	195.00
Six Shooter (Ex)	125.00	50.00	95.00
Sky Fighter (M) (9/53)	135.00	110.00	135.00
Sky Gunner (G) (9/53)	150.00	75.00	125.00

	High	Low	Mean Avg.
Sky Gunner (CC)	\$150.00	\$ 95.00	\$125.00
Sky Rocket (G) (5/55)	260.00	225.00	225.00
Sportland (Ex) (11/51)	275.00	125.00	199.50
Sportsman (K) (11/54)	175.00	40.00	175.00
Standard Metal Typewriter, F. S.	325.00	199.00	275.00
Star Series (W) (4/49)	89.50	79.50	89.50
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	250.00	125.00	225.00
Super Jet (CC) (4/53)	295.00	224.50	225.00
Telequiz (1/49) (T)	95.00	75.00	75.00
Undersea Raider (2/46)	125.00	115.00	125.00
World Series (W) (4/51)	99.50	55.00	95.00
Zingo (1/51) (U)	65.00	65.00	65.00

	High	Low	Mean Avg.
Du Grenier Tab Gum (6 Col.)	\$ 17.50	\$ 14.50	\$ 17.50
Electro (8 Col.)	150.00	40.00	95.00
Master 1c & 5c Bulk	9.95	6.50	8.50
Mills Candy (5 Col.)	65.00	55.00	65.00
National 930	110.00	85.00	95.00
National 950	125.00	90.00	110.00
Northwestern 39, 1c	9.50	7.50	7.95
Northwestern 33 Ball Gum	8.50	4.95	7.95
Northwestern 49, 1c	12.50	11.95	12.00
Northwestern Deluxe 1c & 5c	12.50	9.95	12.00
P X (8 Col.)	125.00	75.00	115.00
P X (10 Col.)	125.00	115.00	125.00
Rowe Candy (8 Col.)	60.00	57.50	60.00
Rowe Crusader (8 Col.)	150.00	85.00	130.00
Silver King 1c	8.50	7.45	8.50
Silver King 5c	9.95	7.45	8.50
Stoner Candy (6 Col.)	135.00	80.00	90.00
Stoner Candy (8 Col.)	165.00	110.00	110.00
Uneda Model E (8 Col.)	80.00	75.00	75.00

VENDING MACHINES

Acorn, 5c or 1c	\$ 12.50	\$ 8.00	\$ 9.95
Du Grenier (11 Col.)	115.00	45.00	65.00

Giant Firms for Juke Business?

Continued from page 84

ment as to how it would be done. The different operators wanted it set up so that they could pull out of it, and the problem of what to do with equipment sold, and the changes in equipment from locations killed the idea.

Casola did say that "in a small town where there are only two or three operators, it might work very well."

Gordon Stout, Pierre, S. D., operator, feels that a joint operator servicing plan might work well for small operators in "bigger cities." The idea of a co-op, a collective buying and selling agency owned by members and with benefits pro-rated to members, is one idea in which Stout can see advantages, but which he objects to since it "is in conflict with private free enterprise."

Stout does provide some typical explanations for why the trend to bigness continues.

"The answer to profits in any business is good management, and bigness is—as a rule—better managed. Bigness demands checks and audits, cost accounting and profit and loss operating statements. Too many small operators think they are making money while living off their business investment, and without regard to a sinking fund to reinvest and replace depleted and obsolete equipment, they soon wind up in the hole.

Stout strongly denounces the co-op idea. "The co-op plan cannot help but be bureaucratic. In anything bureaucratic the trend is dictatorial and also socialistic. Its leadership has too much power, individual members therefore lose their independence to gain patronage advantages."

But the feeling of some operators with routes scattered over large areas, as opposed to those with well concentrated routes, see value in either a co-op plan or a joint servicing plan.

For example, a large Kentucky operator operates in 33 counties in central Kentucky. From the Northern-most stop to the Southern-most is a distance of 190 miles; east and west, it is 150 miles. He points out that servicing is therefore costly and he believes a co-op plan including the 30 operators in the area would increase his net by 10 per cent annually.

He also sees advantages in merging his operation with several others. He believes that either an operator must be strictly a one-man business or part of a large operation. "After you employ your first man, you are then and there greatly increasing your investment resulting in a great cut in your earning percentage."

Standardization of methods is an important advantage he sees in a large corporate operating business, as well as the advantage in buying both equipment and records, which he believes could reduce costs on records by 25 per cent, equipment by 20 per cent.

James F. Tolisano, Hartford, Conn., operator, agrees with other top management that bigness in

operating, as in other businesses, is an effective answer to rising costs, whether it's accomplished thru one individual, a corporation or a co-op.

Tolisano is not sold on either joint servicing plans or co-ops, but he is interested in merging to form a large corporation. He feels that a joint servicing plan would be practical primarily for one-man operations only.

Lou Ptacek, of Manhattan, Kan., sees a possible advantage in co-operatives tax-wise providing they would set up as existing co-ops in other businesses. A joint servicing plan, says Ptacek, would be possible with a minimum amount of preparation, but probably would require "an association with a board of mediators" to make it work for a large number of operators.

Says Ptacek: "A merger would work in certain cases where overhead could be reduced and working capital increased by more efficient use of available equipment. However, this is complicated and could not be the answer to the industry in general. The fact that an operation is big certainly does not mean it will be profitable."

Furthermore, says Ptacek, any of these moves would solve only temporarily the cost problem. "A large measure of the success of the American juke box has been because it is a 'good deal' for locations."

He declared that "there is no 'sure cure one-plan' to solve the problem of rising costs. Regardless of what we do, if the cost of equipment, wages, transportation, etc., continue to rise, any method of operation—whether it's a co-op, corporation or joint servicing program—operators will have to raise prices." Ptacek thinks that even now, play should be at 15 cents for a single play, or two for a quarter instead of dime, three-for-a-quarter play.

Miami operator Willie Blatt sees a definite place for the small one-man operation, as well as giant companies. But "the operator who employs one or two men and is caught in the middle is definitely on the way out because he is not in a position to give all his locations his personal attention or give them top service and equipment."

Blatt points to other industries where consolidation, mergers and co-ops have been effected for the advantage of better prices on volume purchases. He sees a definite advantage in merging with half dozen other large operators in Miami because of savings in overhead alone.

Omaha operator Howard N. Ellis feels that "there are great possibilities in co-ops in the music operating business and that it deserves a lot of consideration. The margin of profit is so small that any possible way to cut corners is welcome."

Ellis says that he is currently considering either a co-op or merging with other operators to form one large company or corporation.

Coinmen You Know

Chicago

By FRANK SHIRAS

Joe Kline and Sam Kolber at First Coin Machine Exchange had their traffic last week, both looking busy. Wally Finke hard at work on the merchandise end, getting ready for Christmas. National's Mort Levison smiling broadly over the pins ready for export shipment, complaining the about lack of room. Donan's Don Moloney supervising and proudly pointing out the new wall paneling in the firm's new refurbishing job. Don's quick retort to a question about what's the future going to be: "I never try to outguess the manufacturers."

Ed Levin and Mort Seore in an expansive mood last week. Ed, in discussing his days when he worked with Ernest Breech, chairman of Ford, looked wistful for a minute, then caught himself up, smiled and quipped: "Of course, I don't know whether I could live on that kind of money!" Mort, busy working on his diet, trying a glass of milk only for lunch.

Genco's Ralph Sheffield pleased with firm's new auto arcade piece and very coy about future plans. Portrait of a Busy Man: United Music's kingpin Jack Mitnick closeted with an overload of

"The trend to bigness is slowing up, but I believe that bigness is the only answer to increasing net profit," declares Ellis.

Not all operators believe in the value of any plan to increase in size. Vic Ostergren, Gary, Ind., operator, is one who deliberately reduced the size of his operation in the last few years. In operating 22 years, Ostergren feels that the advantages of operating on a small scale are often enough to offset the large operator. He agrees that the trend has been to bigger firms, but he thinks that the personal contact possible with small operations, so long as the operation is well managed, is an important advantage.

A large Southern operator agrees: "The only answer we know to this problem of climbing costs is try to operate more efficiently, holding down expenses whenever possible and at the same time, converting all equipment to dime play as rapidly as possible."

James K. Hutzler, West Virginia operator, is one operator who has been using a joint servicing plan, but he doesn't like the idea of merging. "He would prefer simply buying out a small route. He, too, feels that regardless of the size of the operation, both must pass on their fixed costs to the merchants and consumers" and that bigness itself "is not the answer to increasing net profit."

But the single fact remains: The trend to bigger operating companies, and talk of even bigger ones, continues.

dictation one minute and hurrying around plant. United chiefs Herb Oettinger and Billy De Selm all smiles with look to future debut of new shuffle game. Herb, with crystal ball well polished, stating some of the soundest views heard in many a year on coin games.

Herb Jones, Bally vee-pee in charge, getting a little pale, telling about dainties served at party attended by daughter. On the menu: Bees, grasshoppers, worms, and other assorted goodies. Keeney's Paul Huebsch off to the NAMA show for the debut of new vending line. Art Weinaud, Williams' sales chief sounding more and more secretive about that firm's immediate plans, and therefore more and more like they've got a big one to watch for. Ditto Sam Lewis, Exhibit Supply boss.

Denver

By BOB LATIMER

Tom Bean, Denver phonograph operator, is well on the way toward completion of one of the most unusual phonograph routes in the

city of Denver. Bean is currently converting his entire route to make use of wall boxes, equipped with 50-cent coin chutes, on the strength of outstanding success with the half-dollar proviso during most of 1957. Bean feels that the convenience of the 50-cent piece is an asset which has increased his volume anywhere from 10 per cent to 25 per cent in all established locations.

Thirty-five members of the Colorado Music Merchants' Association met September 23 to discuss plans for the 1957 winter season. Welcomed of— (Continued on page 95)

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ASSEMBLY, COURTS, IRS AT ODDS

Indiana Pin Regulations: Story of Official Confusion

This is the second in a series on how the Supreme Court decision in the Korpan case has affected operators. This article describes the effects of the decision in Indiana, where there is more than the usual confusion caused by differences between State Legislatures and courts on the one hand and the federal government on the other. One thing most seem to agree on in Indiana: Enforcement of either the State law or the \$250 stamp is hard.

By JOE KLEIN

INDIANAPOLIS—No one is paying so at official levels, but it is becoming evident that it would take the 101st Airborne Division, in full strength to enforce the State's "tough" anti-pinball law and/or to collect the \$250 federal gaming tax.

Chi Licenses More Games, Fewer Jukes

CHICAGO — More coin-operated amusement games have been licensed in Chicago for the year to date than for the entire 12 months of 1956.

But fewer juke boxes are licensed in the Windy City than a year ago.

William P. Geis, of the city collector's office, reported last week that 6,445 games have been licensed for the year so far. This is an increase of 4 per cent over last year's total game figure of 6,190.

But at the same time, just 8,492 (Continued on page 99)

PARDON SLIP: INDIANA IN '57 FOUND ERASER

CHICAGO—The Billboard committed an unintentional blopper in reporting its summary of Indiana game regulations in the October 7 issue. The free-play provision of the 1955 law was eliminated by the 1957 Legislature, as every Billboard reader knows.

The Legislature, determined to ban free plays, passed a bill which erased the following from the definition of gambling device: "... an immediate and unrecorded right to replay mechanically conferred on players of pinball machines shall be presumed to be without value." These words were added to the definition by the 1955 session, eliminated by 1957 Legislature.

So that the gambling definition now reads "... any mechanism by the operation of which a right to money, credit, deposits or other things of value may be created, in return for a consideration, as the result of the operation of an element of chance, any mechanism which when operated for a consideration does not return the same value for the same consideration upon each operation thereof."

(See article in this section for history of this legislative action and its present status in Indiana courts.)

Gov. Harold W. Handley tinged the logic of the statute with his own personal doubts last March when he called it "silly," and then signed it, anyway.

Requests for the \$250 tag are lagging badly, according to the complaints of the Indianapolis office of the Internal Revenue Service. Moreover, some IRS officials are pained to note certain incredible disparities. For instance, almost 1,000 applications are on file from a Northern Indiana county. That's good, says the treasury collectors. What is bad, they fume, is that Indianapolis and its county, Marion, population 500,000, has yielded only a suspiciously meager total of 17.

Until 1951, life for the Hoosier operator and distributor had the placidity of Yankee Stadium in mid-January. That was the year after the unforgettable Kefauver Committee hearings and the public ire over the power and affluence of mobster-gamblers was finding its first reflections in State Legislatures and even in Congress.

Thomas C. Hasbrook, Indianap-

olis, a handsome young man blinded in World War II, was elected to a membership in the Indiana House of Representatives on a platform featured by a pledge to destroy gambling in Indiana.

In the first of his bills, introduced in the session of 1951, pinballs and the restrictions placed on them, were but minor elements in the vast, massive attack on the institution of risk and chance.

In the last of such bills, presented to the Indiana General Assembly this year and passed by it, all other types of gambling were ignored for a determined and exclusive concentration on what has become the prime target of Indiana reformers—pinballs.

Thus for six years the status of pins has been snarled in legislation and litigation, and that estimate, even though expressed in bad alliteration, is one of unquestionable accuracy.

To be chronological, it can be recalled that the Hasbrook Bill of 1951 died in a conference committee of the Legislature. Opponents (Continued on page 92)

Michigan Tourney Outlook Is Bright

Shuffleboard Leagues Offer Model for Setting Up Bowling, Pool Tournaments

This is part one of a two-part article. Next week: The successful tournament pattern set by Detroit's shuffleboard leagues.

By HAL REVES

DETROIT—Tournament play on bowling and pool games is largely an unknown quantity in this area, but the prospects for a possible spectacular growth are evident in the interest taken by operators and distributors in the development.

Game operators in the Motor City area take a restrained pride in considering this town still the shuffleboard capital of the country. Shuffleboards, both long boards and banked types, are still widely placed and receiving a reasonable amount of play thruout the city.

Local licensing and regulatory conditions make Detroit a special case as far as games are concerned, and have contributed to the longevity of shuffleboard, while holding back many new game trends. Beyond the city limits, the new types of games have usually found a readier acceptance.

However, detailed study of the

shuffleboard situation in Detroit, and widespread satisfaction with the existing league and tournament set-up, indicates that the pattern of shuffleboard operation here may serve as a model profit-building technique for other areas in the development of tournament play for the newer types of games.

Accordingly, the functioning of the Detroit Shuffleboard Association, which has received widespread tribute for its efficient handling of details from operators and distributors alike, will next week be analyzed in a case history, which may suggest profitable lines of development for areas of the amusement games industry concerned in increasing and, more importantly, stabilizing and holding business.

A survey of the Detroit situation (Continued on page 96)

Check Kiddie Ride Grounds

The Billboard published a list of six important checkpoints in insuring that kiddie ride equipment is electrically safe in the September 2 issue. They are reprinted elsewhere on this page.

MEMPHIS—Servicemen for operators with coin-operated kiddie rides on location made a round of their routes last week to make sure all electric wires and cables were safely grounded.

(Continued on page 99)

CAN OPENER AND KEY OPEN NEW 'ROUTE'

NEW YORK—Police here have put a stop to what was probably the most profitable "route" in the history of the coin machine industry. The route, which two partners had been working since January 1, had grossed about \$150,000 in nine months. Expenses were negligible, and no location commissions were paid.

Only investment on the part of the partners, Richard Bianculli and Giuseppe D'Orio, was a key and a can opener. Equipment on the route consisted of parking meters in Manhattan. Unlike the city's juke boxes, all of the meters had been set for dime play.

The key was used to open the meters, and the can opener was used to extract the dimes. On the evening the pair was caught, collections from 16 meters had netted \$300 in 30 minutes.

Disguises

Three policemen were watching the routemen. The gendarmes were disguised as a panhandler, a man walking a dog, and a delicatessen man with a white jacket and apron.

Bianculli had once been a dispatcher for the Broadway Maintenance Company, which services parking meters in the city.

He has been out on bail since January 29 in connection with the theft of \$5,000 from—of all things—parking meters.

CIAA to Hold First Fall Meet

CHICAGO — The Chicago Independent Amusement Association will hold its first fall meeting October 22. The Sunset Room of the Congress Hotel will again be the meeting spot, with the session scheduled to begin at 9:30 p.m.

Sam Greenberg, CIAA president, said that the proposed pro rata license ordinance would be discussed. The new ordinance would set license fees on a six-month pro rata basis and allow conditional transfer of licenses from older machines newly moved to locations.

It would mean that machines bought before July 1 would be licensed at the full \$25 amount; those licensed after that date would be charged half the amount or \$12.50 per unit.

It is believed that the transfer (Continued on page 99)

U. S. to Test Need To Prove Payoffs

Want to Show In-Lines Are Gambling Devices Per Se by Construction

By NICK BIRÒ

SPRINGFIELD, Ill.—A test case to determine whether in-line pinball games are gambling devices per se, without any need to prove payoffs, may be in the offing in Federal District Court here, before October 25.

The case could stem from a suit filed in the Federal District Court, September 30, in which nine in-line pinball machines were seized by federal authorities in the State. There was no proof or evidence of any payoffs. Federal authorities merely seized the ma-

chines because of their failure to have a \$250 gambling tax stamp affixed.

According to John B. Stoddard, U. S. District Attorney for the Southern Federal Division of Illinois, the action is being tried, "to establish these machines as gambling devices by nature of their construction, obviating the need for providing payoffs."

In the recent Korpan case involving in-lines, in the United States Supreme Court, the ruling showed that proof of payoffs was necessary for (Continued on page 95)

NCMDA to Mul Natl. Bowling Tourney Plan

CHICAGO—A plan for a national bowling tournament will be the key topic of discussion at the November meeting of the National Coin Machine Distributors Association.

Al Schlesinger, NCMDA's managing director, said that the plan "involves the promotion of bowling alley tournaments on grand scale. In an announcement in the association's bulletin, "Distrib's Digest," Schlesinger told members:

"We have an opportunity today with long bowlers to recapture the imagination and challenge of the public. Long bowlers are a sporting game that can be participated in by women who can help create a wholesome attitude toward coin-operated equipment."

"It will require the broad imagination and keen thinking of all our industry to evaluate the tremendous possibilities that this kind of contest would create."

Schlesinger said that detailed plans would be available at the meeting. Neither a definite date nor site had been chosen at press time. Members have their choice either meeting in Miami or Chicago. Probable time would be during the second week of November.

Here Are Six Ride Safety Checkpoints

CHICAGO — The following editorial reprinted in part from the September 2 issue and made timely once again by the new story which appears on this page:

Despite the fact that the coin-operated kiddie ride trade has statistically remarkable safety record, accidents—one of which is described in a news story on this page—do happen.

While coin equipment safely delivers an estimated 55,000,000 rides to kiddies per year, a single accident, when it happens, does untold damage to the business and creates personal tragedy.

As we know from the few accidents that have occurred, an operator can't be too careful about installing a ride. He should know how to do it properly, or find a reliable electrician who can.

Here are some checkpoints:

1. All equipment should have three-pronged plug, as opposed to two-pronged plug, to insure proper grounding.

2. Be positive that the terminal grounding at the outlet is actually grounded, or call an experienced electrician to check it.

3. Two or more rides, fastidiously close together, should be tested to assure that no voltage exists between metal surfaces.

4. Over-fusing—that is, using heavier-than 15-amp fuse—is dangerous.

5. If the machine's plug doesn't fit an outlet, have an experienced electrician install a proper outlet. Adaptors can be dangerous.

6. In an outdoor installation the ride should be properly elevated from the ground to withstand weather conditions.

Summary of City Amusement Game Taxes and Regulations

The following summary of taxes, licenses and/or regulations pertaining to pinballs and other coin-operated games in major cities are based on replies received from city officials by The Billboard. More detailed information on a particular city in most cases can be obtained by writing to: Coin Machine Editor, The Billboard, 188 West Randolph Street, Chicago 1.

AKRON

City does not license or regulate pinballs or other coin games.

ALBANY

Pinball machines not allowed. No other information presented.

ATLANTA

Unlawful for any person to operate pinball or similar machine, including all machines operated by depositing a coin therein for the playing of a game or the engaging in of any contest of chance or skill.

BALTIMORE

All amusement games set at nickel play or more, including pinballs, licensed at \$90 per year. Only exception, shuffleboards, at \$35.

BATON ROUGE

Pinballs, bowling games licensed at \$50. Coin pool tables, \$15.

BIRMINGHAM

Amusement game on penny operation \$1 per year; over penny operation, \$7 per year. No prororation of any coin-operated machine license, the entire license for the year being payable at one time.

BOSTON

License fee on pinballs, including free-play variety, and on other automatic amusement devices, \$35. Fee for and such license granted after January 31 in any year shall be \$3 for each calendar month in which the license may be exercised. Fee for every change of premises per machine is \$3.

BRIDGEPORT

Gaming pinballs illegal. Exhibition license issued only by local police department for amusement machines.

BUFFALO

At present time only kiddie rides licensed. No pinballs in operation. Consideration given to bowling games and pool games.

CHARLOTTE

Coin games illegal, according to License and Tax Division.

CHATTANOOGA

Fees on each pinball or other coin game, \$16.50 for license and \$15 for permit per annum. Only two machines allowed at any one location.

CHICAGO

Fee of \$25 on each automatic amusement machine used. All licenses expire December 31 following date of issue. Most games played with balls, including pinballs, outlawed. Subject to discretion of City Game Panel. Most bowling games licensed.

CINCINNATI

Pinballs returning cash, tokens or other items, whether or not they have any value, illegal. Also illegal: the playing of a game without the insertion of a coin; the insertion of more than one coin per play; the insertion of a coin greater than

10 cents. Person under 21 years of age not permitted to play pinballs. License fees on pinballs, \$3 per location per operator, plus \$50 per machine. Games played with pellets, balls or marbles included.

CLEVELAND

Does not license pinballs. Arcade machines and bowling games do not come under the licenses, but coin pool games come under pool-room ordinance, and operator must have poolroom license.

COLUMBUS, O.

Pinballs prohibited, but city's right to prohibit them now being litigated in Ohio Supreme Court.

DALLAS

Tax laws adapted from State law at "one-half levy." Skill or pleasure machines on nickel play, \$15. Same on dime play or more, \$30. Licenses issued by calendar year, prorated by quarter year.

DAYTON

No specific information on coin-operated games.

DENVER

All coin-operated amusement machines are charged a fee of \$10 per year or any part of a year. The licenses are non-transferrable. Locations must be checked by fire department and players must be 18 years of age. All dealers are charged a fee of \$25 and must furnish the city with a list of their machines each month.

DES MOINES

No license as yet on pinballs; other amusement machines licensed at \$5 for first machine, \$1 for each additional. City expected to license and regulate all amusement devices in the near future.

DETROIT

Prohibits game played with "any number of balls or spheres upon a table or board, having holes, pockets or cups into which such balls or spheres may drop or become lodged and/or having arches, pins and springs, or any of them, to control, deflect or impede the direction or speed of the balls or spheres put in motion by the player, and shall include the modern variety of baffle boards and pinball games operated by means of electrical current. Provides for licensing of shuffleboard games. One to 10 games at \$25 annual fee for all; 11 to 25, \$50; 26 to 50, \$75; 51 to 75, \$100; 76 to 100, \$150; 101 to 200, \$200; over 210, \$300.

EL PASO

Tax laws adapted from State law at "one-half levy." Tax on coin amusement machine, \$30 where coin is in excess of nickel, \$15 where coin used is in excess of penny, not over nickel.

FLINT

Licenses mechanical amusement devices, but games that provide for payout not permitted. Operator fees on penny games, \$5 annually for first 25 machines, \$5 added for each successive addition of 25 machines or part thereof. On nickel games, \$25 first 10, \$25 next 15 or part thereof. For each successive addition of 25 or part thereof, \$50 added per year. Machine licenses: \$2 annual on penny game, \$1.25 for six months or less. \$10 annual on nickel game, \$6 for six months or less. License transferable from one machine to another. Minors under 18 not allowed to play coin games.

FORT WAYNE

Arcades licensed at \$50 per year, \$10 per week, \$3 per day.

GRAND RAPIDS

For each mechanical amusement device, \$25 fee annually. If used in more than one place of business or location, annual fee \$25 for under 26 devices; \$50 for 26 to 50 devices; \$75 for 51 to 75 devices; \$100 for more than 75 devices.

HARTFORD

Mechanical amusement devices, including pinballs, licensed annually at \$12 per machine. Licenses prorated from the first day of month of operation of machine, thru September 30 of each year. Renewal fees due each October 1.

HOUSTON

Has not issued licenses on games in several years.

INDIANAPOLIS

No ordinance regulating pinballs.

JACKSONVILLE

Owner-operator taxed \$25 for each amusement machine and pinball displayed for operation. Provides for exchange of license for re-location of machine.

KANSAS CITY, KAN.

Fee of \$20 per year charged firm which operates amusement games, including pinballs.

KANSAS CITY, MO.

Annual license on pinballs, shuffleboards and other amusement machines, \$12.50. No device permitted which is constructed as to make possible either directly or by use of an adjustment, the return of cash, tokens or certificates of any kind to a player. Free plays allowed. Games at more than one coin per play not permitted, where such may increase number of free plays that may be won. Person under 16 not permitted to play pinballs, except when accompanied by parent or guardian. Change in city law regarding games expected, but not definite.

LONG BEACH

Pinballs prohibited. License fee \$10 per amusement game other than pinballs, plus \$1 fee for each change of address on all licenses issued.

LOS ANGELES

No licenses issued for pinball games. Games deemed to be games of skill and science, such as coin-operated rolldown or bowling games, are subject to police permit in addition to license tax. For machine on penny operation, \$2 per year; for machine on over penny operation, \$3 per year. Licenses non-transferrable.

MEMPHIS

Fee of \$15 per pinball or other coin amusement game. Where cost of play is a penny, tax one-fifth of above.

MIAMI

Master license of \$250, plus \$18.75 per amusement game.

MILWAUKEE

Permit fee for location of \$10 which expires annually on June 30. Each amusement machine must be tagged at added \$10 per machine fee. Operator pays annual license of \$200, expiring each June 30.

MINNEAPOLIS

Free-play pinballs and other coin amusement devices licensed, but unlawful to give money, token, merchandise or any other thing of value, or reward any prize other than free play. Game taking more than one coin per player per game prohibited. Device to cancel registered free games prohibited. Pinball license fee \$67 per machine annually. No charge for transfer of license. No person under age 18 permitted to play coin games unless accompanied by parent or guardian. License expires November 1. Coin pool games, bowling games, shuffleboards and other similar amusement devices licensed at \$25 per year. Other rules above apply.

MOBILE

No specific information presented.

NASHVILLE

Fee of \$15 per pinball or other coin amusement game. Where cost of play is a penny, tax one-fifth of above. Plus permit fee of \$2 per machine.

NEWARK, N. J.

Fee for each machine is \$25 per year, including pinballs. Arcade license, \$300 yearly, plus \$25 per machine.

NEW HAVEN

No license fees charged on games, no regulations with exception of gaming laws.

NEW ORLEANS

Amusement games operated at over one cent, licensed as follows: pinballs and baseball games, \$50 annually; kiddie rides, bowling games, shooting galleries, \$50; shuffleboards, target machines and other electrically operated games not otherwise provided for, \$15. Games at or under penny operation taxed one-tenth of above rates. Licenses prorated for half-year period beginning July 1. Licenses transferrable.

NEW YORK

Operation of pinballs illegal. License games "not arranged, adapted or equipped so that the outcome of the game played is affected by any element of chance." Expect extensive changes in laws regarding game to be adopted very shortly.

NORFOLK

Games which have element of chance not permitted. Other mechanical amusement games licensed at \$5 per penny game, \$20 per game operating at over a penny. Licenses not prorated. Every coin machine operator also pays annual license tax of \$30, plus 3/10 of 1 per cent of gross receipts from business in preceding calendar year in excess of \$3,000.

OAKLAND

License fee of \$5 yearly on mechanical amusement machines. Expect change in near future on fees or a charge against gross receipts of the operator on each type of coin machine.

OKLAHOMA CITY

Amusement devices including pinballs operated by nickel coin or greater, licensed at \$12.50 per year. Penny game taxed at \$3. Where number of coin games in single room does not exceed 150 in number, tax shall be \$300 per year, which shall include all machines up to and including 150 in number.

OMAHA

Change foreseen in game regulations, as new charter is adopted. Currently, occupation tax of \$10 per machine, including pinballs and other amusement devices.

PATERSON, N. J.

License fee for each amusement machine including pinballs, \$10 annually. Licenses are transferable to like machines operated on same premises. Minors under age of 17 not permitted to play coin games. No more than three machines permitted at one location. Gambling on machines outlawed.

PHILADELPHIA

Annual tax of \$25 per amusement machine played with pins and balls or either of them; \$25 for all other amusement games. Prorated on six-month basis after June 30 of any year.

PITTSBURGH

Annual fee of \$25 per amusement game including pinballs, expiring December 31 of each year; \$15 after July 1 of any year.

PORTLAND

Pinballs illegal. License fee on amusement games, \$300 operator license, plus \$20 per machine.

PROVIDENCE

City does not have any regulations or license fees on pinballs.

RICHMOND

Every coin machine operator pays a license tax of \$20 and 34/100 of 1 per cent of gross receipts of business. Per machine tax of \$1 on penny amusement game, \$30 for game at over one penny.

ROCHESTER, N. Y.

License fee per location \$5 annually. License fee per penny machine, \$10; license fee for roll-down games or other Arcade games, \$15; for all other amusement games, \$50. Licenses transferrable. No minor under 18 allowed to play a coin game unless accompanied by parent or guardian. No cash awards permitted, nor any token, credit or thing of value.

SACRAMENTO

Prohibited are one-ball games, games adapted to insertion of additional coins before completion of original game, games where more than 10 cents is required to play. Each skee ball, bowlette or similar device, \$10 per quarter year; each ray-o-lite, or similar machine with electric attachment operated solely for amusement and not licensed elsewhere, \$12 per year per machine. Each ball game machine using 10 or more balls, \$3 per quarter. Each ball game machine using 5 to 9 balls, \$10 per quarter. Persons under 18 years of age not permitted to play amusement games.

ST. LOUIS

Mechanical amusement game requiring less than five cents deposit is licensed at 25 cents per year; machine that requires a nickel or more, \$1 for annual period or any part thereof, beginning January 1 of each year.

ST. PAUL

Tax on each mechanical amusement device \$25, including pinballs. Operator pays \$300 master fee. Amusement ride machines \$150 for 10 or less, each additional \$10.

(Continued on page 93)

Indiana Pin Regulations Confusing

Continued from page 90

denounced it furiously as barbaric in the harshness of its penalties. Theoretically, at least, under its terms, an operator could have drawn a 10-year prison sentence.

In 1953 a similar bill was made into law only to suffer suffocation at the hands of the Supreme Court. In exempting churches and fraternal organizations from its provisions, the tribunal ruled, it offended that part of the State constitution which stipulates that all laws must be general in application.

In 1955, by then elevated to the State Senate, Hasbrook tried again.

This time the Indianapolis legislator thought that he had reason to anticipate an easy and enduring victory, with his bill stripped of its unconstitutional features and harsh penalties.

Then the liberal-minded public policy committee of the State met to consider the proposal, and when its task was completed, had succeeded in achieving a transformation which rendered the Hasbrook bill unrecognizable to its author. What had been an anti-pin bill became a pro-pin bill.

Imbedded by the committee were these vital lines: "That in the application of this definition, an immediate and unrecorded right to replay mechanically conferred on players of pinball machines and similar amusement devices shall be presumed to be without value."

That, in a manner of speaking, put pins back in business, and with impunity. That sanctioned free plays.

Hasbrook didn't like it, but he felt that some bill was better than no bill at all and in March, 1955, it became law with the signature of Gov. George N. Craig.

For two years the statute remained on the books, forgotten and unchallenged. Then the Legislature convened again in January, 1957, and the issue burned again. Hasbrook and his allies swore to obliterate the free-play concession in the 1955 law.

A right-to-work bill passed narrowly in the 1957 session, left the people of Indiana with the tensions of a civil war. That, by unquestionable consensus, was the big issue of the session and the one which brought the greatest challenge to the fears, courage and passions of the legislators.

Second in importance to the right-to-work legislation, Indianap-

olis newspapers asserted to the amazement of all, were the proposals to cleanse the State of pinball machines. And newspapers everywhere in Indiana are in the forefront of the crusade to crush the demon, pin.

Thus expunging the literary creation of the 1955 public policy committee became a major objective of Hasbrook and his like-minded colleagues and the fighting law-maker assigned the job to a fellow Indianapolis legislator, Rep. S. Paul Clay.

Editorially speaking, the responsibility assumed by Clay was a simple one—the erasure of the lines written into the 1955 statute by the public policy committee.

But getting such a bill thru the Assembly was a project of magnitude.

It passed, however, after long and tortuous delays and frustrated attempts to amend it. More than once it collapsed on its movement to passage and only the best in parliamentary skill and pressure, as invoked by its supporters, was to save it from doom.

Proponents of the measure scented lethal danger to the Clay bill in an amendment which would have prohibited the playing of pinball machines by persons under the age of 18.

This again, as in 1953, the anti-pin forces feared, would have been contrary to the principle of general application with the consequent risk of invalidation at the hands of the Supreme Court.

Further, they were alarmed by another possibility. If the bill survived a challenge in the courts, they reasoned, the inference left in the statute by the 18-year-old limitation would have, in effect, legalized pinball gambling for persons past the age of 18.

The amendment was adopted overwhelmingly one day last February and repudiated on the next by equally overwhelming proportions.

Advocates of the measure were to endure even greater ordeal in the Senate, where, dangerously close to adjournment, the bill failed to receive the required constitutional majority on its initial roll call. Finally, it passed, however, by the narrowest kind of a margin.

So the bill as sent to the governor for his signature and for the famed "silly" characterization carried this definition of gambling:

... any mechanism by the operation of which a right to money, credits, deposits or other things of value may be created in return for a consideration as the result of the operation of an element of chance; any mechanism which when operated for a consideration does not return the same value for the same consideration upon each operation thereof." And then there was nothing, the words so generously contributed by the public policy committee in 1955 having been obliterated by courtesy of Mr. Clay.

At last, thought Mr. Hasbrook, he had the law he always wanted—and one which was entirely constitutional.

A number of Indiana courts at heavily populated points thought otherwise and today the law, torn into nondescript shreds by judges from one end of the State to the other, is unenforced and, by common agreement, unenforceable.

A month after its enactment, the statute was held unconstitutional by Allen County Superior Court Judge Lloyd S. Hartzler. This ruling affected populous Fort Wayne, Indiana's third largest city.

In granting an injunction requested by Hiser Sales Company and Lee Sales Company, automatic equipment distributors, Judge Hartzler denounced the act as class legislation and offensive to both the State and federal constitutions.

The jurist brought the phrasing of the law under strong censure. His principal target was the stipulation which permits the use of free-play machines "in any place accessible to the public."

"It follows," Judge Hartzler declared, "that a person could place pinball machines, recording free plays in public places accessible to the public, and then would become by so doing a professional gambler. But these same individuals could put the same machines in their homes or in shops or in clubs to which only those of the public who were invited could go, and which were not generally accessible to the public, and their acts would not amount to professional gambling."

Then the judge added: "The effect of the act is to encourage private clubs for gambling purpose, is discriminatory and does not afford to all citizens equal rights and privileges as provided for in both the constitution of the State of Indiana and of the United States."

Hartzler's order enjoined all Fort Wayne and Allen County officials from attempting to enforce the 1957 law.

Officials of Marion County, the seat of Indianapolis, the State capital, are under a similar injunction. Here, as nowhere else in the State, pinball operations are meeting stern resistance.

Indianapolis Mayor Philip L. Bayt and Marion County Sheriff Robert A. O'Neal are of one mind in their determination to purge their community of pinball machines.

In defiance of an injunction granted by an Indianapolis court in June, 1956, Mayor Bayt ordered his police last February to confiscate pinball equipment at all locations. When advised that in so doing, he would find himself in contempt of court, he asserted: "I'm ready to go to jail for a priu-

(Continued on page 94)

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ARCADES
PLAYLAND SHOPPING CENTERS ETC.



Here Comes Tusco!
The coin-operated ride that has taken Arcades and department store locations by storm!

- Brand new life-like composition never used before.
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- Kids "drive" TUSCO from a genuine Indian basket saddle.
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CALL TODAY! Ask for Bill Hearst, Vending Division or Sandy Moore, Pres.

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THE KEENEY "500"
4-Way Cold Drink Vendor

- Fully illuminated front panel
- Beautiful baked enamel cabinet available in variety of colors
- Conforms to all sanitary and safety requirements
- Dimensions: 23 5/8" Wide • 27 7/8" Deep • 65" High



THE KEENEY "JUNIOR" 300 Cup
Combination Hot Coffee-Hot Chocolate Vendor

- Vends coffee (black) (cream only) (cream-sugar) and hot chocolate
- Conforms to all sanitary and safety requirements
- Dimensions: 17 1/4" Wide • 21 1/4" Deep • 58" High



Complete Vending Machine Line

THE KEENEY AUTO MAID
Flexible • Versatile
Vends: Pure-Pak, Illreco, Seal King, Conco, Half Pint or 1/2 Quarts.

- Reduces service to a minimum
- Sterilized conveyors replaceable in seconds
- One-piece door opens to full 180 degrees for easier servicing
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The Machine with the "Forward Look"

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Summary of Taxes and Regulations

Continued from page 91

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WRITE TODAY FOR BLOCK'S ARTS AND SUPPLIES CATALOG coin machine industry's leading supply source. Just off the Press! Mention this advertisement.
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125 N. Broad St., Philadelphia 22, Pa.

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CIGARETTE, CANDY VENDING MACHINES; reconditioned, refinished, guaranteed like new. T. O. Thomas Co., 1872 Jefferson, Paducah, Ky. do30

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SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each, like new. Folders direct factory prices. USP Co., 100 Grand, Waterbury 3, Conn. no25

24 VENDO 59'S, JUST OFF LOCATION, \$60 each as is. FOB Cincinnati. Maurice Klatch, 6343 Ehrbrook, Cincinnati 13, O.

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted: 49's Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-fm

CASH! HIGHEST CASH PAID FOR C.C. Blinks, Bull's-Eyes, United Geneo, Williams Guns and Baseballs, Allied Coin Machines, 788 Milwaukee, Chicago 22, Ill. Or call: CA 6-0293. de2

WANTED TO BUY—GAMES, OR GAMES and music, route located in Chicago area. Box 911, c/o The Billboard, 188 W. Randolph, Chicago, Ill. oc21

SALT LAKE CITY

Has not licensed amusement devices since August, 1954.

SAN DIEGO

Pinballs illegal in city. Bowling games and coin pool games pay license fee of \$5 per month. Arcade machines pay \$1 per month. A change in present city law on amusement games is now in the formative stage.

SAN FRANCISCO

No current reply. Billboard record indicate \$12.50 license fee per machine per quarter. Free plays are illegal. Persons under 18 not permitted to play pinball games.

SCRANTON

Pinball license fee \$35 per year or fractional part of year. Youngsters prohibited from playing. No gambling permitted. Same fee on other amusement games.

SEATTLE

Operator pays annual base license of \$500, sub-licenses of \$25 per amusement device. Not more than one operator base license issued per 10,000 population. Gambling and payoff devices prohibited. Person under 21 not permitted to play amusement games.

SHREVEPORT

Fee of \$50 per pinball.

SPOKANE

For pinballs or any other automatic or mechanical amusement device, fee \$25 annually. License transferrable to another machine with permission and payment of \$10 transfer fee. Person under age 18 not allowed to play amusement games. Locations must be approved by Commissioner of Public Safety.

SPRINGFIELD, MASS.

No information presented, other than no change in ordinance on coin games foreseen.

SYRACUSE

No award of cash, merchandise, credit or thing of value allowed. License fee for location with one or more mechanical amusement devices, \$25 annually or fraction thereof, license expires December 31 following issue. Plus per machine fee of \$30 annually. Plus \$1 tag or seal for each game. Licenses, tags or seals cannot be transferred from one location to another, but may be transferred from one machine to another.

TACOMA

Location amusement device license for each device \$10 per year. Operator's license \$500 per year. Amusement device license on quarterly basis, at \$3 per quarter (or \$10 per year). Unlawful to operate any device wherein the element of chance or a combination of the elements of chance and skill is involved, or any other device customarily used for gambling or idleness and loitering; no slot machines, or other gambling devices or games permitted.

TOLEDO

Pinballs banned by ordinance. License for shuffleboard, shuffle bowler or pool game \$100 per machine annually, beginning each April 1, with fee \$25 on or after October 1 of each fiscal year, for

six months remaining. Licenses transferable from one location or machine to another. No more than two such games allowed at any one location. Each must bear seal of Director of Public Safety. Prizes, awards, prohibited.

TRENTON, N. J.

Penny amusement machines licensed at \$10 per year, nickel machine, \$40; over nickel, \$50.

TULSA

License fees for amusement games including pinballs, \$20 annually per machine. Licenses not prorated. Gambling on games not permitted.

WASHINGTON D. C.

Unlawful for payoffs in cash on scores of mechanical amusement devices including pinballs. Annual licenses per machine date from November 1 to October 31. License for shorter period prorated, but not to a fee less than \$5. Licenses may be transferred. Regular fee \$12 per machine per year. Player must be 16 years of age or over to operate any such machine between the hours of 8 a.m. and 3 p.m. on any school day.

YOUNGSTOWN

According to Mayor, "all pinballs and games, as such, are outlawed by ordinance."

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 - Parts, Supplies & Services
 - Positions Wanted
 - Routes For Sale
 - Used Coin-Operated Equipment
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- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular
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- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

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- Score Board 235.00
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COIN MACHINE EXPORTS

July, 1957

Country	Phonographs		Amusement Games		Vendors		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Mexico	589	\$ 425,715	589	\$ 425,715
Belgium	573	274,963	576	\$108,668	2,945	\$ 30,855	4,094	414,486
W. Germany	396	283,982	172	45,761	131	16,587	699	346,330
Venezuela	278	215,681	29	9,133	101	38,890	408	263,704
Canada	187	118,239	268	36,589	963	234,607	1,418	389,435
Austria	209	114,305	209	114,305
Italy	152	109,869	741	176,481	893	286,350
Switzerland	125	87,279	62	14,460	20	1,766	207	103,503
Cuba	101	77,428	48	8,552	149	85,980
Netherlands	80	42,386	74	9,564	2	1,805	156	53,755
Dom. Rep.	43	26,233	43	26,223
Guatemala	20	16,212	20	16,212
British Malaya	20	9,125	10	2,205	30	11,330
Sweden	17	9,928	519	26,609	11	4,583	547	41,120
Morocco	16	8,352	10	5,195	26	13,547
Other Countries	183	95,926	286	37,180	63	10,000	532	143,106
TOTAL	2,989	\$1,915,613	2,795	\$480,397	4,236	\$339,093	10,020	\$2,735,103

Indiana Pin Regulations Confusing

Continued from page 92

Children are using their lunch money to play the machines."

Pending at the time, as filed by Marion County Prosecuting Attorney John G. Tinder, was an appeal of the June, 1956, injunction in the State Supreme Court.

On May 2 of this year the tribunal ruled, bringing further frustration to the officials of Indianapolis and Marion County.

Basing its decision on the 1955 law and not on the one enacted in 1957, the court held that unrecorded free plays could not be construed as violations.

Recording or registering free plays are illegal, the court ruled, but free plays in themselves are not. The judges warned, however, that the injunction would remain in force only as long as the awards are restricted to free plays.

The injunction was thus sustained.

Indiana is a bingo State—bingos outnumbering five-ball games by very great margins in most areas.

Strengthening the roadblock to enforcement, Marion County Superior Court Judge John M. Ryan granted another injunction last June. In this instance, law-enforcement agencies were restrained from interfering with the operations of equipment owned by Ward

& Peachey Vending Company, Indianapolis.

Similarly strapped by injunctions are the officials of Evansville, the largest of Southern Indiana cities.

And the end is not yet in sight.

For as recently as October 3, Grant County Circuit Court Judge Robert T. Caine, sitting in the city of Marion, slapped an injunction on the sheriff and prosecuting attorney of Grant County, forbidding them to seize pin equipment.

In allowing the injunction, Judge Caine was responding to the petition of Victor Kerby, who leases the machines, and Mrs. Sue Wintrose, the operator of a drive-in restaurant where the pins were found. The authorities claimed that they conducted the raid under powers conferred upon them by the 1957 law.

Almost everywhere in the State, law-enforcement agencies are pursuing the policy adopted by the authorities in populous, industrial Lake County. They have concluded that development of a plan of enforcement must await the adjudication of the cases still pending in the lower and upper courts of the State.

That, too, appears to be the undeclared policy of the Indiana Alcoholic Beverages Commission.

This agency, if it so chose, could destroy the State's pinball industry.

Vested in this commission is the unrestricted authority to issue, suspend and revoke liquor licenses, and were it to exercise its prerogatives without mitigation, thousands of Indiana taverns would be either without licenses or without pinball machines. For a time this year, the ABC contemplated the unabated pursuit of an old commission policy under which a tavern keeper would risk forfeiture of his license for keeping gambling devices on his premises.

But is a pinball machine a gambling device?

Is a free play a thing of value? And how is the law to be enforced?

At the moment, seven months after the adjournment of the General Assembly, the ABC has found neither the answers nor an escape from the dilemma left by the colliding ideas of the legislative and judicial branches of the Indiana State government.

The ABC is exerting no effort to bring pressure on tavern keepers in areas covered by injunctions, and even if it were, its 92-man enforcement division could do little to detect payoffs in the thousands of widely scattered liquor outlets of the State.

The irked by the scarcity of stamp applications, treasury department collectors in the State are adhering to the line laid down by their Washington superiors last June after the Supreme Court de-

cision in the Korpan case. They are content with the \$10 amusement charge when the award is only in free plays. It is only when a coin-operated equipment suggests an element of chance, they say, and when it returns cash, premiums, merchandise or tokens that the IRS will press for the \$250.

Dissatisfaction expressed in recent weeks by IRS officials may mean the imminence of a new crackdown on suspected evaders.

Some IRS officials feel that a few convictions for evasions, for which, to date, only fines and suspended sentences have been imposed by U. S. Courts in the State, will unfailingly yield a rich harvest of applications.

Others are of the opinion that the tax law is inherently unenforceable and that with the limited manpower in its Indiana offices, they will never succeed in compelling general compliance.

Added tax woes were manufactured by the State Legislature in the last session.

Indiana's 25-year-old gross income tax was upped by 50 per cent. So that since July 1 Indiana operators are paying the excise at the rate of 1 1/2 per cent where they had formerly paid at 1 per cent. And the gross income tax means just that—a tax on gross income.

Pin equipment is also subject to assessment for local property taxes, and to assure collections, the Assembly enacted a law requiring the display of an identifying tag on each machine in an effort to verify ownership.

Repressive legislation and spiraling taxes are meeting the sporadic opposition of the few regional operators' associations, but, as yet, there is no cohesive Statewide organization of resistance.

Litigations have been financed entirely by individual firms.

In Indiana, however, there is only utter disenchantment among anti-pinball groups with adventures in pinball prohibition.

Even the redoubtable Mr. Hasbrook hinted as much when he offered a bill to ban all pins by branding them as gambling devices even when restricted to amusement.

The bill was promptly clobbered to death, but its introduction was significant as a possible indication of Hasbrook's own disbelief in the type of statute which was to come out of the Legislature.

Some such outright abolition bill, if enacted, would, of course, bring ruin on the State's pinball business. But no such bill could pass in Indiana.

And, as yet, no one has suggested the posting of bayoneted paratroopers at every pinball machine in the State.

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COINMEN YOU KNOW

Continued from page 89

officially at the meeting was Jack Arnold, newly elected president who replaced Lee Wyscaver during August.

Long-range visitors who were buying phonographs and parts during late September at Draco Sales Company were Mr. and Mrs. Roy Kyser, of Durango, Colo., 275 miles away in the high Colorado Rockies. Kyser's route covers a huge area extending thruout Eastern Utah and Northern New Mexico, with many cities as much as 150 miles from the Durango headquarters.

The importance of weather on phonograph play was sharply pointed up during

early September, according to Sam Salardino, of Salle Music Company here. During an unseasonable cold snap early in the month, phonograph play in taverns, restaurants and other similar locations jumped to equal the best week of the previous year.

Jackson, Miss.

North Mississippi operators seen in Memphis recently shopping for equipment: Lexie Howard, Crystal Amusement Company, Grenada; Warner Williams, Columbus Tobacco & Candy Company, Columbus; Abe Malouf, LeFlore Music Company, Greenwood; Joe Tierce, Tierce Amusement Company, Greenwood; Joe Lavene, Lavene Music Center, Clarksdale; D. C. Johnson, Johnson Amusement Company, Corinth; Cy Puckett, The Music Man, Lambert, Miss.; Red Vandervander, Red's Music Company, Booneville; Guy Taylor, Taco Music Company, Oxford; Al Busby, Oxford Music Company, Oxford; John Dowdy, Ole Miss Music Company, Pontotoc.

Dee Brassell, Brassell Music Company, Water Valley; Mahon Jones, Jones Music Company, Holly Springs; Richard Kelso, Kelso Music Company, Cleveland; Lavaughn, Johnson, Johnson Amusement Company, Corinth; Carlton Collins, Crystal Amusement Company, Corinth; John Haley, Haley Music Company, Canton; George Fraley, Macon Music Company, Macon.

Boston

By CAMERON DEWAR

The season ahead looks good to Dick Mitchell, of Dick's Records, Allston. The one-stopper ended the summer in pleasurable fashion as he and his daughter took off for a weekend of fishing at Chatham on Cape Code. . . . Dick's gal Friday, Beverly Schads, is all set to become Mrs. David Vachon October 27. The wedding will be in St. Jean's Church, Newton. The couple will honeymoon in New Hampshire. . . . Dick has a couple of visitors last week in Lee Gillette, a & r. man for Capitol Records, and Columbia's Les Elgart.

Louis Blatt, of Atlas Distributors, finds jukes in bigger demand now that his clients
(Continued on page 98)

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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.

October 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

October 22—Chicago Independent Amusement Association meeting, Sunset Room, Congress Hotel, Chicago.

October 22—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield.

October 28—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

October 29—Music Operators of New York, Inc., quarterly meeting, association headquarters, New York.

November 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

November 4—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

November 5—Washington Music Merchants' Association, monthly meeting, Seattle.

November 5—Anthracite Music Operators' Association, meeting, Wilkes-Barre, Pa.

November 6—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

November 6—Summit County Music Operators' Association monthly meeting, Akron.

November 7—California Music Merchants' Association, Sacramento Division, monthly meeting, association headquarters.

November 7—Cleveland Phonograph Merchants, monthly meeting, Hotel Hollenden, Cleveland.

To Test Need to Prove Payoffs

Continued from page 90

the machine to be classed as a gambling device, requiring a \$250 federal tax stamp.

Need Trial

Defendants have until October 25 to answer the charges. However, if no answer is filed, the case goes as "uncontested," and altho defendants may be found guilty, federal officials would have no clear ruling or law to substantiate their position, and the value of the action as a test case would be lost.

The suit in question is a forfeiture action titled U. S. vs. Nine Pinball Machines. It is a civil case, commonly called an "action in rem." Its practical effect is that the government proceeds against the machines, rather than against an individual.

There is no penal or fining action involved, altho district attorney Stoddard pointed out the government could just as well proceed with a penal action in the future.

No Payoffs

What the government seeks is a decree of instruction, the practical effect of which would be to legally sanction the government's position in requiring a \$250 gambling tax on in-line machines, without proof of payoffs.

If the government's position is upheld by the courts in a properly contested case, it will serve as a precedent thruout the country, with the need to show an actual payoff no longer required for the machine to be subject to a federal gambling tax.

In point of fact, in States enforcing State anti-gambling laws

payment of the government stamp is used as prima facie evidence by State officials that the law has been violated.

In-Lines Operate

However, Stoddard pointed out, a large number of in-lines still do function in many States, with tacit approval of local officials. In Decatur, Ill., for example, we noted operators are paying the \$250 federal fee, with no action by State officials.

Basis for the current case arose September 25, when nine pinball machines were seized in Illinois by federal officials. The following were involved: Four machines at the Faust Club, Peoria, William S. Chapman, proprietor; three machines at Boogie's Place, Bloomington, W. P. Scott Jr., proprietor; and two machines at Toom's Bar, Collinsville, Grace B. Toom, proprietor.

Stoddard also noted, that while as a practical fact, the federal stamp is usually purchased by the operator, it is the location owner that is held liable by the federal government.

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Factory shipments of machine-made glass containers during August totaled 18,151 thousand gross, according to Commerce Department. Returnable beverage containers accounted for 651 thousand gross of the total, a drop of 366 thousand gross from July. Non-returnable beverage containers accounted for 167 thousand gross of the total, an increase of 7 thousand gross over July.

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GAYTIME	125	HARBOR LITES	195
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BIG TIME	125	Bally BALLS-A-POPPIN'	195
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Mich. Tourney Outlook Bright
• Continued from page 90

and the reaction and outlook of operators upon this subject is first in order. There has been a very limited start of tournament play on bowling games in the general area, outside the city, according to Joseph Auton, manager of King-Pin Equipment Company, Detroit branch. This firm, with headquarters in Kalamazoo, is close to the Statewide picture as a distributor. Auton cites "isolated cases of a single bar running a tournament by themselves, with the operator putting up a trophy in the one spot and letting them run it themselves for their own customers.

"I've been hoping this would develop into regular leagues as with our shuffleboards. I think the bowler will develop into another shuffleboard, that is, they will be here for a long time to come. Tournament play is the answer to building and maintaining steady play," Auton explains.

There is discussion currently of development of such bowling tournaments in a few territories where there is a potential for them, Auton said, but he points to two important obstacles that must be overcome:

1. In the suburbs around Detroit the distances are too great between locations as well as between suburbs themselves to make league-type operation practical at present.
2. Development of tournaments in Michigan must await greater growth of the new games in some of the larger cities of the State, affording a concentration of locations (Detroit regulations at present do not permit these games, he noted).

It should be stressed that Detroit area operators, conditioned by their long success with shuffleboards, almost necessarily consider tournaments as inseparable from a basic league set-up. "There are no actual tournaments between bars yet, that we know of," Auton said. "It is too new, but we look forward to this development during the coming winter."

He said that no reports of tournaments in connection with pool games have come to his attention in the whole area serviced by his firm. Similarly, Arthur Hebert, manager of Miller-Newmark Distributing Company's Detroit branch, also in close touch with the State situation, knew of no developments toward pool tournament play, altho pool is going well.

"He said that information indicates a few small leagues, no large ones, are being readied to be set up this fall on long-alley bowlers as well as on target bowlers, but plans are still in the formative stage.

"Operators can see there are a lot of advantages in it, but they realize it takes a lot of work. Everybody is moving in that direction."

Hebert noted that "the shuffleboards took a beating with the new target bowlers and long-alley bowlers." One result of this has been some reorganization of leagues in this now old-time field, with some leagues merging to establish practical tournament play. However, this is after virtually a decade of quite successful operation here, he explained.

A prediction that tournament play is a growing trend was made by the veteran Arthur P. Sauve, head of A. P. Sauve & Son, who has a widespread diversified up-State operation, in addition to his distributing business. He placed his support back of tournaments.

"Bowling and six-pocket pool tourneys are starting, taking over the popularity from shuffleboards, which are on their way out. Leagues will be organized this fall on both types of new games, and

we expect to have tournament play. "Starting tournaments will definitely build business, I believe, and we will put our entire support back of this program."

There is some tournament play on pool games up-State, according to reports received by Maurice J. Feldman, head of Central Coin Machine Exchange, operator and distributor, and one of the leading figures in the amusement games business in Detroit. In Detroit, he noted, tournament play is concentrated entirely upon shuffleboards.

"I think that any promotion, such as tournament play in any game, as in shuffleboard, will help perpetuate the business. It definitely helps business in the establishment of the night the tournament is on—they definitely have a full house," Feldman pointed out.

"On shuffleboards I leave it entirely up to our director of leagues for the Detroit Shuffleboard Association, John C. Westerdale. If we have a location that wants to enter into tournament play, I refer the location to his office, and he carries on from there.

"I believe that running a secretarial service like this is a business in itself. I am in an operating business and in the sale of these machines. When it comes to running a league, that should be handled directly by the league secretary, and we are fortunate in having an excellent man doing a good job."

As a result of this interview with The Billboard, Feldman, a leader in industry, indicated he may try to work out something similar for extension into the pool and bowling game field, saying, "I think that the extension of tournament play into bowling and pool games would be a definite stimulant to business."

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Parts One-Stop

Continued from page 84

school conducted at World Wide Distributors (see other story this issue), with several servicemen interviewed expressing enthusiasm for the plan.

Micon envisions the service depot as functioning from the hours of 6 p.m. to 2 a.m. This would enable operators to pick up parts after the distributors have closed their doors.

Most servicing calls, he noted, occur in the evening, and unless the operator has a large inventory of parts, he often has to let the juke box sit until the following day, when he can pick up a replacement from his distributor.

The evening service depot would enable the operator to carry a smaller inventory and still give his machines adequate servicing.

One-Stop

Micon likened the depot to a

record one-stop. He feels it would serve as a clearing house for information as well as parts, with all makes of juke boxes represented.

He suggested it be run by a separate company, either set up by the distributors jointly, or by a private individual. He pointed out the inventory problem had kept many operators from investing in too many different makes of juke boxes. Those that did have a number of different makes, were either compelled to carry a large parts inventory, or do with sub-standard servicing.

He said the plan would be proposed to other distributors in the very near future.

Chi Distribs

Continued from page 84

graph. Emphasis was also placed on field and shop service, with a question and answer session winding up the evening. Each member of the group was given a factory service manual, covering the Rock-Ola line since 1953.

Class was conducted by Frank Schultz, factory service engineer, who was assisted by World-Wide service manager, Sam Diepiro. Rock-Ola's assistant sales manager, Kurt Kluever, was also in attendance to aid in answering any question that might arise on the line.

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Indiana Local

Continued from page 84

ing in. We want this union to be a credit to the labor movement. It is with the deepest regret that ill health leaves me no choice but to give up the duties to which I have devoted so many years of my life. But I am pledged not to relinquish my vigilance in protecting the integrity of our trade and industry."

With the change in leadership, union headquarters have been moved from 550 Broadway to 4818 W. 5th Ave.



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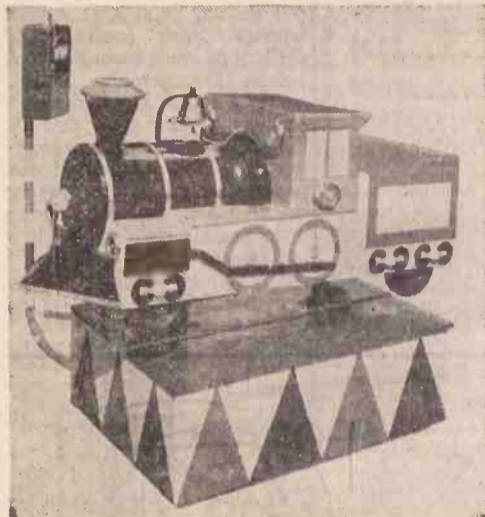


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- ★ TRAIN RIDE ★ AUTO RIDE ★ TUG BOAT RIDE
All use identical bases and are quickly interchanged.

We're the exclusive Michigan distributor for these quality Kiddle Rides.

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By **Valley**

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BUMPER POOL®

It's VALLEY, too, of course!

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MUSIC

1 Wurlitzer 2150 (200 Selections) \$800
1 Wurlitzer 2000 750
2 Wurlitzer 1900 700 EA.
1 AMI G200 700
1 AMI G120 600

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3 Williams Crossfire (Like New) \$395 EA.
2 Genco Circus Guns 395 EA.

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1 Poker Face \$ 80	1 Super Jumbo 225
1 Jubilee 275	1 Happy Days 75
1 Green Pastures 95	2 Jockey Clubs. Ea. 110
2 Hawaiian Beautys. Ea. 110	1 Gladiator 225
1 Gypsy Queen 135	2 Skill Pool. Ea. 60
1 Diamond Lil 125	2 Guys & Dolls. Ea. 65
1 Dragonette 115	1 Quintet 75
1 Quartet 60	1 Wishing Well 145
1 Shindig 85	1 Lovely Lucy 95
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United COUNTY FAIR 108
Keeney DOMINO BOWLER 65
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Keeney 10-PLAYER 55
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Un. 10TH FR. SHUFFLE 55

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AMERICAN IN PARIS

Five-Balls Steal Show In Paris Bars, Cafes

See music machines in this issue for another Knauf article.

By **KEN KNAUF**

PARIS—The American in Paris is pleasantly surprised to find five-ball pin games and juke boxes programmed a la Americaine everywhere.

The pinballs, most often the

Gottlieb variety, get top billing at the cafe and bar locations on and near the Champ Elysses. Most are relatively new models. The pinballs are seldom quiet. Often a crowd of players, usually young men, are gathered about them. Judging from the Champ Elysses spots, one would conclude that pinballs are one of the most popular pastimes of Parisians.

Juke boxes take second billing, and are seen everywhere. At least half the title strips observed on the phonographs in this tourist mecca are in English.

Retail record stores along the Champ Elysses report pop records the favorite fare, with jazz and classics ranked next.

Parisian ears are open for American musical artistry, and American record artists can boast of a first-class public relations job well done. Would that our diplomatic corps ranked as highly!

We'll be back in Paris in a week or two, after a tour of the Southern German cities. On return we hope to take a searching look at the French coin machine industry.

Peanut Supply Heavy

Peanuts held in off-farm positions at the end of August totaled 468 million pounds of equivalent farmers' stock (uncleaned, unshelled) peanuts, according to Agriculture Department. Stock was nearly a fourth larger than a year earlier. Reports show that during the 12-month period ending August 31, the quantity of shelled peanuts used in candy was up 13 per cent over the comparable previous period. Peanuts used in making peanut butter, including peanut butter sandwiches, were up 3 per cent. Stock used for salted peanuts was up 7 per cent.

COINMEN YOU KNOW

Continued from page 95

are looking toward the winter months. Brother Barney is taking things easy and recuperating. . . . Guy P. DiGiovani, of Commonwealth Distributors, reports a quiet summer but is experiencing a good pickup in fall business. . . . Hugo Caporiccio, of Cappy's Music Company, Watertown, in buying music.

Ben D. Palastrant former representative for Apco equipment, has been named regional sales manager for the Fedem Company, River Grove, Ill. He will take care of the New England States. Ben is a veteran of 25 years in the vending field. . . . Marshall Caras, Trimount Automatic Sales Corporation, reports a big upswing in demand for phonographs, with demand for used games and music picking up strongly. . . . Romauld Maher, Pawtucket, R. I., in town to buy music and look over the games.

With the holidays all past, everyone is bucking down to a big season ahead at Redd Distributors. After a swing around the territory, Sales Manager Bob Jones finds that business is pointing toward a winter upsurge and ahead of last year. . . . Anthony De Lucca, up from Cranston, R. I., says things are picking up in his State.

Detroit

By **HAL REVES**

Erwin B. Moss, head of Moss Music Company, is back on the job after illness. . . . Joseph Brilliant, Brilliant Music Company, celebrated his 52d birthday at a quiet dinner with friends. "Detroit business is very quiet," Brilliant philosophizes. "The trouble is, we are on nickel play on a 50-50 basis. You can't make any money that way and we haven't found a way to overcome it, not unless everybody in town goes the same way."

Arthur L. Dietz, veteran songwriter, is starting a new record label in Detroit, Star-X Records, with the first two disks now appearing on the market. . . . Edward L. Carlson, veteran owner of Carlson Music and recently re-elected president of the United Music Operators, is vacationing at Miami Springs, Fla.

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

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BROADWAY	270.00	SURF CLUB	60.00
BIG TIME	110.00	DUDE RANCH	60.00
GAYTIME	125.00	HI-FI	60.00
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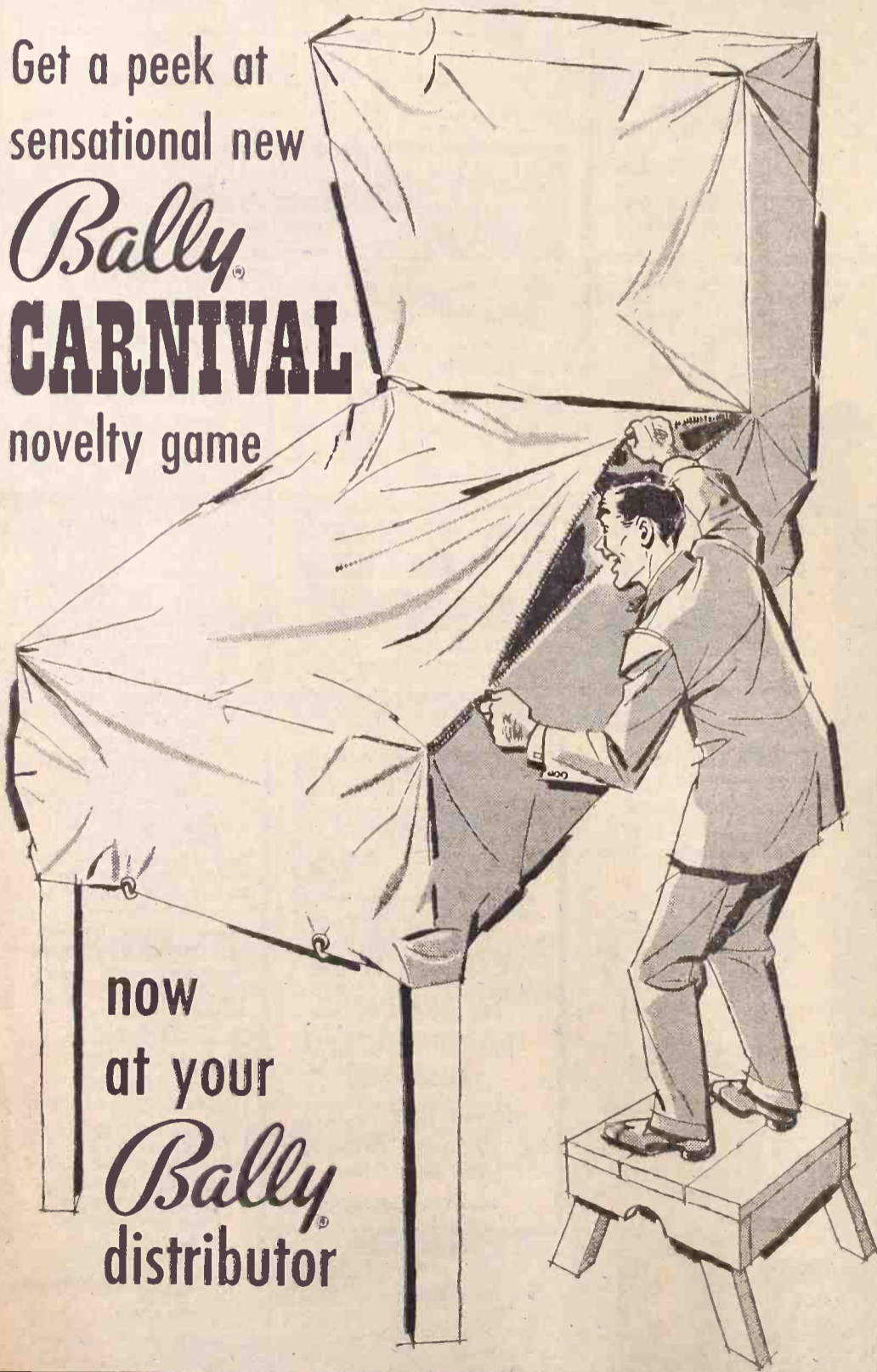
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MODEL 1017	\$ 35.00
MODEL 1015—Cobra Pickup	35.00
48 SELECTION HIDEAWAY, 45 rpm	90.00
MODEL 1400	165.00

AMI

MODEL B	\$ 55.00
---------	----------

SEEBURG WALL BOXES

SEEBURG (CHROME)	\$ 40.00
WURLITZER 4851	9.00
WURLITZER 3020, 48 Sel.	5.00
AMI 40 SEL.	2.95

BINGOS

SPOTLIGHT	\$ 30.00
CIRCUS	25.00
RIOS	25.00
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BALLY BEAUTY	40.00
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SHUFFLE BOARD CONVERSION KITS, \$139.50

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FLYING HIGH	\$ 65.00
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BALLY JETS	\$ 65.00
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GENCO "SWEET 21"	395.00

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MERRY-GO-ROUNDS

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GENCO HIGH FLY
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NEW 5 BALLS

NEW—BALLY CIRCUS
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SINGLE PLAYER	MULTIPLE PLAYER
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FRONTIERMAN 185	FLAGSHIP, 2-PI. 325
SWEET ADD-A-LINE 175	SEA BELLES, 2-PI. 285
GYPSY QUEEN 170	TREADOR, 2-PI. 275
SOUTHERN BELLE 170	GLADIATOR, 2-PI. 265
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AUTO RACE\$265	CONTINENTAL CAFE\$375
BLONDIE 165	DUETTE 193
CARNIVAL GUN 190	GYPSY QUEEN 185
CHAMPION BASEBALL 295	JUNGLE GUN 175
CLASSY BOWLER 240	RACE THE CLOCK 175

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Aluminum Floor Stand and Bull's-Eye Target.
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Williams Crane\$165.00	Goalee\$ 65.00
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CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois

Check Grounds

Continued from page 90

The safety check followed an incident in which a child was shocked when he rubbed against a wire not grounded. The child was riding one of the horses, which bounces up and down, at a neighborhood grocery store.

The incident caused the city's chief electrical inspector, H. L. Thomas, to have his inspectors check the mechanical horses. The operators immediately co-operated however, and had their servicemen make sure all were safe.

Royce Powers, assistant electrical engineer for the city, said to be properly grounded, all rides should have a three-pronged plug or have an extra wire connected.

Powers said there is particular danger where the amusement rides are on damp, concrete floors. On such a floor, Powers said, a deadly jolt might result if the insulation around the electrical wires was shaken loose or became frayed.

Chi Licenses

Continued from page 90

juke boxes have been licensed, a decrease of 11 per cent from the total for 1956 or 9,538. The total games is 791 units less than last of 14,937 for both juke boxes and year's 15,728.

As usual, city license sales for the balance of the year should be slight, since machines are still licensed on an annual basis.

The move to pass a pro-rate licensing ordinance is still in the works, however (see separate story).

Since both juke boxes and games are licensed at \$25 each annually, revenue for the city so far from the equipment is \$373,425.

CIAA to Mull

Continued from page 90

provision of the ordinance has kept it from being passed. The pro rata section in all probability could easily be passed.

Other items on the agenda: A vote on a CIAA dinner-dance and a talk by an expert on car rentals.

Bargain Prices!

Davis Guaranteed Rebuilt Phonographs

Telephone or Wire Collect!

SEEBURG

V200 with VL Selection Receiver\$875
HF100R 695
HMF100R (Hideaway) 595
HMF100G (Hideaway) 525

ROCK-OLA

1434 (78 RPM, Reconditioned)\$135
1434 (45 RPM, Reconditioned) 135

WURLITZER

1700F\$515	H200 (like new)WRITE
1650 225	G200 (like new)\$695
1450 150	G120 (like new) 650
1250 115	G80 (like new) 595
	E120 350

AMI

WALLBOXES

SPECIAL

ROCK-OLA—50 Selection Chrome Wallboxes, Reconditioned. . . \$29.50

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5204 (104 Selections)\$15.00	5207 (104 Selections)\$45.00
5204A (104 Selections) 25.00	4820 (24 Selections) 20.00
5205 (104 Selections) 35.00	4851 (24 Selections) 25.00

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ALL-LOCATION ADULT SKILL GAME

Authentic Scale-Model Car
with Realistic Big-City
Street Scene Background

Nothing Like it Ever Before!
Real MINIATURE CAR Runs Free on
the Playfield — No Tracks or Rods!

Realistic
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WHEEL**

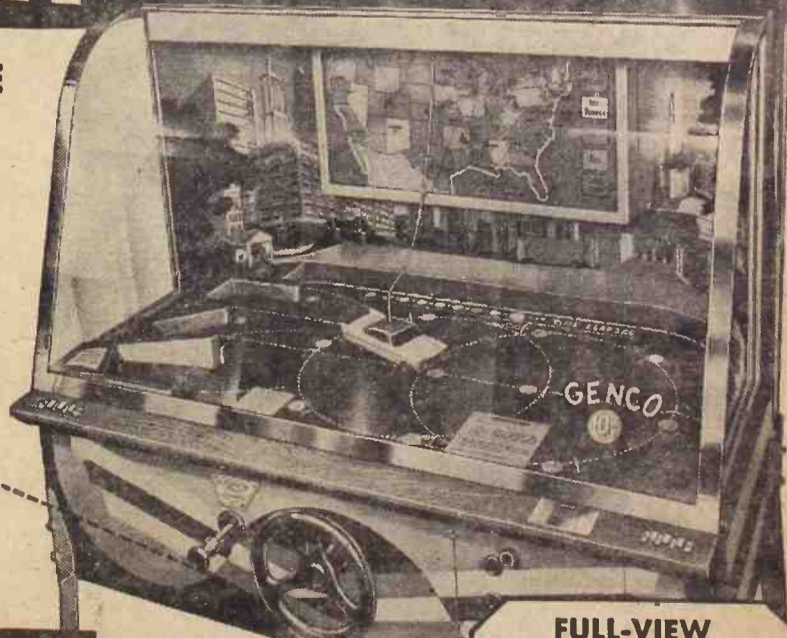
on Front of Cabinet —

Player Actually
DRIVES CAR!

URNS RIGHT AND LEFT—Goes Forward and Back at Variable Speed!
Remote-control car operates just like driving a real one—rides over targets to roll up high scores!

SEE YOUR GENCO DISTRIBUTOR TODAY!

DOUBLE-VALUE SCORING
on "Obstacles": driving up Ramp,
driving through narrow Test Area!



**FULL-VIEW
"Showcase" CABINET**
with Clear Plexiglas
Juke-Box type Front
Only 44" Wide, 26" Deep,
60" High

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Division of Chicago Coin Machine Company

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- Adjustable Replay Feature
- Extra Time Bonus—Adjustable
- Knockout Rollovers

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Genco's
Sensational New

MOTORAMA

NEW — DIFFERENT — FASCINATING

- ▶ United's JUMBO Bowling Alley
- ▶ Williams RENO
- ▶ Williams 6 POCKET POOLS

ARCADE

Crane	\$125.00	Drivemobile	\$195.00
Quarterback	195.00	BB Champ	140.00
Sidewalk Eng.	125.00	Round the World Trainer	325.00
Photomatic	275.00	Grandma	495.00
Goalie	95.00	Steam Shovel	125.00
Peppy	225.00	Star Slugger	275.00
Hi Fly Baseball	225.00	Big Bronco	345.00

FIVE BALLS

Poker Face	\$ 85.00	Easy Aces	\$195.00
Hit 'N' Run	65.00	Grand Champion	80.00
Skill Pool	70.00	Race the Clock	200.00
Shindig	110.00	Surf Rider	260.00
Marble Queen	85.00	Superscore	250.00
Green Pastures	100.00	Smoke Signal	160.00
Guys and Dolls	80.00	Peter Pan	150.00
DeLuxe Duetta	195.00	Snefu	185.00
Scoreboard	275.00	Piccadilly	265.00
Lovely Lucy	110.00	Circus Wagon	225.00
Toreador	295.00	Thunderbird	125.00
Stagecoach	150.00	Three Deuces	180.00
Jockey Club	130.00	Star Dust	225.00
Pin Wheel	100.00	Big Ben	125.00
Twin Bill	150.00	Bandwagon	275.00
Hawaiian Beauty	120.00	Twenty Grand	50.00
Lady Luck	150.00	Yukon	375.00
Sluggin' Champ	180.00	Quartette	95.00
Daisy May	145.00	Times Square	70.00
Arabian Knight	125.00	Gay Paree	485.00
Gypsy Queen	175.00	Hot Diggity	275.00
Dragonette	175.00	Fun House	245.00

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Miami Beach	\$145.00
Atlantic City	65.00
Frolic	80.00
Coney Island	45.00
Beauty	75.00
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Pixies	145.00
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Brazil	295.00
Caravan	225.00
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Neb. Ops Hold

Continued from page 84

ations and their benefits, moderated by Ted Nichols, Jerry Witt, Dick Taylor and Gordon Stout, with members of the audience joining in for discussion and questions.

A cocktail hour and dinner rounded out the day's activities.

Sunday, business was scheduled to a fast and early start, with a forum on 10-cent play and percentages to start at 11 a.m. with Bob Manville, Norman Gefke, Ted Nichols and Harlen Wingrave moderating.

A general business meeting was on the afternoon agenda with business to be wound up with a forum on programming and employee relations moderated by Louis Ptacek, Bob Treinnen, Ralph Reeves and Mack McKee.

Wind-up of the affair was the traditional association banquet held Sunday night.

AMI Stock Issue

Continued from page 84

purchase an additional share of stock for \$10 for each new share purchased. Purchase must be made before April 30, 1958.

Cage Trust, a European firm organized under the laws of Liechtenstein, has agreed to buy all unsubscribed shares.

Net proceeds of the financing, according to SEC, will be applied to the retirement of the company's 5 per cent mortgage note, 5 per cent unsecured notes and its short-term collateralized bank borrowings. Balance will be applied to the reduction of short-term bank borrowings.

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MERC. GRIPS	25.00
POP-UP	20.00
KICKERS-CATCHERS, new	\$2.50
GOT. 3-WAY GRIPPERS	25.00

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SPACARB	\$325.00
4-DRINK 51	\$95.00
MILLS HOT CHOC.	175.00
REVCO ICE CREAM CUP, 10"	95.00
BERT MILLS COF-FEE, MOD. 500	295.00
BERT MILLS COFFEE, #202 WITH HOT CHOC. ATTACH.	195.00
BERT MILLS COF-FEE, M. 54	65.00

CANDY VENDORS

MILLS 5 COL.	\$45.00
U-SELECT	35.00
VENDALL 8 COL.	95.00
DUGRENIER 8 COL.	95.00
NEW, WRITE VENDALL 8 COL.	150.00
NEW, 5" or 10"	150.00

CIGARETTE MACH.

EASTERN 22 COL.	\$320.00
NEW	320.00
MERCURY (USED) 11 COL., 30", F.S.	175.00
MERCURY (USED) 9 COL.	95.00
NATIONAL 930	95.00
NATIONAL 950	110.00
NATIONAL 9M	150.00

RIDES

P.X. 8 COL.	\$ 85.00
LEHIGH 12 COL.	F.S. 200.00
ELECTRO 8 COL.	95.00
CAPITAL ELSIE	\$275.00
CAPITAL DONALD DUCK	275.00
LANE LANCER	275.00
MORSE	495.00
C.C. SPACE SHIP	295.00
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BALLY SPACE SHIP	325.00
CAPIT. PALO-MINO HORSE	295.00
CAPITAL SEE-SAW	250.00
LANE MISS AMERICA	250.00
DECCO 2-HORSE CAROUSEL	325.00
CRUSADER HORSE	295.00
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ATOMIC BOMBER	\$125.00
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CHAMPION HOCKEY	125.00
CHESTER POLLARD FOOTBALL	85.00
C.C. 2-MAN HOCKEY	295.00
DALE BURP, new	Write
DALE GUN, EX.	65.00
DRIVE YOURSELF EVANS BAT A SCORE	145.00
EV. LOVE METERS	25.00
FLYING SAUCER	125.00
GOALEE	95.00
GENCO GYPSY FORTUNE TELLER, new ..	Write

GENCO SKY GUNNER

GENCO SKY GUNNER	\$125.00
GRANDMA IN GLASS CASE ..	125.00
HAYBURNERS	75.00
HEAVY HITTERS	50.00
KEENEY AIR RAIDER	125.00
IDEAL FOOT VIBRATOR	145.00
JET FITER, WMS.	225.00
KEENEY SUB-MARINE	125.00
LITE A LEAGUE	75.00
LARGE FL. LOVE TESTER	125.00
MIDGET MOVIES	125.00
MUTO. FLIP PICTURES	95.00
MERC. GRIP LG. MODEL	75.00
MUTO. PHOTO MAT	395.00
MUTO. 3D MUTO. VOICE RECORDER	375.00
ORACLE OF THE SPHINX w/cards ..	150.00
PANORAMS	325.00
PITCH'M & BAT'M ..	175.00
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ROCK 'N' ROLL	95.00
SPORTSMEN GUN SQUOIT, new	Write
SILVER BULLETS	125.00
SHOE BRUSH UP	95.00
SHOE SHINE	150.00
SHOOTING GAL-LERY, EX.	175.00
SIDEWALK ENGINEER	150.00
SILVER GLOVES	195.00
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WMS. CRABS	125.00
ZINGO	65.00
ZODIAC VENDORS	89.50

10 Shipman's Film Vendors, like new, 50¢ operation

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A brand new steel door and door frame discourages game abuse and

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Super Circus provides many other fine features such as 5 pop bumpers that lite alternately; rollovers indicating 10, 30 and 50 point values; 2 flippers and 2 cyclonic kickers; and all the standard Gottlieb features.

See your distributor today!



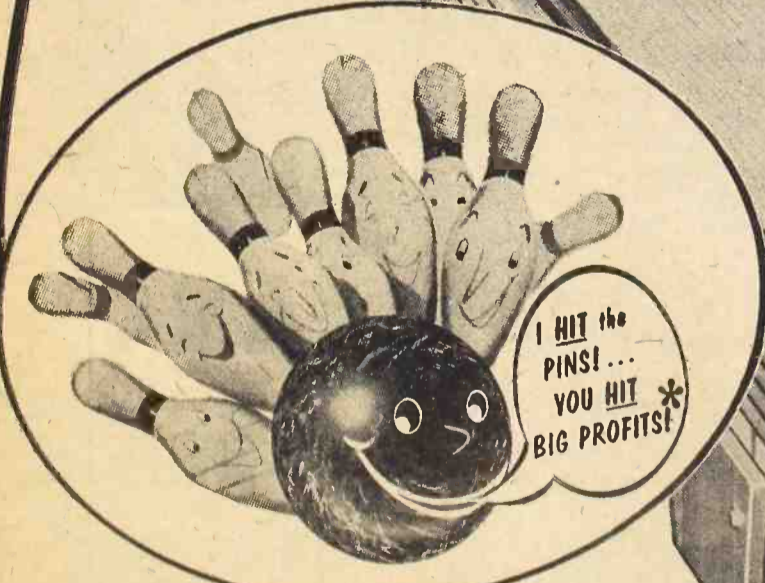
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LEAGUE



I HIT the
PINS! ...
YOU HIT
BIG PROFITS!

* ACTUAL REPORTS PROVE
LARGEST COLLECTIONS OF
ANY BOWLING GAME
EVER PRODUCED!

GIANT BALLS 4½ in. DIAMETER — 2½ POUNDS
GIANT PINS REALISTIC SIZE Larger Than Ever Before!
Choice of 3 Size Cabinets 13 ft. — 16 ft. — 18 ft.
Shipped in 2 sections! Wider Cabinet!
Striped Playfield! Genuine Gutters!
EXCEPTIONALLY QUIET

NEW PROFIT MAKING FEATURE!
2 Games for 25¢
Also available as One Game for 25¢
Easily convertible to regular 10¢ play!

**chicago coin
machine**
Division of
Chicago Dynamic
Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

More Magic! More Money!

Magic Squares and Lines cover entire Card of

Bally Sun Valley

Biggest blaze of money-making "magic" ever
 flashed on a backglass! All 25 numbers in Magic Squares
 or Magic Lines! Results: more fun for players, more
 coins through the chute, more profit for you!
 Get your share...get SUN VALLEY now!



- 4 Magic Squares
- 2 Magic Lines
- 4-Way Extra Time
- Corner Scores
- Advancing Scores
- Extra Balls

ABC Champion

New GIANT PINS
4-INCH BALLS



Now
available with new
extra-profit coin-chutes

2 games 25¢
1 GAME 15¢

player not forced to buy 2 games
but gets bargain when he does
ALSO AVAILABLE WITH
DIME-A-GAME CHUTE

Fastest pin-ser, fastest
totalizers, fastest ball-return
add up to fastest flow of
coins into cash-box. Get
your share...get ABC
CHAMPION today!

New

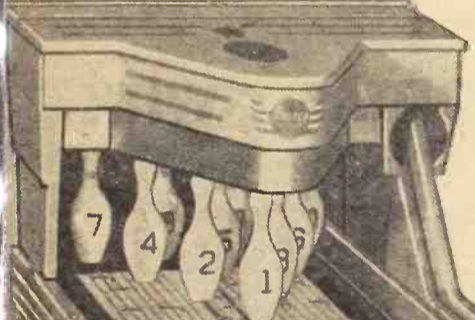
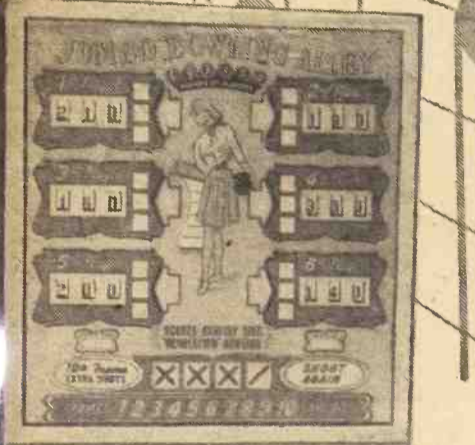
ABC

SUPER DELUXE
BOWLER
WITH
GIANT PUCK
GIANT PINS

See your favorite distributor or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



THIS IS YOU MINT FOR



UNITED'S SENSATIONAL NEW
JUMBO
BOWLING ALLEY

4

JUMBO SIZES

13 FT. LONG

16 FT. LONG

Expandable with 4-ft. Sections

to

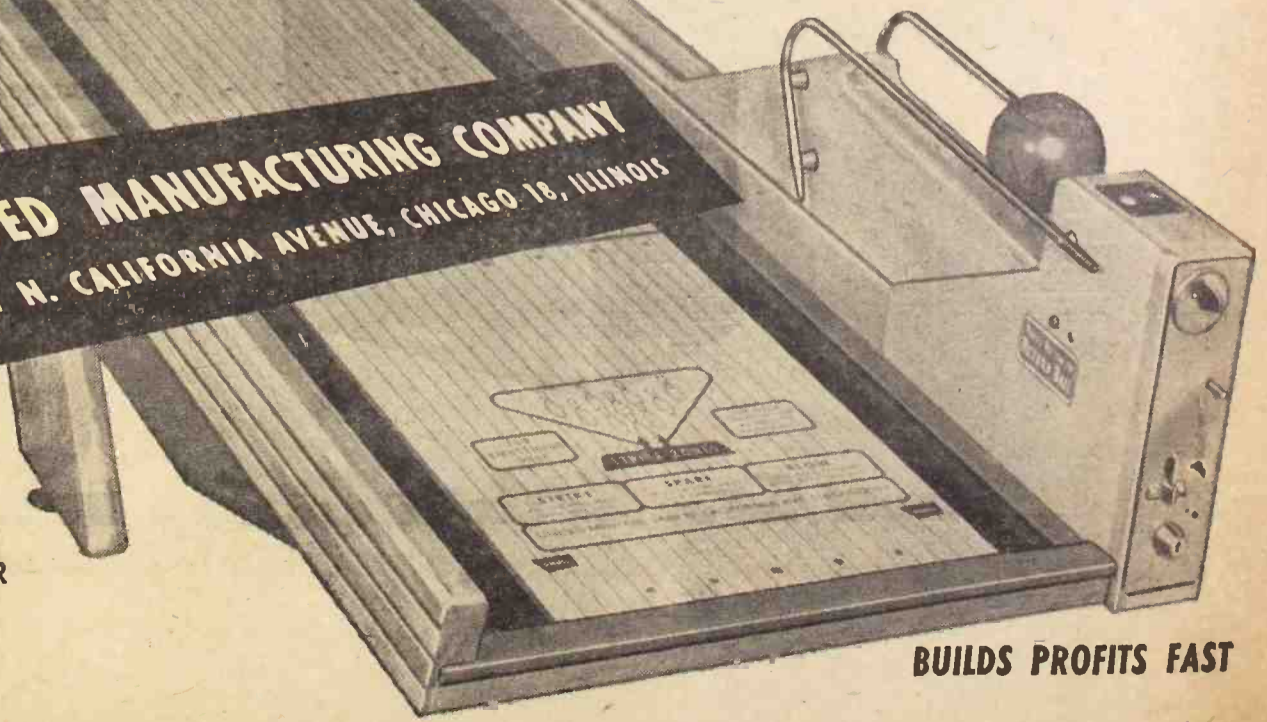
17 FT. LONG

20 FT. LONG

UNITED MANUFACTURING COMPANY
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See Your
UNITED DISTRIBUTOR
Today!

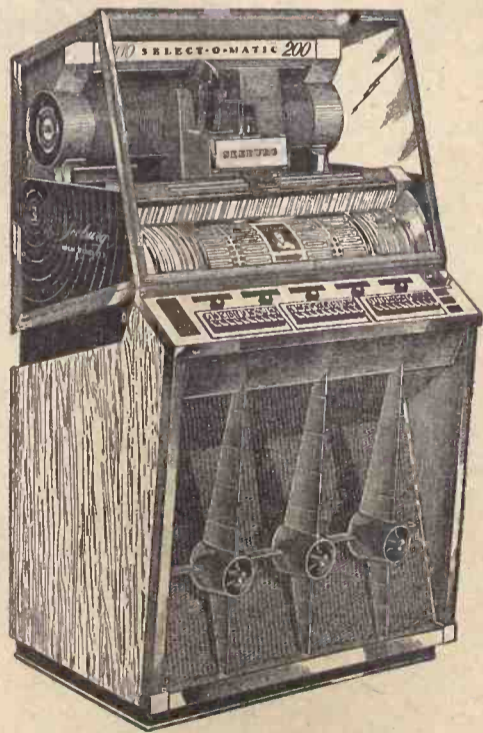


BUILDS PROFITS FAST



PROGRAM BOTH SINGLES AND ALBUMS PROFITABLY WITH

DUAL PRICING



The tremendously increased sale of album records has created an entirely new concept of programming. Because, today, much of the fine music the public wants to hear—standards, show tunes, jazz and classics—is available principally on albums. This type of music is as essential to proper programming as current hit tunes on singles.

Dual Pricing permits taking full advantage of both kinds of records because dual pricing makes it possible to:

- Program singles at one price
- Program EP album records (2 tunes per side) at a proportionately higher price.

America's Finest and Most Complete Music Systems

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 DEPENDABLE MUSIC SYSTEMS SINCE 1902
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 Chicago 22, Illinois
 Division of Fort Pitt Industries, Incorporated