

# The Billboard



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OCTOBER 14, 1957 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Big Christmas Play For Moppet Items

Merchandise Keyed to Kids' Favorites Cues Both Store and Outdoor Bonanza

By IRWIN KIRBY

NEW YORK—Premiums and low-cost slum items (balloons, buttons, razors, etc.) continue to get a heavy play every Christmas season, but wholesalers note a growing proportion of their shelves are being occupied by items keyed to television, film and cartoon personalities. In the toy business, for example, a \$1,000,000,000 trade, roughly 10 per cent or \$100 million annually, is reputed to be grossed from sale of the so-called licensed merchandise.

The \$100 million figure may seem high at first, but the enormity of the licensed merchandise business becomes plain upon contemplation of 6,000,000 Mickey Mouse wrist watches which have been turned out over the years and the 77,000,000 Disney comic books produced in 1956 by Dell Publishing Company. Further recall of the flood of Elvis Presley and Davy Crockett items of recent seasons gives added indication of the wisdom of appealing to the buying power of younger generations. Disney royalties last year totaled \$5,000,000 from this phase of its business.

### Big Outdoor Scene

In addition to retail stores, the keyed items are quite big on the outdoor scene, with midways and bingo layouts flashing big displays of dolls, toys and garments tied in with favorites of youngsters. This is not to say that the increase of this kind of merchandising will follow the trail blazed with such strong impact by Davy Crockett. The latter was likely the greatest saturation the market has ever seen. But it is believed that Walt Disney's reluctance to continue

Crockett's video appearance was because a great number of inferior and non-related goods were wild-catted by unlicensed manufacturers, taking advantage of the popularity of a figure which is in the public domain.

### 'Zorro' Sell-Out

Disney's future favorites will be sewed up tight and manufacturers must be licensed. The Zorro series, which breaks this week on 160 ABC outlets, is completely sold out to AC Spark Plugs and Seven-Up, and many stores have offered Zorro stuff for the Christmas trade. By that time the show is expected to be among the kiddie favorite leaders. For the frontier-minded youngsters Disney is banking on Andy Burnett to take up where Crockett dropped off.

Flooding the market with licensed goods is not the pattern of those who hold the titles. King Features with Popeye, and Screen Gems with its "Rin Tin Tin" and "Circus Boy," have sought a moderate balance thru which to grind out a steady income on royalties without cheapening the title. The unforeseen Crockett craze, however, and its attendant public domain aspect, was seized on by many retailers who made orders galore. Yanking of the Crockett show after only four appearances resulted in many store cancellations.

(Continued on page 58)

## PHILIP MORRIS BACKS OVERSEAS ARMY BASE TOUR

NEW YORK—Philip Morris, Inc., which has had a country music show playing to free audiences across the country this year, is sponsoring a show unit on a 10-week tour of U. S. Army bases thru-out Europe. Noro Morales and his orchestra head the revue of seven acts, which began the circuit in Frankfurt, Germany, and will wind up there again just before Christmas.

The tobacco company gets no plugs but distributes cigarettes to the khaki audiences. While in Paris, the unit will play a benefit for French Veterans Christmas Baskets, drive chartered by Mrs. Lauris Norstadt, wife of the Supreme Allied Commander in Europe.

Government-financed show units, which supplemented and later substituted for U.S.O. shows, have been almost totally curtailed, but Armed Forces execs report growing interest in sponsorship of such shows by private firms and a "more agreeable attitude" to same from government offices.

The Morris revue includes Sylvia Barry, singer and fiddle; Dr. Nemo, magician; Olga Melendez, Latin vocalist; Kay Carroll, ventriloquist, and dancer Peggy McCue. The troupe will play about 50 performances at 25 bases in 12 cities. Estimated total audience is over 1,000,000 servicemen and families.

## British Commercials To Get 'Hard Sell' Video Treatment

Tamrating Tabs New Madison Ave. Show Slant as Audience Winner

By CHARLES SINCLAIR

LONDON, Eng. — Some conservative Britons are in for a jolt.

American-style "hard sell" will be the dominant trend in British commercial video this fall, making even more effective the two-year-old advertising medium now reaching one out of every four British homes.

At the same time, forecasts are for the Independent Television Authority to grab an even larger share of the audience in 3,180,000 homes which have a choice between sponsored shows and those of BBC-TV. To do this, I. T. A. is uncorking slick program structures ranging from elaborate live variety shows to film half-hours that are the pick of U. S. TV shows.

Here are a few samples of the new "hard sell," British style:

### 'Reason Why' Copy

Brooke Bond Tea started with cute film commercials in which a group of monkeys staged a tea party. Brooke will keep last season's animal gimmick as a signature, but now places emphasis mainly on strong, "reason-why" copy reminiscent of Westinghouse's Betty Furness commercials in the U. S.

Daz Soap, made here by an affiliate of Procter & Gamble, is changing over from innocuous household scenes to a zingy brand of video selling that is little more than a British version of the slick formulas developed in past seasons in the U. S. by P&G.

Walter Lilies Shampoo, a British brand which bowed in last year with commercials that leaned to lovely floral groupings and brief product mentions, is also relegating the "soft sell" to an identification role and is gearing toward a brand of sell not unlike that of Halo in the U. S.

Unilever's OMO brand of soap, reportedly the top seller in the U. K., is borrowing a standard Lever Bros. U. S. technique with an interesting twist all its own. Commercials for OMO this fall will feature doorstep filmed interviews with housewives praising the product. However, the soap firm will use the voices of genuine homemakers on the sound track over the faces of professional actresses who will mouth the words in expensive "lip synchronization" to get a maximum of vocal impact without the distractions found with non-professional talent.

### Madison Ave. Thinking

This swing to Madison Avenue thinking can be traced, in part, to (Continued on page 16)

## Fairs Boost Kiddie Sales

NEW YORK—While cartoon characters have the lead in keyed merchandise sales, the live ones have it over them when it comes to personal appearances. The fairgrounds has not been ignored by kiddie TV favorites as a means of boosting popularity and, incidentally, selling merchandise on the spot.

One packager going in heavily for this kind of exploitation is Screen Gems, whose unit containing Rin-Tin-Tin, Rusty, Lt. Rip Masters and a stuntman, has played the big Ohio, Indiana and Michigan State fairs, and the Southeastern Fair, Atlanta. Eight fairs have been played this season, plus a string of arenas and auditoriums in Maine.

### Bargain Basement Sale in TV Turns Out to Be Bonanza . . .

The TV networks first bargain basement sale in its history is evidently turning into a bonanza, the prophecy being that selling will never be the same . . . Page 2

### Screen Gems Starts Fast With Viewers Flocking to 'Shock!' . . .

Screen Gems is off to rousing rating start in key markets with its "Shock!" feature film package, latest Trendex and ARB special figures show. Horror oldies, like "Frankenstein," are pulling audiences from other shows, attracting new viewers in New York, Los Angeles and San Francisco. . . . Page 8

### Capitol to Up Price Tag On FDS Classical LP's to \$4.98 . . .

Capitol Records is upping the suggested list price of its FDS Full Dimensional Sound line of classical package merchandise from \$3.98 to \$4.98, effective January 1, 1958. The move, a major one for Capitol, may prove to have wide ramifications for other major classical producers. . . . Page 17

### Trade Enthused on Stereo Disk

Demonstrated by London Records . . .

London Records demonstrated its own stereophonic disk system last week. Sound separation and fidelity were called highly advanced by record company execs attending. Announcement of this and Westrex systems focuses increased industry attention on stereo vs. monaural sound reproduction and particularly on the future of stereo as regards the choice between tape and disk systems. . . . Page 17

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## NEWS OF THE WEEK

## British Have A Word for It

LONDON — With commercial TV in high gear, British admen are now developing a new glossary of terms which sometimes sound a little strange to visitors from Madison or Michigan Avenues—even tho they're often just British names for familiar U. S. TV language.

"Shorts," for instance, are 7-second filmed spots with sound, roughly the equivalent of American I. D.'s. "Advertising magazines" are shows which handle advertising on a participating basis, somewhat like a feature-film showcase. "Flashes" are 5-second slides, with voice-over. And so on.

In TV research work, economic divisions are used in depth research in dividing up an audience as to income, but unlike America the result is tabbed "Social Class."

One term is identical to the U. S.: "Cost per thousand homes." However, it may sound odd to hear a socko CPM spoken of as "around eight shillings and sixpence."



## NOT ALWAYS 1ST SERVICE

# Late Buyers' Success Says Worms Are for Early Birds

HOLLYWOOD—The first network bargain basement sale in TV history finds most of those advertisers who waited till the last moment to buy sitting pretty, and the vice-presidents of two of the top agencies in TV (combined total: 25 shows) said this week that, in their opinion, the selling season will never be the same hereafter.

Perhaps the best example is "Wagon Train," which went begging till early September. Finally Drackett bought a half-hour for \$22,500, and when Tums came in the price dropped even slightly lower. Edsel, which waited till the show had received its first good reviews and ratings, reportedly is paying in the vicinity of \$25,000 per half hour.

What this means is that NBC, which is paying close to \$100,000 per hour episode, is absorbing better than half the talent cost of the series. The sponsors, in the meantime, have a show that has topped Trendex in its time period so far.

A second example is "Maverick." The Western sold to ABC for \$115,000 time and talent, tho the network puts the figure higher. ABC previously had tried to obtain top features for the slot. What happened? The oater is knocking off both "Sally" and "Bachelor Father," bought during the regular spring sales season.

"Leave It to Beaver" is a slightly

different example. Remington Rand had half of the show, and the net couldn't find an alternate sponsor. Result: CBS gave Remington the second half of the time for 30 per cent of rate card. "Beaver" has gotten off to a strong start, with indications that it'll do even better.

A live show in point is "Price Is Right," which Speidel bounced in and out of as the program was talking of being shifted here and there. Finally settled on Monday night, "Price," which is costing Speidel and RCA \$20,000, has tied the long-established "Robin Hood," budgeted at least 50 per cent higher.

"Assignment Foreign Legion" was a last-minute buy by P. J. Lillard at \$17,000. Stuck in the 10:30-11 p.m. Tuesday period, the program has a good chance of catching "The \$64,000 Question" audience, and, what's a rarity these

days, has no opposition from the other webs.

In the meantime, other advertisers who bought early at more established prices, are having Trendex trauma. As agencies are starting to imagine the CPM's they'll get with the first Nielsens, the reaction is already setting in.

The opinion of one of the execs is that next year will see the hardest bargaining TV has ever had, and that, if you think the buying season was late this year, you ain't seen nothing yet.

Generally, he thinks, prices will be forced lower, with producers and nets being called on to absorb whatever loss there is on the first run, the presumption being that they can get it back from residual and overseas sales.

Further, no sponsor will buy until he feels the price is right. This stems directly from the experience of those advertisers who waited till the last minute to buy this season, and from all appearances wound up with the best bargains.

It seems to herald a new era in TV selling, one in which the sponsor has become top dog.

## Cartoons May Do Sat. Battle

NEW YORK—Saturday mornings on CBS-TV and NBC-TV may turn out to be a battle of the cartoons. With CBS' "Mighty Mouse" at 10:30 a.m. a strong click with the youngsters, both the webs are considering new cartoon stanzas for early morning consumption.

NBC is talking to Screen Gems about producing a new cartoon series for its Saturday, 11:30-12 noon time period. And CBS is considering "Heckle and Jeckle," its cartoon series of the past season, for the same Saturday time period now occupied by re-runs of "Schlitz Playhouse."

## Republic Pix Verge on TV

NEW YORK—The 240-picture post-48 Republic Picture group is on the verge of being moved into TV. Joseph Blau, Joseph Harris and Herbert J. Yates, of Republic Pictures, are settling their differences, and Yates will surrender control of the company. The package would be distributed thru Flamingo Telefilms.

## ABC Has Musical Kits

NEW YORK—ABC-TV has designed promotion kits for its musical entries around record albums by Frank Sinatra, Guy Mitchell, Pat Boone and Patrice Munsel. Stations, sponsors, distributors and the national press are being blanketed with copies.

## SG, Famous Artists Sign

HOLLYWOOD—Pact between Screen Gems and Famous Artists for talent and programming (Billboard, August 5) was concluded last week. First show to be packaged by the agency for Screen Gems production will be the Ray Singer-Dick Chevillat created "Combat Correspondents."

The Columbia subsidiary already has similar deals with GAC and William Morris, giving it access to a great portion of the Hollywood talent pool. Importance of move is pointed up by success MCA has had in program sales this year, partly as a result of the fact that it could guarantee star talent would appear as guests in the series (e.g., "Wagon Train").

Under the setup Famous Artists will package the programs on a non-exclusive basis. Most of the packages will be built around acting talent in the agency stable, tho in some cases, as in "Combat Correspondent," primary talent involved is the writing-producing team.

## AUBREY EXEC V.-P. AT ABC-TV IN NEW AB-PT RESHUFFLES

NEW YORK—James Aubrey Jr., will be named executive veepee of ABC-TV at the board meeting of the web's parent company, American Broadcasting - Paramount Theaters today (Monday). New reshuffles in the top echelons are regarded as likely, on the heels of the resignation of Jason Rabinovitz, administrative veepee, effective November 1. He will be replaced by Steve Riddleberger, who holds a similar post at American Broadcasting Network, the radio web.

Despite the encouraging outlook for the web thus far in the new season, it is expected that more key execs will depart soon as a result of high-level policy disagreements. Still greater authority is seen in the offering for Aubrey and also for financial veepee Simon Siegel, who is also financial veepee of AB-PT. First of the resignations was that of John Eckstein, advertising-promotion director, last week.

## WJZ Scores Tops on ARB

BALTIMORE — American Research Bureau figures for September show WJZ-TV leading in 193 out of 402 quarter hours surveyed, topping its two rivals in this market.

In the first month of Westinghouse Broadcasting Company ownership, WJZ has upped its share of audience by 24.5 per cent, with the competition down 24.1 per cent. Its "Late Show" is Baltimore's highest-rated local show, its "7:23 News" highest-rated news show, web or local.

## Colgate Eyes 3 As 'Strike' Sub

NEW YORK — Three shows are getting heavy consideration from Colgate-Palmolive as the replacement for "Strike It Rich" in the 11:30-12 noon strip on the CBS-TV web. They are Starke-Latton's "Spin the Picture," also called "Three to Win," a daytime version of Harry Salter's evening quiz show, "Name That Tune," and "Lucky Buck," an Entertainment Productions, Inc., package.

The first would be emceed by Don Ameche and include audience participation as well as music to be handled by a girl vocalist and trio. The second would be a revamped version of the nighttime stanza to be produced by Salter and CBS-TV. The third is a modification of the parlor game, "Ghosts," plus a "Lucky Buck" contest which is worked thru a phone gimmick.

## NTA to Offer Set Of 80 First-Runs

NEW YORK — National Telefilm Associates will offer for sale an untitled package of 80 first-run features, including "High Noon," "The Men" and "Cyrano de Bergerac."

Sales veepee Harold Goldman will announce the properties at a special sales conclave in Chicago October 18-20, also revealing a new NTA plan for marketing its various packages.

## Crosby's 2d Shulton Spec

NEW YORK — Shulton Toiletries is said to have acquired Bing Crosby's services for a second spectacular either in late fall or early spring. He will sing four songs and act as host.

Shulton, however, is looking for an advertiser to split the tab. Foote, Cone & Belding, the agency which nabbed Crosby for Edsel, is also the Shulton agency. The CBS network will probably be used.

## TUES. STILL OKAY

# ABC Makes Gains 8-9 on Thursdays

NEW YORK — ABC-TV made healthy gains last Thursday in its 8-9 p.m. ratings, with its Disney-produced "Zorro" debuting at 19.4, according to Trendex, and a 36.0 audience share. The 8 p.m. opposition drew 22.4 with a 41.1 share for NBC-TV's Croncho Marx show and 8.6 with a 15.9 share for CBS-TV's "Harbourmaster," in 12 cities. "Zorro's" strength helped ABC's "Real McCoys" at 8:30 to climb to a 15.1 against 17.1 for "Dragoet" on NBC and 18.0 for the first half of "Climax" on CBS. ABC is showing greater strength on Thursdays than anticipated, while continuing to dominate the Tuesday

7:30-9 p.m. slots. "Cheyenne" drew a 23.5 with a 42.2 share against 14.3 for CBS' "Name That Tune" and Phil Silvers and 13.0 for NBC's Nat Cole and half of George Gobel. "Wyatt Earp" ran away with the 8:30 slot, 32.7 with a 51.8 share against 13.3 for Eve Arden on CBS and 14.9 for Gobel.

In daytime, ABC's new "Fun at Five" strip emerged a Trendex winner in the 5-5:30 p.m. slot, 7.4 against 4.9 for CBS and 5.0 for NBC. "Mickey Mouse Club" continues to dominate the 5:30-6 p.m. strip, 10.1 against 5.9 for CBS and 4.3 for NBC. Both slots had ratings computed in clock time.

## ABC Offers 4, Welles Included

NEW YORK—ABC-TV is offering Orson Welles and three other shows for sale currently. Welles' series is a live-and-film dramatic half-hour penciled in starting January 1 for Sundays at 9:30 p.m. "Masquerade Party" is also being offered for that slot and another Sunday berth.

The web is looking for a quick buy of "Restless Sphere," the geographical documentary narrated by Prince Philip, set for October 20, 9-10 p.m. A 90-minute variety stanza saluting Paul Whiteman's 50th anniversary in show business is a probability for January 19.

## The Billboard

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**BIG PUSH**

**All Out to Help Beef Up 'Angels'**

HOLLYWOOD — Plymouth, Don Fedderson and Betty White are going all out to promote the latter's series, "Date With the Angels," into a hit. It's the most extensive campaign since the Lawrence Welk debut, and is patterned closely after that of the band leader.

Difference is that, whereas the hand leader caught on immediately, the "Angels" are having their troubles. First Trendexes have shown the program being clobbered by both Schlitz "Playhouse" and "Thin Man."

Feeling at both the Fedderson and Grant organizations is that program can be promoted out of trouble if enough enthusiasm can be whipped up among Plymouth dealers. Campaign was set up long before ratings came in, of course, but now takes on added importance.

Miss White already has made trips to Atlanta, Memphis, Miami Beach, Chicago, Detroit and New York. A Washington, D. C., junket, tied in with a National Food Chain Association convention, is upcoming, as is a major 12-city tour in November. In each city Miss White has lunch or dinner with the Plymouth dealers, meets the press and makes TV appearances.

Of primary interest to sponsors, of course, is whether such local publicity and promotion can hypo the ratings of a series that is floundering in the starting gate as well as help build relations between the factory and dealer organization.

**SG Aligns Fifteen Merchandise Items On 'Casey Jones'**

NEW YORK — Screen Gems has lined up 15 premium items for sponsors of "Casey Jones," its new adventure series, as well as issuing four merchandise licenses. The latter include an RCA Victor record of the Casey Jones ballad, Dell Publishing comic books, Saalfield coloring books and a Dodd-Mead hard cover \$3 book.

Premiums include 28 railroad insignia in stamped metal, a plastic train, make-it-yourself train, engineer's uniform, silver spike, train whistle, caps, T-shirts and other items bearing program identification.

**NBC Adds Sales On 'Tonight' Show**

NEW YORK — NBC-TV's "Tonight" last week racked up a number of new sales, indicating a further degree of commercial acceptance. Three clients bought pre-Christmas promotions. Webcor took 21 participations, Seven-Up eight participations and Evinrude six participations.

"Tonight" is also close to wrapping up sales with Pharmacrast and Schlitz beer.

**McGowan Shoots 20 More 'Sky King' Films**

HOLLYWOOD — Production on another 20 half hours of "Sky King," Nabisco spot-sponsored series, was begun at McGowan studios last week.

Filming on another year's product of "Death Valley Days," 20-Mule Borax perennial, will get under way at the studio next month.

**Multiset Home Market Due**

NEW YORK — There are now enough two-set television homes to form a fair-sized video market by themselves, according to A. C. Nielsen.

The research firm now estimates that 6 per cent of all U. S. TV homes now have two or more TV sets. In numbers, that's around 2,500,000 homes.

The Nielsen figures are derived thru the periodic check-ups by field men in the homes used in the Nielsen Television Index sample. Extra sets in the sample homes are hooked up to an Audimeter measuring device which can handle up to four receivers.

No studies have been done—at least, so far—on what programs are watched specifically on the extra sets in multi-set homes.

**Stirs Space Show Interest**

NEW YORK — The Sputnik has launched an interest in space properties. Rockhill Productions has already received numerous requests from agencies and clients as to the availability of "Tom Corbett, Space Cadet."

The property was exhaustively showcased on all three networks as a daytime attraction before its cancellation. It is now being revised by Rockhill to bring it closer to present day interests.

**Elgin Watch Eyes Dean Martin TV**

NEW YORK — The Elgin Watch Company is warming up again to network TV. The advertiser is showing some interest in a Dean Martin hour show for telecasting next spring on NBC-TV.

Meanwhile, Rexall Drugs added to its network commitments when it purchased "Hansel and Gretel" from Talent Associates for telecasting on NBC this spring. The Rexall agency is Batten, Barton, Durstine & Osborn.

**Success on TV Necessary to Keep Pace, Increase Business Says Fatt**

NEW YORK — Television isn't the critical factor in the restlessness of major accounts today. But an agency must still show a strong track record of TV success if it is seeking new business or holding present clients.

That's the opinion of Arthur Fatt, president of fast-stepping Grey Agency. The firm has evolved in the past 40 years from a small ad shop handling mainly retail and soft goods accounts in print media to a thriving "general" agency now billing over \$40,000,

000—and placing over one-third of it in TV network and spot.

"Planning today must be slanted within the agency toward bringing non-TV users into the medium while expanding video activity of present sponsors for healthy agency growth.

"Between new TV clients and additional TV spending by present accounts we expect to have 45 per cent of even larger billings in TV in 1958," the Grey exec told The Billboard.

As cases in point of moving old

and new firms into TV, he cited such clients of the agency as Greyhound Bus, Five-Day Deodorant Pads and P&G's Lilt.

**Greyhound Case**

"Greyhound's volume of sales has been increased more than 10 per cent since April, when they began their first major campaign using Steve Allen on NBC-TV," he said. "This means a dollar increase in the millions, the first Greyhound has had of this scope in nearly a decade. A recent meeting of Greyhound sales managers voiced the opinion unanimously that TV had brought the most striking penetration they'd seen.

"By contrast, prior to TV, Greyhound's advertising was almost entirely confined to print media and such routine things as timetables."

The Grey Agency has not hesitated to gamble on TV in its recommendations when agency plan-

(Continued on page 16)

**Why Justice Dept. 'Delays,' Asks Celler**

WASHINGTON — Rep. Emanuel Celler wants to know why the "inordinate delay" by the Department of Justice in its investigation of an alleged tie-in between networks' sales of time and net-owned programming to advertisers. The Celler House anti-trust probers will have to "determine the reasons" for the delay by the Justice Department's antitrust division in "resolving these highly important questions," Celler warns.

The rap at the Justice Department came in the course of Celler's congratulatory release Thursday (10) on the "comprehensive, fair and objective" findings of the Barrow Federal Communications Commission Network Study Report (The Billboard, October 7).

Backed by Barrow's report are congressional recommendations to have net-affiliate contracts made public, and for amending the first-call rule, to make net programs more accessible locally, Celler points out. However, Celler regrets the failure of the Barrow study to go into talent contracts, and the alleged network tie-in of time and owned program sales which the Justice Department has

claimed to be "vigorously" investigating for three years.

The FCC was congratulated on forming its own "permanent" network study group (which will be headed by Dr. Warren C. Baum, member of the study group since January, 1956, former O.S.S. intelligence officer, and employee of the Rand Corporation. Celler hopes the permanent group will issue additional reports on network talent contracts, network non-broadcast activities, joint ownership of radio and TV stations and joint network radio and TV activities.

Celler warns all hands that his anti-trust subcommittee will keep close watch on the way the commission carries out the recommendations of the various probers. The House anti-trust chairman wants "prompt action," and will also demand a reckoning on the FCC failure to probe AT&T rates.

The commission itself should mend its ways, Celler points out, in view of the various findings that the FCC is too lax in enforcing its own chain broadcast rules, and in preserving "diversification." The FCC is too "informal" with the industry it is supposed to regulate, Celler claims.

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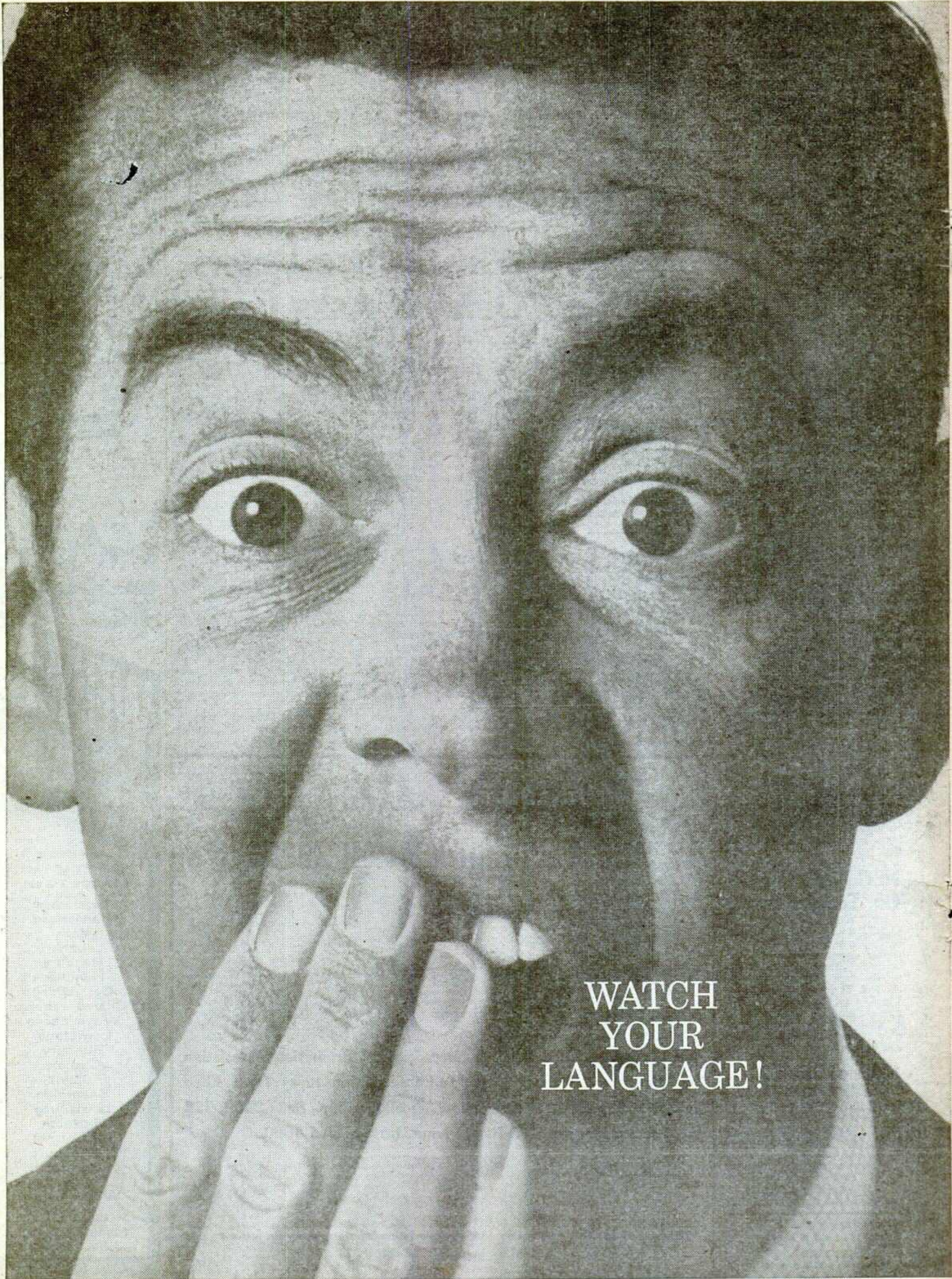
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Pottsville  
Shamokin  
Lewisburg  
Hazleton  
Mt. Carmel  
Bloomsburg  
Hagerstown  
Frederick  
Westminster

STEINMAN STATION  
Clair McCollough, Pres.  
Representative **MEEKER**

**316,000 WATTS**

**PROGRAMMING—**  
the key to successful TV advertising  
**THE BILLBOARD—**  
the key to successful programming





WATCH  
YOUR  
LANGUAGE!



The TV film syndication business, though young, already has its traditional forms of communication. Take the way "action" series are talked about. First of all, "action" shows are going—well, "great guns." Some of them are even "white hot action" shows, which is a different thermal intensity altogether. It's the "white hot" ones that usually feature "39 blistering episodes."

Most of these shows have virtues on a Homeric, or compound-epithet, scale; for instance, "excitement-charged" or "thrill-packed." At the very least, a number of them are "brand-new." And inevitably they all lead to a more ennobling kind of action: "action at the cash register."

Many of these shows offer simple, straightforward "thrills and chills." A few declare themselves "a new dimension in TV." This may mean that when the hero is seen to kick a rock, you may be sure his foot won't go through it.

Every one of these shows has indescribable "opportunities for promotion and merchandising." Frequently, these are "built in"—which would seem to present the problem of prying them loose. But never mind now. The chief opportunity may be the "star" of the series. He's usually that "rugged, handsome star of stage, films and TV," and for the life of you, you can't remember in what you've ever seen him.

What are you supposed to do when you're confronted by an "action" series of this sort? You know very well, because you're told in words of one syllable: "wire, write, phone!"

You get exposed to this standard vocabulary long enough, and suddenly it stops meaning anything at all. We'd never use it with our new series, *Boots and Saddles—the Story of the Fifth Cavalry*, because it just wouldn't fit. If you're a non-network advertiser, looking for prime syndicated product, we'd rather just show you some actual episodes. No other language communicates as well.

NBC TELEVISION FILMS A DIVISION OF

**CNP**  
CALIFORNIA NATIONAL PRODUCTIONS, INC.



# Bunker Named Outlet Relation V-P at CBS-TV

NEW YORK — Edmund C. Bunker last week was named vice-president and director of station relations at CBS-TV and will move out of his post as general manager of WXIX-TV, the CBS o&to station in Milwaukee. His replacement in Milwaukee will be Frank Shakespeare, former general manager of WCBS-TV here. Norman E. Walt will move into Shakespeare's slot on the CBS flagship station.

CBS has also promoted Robert E. Jamieson to the newly created post of manager of station contracts where he will report to Carl Ward, national manager of station relations. Stepping into Jamieson's post as manager of TV sales service is George Zurich. Robert Pike becomes assistant manager of sales service.



Would you like to be the life of the Plans Board?

Do you sit idly by, sobbing into your hankie, while someone else hogs the stage?

There's a cure, friend...

At the recent Sportsman's Show, key KTTV personnel interviewed the crowds day after day, getting important answers to questions about Southern Californians and their television viewing habits.

For the first time, this information is available to you...packed with vital facts that mean business to you.

"How many people enter contests?"

"What time do people go to bed in Southern California?"

"How many people write letters to television stations?"

"Where do people find out about the television programs they watch?"

Fill out the coupon below and the booklet is yours by return mail.

**KTTV**  
 Research Department  
 5746 Sunset Blvd.  
 Hollywood, Calif.  
 Send me 30,000 Answers About Los Angeles Television.  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

**GIVE TO DAMON RUNYON CANCER FUND**

## The Billboard Continuing

# COST-PER-THOUSAND

## Analyses of Network TV Shows in Class A Time

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

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

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

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

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

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

## FOOD & BEVERAGE SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
<b>3-Net Avg., \$5.05; ABC Avg., \$5.49; CBS Avg., \$4.59; NBC Avg., \$5.30</b>	<b>3-Net Avg., \$6.78; ABC Avg., \$7.26; CBS Avg., \$6.30; NBC Avg., \$6.98</b>	<b>3-Net Avg., \$5.23; ABC Avg., \$6.05; CBS Avg., \$4.39; NBC Avg., \$5.61</b>	<b>3-Net Avg., \$7.57; ABC Avg., \$6.90; CBS Avg., \$7.84; NBC Avg., \$7.85</b>
1. GEN. MILLS (Wyatt Earp, ABC)...\$2.57	1. GEN. MILLS (Wyatt Earp, ABC)...\$ 2.87	1. AMER. CHICLE (Country Music Jub., ABC)...\$ 2.32	1. GEN. MILLS (Wyatt Earp, ABC)...\$ 2.71
2. NATL. DAIRY (Kraft Theater, NBC)... 2.73	2. AMER. CHICLE (Country Music Jub., ABC)... 3.10	2. NATL. DAIRY (Kraft Theater, NBC)... 2.49	2. AMER. DAIRY, SWIFT, GEN. FOODS (Disneyland, ABC)... 2.72
3. LEVER (Lux Video, NBC)... 2.76	3. LEVER (Lux Video, NBC)... 3.22	3. LEVER (Lux Video, NBC)... 2.63	3. CAMPBELL (Lassie, CBS)... 2.91
4. PET (Spotlight Play, CBS)... 2.96	4. NATL. DAIRY (Kraft Theater, NBC)... 3.77	4. PET (Spotlight Play, CBS)... 2.80	4. NATL. BISCUIT (Rin-Tin-Tin, ABC)... 3.58
5. AMER. CHICLE (Country Music Jub., ABC)... 3.08	5. PET (Spotlight Play, CBS)... 4.30	5. GEN. MILLS (Wyatt Earp, ABC)... 2.96	5. NESTLE (Oh! Susanna, CBS)... 3.75
6. SCHLITZ (Schlitz Play, CBS)... 3.36	6. SCHLITZ (Schlitz Play, CBS)... 4.34	6. SCHLITZ (Schlitz Play, CBS)... 3.23	6. SWIFT, GEN. MILLS (Lone Ranger, ABC)... 3.76
7. GEN. FOODS (Those Whiting Girls, CBS)... 3.55	7. GEN. FOODS (Destiny, CBS)... 4.89	7. GEN. FOODS (Those Whiting Girls, CBS)... 3.41	7. GEN. FOODS (Destiny, CBS)... 4.05
8. GEN. FOODS (Destiny, CBS)... 3.77	8. CAMPBELL (On Trial, NBC)... 4.99	8. LEVER (Godfrey's Scouts, CBS)... 3.57	8. GEN. FOODS (Those Whiting Girls, CBS)... 4.09
9. GEN. FOODS (Richard Diamond, CBS)... 4.09	9. GEN. FOODS (Richard Diamond, CBS)... 5.52	9. KELLOGG (Name That Tune, CBS)... 3.85	9. AMER. CHICLE (Country Music Jub., ABC)... 4.45
10. CAMPBELL (On Trial, NBC)... 4.15	10. BEST FOODS (You Asked for It, ABC)... 5.76	10. GEN. FOODS (Destiny, CBS)... 3.94	10. AMER. CHICLE (Jim Bowie, ABC)... 4.82
11. LEVER (Godfrey's Scouts, CBS)... 4.15	11. SWIFT, GEN. MILLS (Lone Ranger, ABC)... 5.78	11. CAMPBELL (Lassie, CBS)... 4.17	11. GEN. FOODS (West Point, CBS)... 5.19
12. AMER. DAIRY, SWIFT, GEN. FOODS (Disneyland, ABC)... 4.29	12. KELLOGG (Name That Tune, CBS)... 5.84	12. CAMPBELL (Lassie, CBS)... 4.56	12. NAT'L DAIRY (Kraft Theater, NBC)... 5.32
13. KELLOGG (Name That Tune, CBS)... 4.44	13. CAMPBELL (Lassie, CBS)... 5.95	13. CARNATION (Burns & Allen, CBS)... 4.57	13. PET (Spotlight Play, CBS)... 5.37
14. CAMPBELL (Lassie, CBS)... 4.45	14. RALSTON (Bold Journey, ABC)... 6.03	14. BORDEN (People's Choice, NBC)... 4.71	14. SCHLITZ (Schlitz Play, CBS)... 5.56
15. SWIFT, GEN. MILLS (Lone Ranger, ABC)... 4.53	15. NESTLE (Oh! Susanna, CBS)... 6.06	15. P & G (People's Choice, NBC)... 4.71	15. LEVER (Lux Video, NBC)... 5.80
16. CARNATION (Burns & Allen, CBS)... 4.65	16. GEN. FOODS (Those Whiting Girls, CBS)... 6.23	16. NESTLE (Oh! Susanna, CBS)... 4.92	16. BORDEN (People's Choice, NBC)... 5.89
17. NESTLE (Oh! Susanna, CBS)... 4.71	17. PABST (Mystery Theater, NBC)... 6.31	17. PABST (Mystery Theater, NBC)... 4.96	16. P & G (People's Choice, NBC)... 5.89
18. GEN. FOODS (West Point, CBS)... 4.83	18. LEVER (Godfrey's Scouts, CBS)... 6.49	20. GEN. FOODS (West Point, CBS)... 5.05	18. NESTLE (Blondie, NBC)... 5.95
19. BORDEN (People's Choice, NBC)... 4.88	19. BORDEN (People's Choice, NBC)... 6.73	21. KELLOGG (Vic Damone, CBS)... 5.07	19. GEN. FOODS (Richard Diamond, CBS)... 6.11
19. P & G (People's Choice, NBC)... 4.88	21. CARNATION (Burns & Allen, CBS)... 6.86	22. BEST FOODS (You Asked for It, ABC)... 5.46	20. CARNATION (Burns & Allen, CBS)... 6.40
21. NATL. BISCUIT (Rin-Tin-Tin, ABC)... 5.09	22. GEN. FOODS (West Point, CBS)... 6.92	23. RALSTON (Bold Journey, ABC)... 5.57	21. LEVER (Godfrey's Scouts, CBS)... 7.30
22. PABST (Mystery Theater, NBC)... 5.29	23. QUAKER (Encore Theater, NBC)... 7.21	24. SWIFT, GEN. MILLS (Lone Ranger, ABC)... 5.58	22. CAMPBELL (On Trial, NBC)... 7.94
23. RALSTON (Bold Journey, ABC)... 5.30	24. AMER. DAIRY, SWIFT, GEN. FOODS (Disneyland, ABC)... 7.36	25. AMER. DAIRY, SWIFT, GEN. FOODS (Disneyland, ABC)... 5.66	23. BEST FOODS (You Asked for It, ABC)... 7.98
24. QUAKER (Encore Theater, NBC)... 5.45	25. AMER. CHICLE (Jim Bowie, ABC)... 7.50	26. AMER. CHICLE (Jim Bowie, ABC)... 6.53	24. KELLOGG (Name That Tune, CBS)... 8.23
25. AMER. CHICLE (Jim Bowie, ABC)... 5.59	26. R. PURINA (Big Moment, NBC)... 8.23	27. LEVER (Charles Farrell, NBC)... 7.26	25. PABST (Mystery Theater, NBC)... 8.34
26. BEST FOODS (You Asked for It, ABC)... 5.69	27. NATL. BISCUIT (Rin-Tin-Tin, ABC)... 8.64	28. NATL. BISCUIT (Rin-Tin-Tin, ABC)... 7.60	26. QUAKER (Encore Theater, NBC)... 8.65
27. KELLOGG (Vic Damone, CBS)... 6.38	28. KELLOGG (Vic Damone, CBS)... 9.10	29. QUAKER (Sgt. Preston, CBS)... 8.05	27. RALSTON (Bold Journey, ABC)... 8.69
28. NESTLE (Blondie, NBC)... 6.91	29. QUAKER (Sgt. Preston, CBS)... 9.45	30. NESTLE (Blondie, NBC)... 8.36	28. LEVER (Charles Farrell, NBC)... 11.14
29. LEVER (Charles Farrell, NBC)... 7.36	30. LEVER (Charles Farrell, NBC)... 10.76	31. MOGEN-DAVID (Key Club Play, ABC)... 9.31	29. R. PURINA (Big Moment, NBC)... 11.64
30. R. PURINA (Big Moment, NBC)... 8.16	31. NESTLE (Blondie, NBC)... 11.64	32. MOGEN-DAVID (Key Club Play, ABC)... 9.31	30. MOGEN-DAVID (Key Club Play, ABC)... 12.72
31. QUAKER (Sgt. Preston, CBS)... 8.21	32. MOGEN-DAVID (Key Club Play, ABC)... 13.16	32. R. PURINA (Big Moment, NBC)... 11.25	31. KELLOGG (Vic Damone, CBS)... 13.89
32. MOGEN-DAVID (Key Club Play, ABC)... 9.13			32. QUAKER (Sgt. Preston, CBS)... 29.10

## DRUG & REMEDY SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
<b>3-Net Avg., \$3.76; ABC Avg., \$3.74; CBS Avg., \$3.71; NBC Avg., \$3.71</b>	<b>3-Net Avg., \$4.75; ABC Avg., \$4.34; CBS Avg., \$4.90; NBC Avg., \$5.00</b>	<b>3-Net Avg., \$3.71; ABC Avg., \$4.01; CBS Avg., \$3.63; NBC Avg., \$3.46</b>	<b>3-Net Avg., \$7.42; ABC Avg., \$5.36; CBS Avg., \$9.35; NBC Avg., \$6.44</b>
1. MILES (Wednes. Night Fights, ABC)...\$2.10	1. MILES (Wednes. Night Fights, ABC)...\$ 1.84	1. BRIST-MYERS (Arthur Murray, NBC)...\$2.09	1. MILES (Broken Arrow, ABC)...\$ 3.17
2. WARNER (Adventure Theater, NBC)... 2.30	2. WARNER (Adventure Theater, NBC)... 2.70	2. PHARMACEUTICALS (Twenty-One, NBC)... 2.13	2. J & J (Robin Hood, CBS)... 3.72
3. BRIST-MYERS (Arthur Murray, NBC)... 2.58	3. BRIST-MYERS (Arthur Murray, NBC)... 2.92	3. AMER. CHICLE (Country Music Jub., ABC)... 2.32	3. AMER. HOME PRODS. (SRO Playhouse, CBS)... 4.10
4. PHARMACEUTICALS (Twenty-One, NBC)... 2.59	4. PHARMACEUTICALS (Twenty-One, NBC)... 2.99	4. WARNER (Adventure Theater, NBC)... 2.37	4. WARNER (Adventure Theater, NBC)... 4.22
5. BRIST-MYERS (Arthur Murray, NBC)... 2.70	5. AMER. CHICLE (Country Music Jub., ABC)... 3.10	5. BRIST-MYERS (Arthur Murray, NBC)... 2.50	5. CHESE-PONDS (Cheyenne, ABC)... 4.42
6. AMER. CHICLE (Country Music Jub., ABC)... 3.08	6. BRIST-MYERS (Arthur Murray, NBC)... 3.53	6. PHARMACEUTICALS (Tell the Truth, CBS)... 2.72	6. AMER. CHICLE (Country Music Jub., ABC)... 4.48
7. PHARMACEUTICALS (Tell the Truth, CBS)... 3.14	7. AMER. HOME PRODS. (SRO Playhouse, CBS)... 3.84	7. MILES (Wednes. Night Fights, ABC)... 2.76	7. BRIST-MYERS (Arthur Murray, NBC)... 4.65
8. AMER. HOME PRODS. (SRO Play, CBS)... 3.28	8. PHARMACEUTICALS (Tell the Truth, CBS)... 4.26	8. AMER. HOME PRODS. (SRO Playhouse, CBS)... 3.23	8. BRIST-MYERS (Arthur Murray, NBC)... 4.79
9. MILES (Broken Arrow, ABC)... 3.50	9. MILES (Broken Arrow, ABC)... 4.27	9. BRIST-MYERS (Playhouse 90, CBS)... 3.85	9. AMER. CHICLE (Jim Bowie, ABC)... 4.82
10. J & J (Robin Hood, CBS)... 3.97	10. CHESE-PONDS (Cheyenne, ABC)... 4.99	10. BRIST-MYERS (Playhouse 90, CBS)... 3.87	10. PHARMACEUTICALS (Tell the Truth, CBS)... 5.56
11. CHESE-PONDS (Cheyenne, ABC)... 4.41	11. AMER. HOME PRODS. (D. Edwards News, CBS)... 5.43	11. MILES (Broken Arrow, ABC)... 3.87	11. PHARMACEUTICALS (Twenty-One, NBC)... 6.85
12. BRIST-MYERS (Playhouse 90, CBS)... 4.44	12. BRIST-MYERS (Playhouse 90, CBS)... 5.59	12. AMER. HOME PRODS. (Name That Tune, CBS)... 3.85	12. BRIST-MYERS (Playhouse 90, CBS)... 7.22
13. AMER. HOME PRODS. (Name That Tune, CBS)... 4.44	13. AMER. HOME PRODS. (Name That Tune, CBS)... 5.84	13. MILES (Broken Arrow, ABC)... 3.87	13. AMER. HOME PRODS. (Name That Tune, CBS)... 8.23
14. AMER. HOME PRODS. (D. Edwards News, CBS)... 4.62	14. J & J (Robin Hood, CBS)... 6.41	12. AMER. HOME PRODS. (D. Edwards News, CBS)... 4.28	14. MILES (Wednesday Night Fights, ABC)... 9.93
15. AMER. CHICLE (Jim Bowie, ABC)... 5.59	15. AMER. CHICLE (Jim Bowie, ABC)... 7.50	13. CHESE-PONDS (Cheyenne, ABC)... 4.55	15. AMER. HOME PRODS. (Charles Farrell, NBC)... 11.14
16. AMER. HOME PRODS. (Charles Farrell, NBC)... 7.36	16. AMER. HOME PRODS. (Charles Farrell, NBC)... 10.76	14. J & J (Robin Hood, CBS)... 5.00	16. AMER. HOME PRODS. (D. Edwards News, CBS)... 31.80

## AUTOMOTIVE & ACCESSORY SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
<b>3-Net Avg., \$3.89; ABC Avg., \$4.02; CBS Avg., \$3.91; NBC Avg., \$3.53</b>	<b>3-Net Avg., \$5.20; ABC Avg., \$5.63; CBS Avg., \$5.33; NBC Avg., \$3.92</b>	<b>3-Net Avg., \$3.75; ABC Avg., \$4.16; CBS Avg., \$3.60; NBC Avg., \$3.16</b>	<b>3-Net Avg., \$6.38; ABC Avg., \$5.29; CBS Avg., \$7.08; NBC Avg., \$7.27</b>
1. DODGE (L. Welk, ABC)...\$1.22	1. DODGE (L. Welk, ABC)...\$ 1.28	1. DODGE (L. Welk, ABC)...\$ .95	1. DODGE (L. Welk, ABC)...\$ 2.49
2. DODGE (Welk's Top Tunes, ABC)... 1.88	2. DODGE (Welk's Top Tunes, ABC)... 1.79	2. DODGE (Welk's Top Tunes, ABC)... 1.43	2. AMER. MOTORS (Disneyland, ABC)... 2.71
3. CHRYSLER (Climax, CBS)... 2.30	3. LIN-MERCURY (Ed Sullivan, CBS)... 2.51	3. CHRYSLER (Climax, CBS)... 2.01	3. DODGE (Welk's Top Tunes, ABC)... 3.40
4. LIN-MERCURY (Ed Sullivan, CBS)... 2.49	4. CHRYSLER (Climax, CBS)... 2.96	4. LIN-MERCURY (Ed Sullivan, CBS)... 2.10	4. FORD (Destiny, CBS)... 4.05
5. S. C. JOHNSON (Spotlight Play, CBS)... 4.96	5. DE SOTO (Best of Groucho, NBC)... 3.35	5. DE SOTO (Best of Groucho, NBC)... 2.62	5. S. C. JOHNSON (Steve Allen, NBC)... 4.30
6. DE SOTO (Best of Groucho, NBC)... 2.99	6. GOODYEAR (Goodyear, NBC)... 3.72	6. S. C. JOHNSON (Spotlight Play, CBS)... 2.80	6. LIN-MERCURY (Ed Sullivan, CBS)... 4.31
7. GOODYEAR (Goodyear, NBC)... 3.38	7. S. C. JOHNSON (Steve Allen, NBC)... 3.76	7. GOODYEAR (Goodyear, NBC)... 3.06	7. CHRYSLER (Climax, CBS)... 4.51
8. S. C. JOHNSON (Steve Allen, NBC)... 3.67	8. S. C. JOHNSON (Spotlight Play, CBS)... 4.30	8. S. C. JOHNSON (Steve Allen, NBC)... 3.03	8. U. S. RUBBER (Navy Log, ABC)... 5.03
9. FORD (Destiny, CBS)... 3.77	9. FORD (High-Low, NBC)... 4.68	9. FORD (High-Low, NBC)... 3.81	9. S. C. JOHNSON (Spotlight Play, CBS)... 5.37
10. FORD (High-Low, NBC)... 4.21	10. FORD (Destiny, CBS)... 4.89	10. FORD (Destiny, CBS)... 3.94	10. GOODRICH (Burns & Allen, CBS)... 6.40
11. AMER. MOTORS (Disneyland, ABC)... 4.29	11. FORD (Moment of Decision, NBC)... 5.08	11. FORD (Moment of Decision, ABC)... 4.34	11. DE SOTO (Best of Groucho, NBC)... 6.70
12. U. S. RUBBER (Navy Log, ABC)... 4.34	12. U. S. RUBBER (Navy Log, ABC)... 5.34	12. GOODRICH (Burns & Allen, CBS)... 4.57	12. CHRYSLER (Date With Angels, ABC)... 7.41
13. FORD (Moment of Decision, ABC)... 4.64	13. AMOCO (Pantomime Quiz, CBS)... 6.86	13. AMOCO (Pantomime Quiz, CBS)... 4.69	13. FORD (Moment of Decision, ABC)... 7.42
14. GOODRICH (Burns & Allen, CBS)... 4.65	14. GOODRICH (Burns & Allen, CBS)... 6.86	14. U. S. RUBBER (Navy Log, ABC)... 5.03	14. FORD (High-Low, NBC)... 7.45
15. AMOCO (Pantomime Quiz, CBS)... 4.83	15. AMER. MOTORS (Disneyland, ABC)... 7.36	15. OLDSMOBILE (Vic Damone, CBS)... 5.07	15. GOODYEAR (Goodyear, NBC)... 7.66
16. GEN. MOTORS (Crossroads, ABC)... 5.57	16. GEN. MOTORS (Crossroads, ABC)... 7.73	16. GEN. MOTORS (Crossroads, ABC)... 5.39	16. GEN. MOTORS (Crossroads, ABC)... 8.59
17. OLDSMOBILE (Vic Damone, CBS)... 6.38	17. OLDSMOBILE (Vic Damone, CBS)... 9.10	17. AMER. MOTORS (Disneyland, ABC)... 5.66	17. AMOCO (Pantomime Quiz, CBS)... 11.09
18. CHRYSLER (Date With Angels, ABC)... 6.43	18. CHRYSLER (Date With Angels, ABC)... 10.82	18. CHRYSLER (Date With Angels, ABC)... 6.33	18. OLDSMOBILE (Vic Damone, CBS)... 13.89



The Billboard Continuing

**COST-PER-THOUSAND**

Analyses of Network TV Shows in Class A Time

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

By Program Type:

Adventure, Suspense, Western  
News, Sports Misc. Shows

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

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

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

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

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

**ADVENTURE, SUSPENSE, WESTERN SHOWS**

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	
3-Net Avg., \$4.38; ABC Avg., \$4.72; CBS Avg., \$4.29; NBC Avg., \$4.07	
1. GUNSMOKE (Sperry-Rand, L & M, CBS) .....	\$2.06
2. ADVENTURE THEATER (Amer. Tob., Warner, NBC) .....	2.30
2. CLIMAX! (Chrysler, CBS) .....	2.30
4. WYATT EARP (Gen. Mills, P & G, ABC) .....	2.57
5. ALFRED HITCHCOCK (Brist.-Myers, CBS) .....	2.70
6. THE WEB (P & G, NBC) .....	3.14
7. BROKEN ARROW (Miles, Assoc. Pds., ABC) .....	3.50
8. MEET MCGRAW (P & G, NBC) .....	3.68
9. DRAGNET (L & M, Schick, NBC) .....	3.94
10. ROBIN HOOD (J & J, Wildroot, CBS) .....	3.97
11. RICHARD DIAMOND (Gen. Foods, CBS) .....	4.09
12. ON TRIAL (Campbell, Lever, NBC) .....	4.15
13. NAVY LOG (U. S. Rubber, Amer. Tob., ABC) .....	4.34
14. CHEYENNE (Gen. Elec., Chese-Ponds, ABC) .....	4.41
15. LASSIE (Campbell, CBS) .....	4.45
16. LONE RANGER (Swift, Gen. Mills, ABC) .....	4.53
17. CIRCUS BOY (Reynolds Metals, NBC) .....	4.56
18. WEST POINT (Gen. Foods, CBS) .....	4.83
19. RIN TIN TIN (Nat'l. Biscuit, ABC) .....	5.09
20. CONFLICT (Chese-Ponds, Gen. Elec., ABC) .....	5.10
21. MYSTERY THEATER (Pabst, NBC) .....	5.29
22. BOLD JOURNEY (Ralston, ABC) .....	5.30
23. PANIC (Max Factor, L & M, NBC) .....	5.46
24. JIM BOWIE (Chese-Ponds, Amer. Chiclé, ABC) .....	5.59
25. BUCCANEERS (Sylvania, CBS) .....	6.03
26. WIRE SERVICE (R. J. Reynolds, ABC) .....	6.74
27. SGT. PRESTON (Quaker, CBS) .....	8.21

COST PER 1,000 MEN PER COMMERCIAL MINUTE	
3-Net Avg., \$5.58; ABC Avg., \$5.98; CBS Avg., \$5.52; NBC Avg., \$5.16	
1. GUNSMOKE (Sperry-Rand, L & M, CBS) .....	\$2.01
2. ADVENTURE THEATER (Amer. Tob., Warner, NBC) .....	2.70
3. WYATT EARP (Gen. Mills, P & G, ABC) .....	2.87
4. ALFRED HITCHCOCK (Brist.-Myers, CBS) .....	2.92
5. CLIMAX! (Chrysler, CBS) .....	2.96
6. THE WEB (P & G, NBC) .....	3.60
7. BROKEN ARROW (Miles, Assoc. Pds., ABC) .....	4.27
8. DRAGNET (L & M, Schick, NBC) .....	4.97
9. MEET MCGRAW (P & G, NBC) .....	4.98
10. ON TRIAL (Campbell, Lever, NBC) .....	4.99
10. CHEYENNE (Gen. Elec., Chese-Ponds, ABC) .....	4.99
12. NAVY LOG (U. S. Rubber, Amer. Tob., ABC) .....	5.34
13. RICHARD DIAMOND (Gen. Foods, CBS) .....	5.52
14. LONE RANGER (Swift, Gen. Mills, ABC) .....	5.78
15. LASSIE (Campbell, CBS) .....	5.95
16. BOLD JOURNEY (Ralston, ABC) .....	6.03
17. MYSTERY THEATER (Pabst, NBC) .....	6.31
18. CONFLICT (Chese-Ponds, Gen. Elec., ABC) .....	6.37
19. ROBIN HOOD (J & J, Wildroot, CBS) .....	6.41
20. PANIC (Max Factor, L & M, NBC) .....	6.85
21. CIRCUS BOY (Reynolds Metals, NBC) .....	6.87
22. WEST POINT (Gen. Foods, CBS) .....	6.92
23. JIM BOWIE (Chese-Ponds, Amer. Chiclé, ABC) .....	7.50
24. BUCCANEERS (Sylvania, CBS) .....	7.53
25. WIRE SERVICE (R. J. Reynolds, ABC) .....	8.04
26. RIN TIN TIN (Nat'l. Biscuit, ABC) .....	8.64
27. SGT. PRESTON (Quaker, CBS) .....	9.45

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	
3-Net Avg., \$4.68; ABC Avg., \$5.26; CBS Avg., \$4.64; NBC Avg., \$4.02	
1. GUNSMOKE (Sperry-Rand, L & M, CBS) .....	\$2.01
1. CLIMAX! (Chrysler, CBS) .....	2.01
3. ADVENTURE THEATER (Amer. Tob., Warner, NBC) .....	2.37
4. ALFRED HITCHCOCK (Brist.-Myers, CBS) .....	2.50
5. WYATT EARP (Gen. Mills, P & G, ABC) .....	2.96
6. THE WEB (P & G, NBC) .....	2.99
7. MEET MCGRAW (P & G, NBC) .....	3.48
8. BROKEN ARROW (Miles, Assoc. Pds., ABC) .....	3.87
9. DRAGNET (L & M, Schick, NBC) .....	3.97
10. ON TRIAL (Campbell, Lever, NBC) .....	4.06
11. RICHARD DIAMOND (Gen. Foods, CBS) .....	4.17
12. CONFLICT (Chese-Ponds, Gen. Elec., ABC) .....	4.50
13. CHEYENNE (Gen. Elec., Chese-Ponds, ABC) .....	4.55
14. LASSIE (Campbell, CBS) .....	4.56
15. PANIC (Max Factor, L & M, NBC) .....	4.83
16. MYSTERY THEATER (Pabst, NBC) .....	4.96
17. ROBIN HOOD (J & J, Wildroot, CBS) .....	5.00
18. NAVY LOG (U. S. Rubber, Amer. Tob., ABC) .....	5.03
19. WEST POINT (Gen. Foods, CBS) .....	5.05
20. CIRCUS BOY (Reynolds Metals, NBC) .....	5.49
21. BOLD JOURNEY (Ralston, ABC) .....	5.57
22. LONE RANGER (Swift, Gen. Mills, ABC) .....	5.58
23. WIRE SERVICE (R. J. Reynolds, ABC) .....	6.40
24. JIM BOWIE (Chese-Ponds, Amer. Chiclé, ABC) .....	6.53
25. RIN TIN TIN (Nat'l. Biscuit, ABC) .....	7.60
26. SGT. PRESTON (Quaker, CBS) .....	8.05
27. BUCCANEERS (Sylvania, CBS) .....	8.37

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
3-Net Avg., \$6.25; ABC Avg., \$5.58; CBS Avg., \$7.13; NBC Avg., \$4.09	
1. GUNSMOKE (Sperry-Rand, L & M, CBS) .....	\$2.58
2. WYATT EARP (Gen. Mills, P & G, ABC) .....	2.71
3. LASSIE (Campbell, CBS) .....	2.91
4. BROKEN ARROW (Miles, Assoc. Pds., ABC) .....	3.17
5. CIRCUS BOY (Reynolds Metals, NBC) .....	3.58
5. RIN TIN TIN (Nat'l. Biscuit, ABC) .....	3.58
7. ROBIN HOOD (J & J, Wildroot, CBS) .....	3.72
8. LONE RANGER (Swift, Gen. Mills, ABC) .....	3.76
9. ADVENTURE THEATER (Amer. Tob., Warner, NBC) .....	4.22
10. CHEYENNE (Gen. Elec., Chese-Ponds, ABC) .....	4.42
11. CLIMAX! (Chrysler, CBS) .....	4.51
12. ALFRED HITCHCOCK (Brist.-Myers, CBS) .....	4.79
13. JIM BOWIE (Chese-Ponds, Amer. Chiclé, ABC) .....	4.82
14. THE WEB (P & G, NBC) .....	4.90
15. NAVY LOG (U. S. Rubber, Amer. Tob., ABC) .....	5.03
16. WEST POINT (Gen. Foods, CBS) .....	5.19
17. BUCCANEERS (Sylvania, CBS) .....	5.25
18. MEET MCGRAW (P & G, NBC) .....	5.54
19. DRAGNET (L & M, Schick, NBC) .....	5.68
20. RICHARD DIAMOND (Gen. Foods, CBS) .....	6.11
21. CONFLICT (Chese-Ponds, Gen. Elec., ABC) .....	6.16
22. ON TRIAL (Campbell, Lever, NBC) .....	7.94
23. MYSTERY THEATER (Pabst, NBC) .....	8.34
24. PANIC (Max Factor, L & M, NBC) .....	8.50
25. BOLD JOURNEY (Ralston, ABC) .....	8.69
26. WIRE SERVICE (R. J. Reynolds, ABC) .....	13.41
27. SGT. PRESTON (Quaker, CBS) .....	29.10

**NEWS, SPORTS AND MISCELLANEOUS SHOWS**

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	
3-Net Avg., \$4.75; ABC Avg., \$4.22; CBS Avg., \$4.62; NBC Avg., \$5.31	
1. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC) .....	\$2.10
2. CAVAL. OF SPORTS (Papermate, Gillette, Toni, NBC) .....	2.28
3. RED BARBER (State Farm, NBC) ..	3.68
4. DISNEYLAND (Amer. Dairy, Swift, Amer. Motors, Gen Foods, ABC) ..	4.29
5. D. EDWARDS NEWS (Amer. Home Prods., Brown & W'mson, Hazel Bishop, CBS) .....	4.62
6. MIKE WALLACE (Phil. Morris, ABC) .....	4.79
7. YOU ASKED FOR IT (Best Foods, ABC) .....	5.69
8. NBC NEWS (Amer. Can, NBC) .....	7.11
9. BIG MOMENT (Amer. Tob., R. Purina, NBC) .....	8.16

COST PER 1,000 MEN PER COMMERCIAL MINUTE	
3-Net Avg., \$5.32; ABC Avg., \$4.99; CBS Avg., \$5.43; NBC Avg., \$5.63	
1. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC) .....	\$1.84
2. CAVAL. OF SPORTS (Papermate, Gillette, Toni, NBC) .....	1.99
3. RED BARBER (State Farm, NBC) ..	3.20
4. MIKE WALLACE (Phil. Morris, ABC) ..	4.99
5. D. EDWARDS NEWS (Amer. Home Prods., Brown & W'mson, Hazel Bishop, CBS) .....	5.43
6. YOU ASKED FOR IT (Best Foods, ABC) .....	5.76
7. DISNEYLAND (Amer. Dairy, Swift, Amer. Motors, Gen Foods, ABC) ..	7.36
8. THE BIG MOMENT (Amer. Tob., R. Purina, NBC) .....	8.23
9. NBC NEWS (Amer. Can, NBC) .....	9.09

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	
3-Net Avg., \$5.60; ABC Avg., \$4.69; CBS Avg., \$4.28; NBC Avg., \$6.83	
1. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC) .....	\$2.76
2. CAVAL. OF SPORTS (Papermate, Gillette, Toni, NBC) .....	3.64
3. D. EDWARDS NEWS (Amer. Home Prods., Brown & W'mson, Hazel Bishop, CBS) .....	4.28
4. MIKE WALLACE (Phil. Morris, ABC) ..	4.88
5. RED BARBER (State Farm, NBC) ..	5.37
6. YOU ASKED FOR IT (Best Foods, ABC) .....	5.46
7. DISNEYLAND (Amer. Dairy, Swift, Amer. Motors, Gen. Foods, ABC) ..	5.66
8. NBC NEWS (Amer. Can, NBC) .....	7.07
9. THE BIG MOMENT (Amer. Tob., R. Purina, NBC) .....	11.25

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
3-Net Avg., \$22.24; ABC Avg., \$11.41; CBS Avg., \$31.00; NBC Avg., \$30.69	
1. DISNEYLAND (Amer. Dairy, Swift, Amer. Motors, Gen. Foods, ABC) ..	\$2.72
2. CAVAL. OF SPORTS (Papermate, Gillette, Toni, NBC) .....	5.86
3. YOU ASKED FOR IT (Best Foods, ABC) .....	7.98
4. RED BARBER (State Farm, NBC) ..	9.80
5. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC) .....	9.93
6. BIG MOMENT (Amer. Tob., R. Purina, NBC) .....	11.64
7. MIKE WALLACE (Phil. Morris, ABC) .....	24.99
8. D. EDWARDS NEWS (Amer. Home Prods., Brown & W'mson, Hazel Bishop, CBS) .....	31.80
9. NBC NEWS (Amer. Can, NBC) .....	95.45


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**Shaving Show To Slip in Spot**

NEW YORK—More and more stations are shaving network shows for multi-spotting, a network veepee complained this week to The Billboard. All three webs are considering a request for government action to decrease if not halt the practice, he added.

"It used to be that only shady operators would squeeze extra spots in locally during or between top web shows," the exec said. "Now, stations of high caliber and even some primary affiliates are cutting titles, credits and in some cases program action sequences to make an extra dollar. It's impossible to keep a regular check on all stations, but viewer complaints have tipped the webs off to many offenders."

**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 or phone for private screening!

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

COMING COST PER THOUSAND ANALYSES:

Oct. 28: The Top Hundred for September

**PROGRAMMING—**  
the key to successful TV advertising  
**THE BILLBOARD—**  
the key to successful programming



## SG ISN'T SCARED

# Huge Ratings Jumps Show Dialers Flocking to 'Shock!'

NEW YORK—Screen Gems is scoring one of the biggest rating pay-offs of the current season by scaring the wits out of viewers.

Rating measurements made in five key markets where the 52-title "Shock!" package is premiering show that the Dracula-Frankenstein-Mummy features are boosting ratings anywhere from 38 to as much as 1,125 per cent. To put it mildly, the figures will have wide ramifications thruout the film industry and may even be a factor in network thinking.

Here's how the rating picture is developing:

In New York, a special Trendex made on October 3 and 4 showed that WABC-TV, previously an also-ran in the late-night film showings, built itself a new audience. On opening night, with "Dracula," the outlet drew an 8.8 rating and a 41.7 per cent share, representing a 450 per cent hike in the station's rating and a share jump of 338 per cent over those in the time period the previous month. The next night was just as good. A 10.6 rating and a 34.3 share represented a rating jump of 1,125 per cent and an 803 per cent increase in share.

**Others Down**  
The actual rating levels of other shows, such as WCBS-TV's "Late Show," were knocked down by a point or so on the opening. The WABC audience came largely out of a sets-in-use jump from 17.6 up to 21.0 on October 3, and from 21.9 to 30.8 the following night.

In Los Angeles, the October 1 kick-off with "Frankenstein" catapulted KTLA from 6th place to 2d place in the premium hours of 9:30-11 p.m., recalling the initial

success (on KTTV) of the Metro feature opener, "Thirty Seconds Over Tokyo." ARB ratings gave KTLA a 10.1 and an audience share of 25.1 in the seven-channel market — just a thin hair behind first-place KRCA-TV—which represented a rating boost of 339 per cent and a share jump to match of 365 per cent. Only a month previous, KTLA had drawn a 2.3 rating and a 5.4 share with "City at Night" feature entry against the other six channels. KCOP-TV got in the horror act, too, slotting a spook film against the "Frankenstein" opening but failing to draw a rating.

Unlike New York, sets-in-use in L. A. were down slightly, underlining the fact that KTLA drew its big audience increase from opposing entries during the middle of prime evening hours.

## Hackett Sees Sharp Cuts in Europe Filming

HOLLYWOOD — British and European production for American TV will be curtailed sharply after this year. That's the opinion of Hal Hackett, president of Official Films, one of the leaders in overseas filming.

Except for "Robin Hood," which started the current cycle of European production, and the earlier "Foreign Intrigue," most of the series turned out in Europe have proved to be flops. He includes two Official shows, "Sir Lancelot" and "Buccaneers," in this category, tho the programs will come out all right thanks to daytime airings on ABC this fall.

Production is still cheaper in Great Britain, e.g., "Martin Kane" costs \$16,000, the first "Robin Hoods" less than \$15,000, but the problem appears to be to get enough talent (writers, directors, etc.) with a knowledge of American TV and American psychology to turn out a program that will appeal to U. S. tastes.

So far this season foreign-filmed shows, "CBS," "Dick and the Duchess," "Assignment Foreign Legion," have all gotten off to a slow start, and, if their pace doesn't speed up, other producers may shy away from European filming. Official, Hackett says, won't do any new product over there.

In San Francisco, KPIX-TV attempted to meet the "Frankenstein" premiere on KRON-TV by tossing "Diamond Jim" into its late-night movie. As a result of this toe-to-toe battle, sets-in-use leaped 142 per cent (16.5 up to 40), but "Frankenstein" took top honors with a 24.5 Trendex and a 61.3 per cent share against an 18.9 and 47.2 share on KPIX. (KCO-TV drew a 1.1 rating and 2.8 share.) This was an 807 per cent rating gain and a 272 per cent share jump for KPIX.

Similar patterns were scored in Philadelphia and San Antonio, the other markets in which Screen Gems ordered special kick-off ratings. Philadelphia's WGAU-TV already leading the rating pack at the time period, managed, however, to increase its lead by 38 per cent in ratings and 11 per cent in share on October 7, the premiere night with "Frankenstein." San Antonio's KENS-TV upped ratings 457 per cent and share 190 per cent on the opening.

The Screen Gems "Shock!" features are also providing an advertising bonanza for stations. Most stations are now "S.R.O." on availabilities in the package, with the lowest figure being a 70 per cent sell-out.

## Films Tops for KTTV, Colgate

HOLLYWOOD—"Colgate Theater," consisting of the top M-G-M pix, again got off to a rousing start on indie Station KTTV here, handily topping all opposition during its 8-10:30 Friday night run.

According to special survey conducted by ARB, the pix averaged 24.0 over the period. This is off 10 points from last season's opener, but still marks a high for any local program this fall. (A special survey run by Billboard last year found the movies scoring in the low 20's.)

Degree to which the pic, "Boom Town," dominated the night is shown by rating of it and nearest competitor: 8 p.m., 20.4 to "Adams and Eve," 9.9; 8:30, 28.3 to "Schlitz Playhouse," 10.9; 9 p.m., 23.8 to "Line-Up," 13.7; 9:30, 24.8 to "Person to Person," 12.0; 10 p.m., 22.6 to "Juke Box Jury," 11.1.

KTTV again spent approximately \$20,000 on promotion, plus giving feature innumerable gratis plugs on air.

## DODGERS' 1958 TV PLANS AT 'WHO'S ON FIRST?' STATUS

NEW YORK—The Los Angeles Dodgers this week were in the throes of trying to set TV policy for 1958. Reports are circulating that their closed-circuit TV deal with Skiatron had collapsed, and that Paramount's International Telemeter has the inside track for a limited trial for next season.

All parties concerned refused specific comment, but a top Telemeter official confirmed that talks were proceeding, and while admitting only that it would be a "fair appraisal" to indicate that Telemeter has an excellent chance of nailing down the plum. Dodger spokesman Arthur Patterson stressed to The Billboard that "we don't have a contract with Skiatron," but would not confirm any other deal beyond saying that "it is still feasible" to arrange pay TV installations for 1958. Matty Fox, Skiatron chief, would not comment on his current status vis-a-vis the Dodgers.

Meanwhile, a new element in the Dodger picture were talks going on between the Dodger's president, Walter O'Malley, and Kenyon Brown, who owns 25 per cent of Hollywood TV outlet KCOP along with Bing Crosby, and who also has a financial interest in the Dodgers. It's understood that Brown is angling for pick-ups of Dodger games by KCOP.

Skiatron seemed hit with another blow this week when its projected deal with the San Francisco Giants ran into a roadblock. The mayor of San Francisco is known to have vetoed plans for pay TV in that city during the coming year.

## Movie, Series Distribbs Rack Up Foreign Sales

NEW YORK—Syndicators and feature distributors continue to rack up overseas sales on U. S.-made film product, and to prowl the globe for new markets.

ABC Film Syndication has sold three series newly dubbed into Spanish to CMBF, Havana. The group includes "Sheena," "Code 3" and "The Three Musketeers." ABC now has seven language-dubbed series.

Associated Artists Productions, on the feature front, has sold a group of Warner Brothers features to ABC Television, Ltd., one of the British commercial program contractors. AAP now has deals with all four of the program firms in England for feature product.

CBS Film Sales has set a deal, via Spencer Caldwell, Ltd., in Canada, for a French-dubbed version of the "Whistler" to air in Quebec on the French Canadian Network and has sold the same show for telecasting in French in Paris. The "Champion" Western half-hours have also been sold to the Canadian Broadcasting Company in Canada.

**SG O'Seas**  
Screen Gems has just finished a bumper week of overseas selling. Two more shows, "Circus Boy" and "All Star Theater," both Spanish-dubbed, have been sold to CMBF, Havana. In Europe, SG sold "Circus Boy" and a cartoon package to the TV system operated by the Swedish government. On the other side of the globe, an eight-show deal, three of them renewals, has been set with HSV, Herald-Sun

## Webb Finishes 'People' Pilot

HOLLYWOOD — Pilot for a new teleseries titled "People" has been completed by Jack Webb's Mark VII Productions. Show is similar to radio "man in the street" interviews, except filming permits editing and speeding up the pace of program.

Ben Alexander acts as the interviewer of the people, with camera roving all thru Los Angeles. Frank LaTourette produced and George Stevens Jr. directed. Pilot will be in New York this week for agency screening.

## Joaquin Murieta Pix

HOLLYWOOD — Series based on the life of California bandit Joaquin Murieta is being prepped by Oscar Brodney and Sol Dolgin. Plan is to start filming shortly at California Studios.

Corporation, in Australia, making the second SG group sale Down Under. Also, SG sold five half-hour series and a quarter-hour musical show to Hong Kong's Rediffusion outlet.

TPA's overseas sales chief, Manie Reiner, has just sold the "Ramar," "Monte Cristo" and "Lone Ranger" series to the TVX outlet in Thailand, and scored important sales with shows like "Lassie" and "Ramar" to stations in Japan and Korea.

## Confederacy Invades N. E.

BOSTON — The Confederacy is finally conquering this Yankee stronghold. Opening rating on CBS Film's "The Gray Ghost" was a 21.3 American Research Bureau rating last week on WBZ-TV against the U. S. Steel series with a 14.3 on WNAC-TV. Last month, Steel was pulling a 27.0 against a 10.5 for "Highway Patrol" on the Westinghouse outlet, giving WBZ a rating leap of over 100 per cent.

The sponsor is the Habitant Company which is using the syndicated show to sell, oddly enough, Yankee Bean Soup.

CBS, meanwhile, has been giving the new series a heavy send-off. Last week, CBS toured execs of Gunther Brewing, Colonial Stores, their ad agencies and the press over the section of Northern Virginia, the historic locale of the show.

## Desilu Prepares 'Alice' TV Series

HOLLYWOOD—Growing feeling that mid-year will see a rash of sponsor cancellations (Billboard, October 7) is resulting in Desilu Productions winding up the cameras for the "This Is Alice" series. Desilu will begin filming the Patty Ann Garrity starrer next month, so as to have 13 ready by January. NTA will handle sales.

## Sales on Encyclopedia Britannica Reach 60

NEW YORK — Trans-Lux TV has sold its Encyclopedia Britannica library to WSUN-TV, St. Petersburg, Fla., putting the films in a total of 60 markets. Richard Carlton, sales veepee, is touring Southwest stations to aid in the sale and programming of the library.

## Conoco Re-Inks 'Whirlybirds'

HOLLYWOOD — Continental Oil Company (Conoco) has renewed "Whirlybirds," Desilu-produced action series being syndicated by CBS Film. Renewal cues filming of a second cycle of 39 half hours.

Conoco, original and largest sponsor of the program, has "Whirlybirds" for a Midwestern regional. CBS Film is now starting to take renewal orders from other advertisers.

Second cycle will have central characters joining service instead of engaging in commercial helicopter operations.

## ZIV GETS A BIG HAND IN ODESSA, TEXAS!

**5 OUT OF TOP 5 SYNDICATED SHOWS**

Time after time, in city after city

**ZIV SHOWS RATE GREAT!**

- |    |                                                     |      |
|----|-----------------------------------------------------|------|
| #1 | MAN CALLED X<br>(#8 among top network shows)        | 33.5 |
| #2 | HIGHWAY PATROL<br>(also #8 among top network shows) | 33.3 |
| #3 | MEN OF ANNAPOLIS                                    | 32.0 |
| #4 | MY FAVORITE STORY                                   | 31.8 |
| #5 | SCIENCE FICTION THEATRE                             | 31.3 |

Pulse, April, 57

**ZIV TELEVISION PROGRAMS INC.**



EVERETT SLOANE talks about  
**"OFFICIAL DETECTIVE"**

*new, action-packed TV series from Desilu-NTA*



**1** So it's action you want? Well, you'll get it in "Official Detective," the most blistering new TV series that ever blazed from a 21-inch screen!



**2** It's based on true material from "Official Detective" Magazine, the Number One publication in the field. And (modestly), I act as host and narrator.



**3** Result: Suspense. Excitement. A thrill a minute. Plus all the craftsmanship you expect from Desilu, which tops even its own long list of previous winners.



**4** Today, phone, wire or write NTA — for screenings of this power-packed new TV series. It's a lulu —and I don't mean maybe, baby.

**In a short time...SOLD IN OVER 70 MARKETS!**

TODAY, PHONE, WIRE, WRITE:



NATIONAL TELEFILM ASSOCIATES, INC.  
 60 West 55th Street, New York 19, N.Y.  
 PLaza 7-2100



**ZIV DOES IT AGAIN!**

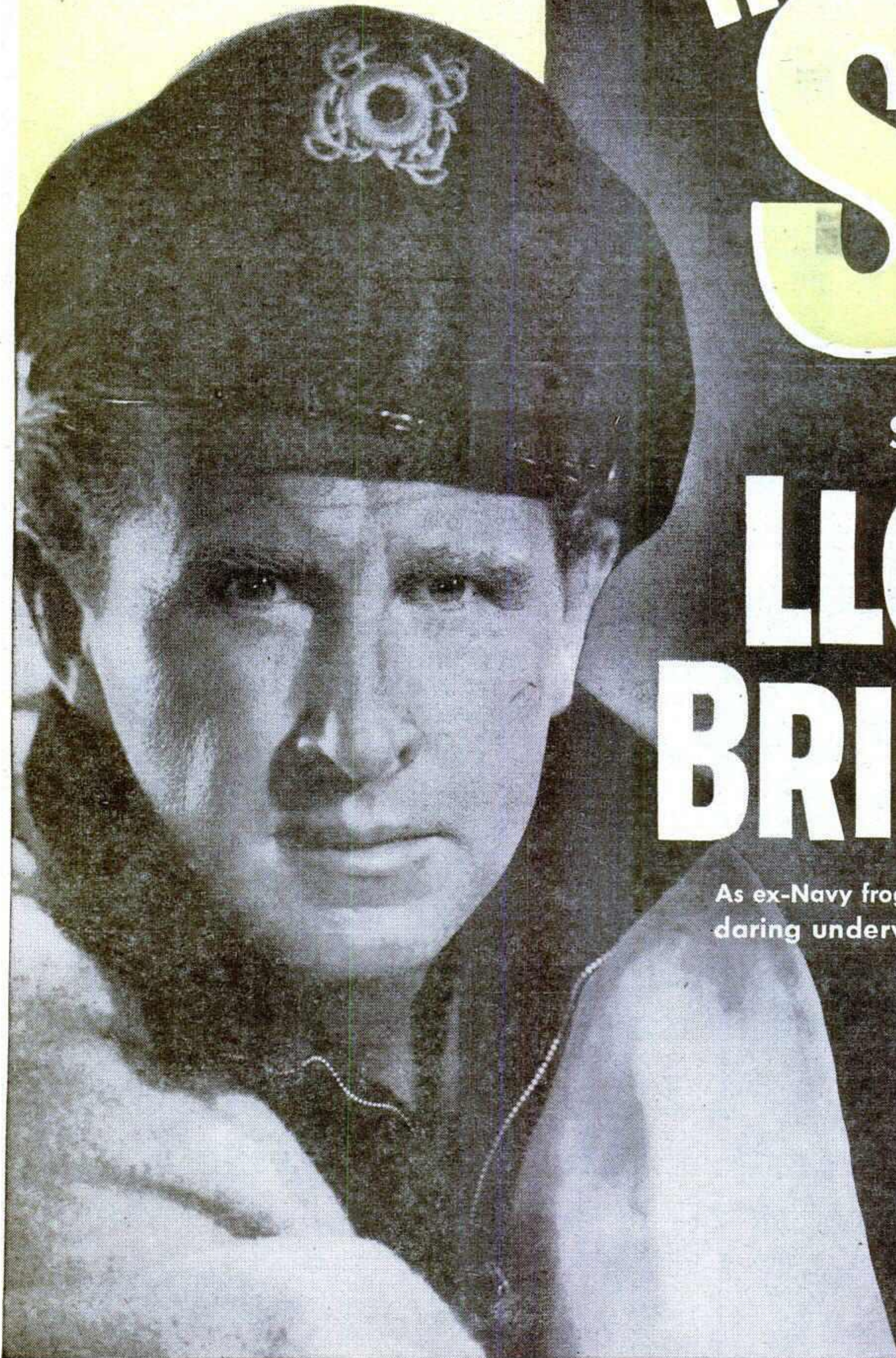
TV'S NEWEST *RATIN*

# "See

Starring

# LLOYD BRIDGE

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





*G SENSATION!*

# a Hunt

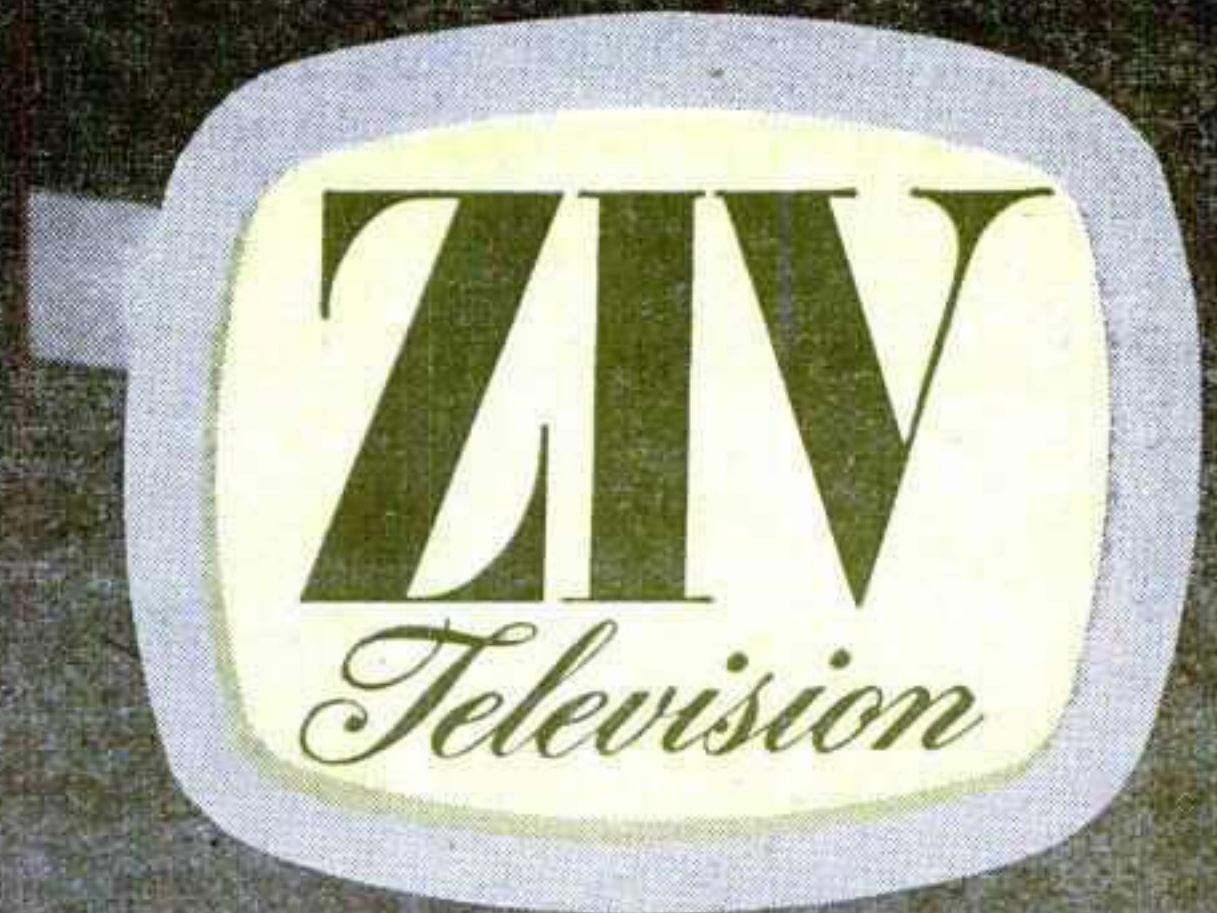
S

*ACTION-PACKED STORIES!*

**ON LAND, ON SEA AND UNDER THE SEA!**

Deep-sea Drama! Underwater Thrills!  
Mystery! Romance! Excitement!  
Ziv's thrilling TV innovation is a  
"natural" to get high ratings...word-  
of-mouth publicity...sales results!  
And it's ready to audition now!

*NEW DANGER!  
NEW EXCITEMENT!  
NEW HIGH RATINGS!*



This One



N61P-ZPE-UERL

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# PULSE FILM RATINGS for July

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

## The Pulse Audience Composition Studies

### • Syndicated Film Western Shows

JULY RATINGS		AMONG WOMEN	
Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Sheriff of Cochise (NTA).....12.8	1.	Stories of the Century (Hollywood).....82
2.	Death Valley Days (U. S. Borax).....11.5	2.	Frontier (NBC).....79
3.	Cowboy G-Men (Flamingo).....11.1	3.	Death Valley Days (U. S. Borax).....76
4.	Frontier Doctor (Hollywood) 9.9	4.	Frontier Doctor (Hollywood).....75
5.	Cisco Kid (Ziv).....9.8	5.	Sheriff of Cochise (NTA).....64
6.	Steve Donovan, Western Marshal (NBC).....9.5	6.	Gene Autry 1/2 Hour (CBS).....55
7.	Annie Oakley (CBS).....9.3	7.	Annie Oakley (CBS).....54
8.	Frontier (NBC).....9.0	7.	Gene Autry 1 Hour (CBS).....54
9.	Wild Bill Hickok (Kellogg).....7.9	7.	Hopalong Cassidy 1/2 Hour (NBC).....54
10.	Last of the Mohicans (TPA).....7.7	10.	Hopalong Cassidy 1 Hour (NBC).....49

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Death Valley Days (U. S. Borax).....83	1.	Kit Carson (MCA).....95
2.	Sheriff of Cochise (NTA).....79	1.	Last of the Mohicans (TPA).....95
3.	Frontier (NBC).....77	3.	Annie Oakley (CBS).....92
4.	Stories of the Century (Hollywood).....73	4.	Cowboy G-Men (Flamingo).....90
5.	Frontier Doctor (Hollywood).....68	5.	Cisco Kid (Ziv).....85
6.	Hopalong Cassidy 1/2 Hour (NBC).....60	6.	Wild Bill Hickok (Kellogg).....84
7.	Wild Bill Hickok (Kellogg).....59	6.	Hopalong Cassidy 1/2 Hour (NBC).....83
8.	Range Rider (CBS).....58	7.	Range Rider (CBS).....83
9.	Cisco Kid (Ziv).....57	9.	Gene Autry 1/2 Hour (CBS).....82
9.	Gene Autry 1/2 Hour (CBS).....57	9.	Hopalong Cassidy 1 hour (CBS).....82
9.	Hopalong Cassidy 1 Hour (NBC).....57	9.	Steve Donovan, Western Marshal (NBC).....82
9.	Steve Donovan, Western Marshal (NBC).....57		

### • Syndicated Film Misc. Shows

JULY RATINGS		AMONG WOMEN	
Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Kingdom of the Sea (Guild).....11.2	1.	Rosemary Clooney (MCA).....86
2.	Rosemary Clooney (MCA).....10.4	2.	Frankie Laine Show (Guild).....85
3.	Popeye (Assoc. Artists).....8.0	2.	Patti Page (Screen Gems).....85
4.	Patti Page (Screen Gems).....6.8	4.	Liberace (Guild).....78
5.	Looney Tunes (Guild, Assoc. Artists).....6.0	5.	Florian ZaBach Show (Guild).....74
6.	Little Rascals (Interstate).....5.1	6.	Victory at Sea (NBC).....65
6.	Victory at Sea (NBC).....5.1	7.	Kingdom of the Sea (Guild).....60
8.	Bowling Time (Sterling).....3.7	8.	Bowling Time (Sterling).....57
9.	Championship Bowling (Schwimmer).....3.6	8.	Championship Bowling (Schwimmer).....57
10.	Florian ZaBach Show (Guild).....3.3	10.	Popeye (Assoc. Artists).....24

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Championship Bowling (Schwimmer).....81	1.	Looney Tunes (Guild, Assoc. Artists).....101
2.	Victory at Sea (NBC).....79	2.	Popeye (Assoc. Artists).....97
3.	Bowling Time (Sterling).....76	3.	Little Rascals (Interstate).....93
4.	Rosemary Clooney (MCA).....73	4.	Frankie Laine Show (Guild).....22
5.	Frankie Laine Show (Guild).....68	5.	Kingdom of the Sea (Guild).....20
5.	Patti Page (Screen Gems).....68	6.	Rosemary Clooney (MCA).....17
7.	Kingdom of the Sea (Guild).....65	7.	Victory at Sea (NBC).....16
8.	Florian ZaBach Show (Guild).....43	8.	Championship Bowling (Schwimmer).....10
9.	Liberace (Guild).....29	9.	Liberace (Guild).....9
9.	Popeye (Assoc. Artists).....29	9.	Patti Page (Screen Gems).....9

## SHORT SCANNINGS

WCHS-TV, Charleston, S. C., has jumped on the "Sputnik" sky-wagon and is anxiously awaiting a reply to the following wire sent to the chief of the Russian Delegation of Scientists in Washington, "Congratulations on satellite launching. Since WCHS-TV considers itself 'Out of this world,' please advise if billboard advertising available on your sphere. Will be willing to pay current space rates."

Meanwhile, back on Earth, James R. Keen has been named program manager of WFIE-TV, Evansville, Ind. He was formerly an account exec with the station. . . James E. Kovach has moved from WRC-TV, Washington, to WBAL-TV, Baltimore, as program manager. . . Efanbee Dolls is sponsoring a local contest in 200 markets with a complete set of dolls offered to the winning letter

in each market on the subject of its "Most Happy Family."

Two Buffalo businessmen were elected to the board of the Transcontinent TV Corporation (WGR-TV-AM). They are president of A. Victor & Company, Arthur A. Victor Jr., and William H. Lutz, vice-president of Pratt & Lambert. . . New York's only Spanish quiz show, "La Pregunta Musical," will move from the 11-11:30 a.m. slot to 5:30-6 p.m., Saturday. The musical-quiz format will be retained but bigger cash awards will be featured. Mario De Lara continues as emcee. . . Gerard Roche has been promoted to the sales staff of WABC-TV, New York, from the company's management training program.

Tom Gavin former general sales manager of WDSM-TV, Duluth, Minn., has been named general

# PULSE LOCAL RATINGS FOR AUGUST

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

**COLUMBIA, S. C.**  
2 TV STATIONS—38,700 TV HOMES  
reported by The Pulse in the area surveyed

**Market Statistics:**  
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.  
Population—168,300 (124th in U. S.)  
Buying Income—\$239,858,000 (135th)  
Retail Sales—\$177,349,000 (132d)  
Food Sales—\$33,309,000 (154th)  
Drug Sales—\$4,830,000 (159th)  
Automotive—\$41,524,000 (121st)

Above figures include following counties: Richland

### TOP NETWORK SHOWS

1. High-Low, WIS, Th. ....36.5
2. This Is Your Life, WIS, W. ....34.0
3. Lawrence Welk, WIS, S. ....33.5
4. Arthur Murray, WIS, M. ....33.3
4. Jim Bowie, WIS, Th. ....33.3
6. Dollar a Second, WIS, S. ....32.3
6. Meet McGraw, WIS, T. ....32.3
8. Ted Mack Amateur Hour, WIS, M. ....32.0
9. Broken Arrow, WIS, Th. ....31.8
10. Warner Brothers, WIS, T. ....31.6

### TOP MULTI-WEEKLY SHOWS

1. Looney Tunes Time, WIS, M., W. ....19.8
2. Esso Reporter (6:45 p.m.), WIS, M.-F. ....18.4
3. Today's Weather, Sports (6:30 p.m.), M.-F. ....17.6
4. Queen for a Day, WIS, M.-F. ....15.2
5. Modern Romances, WIS, M.-F. ....14.7
6. Cactus Rascals, WIS, M.-F. ....14.1
7. Comedy Time, WIS, M.-F. ....13.8
8. Matinee Theater, WIS, M.-F. ....13.6
9. Weather, Late News (11 p.m.), WIS, M.-F. ....13.1
10. Specs Show, WIS, M.-F. ....12.7

### TOP FEATURE FILMS

**Once-Weekly**

1. Sunday Matinee, WIS, Su.-1:00-2:30 .....11.7
2. Film Feature, WNOK, S.-12:00-1:00 .....6.2

**Multi-Weekly**

1. Late Show, WNOK, W., F., S.-10:15-11:30 .....9.2
2. Early Show, WNOK, M.-S.-3:30-4:45-4:30-6:00 .....5.0

### TOP SYNDICATED FILMS

1. Badge 714 (NBC), WIS, W.-9:30 34.3
2. Esso Golden Playhouse (Official), WIS, T.-8:30 .....33.8
3. Dr. Hudson's Secret Journal (MCA), WIS, M.-9:30 .....31.8
4. Victory at Sea (NBC), WIS, F.-8:00 .....29.3
5. Cisco Kid (Ziv), WIS, W.-7:00 .....22.8
6. Man Called X (Ziv), WIS, Th.-10:30 .....22.3
7. Superman (Flamingo), WIS, T.-6:00 .....21.8
8. Dr. Christian (Ziv), WIS, T.-10:00 .....21.3
9. Looney Tunes (Guild & Assoc. Artists), WIS, M., W., S.-6:00 .....20.6
10. Little Rascals (Interstate), WIS, S.-4:15 .....20.2
11. Men of Annapolis (Ziv), T.-10:30 .....19.8
12. Sheriff of Cochise (NTA), WIS, W.-10:30 .....18.5
13. City Detective (MCA), WIS, S.-11:15 .....18.0
14. Wild Bill Hickok (Kellogg), WIS, Th.-6:00 .....17.5
15. Ray Milland (MCA), WNOK, F.-7:00 .....16.0
16. Martin Kane (Ziv), WNOK, T.-8:30 .....15.8
17. Heart of the City (MCA), WIS, Su.-11:00 .....14.3
18. Count of Monte Cristo (TPA), WNOK, T.-7:30 .....11.0
19. Man Behind the Badge (MCA), WIS, F.-11:30 .....9.0

**DALLAS**  
4 TV STATIONS—228,000 TV HOMES  
reported by The Pulse in the area surveyed

**Market Statistics:**  
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.  
Population—792,400 (21st in U. S.)  
Buying Income—\$1,506,285,000 (21st)  
Retail Sales—\$1,231,752,000 (19th)  
Food Sales—\$230,643,000 (21st)  
Drug Sales—\$36,357,000 (21st)  
Automotive—\$306,088,000 (12th)

Above figures include following counties: Dallas

### TOP NETWORK SHOWS

1. Ed Sullivan, KRLD, Su. ....28.8
2. What's My Line? KRLD, Su. ....28.0
3. \$64,000 Challenge, KRLD, Su. ....26.3
3. Playhouse 90, KRLD, Th. ....26.3
5. Gunsmoke, KRLD, S. ....24.3
6. Life of Riley, WFAA, F. ....22.8
7. Climax! KRLD, F. ....22.4
8. Robert Cummings, KRLD, Th. ....21.8
9. \$64,000 Question, KRLD, T. ....21.0
10. Wyatt Earp, WFAA, T. ....20.5

### TOP MULTI-WEEKLY SHOWS

1. News-F, Bisset (7:30 p.m.), KRLD, M.-T., Th., F. ....11.6
2. Texas News (10 p.m.), WBAP, M.-F. ....11.4
3. Command Performance, KFJZ, T.-Th. ....11.3
4. Mickey Mouse Club, WFAA, M.-F. ....10.6
5. Weather, News Final (10:15), WBAP, M.-F. ....10.2
6. Guiding Light, KRLD, M.-F. ....9.7
7. Search for Tomorrow, KRLD, M.-F. ....9.4
8. Weather, Misc. (10:45 p.m.), KRLD, M.-T., Th., F. ....9.3
9. Final News (10:30 p.m.), WFAA, M.-F. ....8.9
10. Our Miss Brooks, KRLD, M.-F. ....8.8

### TOP FEATURE FILMS

**Once-Weekly**

1. Premiere Performance, KFJZ, S.-8:00-10:00 .....13.4
2. Action Theater, KFJZ, M.-7:00-9:00 .....11.5
3. Friday Spectacular, KFJZ, F.-8:00-9:30 .....10.4
4. Preview Theater, KFJZ, F.-10:00-12:00 mid. ....10.3
4. 20th Century Showcase, KFJZ, W.-7:00-8:30 .....10.3

**Multi-Weekly**

1. Command Performance, KFJZ, T.-Th., S., Su.-9:00-11:00 .....11.2
2. Million \$ Movie, KFJZ, M., S.-7:00-9:00-1:00-2:30 .....10.6
3. Warner Brothers, KFJZ, F., Su.-6:30-8:00-7:30-9:00 .....9.0
4. Nighttime Movie, KRLD, W.-Th., F., Su.-11:00-12:00 mid. ....7.3
5. Starlight Theater, KFJZ, M.-Th., Su.-10:45-12:00 mid. ....7.1

### TOP SYNDICATED FILMS

1. Code Three (ABC), KRLD, T.-8:30 .....19.5
2. Highway Patrol (Ziv), WFAA, W.-9:30 .....15.8
3. Dr. Hudson's Secret Journal (MCA), KRLD, T.-7:30 .....14.5
4. State Trooper (MCA), WBAP, T.-8:30 .....14.0
4. If You Had a Million (MCA), WFAA, F.-10:00 .....14.0
6. Death Valley Days (U. S. Borax), KRLD, S.-6:00 .....13.8
7. Ramar of the Jungle (TPA), KFJZ, Su.-2:30 .....12.3
8. Men of Annapolis (Ziv), WFAA, W.-10:00 .....12.0
9. Badge 714 (NBC), WBAP, T.-9:00 .....11.8
10. Studio 57 (MCA), WFAA, T.-9:30 .....11.3
10. Sheriff of Cochise (NTA), WFAA, T.-10:00 .....11.3
12. Sheena, Queen of the Jungle (ABC), WFAA, S.-5:00 .....11.0
13. Gene Autry (CBS), KFJZ, Su.-1:30 .....10.5
13. Racket Squad (ABC), KRLD, F.-10:00 .....10.5
15. Foreign Legionnaire (TPA), WFAA, Su.-4:00 .....9.8
16. Sky King (Nabisco), WBAP, S.-9:30 a.m. ....9.5
17. Mickey Rooney (Screencraft), KFJZ, W.-8:30 .....9.3
17. Whirlybirds (CBS), S.-8:30 .....9.3
19. Captain David Grief (Guild), WFAA, Th.-10:00 .....8.8
19. Grand Ole Opry (Flamingo), WFAA, S.-5:30 .....8.8

**HOUSTON-GALVESTON**  
3 TV STATIONS—338,700 TV HOMES  
reported by The Pulse in the area surveyed

**Market Statistics:**  
As reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.  
Population—1,076,200 (15th in U. S.)  
Buying Income—\$1,937,585,000 (15th)  
Retail Sales—\$1,340,018,000 (16th)  
Food Sales—\$308,506,000 (15th)  
Drug Sales—\$40,807,000 (17th)  
Automotive—\$281,344,000 (14th)

Above market statistics are for Houston only and include following county: Harris

### TOP NETWORK SHOWS

1. Those Whiting Girls, KGUL, M. 23.4
1. \$64,000 Challenge, KGUL, Su. ....23.4
3. Gunsmoke, KGUL, S. ....21.8
4. Playhouse 90, KGUL, Th. ....21.3
4. \$64,000 Question, KGUL, T. ....21.3
4. What's My Line? KGUL, Su. ....21.3
7. Wyatt Earp, KTRK, T. ....21.2
8. Climax! KGUL, Th. ....21.0
9. Alfred Hitchcock, KGUL, Su. ....20.6
9. Twenty-One, KPRC, M. ....20.6

### TOP MULTI-WEEKLY SHOWS

1. City Detective, KGUL, M.-W., F. ....14.9
2. My Little Margie, KGUL, M.-F. ....14.8
3. Late Show, KGUL, M.-T. ....10.3
4. Queen for a Day, KPRC, M.-F. ....10.0
5. Mickey Mouse Club, KTRK, M.-F. ....9.8
5. Roy Rogers, KPRC, M.-F. ....9.8
7. Valiant Lady, KGUL, M.-F. ....8.0
8. Modern Romances, KPRC, M.-F. ....7.9
9. Love of Life, KGUL, M.-F. ....7.8
9. World at Large, Sport (6), KPRC, M.-F. ....7.8

### TOP FEATURE FILMS

**Once-Weekly**

1. Award Theater, KGUL, S.-9:30-11:30 .....15.1
2. Premiere Performance, KTRK, S.-9:30-11:30 .....14.0
3. Weekend Theater, KGUL, F.-10:30-12:00 mid. ....12.6
4. Million \$ Movie, KPRC, Su.-1:00-2:30 .....9.6
5. Star Movie Time, KPRC, Su.-10:00-11:30 .....9.2

**Multi-Weekly**

1. Late Show, KGUL, M.-Su.-10:30-12:00 mid. ....10.8
2. Movietime U. S. A., KTRK, M.-Su.-10:00-12:00 mid. ....7.7
3. Early Show, KGUL, M.-F.-3:00-4:30 .....6.4
4. Movie Date, KPRC, M.-F.-11:00-12:30 .....5.0
5. Late Movie Date, KPRC, M.-F.-10:45-12:00 mid. ....4.6

### TOP SYNDICATED FILMS

1. Highway Patrol (Ziv), KGUL, H.-8:30 .....22.1
2. San Francisco Beat (CBS), KTRK, T.-9:00 .....18.0
3. Crosscurrent (Official), KGUL, Th.-9:00 .....16.8
4. Combat Sergeant (NTA), KTRK, F.-8:00 .....16.2
4. Grand Ole Opry (Flamingo), KTRK, S.-8:30 .....16.2
6. Stage Seven (TPA), W.-8:30 .....16.1
7. State Trooper (MCA), KTRK, M.-8:30 .....15.9
8. Martin Kane (Ziv), KPRC, M.-8:30 .....15.6
9. Death Valley Days (U. S. Borax), KTRK, M.-9:00 .....15.3
10. Sheriff of Cochise (NTA), KPRC, F.-9:00 .....15.0
11. City Detective (MCA), KGUL, M.-10:00 .....14.9
12. My Little Margie (Official), KGUL, M.-6:00 .....14.5
13. Susie (TPA), KPRC, Su.-8:30 .....13.4
14. Annie Oakley (CBS), KPRC, S.-5:00 .....12.9
14. Dr. Hudson's Secret Journal (MCA), KPRC, Su.-9:30 .....12.9
16. Waterfront (MCA), KPRC, S.-5:30 .....12.6
17. Code Three (ABC), KPRC, T.-8:30 .....11.9
18. Sheena, Queen of the Jungle (ABC), KGUL, S.-6:00 .....11.7
18. Whirlybirds (CBS), KPRC, S.-9:30 .....11.7
20. Silent Service (NBC), KPRC, S.-9:00 .....11.6

manager of WDSM-AM, and Carlo Amcke, former station manager of WDSM-AM, has been upped to general sales manager of WDSM-TV. . . John H. Hanna, since 1949 a methods and cost analyst with the Travelers Insurance Companies, has been inked as business manager. The Travelers Broadcasting Service Corporation, operators of WTIC-AM-FM-TV, Hartford, Conn.

## IATSE, SCG In New Fuss

HOLLYWOOD—Producers of animated telefilm commercials last week once more found themselves in the midst of a continuing jurisdictional battle between International Association of Theatrical

Stage Employees and the indie Screen Cartoonists' Guild. IATSE filed petition with NLRB last week to represent workers at TV Spots, which is presently negotiating with SCG on renewal of contract. Feud has been going on for past several years, with SCG generally retaining upper hand in the TV commercials field, and IATSE repping most workers in entertainment production.



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

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

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

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

JOPLIN, MO.-PITTSBURG, KAN. 2 TV STATIONS—35,600 TV HOMES reported by The Pulse in the area surveyed

Market Statistics: as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population. Population—112,500 (180th in U. S.) Buying Income—\$150,754,000 (204th) Retail Sales—\$127,968,000 (183d) Food Sales—\$25,625,000 (195th) Drug Sales—\$3,374,000 (201st) Automotive—\$29,707,000 (155th) Above statistics are for Joplin, Mo., only and include the following counties: Jasper, Newton, Mo.

- TOP NETWORK SHOWS 1. Twenty-One, KOAM, M. 48.8 2. Ted Mack Amateur Hour, KOAM, M. 41.8 3. Steve Allen, KOAM, Su. 41.5 4. Arthur Murray, KOAM, M. 41.3 5. Gunsmoke, KODE, S. 41.3 6. Wyatt Earp, KOAM, T. 40.8 7. Festival of Stars, KOAM, T. 38.3 8. Boxing, KOAM, F. 37.8 9. Broken Arrow, KOAM, T. 37.8 10. Lone Ranger, KOAM, Th. 37.8 11. Panic, KOAM, T. 37.8

- TOP MULTI-WEEKLY SHOWS 1. Sports Today, Weather (6 p.m.), KOAM, M-F. 29.1 2. World News Tonight (6:15), KOAM, M-F. 28.6 3. TV News Final, Misc. (10 p.m.), KOAM, M-F. 23.9 4. Sports Today, Misc. (10:15), KOAM, M-F. 22.1 5. My Little Margie, KOAM, M-T, Th-F. 20.7 6. Rogers-Autry, Misc., KOAM, M, W, F. 18.8 7. Queen for a Day, KOAM, M-F. 16.5 8. Tic Tac Dough, KOAM, M-F. 15.6 9. Movie, KOAM, M-F. 15.2 10. It Could Be You, KOAM, M-F. 15.0

- TOP FEATURE FILMS Once-Weekly 1. Week's Top Movie, KOAM, Su-12:30-1:30 18.6 2. Owl Show, KOAM, S-10:45-12:00 mid. 15.9 3. Movie Current Time, KODE, Su-3:00-4:00 15.5 4. Triple Threat Western, KOAM, S-11:00-12:00a-3:15-4:00 13.7 5. Saturday Matinee, KODE, S-4:00-5:30 7.0 Multi-Weekly 1. Movie, KOAM, M-F, Su-3:30-5:00-10:00-11:30 14.7 2. Late Movie, KODE, M, F, S-Su-10:15-12:00 mid. 7.2 3. Movie Matinee, KODE, 4:00-5:00 6.5

- TOP SYNDICATED FILMS 1. Highway Patrol (Ziv), KOAM, W-9:00 39.8 2. State Trooper (MCA), KOAM, T-8:30 38.8 3. Kit Carson (MCA), KOAM, M-6:30 37.8 4. Science Fiction Theater (Ziv), KOAM, M-8:30 35.3 5. Superman (Flamingo), KOAM, F-6:30 33.3 6. Soldiers of Fortune (MCA), KOAM, F-7:00 32.8 7. Waterfront (MCA), Su-7:30 32.8 8. Last of the Mohicans (TPA), KOAM, T-7:00 31.8 9. Men of Annapolis (Ziv), KOAM, Su-7:00 30.8 10. Dr. Hudson's Secret Journal (MCA), KOAM, M-9:00 30.3 11. Annie Oakley (CBS), KOAM, T-6:30 30.3 12. City Detective (MCA), KOAM, W-7:30 29.3 13. Grand Ole Opry (Flamingo), KODE, S-9:30 27.0 14. Amos and Andy (CBS), KODE, M-9:00 26.8 15. Whirlybirds (CBS), KOAM, S-9:00 25.3 16. Racket Squad (ABC), KODE, M-9:30 23.8 17. Stage Seven (TPA), KODE, Th-9:00 23.8 18. Doug Fairbanks Presents (ABC), KODE, Su-8:30 22.0 19. Wild Bill Hickok (Kellogg), KOAM, W-5:30 21.3 20. My Little Margie (Official), KOAM, M-T, Th-F-5:30 20.7 21. Guy Lombardo (MCA), KOAM, Su-5:30 20.5 22. O. Henry Playhouse (Gross-Krasne), KODE, Th-10:30 20.3

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

Market Statistics: as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population. Population—953,500 (18th in U. S.) Buying Income—\$1,849,781,000 (17th) Retail Sales—\$1,360,225,000 (15th) Food Sales—\$247,120,000 (18th) Drug Sales—\$65,660,000 (13th) Automotive—\$253,048,000 (17th) Above figures include following counties: Johnson, Wyandotte, Kan.; Clay, Jackson, Mo.

- TOP NETWORK SHOWS 1. Lawrence Welk, KMBC, S. 24.6 2. Gunsmoke, KCMO, S. 24.5 2. Wyatt Earp, KMBC, T. 24.5 4. \$64,000 Question, KCMO, T. 22.2 5. Ed Sullivan, KCMO, Su. 21.5 6. \$64,000 Challenge, KCMO, Su. 21.4 7. What's My Line? KCMO, Su. 21.3 8. Burns and Allen, KCMO, M. 20.9 8. Playhouse 90, KCMO, Th. 20.9 10. Navy Log, KMBC, T. 20.5 10. Ozzie & Harriet, KMBC, W. 20.5

- TOP MULTI-WEEKLY SHOWS 1. Mickey Mouse Club, KMBC, M-F. 15.1 2. 10:00 News, Sports (10 p.m.), KMBC, M-F. 11.5 3. 9:30 Theater, WDAF, T, W. 11.2 4. Art Linkletter, KCMO, M-F. 11.1 4. Weather, Misc. (10:15 p.m.), KMBC, M-F. 11.1 6. 5 Star Theater, KCMO, M-Th. 10.1 7. 3 Star News, Weather (6 p.m.), KCMO, M-F. 9.9 8. Bandstand, KMBC, M-F. 9.8 8. Sports, 3 Personality (6:15 p.m.), KCMO, M-F. 9.8 10. Our Miss Brooks, KCMO, M-F. 9.2

- TOP FEATURE FILMS Once-Weekly 1. Premiere Performance, KMBC, Su-10:30-12:00 mid. 12.4 2. Children's Theater, KMBC, S-11:00-12:30 11.9 3. Premiere Playhouse, KMBC, F-10:30-12:00 mid. 11.8 4. 6 Gun Playhouse, KMBC, S-1:00-2:00 9.9 4. Movie, WDAF, S-4:00-5:30 9.9 Multi-Weekly 1. Million \$ Movie, KCMO, S, Su-10:00-12:00-2:00-3:00 17.0 2. Gold Award Theater, KCMO, F-S-10:30-12:00-2:00-4:00 11.4 3. 5 Star Theater, KCMO, M-Th, Su-10:30-12:00 mid. 9.9 4. 9:30 Theater, WDAF, T-W, S-Su-9:30-11:00 9.7 5. Early Show, KCMO, M-F-4:30-5:30 8.2

- TOP SYNDICATED FILMS 1. I Led Three Lives (Ziv), KMBC, T-9:30 21.8 2. Studio 57 (MCA), KCMO, T-8:30 20.9 3. Annie Oakley (CBS), KMBC, F-6:00 19.5 4. Martin Kane (Ziv), KCMO, S-9:30 18.5 5. Highway Patrol (Ziv), KMBC, W-7:30 18.2 6. Sheriff of Cochise (NTA), KCMO, T-9:30 17.9 6. Code Three (ABC), KMBC, F-7:00 17.9 8. Stage Seven (TPA), KCMO, F-10:00 16.5 9. Steve Donovan, Western Marshal (NBC), WDAF, F-10:00 16.2 10. Frontier (NBC), KMBC, Th-7:00 15.9 11. Star & the Story (Official), KMBC, M-9:30 15.5 11. Wild Bill Hickok (Kellogg), KMBC, Th-6:00 15.5 11. Star Performance (Official), WDAF, F-9:30 15.5 14. Silent Service (NBC), WDAF, T-8:30 15.0 15. Superman (Flamingo), KMBC, T-6:00 14.9 15. Soldiers of Fortune (MCA), KCMO, Su-5:30 14.9 17. Rocky Jones, Space Ranger (Official Films), KMBC, W-6:00 14.5 18. Willy (Official), KMBC, S-9:30 14.2 18. Science Fiction Theater (Ziv), KMBC, Su-8:00 14.2 20. The Falcon (NBC), KMBC, Su-3:00 13.9

RIO GRANDE VALLEY, TEX. 2 TV STATIONS—63,800 TV HOMES reported by The Pulse in the area surveyed

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

- TOP NETWORK SHOWS 1. Ed Sullivan, KGBT, Su. 37.3 2. \$64,000 Question, KGBT, T. 31.3 3. Destiny, KGBT, F. 30.0 3. Wyatt Earp, KGBT, T. 30.0 5. Playhouse of Stars, KGBT, F. 29.8 5. This Is Your Life, KRGV, W. 29.8 7. Steve Allen, KRGV, Su. 29.5 8. Dollar a Second, KRGV, S. 29.3 8. Gunsmoke, KGBT, S. 29.3 8. I've Got a Secret, KGBT, W. 29.3

- TOP MULTI-WEEKLY SHOWS 1. Nite Owl News-Weather (10 p.m.), KRGV, M-Th. 23.8 2. KRGV News-Weather (6 p.m.), KRGV, M-F. 18.7 3. Circle 5 Ranch, KRGV, M-F. 17.1 4. News, Sports, Weather (10:30 p.m.), KGBT, M-F. 14.2 4. Queen for a Day, KRGV, M-F. 14.2 6. Channel 5 Movie, Misc., KRGV, M-F. 13.4 7. News-J. Fisher (6:15 p.m.), KGBT, M-F. 13.3 8. Sports Parade, Weather (6 p.m.), KGBT, M-F. 12.8 9. Comedy Time, KRGV, M-F. 12.5 10. Matinee Theater, KRGV, M-F. 12.4

- TOP FEATURE FILMS Once-Weekly 1. Corral Time, KRGV, S-4:00-5:00 14.3 2. Saturday Movie Matinee, KGBT, S-4:00-5:00 13.5 Multi-Weekly 1. Circle 5 Ranch, KRGV, M-F-4:45-6:00 17.1 2. Channel 5 Movie, KRGV, M-F-3:30-4:30 13.4 3. Hollywood Movie Parade, KGBT, S, Su-10:30-12:00 mid. 11.9 4. 20th Century-Fox Theater, KGBT, 10:45-12:00 mid. 11.8 5. RKO Theater, KRGV, M-Su-10:15-12:00 mid. 11.3

- TOP SYNDICATED FILMS 1. Dr. Hudson's Secret Journal (MCA), KRGV, M-8:30 29.3 2. Frontier Doctor (Hollywood T.V.), KRGV, W-8:30 28.5 3. Halls of Ivy (TPA), KRGV, M-9:00 28.0 4. Silent Service (NBC), KRGV, W-9:00 27.8 5. Dr. Christian (Ziv), KGBT, Su-10:00 27.3 6. State Trooper (MCA), KGBT, W-8:00 26.5 7. Code Three (ABC), KRGV, F-9:00 25.0 8. Inspector Mark Saber (Thompson), KRGV, T-7:30 24.8 9. Frontier (NBC), KRGV, W-7:30 24.3 10. Soldiers of Fortune (MCA), KRGV, T-6:30 24.0 11. Mr. District Attorney (Ziv), KGBT, T-9:30 23.8 11. Highway Patrol (Ziv), KGBT, Th-6:30 23.8 13. Whirlybirds (CBS), KGBT, Th-9:00 23.3 13. Ray Milland (MCA), KRGV, Su-8:30 23.3 15. Kit Carson (MCA), KRGV, W-7:00 22.8 16. Sheena, Queen of the Jungle (ABC), KRGV, F-6:30 20.8 17. Heart of the City (MCA), KRGV, Su-9:00 19.5 18. O. Henry Playhouse (Gross-Krasne), KRGV, S-9:00 19.3 18. Count of Monte Cristo (TPA), KRGV, Su-9:30 19.3 20. Public Defender (Interstate), KGBT, M-10:00 19.0 21. Annie Oakley (CBS), KGBT, Su-5:30 18.5 22. Gene Autry (CBS), KRGV, S-5:00 17.3 23. Little Rascals (Interstate), KGBT, S-11:30 a.m. 15.0

SAN DIEGO 3 TV STATIONS—270,200 TV HOMES reported by The Pulse in the area surveyed

Market Statistics: as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population. Population—826,200 (19th in U. S.) Buying Income—\$1,551,950,000 (20th) Retail Sales—\$882,813,000 (26th) Food Sales—\$199,062,000 (25th) Drug Sales—\$26,708,000 (29th) Automotive—\$182,503,000 (25th) Above figures include following counties: San Diego

- TOP NETWORK SHOWS 1. Alfred Hitchcock, KFMB, Su. 29.5 2. G.E. Theater, KFMB, Su. 28.4 3. Ed Sullivan, KFMB, Su. 25.4 4. Gunsmoke, KFMB, S. 24.9 5. Lassie, KFMB, Su. 23.9 6. Climax, KFMB, Th. 23.8 7. Twenty-One, KFSD, M. 22.4 8. To Tell the Truth, KFMB, T. 22.0 9. Robert Cummings, KFMB, Th. 21.2 10. \$64,000 Question, KFMB, T. 20.7

- TOP MULTI-WEEKLY SHOWS 1. Sports, Weather, News (7:45 p.m.), KFMB, M-F. 20.7 2. This Day '57, Newsreel, People (7:30 p.m.), KFMB, M-F. 20.2 3. Queen for a Day, KFSD, M-F. 11.3 4. J. Downs Express, Misc., KFSD, M-F. 10.7 5. Roy Rogers, KFSD, T, Th. 10.6 6. Popeye, Cartoons, KFSD, M-F. 10.5 7. Gene Autry, KFSD, M, W, F. 10.4 8. Big Movie, KFSD, M-Th. 10.2 9. Early Show, KFMB, M-F. 9.5 10. Mickey Mouse Club, XETV, M-F. 9.4

- TOP FEATURE FILMS Once-Weekly 1. Movie Spectacular, KFSD, F-10:00-12:00 10.4 2. Premiere Performance, XETV, Su-7:30-9:00 9.8 3. Steps Movie, XETV, S-10:30-12:00 9.5 4. Feature Film, XETV, F-6:00-7:30 9.1 5. Million \$ Movie, KFMB, S-4:00-5:30 8.3 Multi-Weekly 1. Big Movie, KFSD, M-Th-6:00-7:30 10.2 2. Early Show, KFMB, M-F-4:00-6:00 9.5 3. Pantry Playhouse, KFSD, M-F-2:00-4:00 9.2 4. Late Show, KFMB, M-Su-10:30-11:30 8.7 5. Ten Star Movie, KFSD, M-Th-10:30-12:00 7.4

- TOP SYNDICATED FILMS 1. Sheriff of Cochise (NTA), KFMB, S-9:30 23.1 2. Men of Annapolis (Ziv), KFMB, T-9:30 16.9 3. Highway Patrol (Ziv), XETV, F-9:30 15.5 4. Science Fiction Theater (Ziv), XETV, F-8:30 14.0 5. Badge 714 (NBC), KFMB, F-9:30 13.2 6. Captain David Griet (Guilds), KFMB, F-10:00 12.9 6. Silent Service (NBC), KFSD, S-7:00 12.9 8. I Search for Adventure (Bagnall), XETV, F-9:00 12.7 9. Frontier Doctor (Hollywood T.V.), KFSD, S-6:30 12.2 10. Whirlybirds (CBS), XETV, W-6:30 11.7 11. State Trooper (MCA), KFSD, F-6:30 11.3 12. Soldiers of Fortune (MCA), XETV, T-10:00 11.0 13. Last of the Mohicans (TPA), KFMB, W-6:30 10.9 14. If You Had a Million (MCA), KFMB, Th-7:00 10.7 15. Popeye (Assoc. Artists), KFSD, M-F-5:45 10.5 16. Gene Autry (CBS), KFSD, M, W, F-4:30 10.4 16. O. Henry Playhouse (Gross-Krasne), XETV, Th-7:00 10.4 16. Sheena, Queen of the Jungle (ABC), KFSD, F-6:00 10.4 19. Waterfront (MCA), XETV, M-7:00 10.3 20. Death Valley Days (U. S. Borax), KFMB, T-10:00 10.2

SOUTH BEND, IND. 4 TV STATIONS—121,700 TV HOMES reported by The Pulse in the area surveyed

Market Statistics: as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population. Population—238,400 (95th in U. S.) Buying Income—\$512,880,000 (71st) Retail Sales—\$274,526,000 (194th) Food Sales—\$56,103,000 (99th) Drug Sales—\$8,342,000 (87th) Automotive—\$58,673,000 (83d) Above figures include following counties: St. Joseph

- TOP NETWORK SHOWS 1. Gunsmoke, WSBT, 37.2; WKZO, 1.7, S. 38.9 2. I've Got a Secret, WSBT, 31.9; WKZO, 2.0, W. 34.9 3. Studio One Theater, WSBT, 30.9; WKZO, 2.5, M. 33.4 4. What's My Line? WSBT, 30.9; WKZO, 2.2, Su. 33.1 5. G.E. Theater, WSBT, 30.3; WKZO, 2.3, Su. 32.6 6. \$64,000 Challenge, WSBT, 29.2; WKZO, 1.5, Su. 30.7 7. Alfred Hitchcock, WSBT, Su. 30.5 8. Ed Sullivan, WSBT, 27.5; WKZO, 9, Su. 28.4 9. Climax, WSBT, 26.8; WKZO, 1.2, Th. 28.0 10. Playhouse 90, WSBT, 25.8; WKZO, 9, Th. 26.7 10. \$64,000 Question, WSBT, 25.2; WKZO, 1.5, T. 26.7

- TOP MULTI-WEEKLY SHOWS 1. CBS News, WSBT, M-F. 17.5 2. TV News, Weather, Picture (6 p.m.), WSBT, M-F. 13.9 3. Captain Kangaroo, WSBT, 11.5; WKZO, 3.0, M-F. 14.5 4. Weather, Tonight, News (10:30 p.m.), WSBT, M-F. 13.7 5. Sports, Misc. (10:45 p.m.), WSBT, M-F. 12.4 6. Popeye, WSBT, M-F. 11.9 7. CBS Morning News, WSBT, 8.6; WKZO, 2.7, M-F. 11.3 8. Deadline, Weather (10 p.m.), WNDU, M-F. 11.1 9. Gidding Light, WSBT, 7.4; WKZO, 2.7, M-F. 9.8 10. Boland-Sports (5:45 p.m.), WSBT, M-F. 9.5

- TOP FEATURE FILMS Once-Weekly 1. Star Time, WNDU, S-10:45-12:00 mid. 11.5 2. Best of M-G-M, WNDU, Su-9:30-11:00 11.4 3. First Run Showcase, WSBT, F-11:00-12:00 mid. 11.3 4. Premiere Performance, WSJV, S-10:00-12:00 mid. 11.0 5. Mystery Theater, WSBT, Th-11:00-12:00 mid. 8.7 Multi-Weekly 1. Late Movie, WSBT, S, Su-10:45-12:00 mid. 12.6 2. Lamplight Theater, WNDU, M-F-10:15-12:00 mid. 8.9 3. Western Playhouse, WSBT, M-F-4:00-5:00 8.2 4. Warner Brothers, WSJV, M, W, F, Su-10:00-11:00 6.7 5. Twilite Theater, WNDU, M-F-4:00-5:30 5.4

- TOP SYNDICATED FILMS 1. Dr. Hudson's Secret Journal (MCA), WSBT, WKZO, F-10:00 25.2 1. Combat Sergeant (NTA), WSBT, Su-10:00 25.2 3. Highway Patrol (Ziv), WNDU, WKZO, T-9:30 24.4 4. Frontier (NBC), WSBT, T-10:00 22.2 5. Men of Annapolis (Ziv), WSBT, F-9:30 20.4 6. Dr. Christian (Ziv), WSBT, M-10:00 19.4 7. Cisco Kid (Ziv), WSBT, Th-6:30 18.9 8. Soldiers of Fortune (MCA), WSBT, S-10:00 18.5 9. State Trooper (MCA), WSBT, WSJV, M-9:30 15.4 10. Whirlybirds (CBS), WNDU, M-8:30 14.5 11. Popeye (Assoc. Artists), WSBT, M-F-5:00 11.9 12. Star Performance (Official), WSJV, M-8:30 10.2 12. Don Ameche (TPA), WNDU, T-8:00 10.2 14. Superman (Flamingo), WNDU, WKZO, F-6:00 9.2 14. Kit Carson (MCA), WSBT, S-12:00 noon 9.2 16. I Spy (Guild), WNDU, M-9:00 8.5 17. Star Performance (Official), WSJV, F-9:30 7.5

STATION SIGNALS

Ken R. Dyke, vice-president of Young & Rubicam, has retired from the agency and the advertising agency business. Previous to joining Young & Rubicam he had been a vice-president at NBC. Steve Allen will serve as toastmaster for the 1957 National Free-

Fund dinner for the National Association for the Advancement of Colored People at The Hotel Roosevelt, New York, on November 22. The \$100-a-plate dinner will honor Branch Rickey Sr. and Duke Ellington. CBS Film Sales has become

the first TV producer outside the Alliance of Television Film Producers to affiliate with National Association of Radio & Television Broadcasters' Code. The move is a pledge that CBS Film, which has conformed with the Code in the past, will now support the organization with funds and suggestions. George C. Castleman, TV new business development manager of Peters, Griffin, Woodward, has been named a vice-

president. The Emerson Drug Company has named Lennen & Newell, Inc., to handle advertising for a new product in the pharmaceutical field. Ralph J. Baron, account executive for Television Programs of America, has been promoted to assistant Eastern division manager reporting to Hardie Frieberg, vice-president of the Eastern division. Baron will have a roving assignment covering, in addition to his

base, Baltimore, the New England and South Atlantic States. Robert Newgard, Western sales manager of Interstate Television Corporation is on a sales trip to Arizona and New Mexico. Ziv-TV Programs is providing sponsors and stations with special film messages for the current United Community Fund Drive. Delivered by the stars of three Ziv programs, the 20-second appeals have been ordered for over 300 markets.



# Gunther's Plans Point Up TV Import to Beer

WASHINGTON — TV's importance in ad plans of the nation's leading brewers can be judged from the fact that three-quarters of the current Gunther Brewing Company budget of \$2,225,000 is being poured into regional video drives with the emphasis on top syndication product.

Gunther has just launched its latest program entry, CBS Film's "The Gray Ghost" here, sharing sponsorship with Block Drug thru Sullivan, Stauffer, Colwell & Bayles Agency for both clients, and is also sharing the show in Harrisonburg, Va. But this is only the beginning.

The brew firm, sales leader in its territory, also has full sponsorship of "Silent Service" in Richmond, Va., and shares it in Lynchburg, Va. In Washington, Gunther is a participating regional sponsor in NBC's Nat (King) Cole network series. It sponsors "Duckpins and Dollars," a local video entry, in Baltimore, Gunther's home market. There are regular nightly news series in Washington and Baltimore. In season, baseball games of the Baltimore Orioles are sponsored by Gunther on both regional TV and radio networks. And, just to back it all up, there is a heavy TV spot campaign,

mostly in prime evening hours, throught the Gunther four-State basic marketing area around Washington and Baltimore.

### National Position

"If a national brewer like Pabst tried to maintain this kind of TV pressure over the entire United States, they'd have to set up a total budget of nearly \$100,000,000 annually," a Gunther official told The Billboard.

Like most of the 200-odd brewers in the country, Gunther this year is fighting a mild sales slump (down some 15 per cent nationally) in the beer industry.

"The problem seems to be centered on teen-agers who are moving into adulthood," say James S. Russell, Gunther's distributor sales manager. "They have a taste for soft drinks, but not for beer. We have to reach them at this point and get them to try our product. This calls for TV campaigns which must do double duty in reaching adults and those in the late teens."

The latest entry, "The Gray Ghost," Gunther considers as a good example of a show with the

(Continued on page 16)

## Toni Buys Into 4 Miss Temple Pix

NEW YORK—Toni has bought a one-minute participation in the four Shirley Temple movies being programmed by the NTA Film Network between October 20 and December 8. With the Ideal Toy Company already signed for four-minute spots, the remaining seven rest with local sales, subject to re-acceptance.

The 20-year-old classics will be seen in weekend time in the top 60 markets, under the title "Holiday Specials."

## Ratings OK on Old CNP Pix

NEW YORK—California National Productions is making rating hay with new and old shows. "Silent Service" hit the top 10 lists of syndicated shows in all of the top 30 markets in which it appears. In Chicago, it placed No. 1 with an 18.9, according to American Research Bureau; in New York, No. 2 with a 9.8; in Washington, No. 4 with a 12.0; in Philadelphia, No. 5 with a 12.6; in Seattle-Tacoma, No. 6 with a 21.8.

"Frontier," on the other hand, is a fine example of the power of re-runs, averaging 10 ARB points higher for August, 1957, than for August, 1956, in comparable mar-

## DOWN UNDER

# Specs and Strikes Hit Australia

MELBOURNE, Australia — Frigidaire reports great success with this country's first TV spectacular, a 90-minute variety show produced by the George Patterson Agency. The Australian press called it "daring, unusual, new in advertising thinking." Sales in the week following leaped high, according to the agency, which coined the term "oncer" for specials.

Meanwhile, Actors and Announcers Equity goes out on strike October 15 to protest the government's lifting of overseas programming currency, a decision which has resulted in a 100 per cent increase in buys of U. S. syndicated half-hour properties. "Quiz Kids," "Leave It to the Girls," "Colgate Comedy Show" and other live American-spawned stanzas have been dropped.

TV sets are now selling at the rate of 3,600 per week, for a current total of 150,000 in Australia.

## C&C Adds 8 Mkts. On 'Prayer' Films

NEW YORK—The C&C Television Corporation has sold "Minute of Prayer," its 365-stanza film package formerly distributed by Guild Films, in eight markets, for a current total of 52 markets.

New sales include WMCT, Memphis; KTVI, St. Louis; KULA, Honolulu; WOAI, San Antonio; WDSU, New Orleans; WAFB, Baton Rouge, La., and KGEO, Oklahoma City. Producer Lev Kerner is dubbing the show in Spanish, French, German and Italian.

Sample scores: Boston, 19.4; Cincinnati, 19.0; El Paso, Tex., 28.1; Miami, 16.8; Oklahoma City, 24.4; Columbus, O., 15.2; Buffalo, 17.2; Salt Lake City, 19.0.

# New TV Spot Campaigns

Contracts Set in Every Region In Two Weeks Ending September 14

This chart provides live sales leads for TV stations and their reps, and informs advertisers and agencies of TV spot activity by other companies. It summarizes new national spot business actually set during the period listed above, regardless of when the campaigns begin airing. This feature, based on a survey made by The Billboard of all U. S. TV stations, runs on alternate weeks.

Where available, the ad agency placing the business is listed. Types of contracts are indicated, when known, by the following symbols: (Ann.)—Announcements; (ID)—Identifications; (Part.)—Participations; (Prog.)—Program Buy.

## On Eastern Stations

Alka Seltzer, Miles Labs. thru Goeffrey Wade (Ann.)  
 American Remco Toys (Part.)  
 Arrid Whirl-In, Carter Products thru Dancer, Fitzgerald & Sample (Ann.) (Part.)  
 Basco, Corn Products Refining thru C. J. Miller Co., Inc. (Ann., Id)  
 Chocolate, Cadbury-Fry (ID)  
 Candy-New England Confectionary thru C. J. La Roche & Co., Inc. (Ann.) (Id's)  
 Clairol Hair Preparations (Prog.)  
 Clorets, American Chiclé thru Dancer, Fitzgerald & Sample (Part.)  
 Coca-Cola, Coca-Cola Bottling Co., thru McCann-Erickson Inc. (Prog.)  
 Crisco, Procter & Gamble thru Compton (Ann., Part.)  
 Deerslayer, 20th Century-Fox (Id)  
 Dutch Masters Cigars, Consolidated Cigar thru Erwin, Wasey (Ann., Part.)  
 Esso Gasoline & Services, Esso Standard Oil thru McCann-Erickson (Prog.)  
 Florient, Colgate-Palmolive thru Byram-Houston (Part.)  
 Four Way Cold Tablets, Grove Labs thru Cohen Aleshire (Ann., Part.)  
 Glamorene Carpet Cleaner, Glamorene thru Product Services (Ann.)  
 Interstate Bakeries (Ann.)  
 Jello-Chiffon Pie Filling, General Foods thru Joseph Jacobs (Ann., Part.)

Jergens Lotion, Andrew Jergens thru Robert W. Orr (Ann.)  
 Lestoil, Adell Chemical thru Jackson Assoc. (Part.)  
 Maypo-Maltex, Heublein thru Bryan Houston (Part., Ann.)  
 Mounds & Almond Joy, Peter Paul thru Dancer, Fitzgerald & Sample (Ann., Part.)  
 Palmolive Shave Cream, Colgate Palmolive thru Ted Bates (Part.)  
 Peak Anti Freeze, Commercial Solvents thru Fuller, Smith & Ross (Ann.)  
 Peanut Butter & Peanut Oil, Planks Nut & Chocolate (Ann.)  
 Pens, Parker Pen thru Tatham-Laird (Ann.)  
 Pontiac Cars, General Motors thru MacManus, John & Adams (Id)  
 Raleigh Cigarettes, Brown & Williamson thru Russell M. Seeds (Part.)  
 Robert Hall Clothes, Robert Hall Clothes thru Frank B. Lawdon (Ann.)  
 Roloids, Clorets, American Chiclé Co. thru Dancer, Fitzgerald & Sample (Ann.)  
 Schick Electric Razor thru Benton & Bowles (Ann.)  
 Tea, Tea Council thru Leo Burnett (Ann.)  
 Wheat & Rice Honeys, National Biscuit thru Kenyon & Eckhardt (Part.)  
 Wildroot thru B.B.D.&O. (Prog.)

## On Southern Stations

Alliance Tenna-Rotor thru Dancer, Fitzgerald & Sample (Ann., Part.)  
 Anabist, Whitehall Pharmacal thru Ted Bates (Ann.)  
 Avon Products thru Monroe Dreher (Ann.)  
 Bevel Vitamin, McKesson & Robbins (Ann.)  
 Bliss, Warner-Lambert thru Lehn & Fink (Ann.)  
 Blue Dot Duz, Procter & Gamble thru Compton Advertising (Part.)  
 Blue Plate Products, Wesson Oil Co. thru Fitzgerald (Ann.)  
 Bull-O-The Woods, American Snuff thru Simon & Gwinn (Ann., Part.)  
 Buttermilk Bread, American Bakeries thru Tucker Wayne & Co. (Id)  
 Carey Salt thru Dancer, Fitzgerald & Sample (Ann.)  
 Clorets, American Chiclé thru Ted Bates (Ann.)  
 Crackerjack thru Rodgers & Smith (Ann.)  
 Crisco, Procter & Gamble thru Compton (Ann., Part.)  
 Dentyne Gum, American Chiclé thru Dancer, Fitzgerald & Sample (Part.)  
 Domino Sugar, American Sugar Refining thru Ted Bates (Ann.)  
 Eusel, Ford Motor thru Kenyon & Eckhardt (Ann.)  
 Fizin, Sterling thru Compton (Ann.)  
 Fleece's Dubble Bubble thru Zurrow (Ann., Part.)  
 Fleetwood Coffee thru Nelson Chesman (Id)  
 Folgers, J. A. Folger thru Cunningham & Walsh (Ann.)  
 Four Way Cold Tablets, Grove Labs thru H. B. Cohen (Ann.)  
 Fritos thru Tracy Locke (Id)  
 General Telephone thru Humphrey, Alley & Richards (Ann.)  
 Gills Coffee thru Londsey & Co. (Id)  
 Glem, Procter & Gamble thru Compton (Ann.)  
 Gold Medal Flour, General Mills thru Dancer, Fitzgerald & Sample (Ann.)

H. C. Coffee, Woods Bros. thru Hayden Huddleston (Id)  
 Instant Maxwell House, General Foods thru Benton & Bowles (Ann.)  
 Jello Chiffon Pudding, General Foods thru Young & Rubican (Ann.)  
 Jergens Lotion thru Robert W. Orr (Ann., Id, Part.)  
 Knox Gelatin thru Chas. Hoyt (Ann.)  
 Lays Potato Chips thru Liller, Neal & Battle (Ann.)  
 Luzianne Instant Coffee, Wm. B. Reilly thru Roman (Ann.)  
 Luzianne Regular Coffee, Wm. B. Reilly thru Roman (Ann.)  
 Marlboro Cigarettes, Philip Morris thru Leo Burnett (Ann.)  
 Marquette Cement thru Roche, Williams & Cleary (Ann.)  
 Maws, thru Knox Reeves (Ann.)  
 Nationwide Insurance thru Ben Sackheim (Prog.)  
 One-a-Day Vitamins, Miles Labs. thru Geoffrey-Wade (Part.)  
 Peak Anti-Freeze Commercial Solvents thru Fuller, Smith & Ross (Ann., Part.)  
 Peter Paul Candy thru Dancer, Fitzgerald & Sample (Ann.)  
 Prell, Procter & Gamble thru Benton & Bowles (Ann.)  
 Pure Oil, Pure Oil thru Leo Burnett (Ann.)  
 Rayco Seat Covers thru Emil Mogul (Ann.)  
 Reader's Digest thru Schwab & Beatty (Id's)  
 Remco Toys thru Webb Assoc. (Ann.)  
 Remington Guns & Shells thru B.B.D.&O. (Part.)  
 Snowdrift, Wesson Oil Co. thru Fitzgerald (Ann.)  
 Terramycin, Pfizer thru Leo Burnett (Ann.)  
 Tide, Procter & Gamble thru Benton & Bowles (Ann., Id)  
 Wisk, Lever Bros. thru B.B.D.&O. Ann., Part.)  
 Zerone & Zeres, duPont thru B.B.D.&O. (Ann.)

## On Southwestern Stations

Anabist thru Ted Bates (Ann.)  
 Clorets, American Chiclé thru Ted Bates (Ann.)  
 Crisco, Procter & Gamble thru Compton (Ann.)

Flour, Pillsbury thru Campbell-Mithun (Prog.)  
 M & M Candies, Hawley & Hoops, thru Ted Bates (Ann.)  
 Zest, Procter & Gamble thru Compton (Ann.)

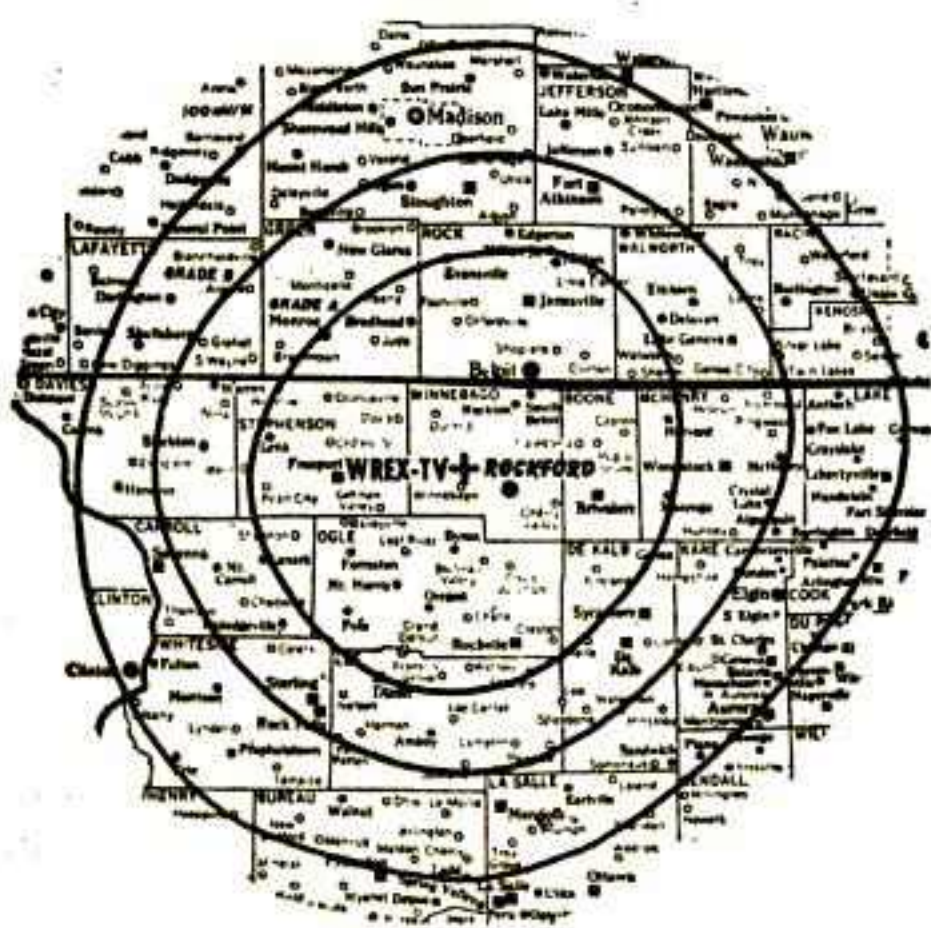
## On Rocky Mountain & West Coast Stations

Anacin, Whitehall Pharmacal thru Ted Bates (Part.)  
 Anabist thru Ted Bates (Ann., Part.)  
 Christian Science Committee on Publication thru Pacific National (Prog.)  
 Coffee, Coffee House Roasters thru Howard R. Smith (Id's)  
 Colgate-Palmolive Men's Products thru Ted Bates (Ann., Part.)  
 Continental Trailways thru Kendon (Part.)  
 Crescentoe Gloves thru Lester Harrison (Ann.)  
 Crisco, Procter & Gamble thru Compton (Ann., Part.)  
 Duncan Hines Cake Mixes, Procter & Gamble thru Compton (Ann.)  
 Foremost Dairy, Ice Cream, thru B.B.D.&O. (Id)  
 Glamorene Rug Cleaner thru Product Services (Ann., Part.)  
 Greyhound Bus, Pacific Greyhound thru Grey (Ann., Id's)  
 Hostess Cakes, Continental Baking thru Ted Bates (Part.)

Jello Chiffon Pie Filling, General Foods thru Young & Rubican (Ann., Part.)  
 Jergen's Lotion thru Robert W. Orr (Ann.)  
 Leslie Salt thru Honig Cooper (Ann., Id's)  
 Lumberjack Syrup, Nalley's thru Pacific National (Id's)  
 Maltex & Maypo Cereals, Heublein thru Bryan-Houston (Ann.)  
 Maybelline thru Gordon Best Co., Inc. (Ann.)  
 Pacific Telephone thru B.B.D.&O. (Ann.)  
 Pepto Bismol, Norwich Pharmacal thru Benton & Bowles (Ann.)  
 Presto Cheese, Swift & Co. thru McCann-Erickson, Inc. (Ann.)  
 Schick Electric Razor, Schick thru Benton & Bowles (Ann.)  
 Scripps Pens & Pencils thru Donahue & Coe (Ann.)  
 Sealy Mattress thru Kamin (Prog.)  
 White King Soap thru Erwin Wasey L. P. (Ann., Part.)

(Continued on page 16)

# In This \$ BILLION-PLUS Sales Empire WREX-TV Is the KING Salesman



The Rockford TV Area—Illinois' 1st market outside Chicago—is 400,195 families strong, with \$2,357,080,000 income. It embraces rich farm counties whose cities house industrial giants like General Motors, Fairbanks-Morse, Parker Pen, Burgess Battery, Sundstrand . . . and show sales indexes like Rockford's 158, Beloit's 151, Janesville's 153, DeKalb's 184, Freeport's 176, Dixon's 203. Sales total \$1,706,962,000, average \$4,265 per family—\$447 above average.

The most recent viewership survey again shows WREX-TV as the favorite, by better than 3 to 1. It's favored by advertisers too . . . for its consistent results, at much lower cost per thousand.

Chicago and Milwaukee—50 miles away—don't influence this market. WREX-TV is the sales window through which the area's over 250,000 TV families prefer to view — and be sold on — your product.

J. M. BAISCH, General Manager • Represented by H. R. TELEVISION, INC.





## Plan New Pop Tune for Each Temple Score

NEW YORK—At least one pop tune will be integrated in each show of the new Shirley Temple "Storybook" series, which bows over NBC-TV January 12.

Twelve of the programs will feature musical scores by veteran songwriters Jerry Livingston and Mack David, who penned Walt Disney's "Cinderella" tunes, "Mairzy Doats," etc. Their first show will be "Beauty and the Beast" with Miss Temple playing Beauty.

The songs, and all other music used on the series, will be published by Fullerton Music, a new ASCAP firm set up by the series' producer, Henry Jaffe Enterprises in association with music publisher Howie Richmond who will direct the new firm.

Fullerton will also produce its own Shirley Temple "Storybook" albums, which will be released, via separate deals with various major labels. Richmond hopes to get at least one big pop artist to cover a tune from each show, some of which will feature as many as four pop songs on one half hour program.

Jaffe also plans to set up a BMI music firm in association with Richmond. The BMI firm would publish scores used in other Jaffe TV productions.

## 'Far Out Five' to Irving for Charity

NEW YORK—Second Annual Charity Luncheon Concert sponsored by the ad men's post of the American Legion for the benefit of the Herald Tribune's Fresh Air Fund will be held at the Lexington Hotel, Monday, October 21. Benny Goodman will emcee. An RCA high fidelity set will be raffled off. Price is five clams, including lunch and donation.

Groups appearing will include the "Many-Splendored Stompers," "The Oldest Established Floating Dixieland Jazz Band," and a new outfit called the "Far Out Fabulous Five." Latter group, understood to be "modern," has been making the rounds of obscure labels with little success. It includes those great cats, Bill Simon, Norman Wieland, Bert Koral, Bill Spilka. Gray Agency's Hal Davis, who still plays the squeeze box, is flacking the affair.

## COL. GIVES MATHIS 'MASS RELEASE' PUSH

NEW YORK—Latest instance of powerfully merchandising a hot disk artist thru mass releases is currently being done by Columbia Records on behalf of Johnny Mathis. With his three previous singles still selling strongly, the diskery has another single upcoming, "Wild As the Wind," title song from the film of the same name. Another album is also upcoming. This despite the fact that "Chances Are," released August 27, is number seven on The Billboard's pop chart and the Mathis album, "Wonderful Wonderful," is on the album chart. Mathis' EP "Will I Find My Love Today," from his album, is expected to easily surpass 250,000 and is by far the strongest EP the diskery has had to date.

Hal Cook, Columbia sales chief, notes that in the last year there has been a tendency on the part

## HOW VOLGA CAN YOU GET, YET?

NEW YORK—Latest gag in music circles:

Two bopsters are tuned to a telecast about Sputnik I, the Russian Earth satellite. They watch the cutaway diagrams and listen to the beep-beep note sent out by the space moon.

"How about that, man," says the first.

"Crazy," says the second.

"A-Flat."

## Col. Prepping First Broadway Musical Tape

NEW YORK—Columbia Records is readying the first original-cast stereophonic tape package—a two reeler, priced at \$23.95—on the new Broadway musical hit "The West Side Story."

The package, which will be available thru present Columbia distributors, is expected to be in stores by November 1, backed by an extensive promotional campaign and special display material.

Columbia plans to use the original-cast tape as a demonstrator for its entire stereophonic tape machine line. Dealers will be urged to invite customers to attend special tape-presentations of "The West Side Story" in their stores.

## STEREO VS. MONAURAL

### London Demos Own Stereophonic Disk Process to Majors' Execs

By REN GREVATT  
NEW YORK—London Records this week unveiled its own version of a stereophonic disk for executives of major diskeries and the trade press. The demonstrations again focused industry attention on the whole question of stereo as against existing monaural sound reproduction and particularly on the matter of whether stereo will find its market ultimately in the form of tape or disks.

The London process, developed by the parent English Decca firm in association with its German subsidiary, Teldec, utilizes the lateral-vertical, or the so-called hill-and-dale principle of cutting the tracks in the disk groove. A single need of .0005 of an inch—or half the head size of a conventional micro-

## Capitol to Up Price Tag on FDS Classical LP's to \$4.98

### Labor and Production Costs Cue Hike; Must Retain Quality

By JOEL FRIEDMAN

HOLLYWOOD—Effective January 1, 1958, the suggested list price of Capitol Records' FDS (Full-Dimensional Sound) line of classical package merchandise will be increased to \$4.98 from its present \$3.98 list.

The move is a major one for the diskery and is one that may prove to have wide ramifications for other major classical producers. Record dealers thruout the nation are being notified of the price increase today (\$14), and according to a statement from Cap Prexy Glenn E. Wallichs, "is being announced at this time to give ample notice to the thousands of dealers who have so effectively merchandised and promoted the EDS line for many years."

Wallichs declared that "increasing labor and production costs have forced us to make this decision." Label topper acknowledged that "we're taking a business risk in raising the price, tho we feel that people will continue to purchase FDS records and will pay for the quality in the line."

Specifically, Wallichs pointed to

increased recording costs, labor, art work and packaging as the primary avenues in which classical overhead has increased. Queried about anticipated dealer reaction, Wallichs declared he does not think that dealers will greet the news adversely. "We're increasing the price, not lowering it," he said.

#### Album Costs Up

Capitol prexy firmly stated that "retaining the quality of EDS product is uppermost in our mind." It's been freely stated within disk

## M-G-M Issues 20 New EP Dance Sets

NEW YORK—M-G-M Records, long a prime proponent of EP's, has announced a special set of 20 new single-pocket dance EP sets. The group is headed by four mambo sets by Rene Touzet, Ramo Argueso and Dave (Tico) Robbins.

Others in the group include a

industry trade circles that album costs, especially classical works, have risen to the point where it is difficult for a major producer to make a profit.

At the present time Capitol has two basic lines of classical repertoire, the EDS line which includes such artists as William Steinberg, the Pittsburgh Symphony Orchestra, Hollywood Bowl Symphony, Los Angeles Philharmonic, Leopold Stokowski, Nathan Millstein and others, and the Capitol Classics series.

Competitively, the Capitol EDS line will now be higher in price than that of RCA Victor, Columbia, Decca and others, tho the latter firms along with London, for example, do produce some works at \$4.99. London Records recently introduced its new "5,000" series priced at \$4.98, retaining its "LL" line at \$3.98. RCA's LM series and Columbia's ML line are priced at \$3.98, while Decca's Gold Label "9500" line is also priced at \$3.98.

(Continued on page 22)

## Verve Steps Up Singles Album Output

HOLLYWOOD—Verve Records has substantially stepped up its pop single and album output, releasing a total of 11 singles, 1 EP and 3 LP's last week.

Altho it's not indicative of a new policy of the company, the label has been signing a flock of new artists of late. New talent making their bow in the current release includes Linda Lawson, Jean Wallace and Carole Bennett. The Jean Wallace side is from the Paramount picture, "The Devil's Hairpin." Firm also recently added singer Joanie O'Brien to its roster.

New packages include a deluxe two-pocket LP titled "Ella and Louis Again" at a suggested list price of \$9.98; "Dance Atop Nob Hill," by the Ernie Heckscher ork, and widely heralded "mystery" package "The Best of Irving Garner."

Label will also train its promotion guns on two Spike Jones sets, "Dinner Music for People Who Aren't Very Hungry" and last year's "Xmas Spectacular."

groove needle, is employed. The weight of the tone arm is only three and a half gram, a fraction of the arm weights reportedly employed in other stereo disk set-ups.

The disk used for the demonstration was a factory pressing and contained roughly the same amount of playing time as on standard LP disks. According to D. H. Toller-Bond, general manager of the diskery, the average stereo disk

will contain about 25 minutes playing time per side.

The demo disk contained many samples of orchestral works in addition to the sounds of racing cars, trains and jet aircraft passing the position of recording microphones. According to execs present, the effect was highly realistic and comparable to that of any stereo tape now available. In fact, one highly placed diskery exec asked the engineer in charge to give him a test between the disk and a tape which was set up containing the same material. Turning his back, he was unable to distinguish between tape and disk.

It was learned that the recently unveiled stereo disk system developed by Westrex, a subsidiary of Western Electric, has been

(Continued on page 24)

## TURNABOUT IS FAIR PLAY

HOLLYWOOD—Because of the increasing number of supermarkets featuring such non-comestibles as phonograph records, one enterprising California record and hi-fi shop decided to do something about it.

Glendale, Calif., disk buyers were startled to see a gigantic window display in Bartholomew's Music last week, occupied by soup-chicken soup, tomato soup, mushroom soup, add infinitum.

According to Jim Pitcher, president and general manager of the store, the window display made a considerable impact on customers. Promotion was arranged thru the co-operation of H. J. Heinz & Company.

Pitcher declared, "we'll sell soup at competitive prices to any customer who wants it. Our main thought, however, is to point out to the record-buying public that a reputable record shop is the place to buy phonograph records, and a good grocery store or supermarket is the place to buy canned soup."

## Epic Sales Up; Plan Two Big Promotions

NEW YORK—Epic Records, at an "open house" reception at its new headquarters last week, announced strong business during the first nine months of 1957 and simultaneously kicked off two important promotions in the classical and pop fields.

Bill Nielsen, national director of sales, stated that prop albums sales showed an advance of 84 per cent; singles, an advance of 82 per cent, and classical merchandise 41 per cent ahead of last year. Nielsen noted that sales of Lester Lanin's third dance album are over 100,000—the first having already proven best sellers.

The double faceted promotion includes a salute to Irving Berlin and a Silver Anniversary observance of the Concertgebouw or-

chestra and its conductor, Eduard Van Beinum. Latter promotion is built around the group's newest album, Brahms' "Symphony No. 3" and Mendelssohn's "Symphony No. 4." Charles Schicke, Epic classical a.&c.r. chief, stated the new release is the "Hit of the Month" for November. A special feature of the promotion permits any consumer any of the 13 other catalog numbers of the Amsterdam orchestra for \$2.98. Period of the offer is from October 28 thru December 6.

Dealers get full markup, Schicke stated, adding that the promotion will coincide with a United States tour by Van Beinum, who is now in his 25th year as conductor of the orchestra.

The Berlin promotion centers

(Continued on page 24)



# Omnibus Copyright Revision Bill Presages Hill Battle

Diskeries, Pubs, Cleffers, Etc., Seen Joined in Protracted Hassle

By MILDRED HALL

WASHINGTON — "There will be some bloody battles" by music interests over the Omnibus Copyright Revision bill in prospect for the 86th Congress. Copyright Office spokesmen predict a struggle, "possibly over a period of years," between conflicting interests of record companies, music publishers, composers, licensing groups and broadcasters, at Congressional hearings on proposed changes in the 1909 Statute. The bill will grow out of the three-year Copyright Office study due to end June, 1958.

Without fanfare or announcement by the parent Library of Congress, the Copyright Office has begun releasing copyright studies that will form the basis of the first major copyright revision in the U. S. in 50 years.

Strongly affecting the music industry will be the outcome of reports on compulsory licensing and damages in copyright, the first two studies to be publicly released. These and additional studies on duration of copyright, protection for recordings, and others, will include comment from a panel of copyright experts.

(The juke exemption clause of the 1909 Copyright Statute is not being considered in the copyright office study. The question of juke exemption from performance royalty is in the hands of the Senate Judiciary Subcommittee on patents and copyright, which is considering a bill by its chairman, Senator

O Mahoney (D., Wyo.) to repeal the exemption. Hearings by this group may take place by November, committee spokesmen say, but no date has been set.)

## Background Analysis

The copyright law's compulsory license section, together with the special provision for recovery of royalty on mechanical reproductions, is the subject of a study by Harry C. Henn, associate professor of law at Cornell Law School. The study is largely background and analysis, with no positive recommendations made — in contrast to the forthright pros and cons of panel comment included in the treatise. A study on "damages," covering performance royalties in music, and latest to be released (4), was authored by William S.

Strauss, Copyright Office attorney-advisor.

Henn suggests three possible revisions on the compulsory license section, which states that once a performance is licensed by a copyright owner the work is accessible to all for a statutory fee of 2 cents "per part." Henn believes the ambiguously worded clause could be eliminated, or retained without fixed statutory ceiling or with royalty set on the basis of percentage of sales price, or time-duration. The compulsory license provision could also be made to extend to royalty rights in long play, extended play, kinescope, wire and tape recordings, and movie sound tracks.

\* The study notes conflicting (Continued on page 53)

## Fox Reassures Trade On Piracy Decision

NEW YORK—Office of Harry Fox, publishers' agent and trustee, has been besieged by calls from disk manufacturers and some dealers who have been apprehensive lest they be adversely affected by the recent decision in Federal Court of Appeals holding that dealers and distributors handling unauthorized disks were as responsible as offending manufacturers. Fox, who was instrumental in planning the legal action which resulted in the decision against Sam Goody et al. (The Billboard, October 7) stated that the decision gives no cause for alarm to reputable manufacturers, dealers or distributors.

On the other hand, the Fox office pointed out, the decision will protect the copyright owner not only against disk pirates, but also against the more legitimate disk operator who tends to pay all his bills except the royalties. "Didn't I do your song?" is the stock argument of this type of operator, who often rationalizes that this "doing

the song" absolves him from payment of mechanical royalties.

The possibility that segments of the industry would meet—as indicated in The Billboard last week—has been broached, the Fox office stated; but as yet no easy way of establishing a central clearing agency to check dealers' inventories has been suggested. In Europe, this is handled by BIEM; but there is no agency exactly comparable here.

A couple of major disk execs, meanwhile, expressed themselves as pleased with the decision. One stated that dealers who deal with reputable distributors have nothing to worry about.

## Mercury Brass Cues Southern Distributors

NEW YORK — Mercury Records top brass met with the label's southern distributors in Nashville last month, to discuss sales, promotional and merchandising problems peculiar to the southern indie distributor, and to outline the label's plans for expanding its coverage in the rapidly growing southern disk market.

The meet, first of a series of special confabs planned for Mercury's southern distributors, was set up by Don Pierce and (Pappy) Daily, who operates the new Mercury-Starday country series, and also represent the entire Mercury line thruout the South.

Mercury execs attending the

## Tampa Disks Cut LP Price

HOLLYWOOD — Tampa Records, Coast indie which heretofore had been marketing its package goods at \$3.98, joined the ranks of the low-priced diskeries last week, with the label to price its album line at \$1.98 henceforth.

Label is headed by Bob Scherman and Irving Shorten and has some 25 LP's in its catalog. Approximately 30 distributors have been lined up to handle the output. Duke Goldstone, executive producer for Guild Films in Mexico, is in New York conferring with top Guild executives.

## BUSINESS BOOM IN KAPP CAMP

NEW YORK — It's no secret in the trade that behind the soft-spoken facade of genial diskier Dave Kapp lies the nerve center of a highly successful indie disk operation.

But little did publisher Allie Brackman know how successful was the Kapp camp till he walked into the diskery chief's office last week. Instead of the finely paneled Kapp desk, he found eight stenographic and clerical workers at eight new desks. Standing by was Mickey Kapp. In answer to Brackman's query, the younger Kapp replied: "We're doing so well we had to hire a flock of new help. Pop has been moved right out of his office to a new spot on the 14th floor—eight floors away.

In the solitary atmosphere of his new office, Kapp, a great cat, is expected to come up with hot new disk ideas aplenty to keep the hits rolling.

## Goodman Adds Five Catalogs To Pubbery

NEW YORK—Gene Goodman, chief of Regent Music Corporation, has acquired the ownership of five catalogs. These include Encore Music Publications (BMI) and four ASCAP firms, Jewel, Allied, East-West and Robert Lee Music.

The newly-acquired catalogs contain a number of valuable standards. These include "Sunrise Serenade," "Lovers' Lullaby," "Managua Nicaragua," "Moonlight Cocktails," "Blue Champagne" and "You Came a Long Way From St. Louis."

## NBC Radio Net Signs Sadoff To Music Post

NEW YORK—Robert Sadoff, veteran music publishing exec, last week was appointed to the newly created post of music co-ordinator for the NBC radio network and its owned and operated stations, thus pointing up the growing awareness of the importance of the pop record market and the indie music-and-news format on the part of the networks.

In his new post, (reporting to NBC program director Norman Livingston) Sadoff will analyze the ratio of various types of music—both live and recorded—broadcast by the web and will co-ordinate policies on music balance and se-

(Continued on page 32)

## Bernstein Now Dot Pactee

HOLLYWOOD — Studio composer-conductor Elmer Bernstein will join the Dot Record roster, having inked a three-year exclusive pact with the label here last week. Bernstein formerly had been under contract to Decca Records, tho he asked for his release from the latter firm.

Under the terms of his Dot pact, he'll do a minimum of three albums a year. He recently completed the score to the Cecil B. DeMille production "The Ten Commandments," and before that earned an Academy Award nomination for his score to "Man With the Golden Arm."

Dot's recently released "Word Jazz" package, an off-beat spoken word set with jazz background, has cued heavy sales reaction, accord-

(Continued on page 24)

## DJ \$ Break on Riverside LP's

NEW YORK — Riverside Records has set up a new plan whereby disk jockeys may obtain disks from the firm's catalog at \$1.25 per set. Most of the disks in the line retail regularly for \$4.98.

According to Bob Altschuler, newly named promotion and public relations head for the diskery, full details may be obtained by writing to him.

The direct mail request system also is to be used by dealers and consumers who wish to obtain a copy or a quantity of the label's new fall-'57 catalog, which has just come off the press.

Altschuler moved to Riverside from Prestige Records, where he held the same title. His successor at Prestige is Eddie Edwards, formerly his assistant.

## Dawn to Hike Album Price Tags to \$4.98

NEW YORK—Dawn Records, the jazz subsidiary label of Seeco Records, will increase its suggested list price from \$3.98 to \$4.98, effective November 15.

According to Seeco President Sidney Siegel, distributors and dealers will be given this full month to stock up at the old price, in addition to which he is launching two special jazz disks which will carry a \$2.98 tag up to November 15. At that time they, too, will go into the regular \$4.98 line.

The new specials, which actually might be called de luxe samplers, are titled "Critics' Choice" and "Jazz for Hi-Fi Lovers." Both consist of top sides extracted from other items in the Dawn catalog, which now numbers 25 jazz LP's. The former set includes highlights (Continued on page 34)

## Roulette to Plug Berle Appearances

NEW YORK — Roulette Records has a flock of new promotions in the works for its new album release, including a cross-country p.a. tour by the label's new LP artist, Milton Berle.

Berle will shortly visit 10 cities to plug his new Roulette album "Songs My Mother Loved." The star will make appearances at department stores and key retail outlets, visit deejays and meet local distributors and press men at Roulette-sponsored cocktail parties.

The comic established his initial (Continued on page 24)

## Deejay Fronts For Diskery

NEW YORK—Rex Dale, long one of the country's top-ranking deejays, was in town last week on the first lap of a promotion trip for Fraternity Records.

Dale, who has been spinning disks on Cincinnati's WCKY for the past 10 years, took on the job because the station currently is in a hassle with AFTRA. As an AFTRA man, he was out during the strike, which has lasted more than six weeks.

Now it's unlikely that he'll be returning to the station. Last week, Dale signed a deal with General Artists Corporation.

## INDIE PUBBERS' ORG NOW A.I.P.

NEW YORK—The newly formed Association of Independent Music Publishers will henceforth be known as the Association of Independent Publishers.

The first title has already been claimed by a music printing company here, Independent Music Publishers, Inc.



# GREAT IN EVERY WAY



# JONI JAMES

*Sings*

A GREAT SONG • From A GREAT Motion Picture • Sung by A GREAT ARTIST

# NEVER TILL NOW

From the MGM Motion Picture **“RAINTREE COUNTY”**

b/w “I GIVE YOU MY WORD”—K12565 (ON 45 & 78 RPM)





## Cut Disk Rates for Performance Build

NEW YORK — Imminent release of an Epic LP including 78 Irving Berlin songs—in conjunction with Berlin's Golden anniversary in show business—highlights what has been noted as an increasing tendency of publishers to co-operate closely with disk firms in the matter of mechanical royalty rates in order to obtain increased performances for their published works.

When questioned about the clearance of material for the Berlin Epic package, a diskery spokesman indicated that the publisher had been co-operative on the matter of mechanical rates. The normal 2-cent rate for 78 songs would produce an impossibly high one-album rate structure. But even in the case of albums with the standard dozen selections, it has been noted that upon occasion, all the songs are in one firm. In some of these cases, it is known that a flat 10-cent rate has been agreed upon for a dozen tunes.

According to one tradester close to the scene, there is no doubt that getting a complete album of songs in one's own firm increases the chances considerably for performances, particularly in the case of standard tunes. It's no secret too, that altho some pubbers have made a good bit of the point that mechanical royalty rates, based on the 1909 Copyright Act are far too low, they also feel that mechanicals never can be in the same league with performances as far as income goes. The theory holds, therefore, that mechanicals can be sacrificed if such sacrifice can produce a higher volume of performances. There is no question, according to another observer, that the Berlin arrangement with Epic will pay off handsomely for the veteran clefver.

### Numerous Examples

Other examples of the practice are numerous. In a group of six M-G-M package featuring Dick Hyman, each of which contain 60 songs of at least a full chorus each, five of the sets include works of one firm or publishing group. In this group, one album each is devoted to works out of Leeds, the Big Three and the Famous-Paramount axis. Two contain 60 songs each out of the catalog of Music Publishers Holding Corporation. In the latter case, it's been understood that MPHC never made any such rate deals. According to a spokesman, however, the firm has offered such a favorable deal to any diskery, when the music is played by a pianist with rhythm backing only.

Lately also, the Broude Bros. pubbing firm has made special

arrangements with both M-G-M and Design Records. A recent disk by Ike Cole on Bally carried all tunes from the Bregman, Vocco and Cahn catalog. It has also been noted that albums from various labels have appeared which included all tunes by one of the following group: Bourne, the Chappell group, the Big Three, and Mills. Others with large enough catalogs to work in this vein include E. H. Morris, E. B. Marks, the Southern-Peer groups, Hill and Range, Acuff-Rose (in the country field), and the Howie Richmond group.

The special flat rate deal (of 10 cents or less for a dozen) has been especially prominent in the field of the low-priced (under \$2 retail) LP's. In these cases, however, there is usually a minimum sale guarantee of 50,000 to 100,000.

In the case of the Berlin anniversary, it is known that several other labels will also produce albums with all-Berlin repertoire. Next week, Dot will issue a special Pat Boone Berlin package. This of course, is likely also to benefit from the performance angle, since Boone can be expected to plug the package on his own TV show.

## Carlton Label Debuts; Backers' Names Listed

NEW YORK — Joe Carlton's disk operation formally got underway last week, with offices set up at 157 W. 57th Street. Company, headed by the former Victor pop a.&r. chief, will do business as the Carlton Record Corporation, with sides released under the "Carlton" label. The disk exec stated the company was very near completion of its capital requirements and that additional investments would be cut off after November 1. Details of the financing are as follows: Of the \$200,000 authorized capitalization, \$180,000 consists of 1,800 Class A Common shares and \$20,000 consists of 200 Class B shares. Purchase price is \$100 per share for both classes, but Class B stock retains all voting power. Carlton said he bought all Class B stock with his own \$20,000. He said he told investors: "You're buying a piece of Joe Carlton, either he runs the business or there's no sense investing in him."

Carlton intends to draw \$200 a week salary until conditions warrant an increase. He stated that he had already collected over

## GUY PLAYS FOR ROYALTY

NEW YORK—At the request of her Royal Highness, Queen Elizabeth, Guy Lombardo and His Orchestra will play for dancing at the Commonwealth Ball in honor of the British Queen and Prince Philip, which will be held at the Seventh Regiment Armory here October 21.

Canadian-born Lombardo, who became a U. S. citizen in 1931, also played at the 1954 Commonwealth Ball, in honor of the Queen Mother. Lombardo cancelled \$10,000 in dates and suspended his road tour to play for the royal couple. The band is flying in from Indiana for the event.

## New Indie Label, 'Star-X,' Debuts

DETROIT — Star-X Records, new independent label, is making its debut here, with incorporation papers being drawn up this week. Arthur L. Dietz, known for years as a songwriter, is secretary-treasurer, as well as serving as artist and repertoire manager.

Star-X's first releases include sides by the Fresaudos, and Frank Perry Orchestra.

## CAT\$ PLAY SWINGIN' GOLF

### Deejay Takes Top Honors In DISC Tourney Finals

NEW YORK—The first annual golf tournament of the Disc Industry Scholarship Committee (DISC) was held at Fred Waring's Shawnee on the Delaware, Pa., last Tuesday (8). In spite of dismal weather conditions, members of the music business from all parts of the country turned out to compete for the National Golf Championship in Classes A, B and C.

First prize in the A category went to deejay Wayne Osborne, WOPA, Oak Park, Ill., and former big league pitcher for the Braves, Dodgers and Pirates. Osborne won on the 18th green, one up, when Class A second place winner, publisher Lou Del Guercio's 30-foot putt rimmed the cup and hung on the lip.

Third and fourth place winners in the Class A division, in order named, were one-stopper Endo Corsetti of Harrisburg, Pa., and musician Jack Marsh of Hollywood.

In the Class B division, first place went to Mike Mulqueen Jr., juke box operator (M. & M. Amusement Company), Newburg, N. Y. Allentown, Pa., record manufacturer Sanford Wartell was second; San Francisco record distributor Tony Valerio, third; and

Mercury Records veepee Art Talmadge, fourth.

Mulqueen's father, Mike Mulqueen Sr., took first place honors in Class C, followed by New York record manufacturer Win Adams, second; Coral sales exec John Thompson, Los Angeles, third, and Boston deejay Stan Richards, fourth.

Over 200 golfers participated in earlier elimination competitions held in various sections of the country, including New England, New York City, Pennsylvania, Chicago, Nashville and the West Coast. Each finalist was a winner in his area. Only finalist unable to make the cross-country trek to participate in the National Tournament was Jack Marsh, Class A champion from the West Coast, who consequently placed fourth in the finals.

Over 1,000 golfers are expected to participate in next year's tournament. Fred Waring Trophy Cups were presented to Class A winners, while The Billboard and Cashbox presented similar trophies to Class A and B winners.

## UA Sets Up Own Diskery Label

HOLLYWOOD — Diversification of motion picture interests into other sphere of the entertainment business, and the recognition that music and films have allied interests, is the principal reason for the entry of United Artists in the disk industry.

Film studio last week disclosed that it has formed United Artists Record Corporation and United Artists Music Corporation, both of which are to be headed by Max Youngstein, UA vice-president. Prior to its announcement studio toppers are known to have had discussions with a number of independent record labels, among them Imperial and Liberty, with a view toward buying them out. In both cases, it is reported, UA did not close a deal simply because the price was too high.

Youngstein will shortly appoint sales and repertoire personnel for the label, and will operate the diskery along lines similar to that of UA. Artists might own their own masters under such a plan, and merely release thru UA, tho the studio will record its own works as well.

The definite plans have not as yet been formulated, new diskery  
(Continued on page 22)

## 'Raintree' To Victor in Unique Deal

HOLLYWOOD — In the first such deal of its kind, RCA Victor last week acquired the soundtrack album rights to M-G-M's "Raintree County," with the diskery scheduled to release a stereo tape album, a deluxe two-pocket LP and a highlights LP set from the film.

Deal is unusual in that the picture and score are entirely M-G-M properties, and since no conflicting talent problems were involved, it had been assumed that the film studio subsidiary, M-G-M Records, would release an album. No film talent is involved in "Raintree," with the score conducted and composed by M-G-M music department topper Johnny Green.

Deal was worked out between Green and RCA Victor's Western division manager, Bob Yorke. Green allegedly had the blessings of the film studio in deciding that RCA rather than M-G-M should get the album rights.

All three sets are to be released shortly after the first of the year, with RCA to give "Raintree" a major promotion campaign, including radio and television support.

## Merc. Divides Album, Singles A&R Chores

NEW YORK — In a move to keep Mercury Records' artist and repertoire staff in step with its increased production schedule, the label's veepee-a.&r. chief, Art Talmadge, last week appointed separate a.&r. heads for albums and singles. At the same time, Talmadge hired a new a.&r. staffer, Morty Craft, heretofore owner of the indie labels, Lance and Melba.

Henceforth David Carroll will be in charge of the label's pop and jazz album production, working with arranger Hal Mooney, while Eastern a.&r. director Bob Shad will concentrate on singles, working with Craft.

Shad will work with Carroll and Mooney on a few special albums,

notably in the jazz category. Both Carroll and Shad will report to Talmadge.

In line with the new a.&r. appointments, Talmadge points out that Mercury will release 50 new LP's before the first of the year, and expects to market between 50 and 100 albums early in 1958.

Craft, who will concentrate on developing new artists—particularly in the rock and roll field, has sold his interest in Melba Records to Milton Ross, his partner in Lance Records. Ross will continue to operate Lance on his own. Ironically, Lance's current hit, is the Shephard Sisters' waxing of "Alone," (a recent Billboard "Best Buy") and Mercury has the first cover of the tune by the Brothers Sisters.

**YOU'LL FIND MANY OF YOUR CHRISTMAS GIFT NEEDS**

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**CHRISTMAS MERCHANDISE SECTION**

in this issue



Be sure to look over the large array of gift and premium products, attractively priced, in this Section.

## LEYDEN ACCEPTS COMM'Y POST

NEW YORK — Norman Leyden, musical director of the "\$64,000 Question," "The \$64,000 Challenge" and the Arthur Godfrey shows, has been appointed conductor of the new Westchester Youth Symphony Orchestra, sponsored by the Westchester County Recreation Commission.

In the community service post, Leyden will hold auditions for high school and college musicians residing in Westchester County, N. Y., November 16 and 29. First full concert by the Youth ork, which will be strictly classical, will be presented December 7.



HEAR  
**EDDY ARNOLD** SING  
*"Little Miss Sunbeam"*\*



EDDY ARNOLD  
 RCA VICTOR  
 47-7040



**"LITTLE MISS SUNBEAM"**

rings the bell with popular music fans everywhere

\* the little girl who appears on every loaf of

*Sunbeam Bread*



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

### "SEARCH FOR PARADISE"

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

### "THE HAPPY LAND OF HUNZA"

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

### "KASHMIR"

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

### "SHALIMAR"

Robert Merrill R.C.A. Victor  
Walter Schuman Singers  
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MR. SONG PUBLISHER

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LOVELY NEW ORIGINAL SONGS

Write today to Everett Brann  
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## JAZZ CONTINUES ON LOCAL UPBEAT TREND

NEW YORK—The local jazz scene continued to flourish last week, with the opening of one new club, The Half Note, and expansion of the jazz policy at another recently opened club, Jazz City.

The Half Note, operated by Mike Caterino, opened downtown on Hudson Street, near the waterfront, with the Randy Weston Trio booked in for two weeks. Unique spot is in a neighborhood which is virtually deserted at night, and boasts "unlimited parking space." Caterino has a small nut, since the place operates as a restaurant during the day, run by his family.

At Jazz City, Hubert Robertson Jr., who was connected with the Randall's Island Festival, will produce regular Sunday afternoon jazz concerts, the first of which was scheduled for yesterday (13). Programs run from 1 to 6 p.m. Currently, the regular evening bell at Jazz City is headed by thrush Lily Ann Carol, who is backed by the Jan Raye Quartet, and by Jimmy McPartland's Dixie combo, with Bud Freeman.

Tomorrow (15) New Star Award

winning tenorman Sonny Rollins prems his new Quintet at the Village Vanguard. Don Byrd, who won the New Star Award on trumpet, is a member of the crew. They'll share billing with Anita O'Day, who is being held over.

The Cafe Bohemia has Roy Eldridge coming in today, with his engagement overlapping that of modernist Miles Davis for several days.

Elsewhere on the local front, modern trumpeter Red Rodney has signed an exclusive with Signal Records, Will Alger and the Salt City Five, a Dixie group, now on M-G-M Records, signed a booking pact with Joe Glaser's Associated Booking Corporation. Band is booked into the Bayou in Washington thru February 16.

## Three Bids Reported for Bally Buy

NEW YORK — Bally Records, a subsidiary of the Bally Manufacturing Company, may be sold within 30 days, it was learned here this week.

According to sources close to the firm, three labels have made bids for the diskery, which includes a moderate sized catalog of LP's. Actual identity of the bidders was not disclosed but one observer pointed to United Artists, recently announced entrant in the disk and publishing business, as a likely interested party.

Formed about 20 months ago, the label's biggest singles hit was "I Dreamed" by thrush Betty Johnson.

Some indication of impending change came last month with the departure of arranger-conductor Lew Douglas from the Bally fold. Douglas has since designed an exclusive pact with Fraternity Records as artist and arranger. Fraternity prexy Harry Carlson becomes Douglas' personal manager under the deal.

## Tie-In Show to Market Chain

MANSFIELD, O.—A "Parade of Stars" variety show has been engaged by the Tracy & Avery Company here, operator of a chain of T&A Saveway supermarkets in North Central Ohio, for the second successive year as part of the chain's 99th anniversary celebration.

There are to be 34 shows in 12 cities in which T&A operates stores via an arrangement whereby customers get a free ticket to the show for every \$25 worth of T&A cash register tapes turned in at stores.

Cast will include the Four Aces, vocal quartet; Denise Lor, of the Garry Moore TV show; the Tex Beneke ork, comedian Frank Fontaine, the Cycling Kirks, and the dance team of Jere and Eddie Lawrence.

## M-G-M Issues

• Continued from page 17

cha cha set by Orquestra Cosmopolita, two merengue sets by Frank Damiron, two square dance groups by Billy Barrett, two rock and rollers by Claude Cloud, a waltz set by Maximilian Bergere, a tango disk by the same group, two polka sets by Ted Tyle, two jitterbug packages by George Russell and a set of prom favorites, a teen-age party and a samba EP by Dave (Tico) Robbins.

## Capitol to Boost Price Tag

• Continued from page 17

It's known that several of the major classical producers have long considered a move similar to Capitol's. Industry price of \$3.98 has been in force for some two years now, dating back to a price decrease started by RCA Victor. Theory at that time in dropping the price from \$4.98 was that lower priced classical goods would broaden the base of the potential market and introduce new buyers to longhair product.

### Careful Screening

Capitol has long made a painstaking project of recording and selling its EDS series as a quality line. All FDS records are reviewed by a committee of engineering and repertoire experts, using eight well-defined quality factors as a basic guide. FDS product is checked for background noise, electrical and a c o u s t i c distortion, frequency range, separation, dynamic range, musical balance and performance, with those packages not meeting the approval of the committee rejected. FDS review group has the final word in determining whether or not the FDS symbol is affixed to any Capitol album.

At the present time there are approximately 140 packages in the FDS catalog, with Capitol putting its major emphasis on the line. The "Capitol Classics" series, however, will remain at the present list price of \$3.98, with the company declaring that it has plans to expand this series.

Label has been steadily increasing its longhair talent roster in the last two years, adding Stokowski, the Los Angeles Philharmonic, Erich Leinsdorf and Darius Milhaud. In addition, the firm acquired the services of Yehudi Menuhin, Artur Rodzinski, Louis Kentner, Shura Cherkassy and others in the division of HMV artists between Angel and Capitol (The Billboard, May 27). Capitol has also beefed up its own classical repertoire, merchandising and sales staff, with Ralph O'Connor joining the label as an a.&r. man some months ago, the appointment of Leo Kepler as classical merchandising manager less than a year ago, and the promotion of John Coveney as classical sales manager earlier this year, with three regional promotion men working under Coveney.

## Carlton Label

• Continued from page 20

would not comment on reports that E. R. Lewis, thru English Decca, would handle Carlton Records in England, nor on rumors that Carlton Records may tie up with London Records in the United States.

Carlton admitted he had made an offer to buy or lease the Crowell-Collier catalog but that nothing concrete had developed. His interest in the catalog was not in the mail order field, but rather in merchandising it thru regular distributor channels.

Carlton concluded that he would make a country-wide swing in November to complete his distrib set-up; that he would concentrate on singles initially, altho he has elaborate album plans.

### SMASH HIT!

"WHOLE LOT OF SHAKIN' GOING ON"

and  
"IT'LL BE ME"

JERRY LEE LEWIS

SUN 267

Capitol also liquidated its Cetra series earlier this year (The Billboard, April 20). Cap Prexy Wallich denied reports that the firm was interested in acquiring the Westminster catalog.

The Newest & Greatest  
Record by the

**MATYS BROS.  
SWEET SIXTEEN**

b/w

**I'm Alone Because  
I Love You**

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New York, N.Y.

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"RAINTREE COUNTY"

THE SONG OF  
**RAINTREE  
COUNTY**

ROBBINS MUSIC CORPORATION

"I'M  
SENDING YOU  
THIS RECORD"

BOB DENTON

DOT

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## Leroy Anderson

His next big one—

**FORGOTTEN  
DREAMS**

Recorded by

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Decca Records #30403
- Cyril Stapleton on  
London Records #1754
- Frederick Fennell on  
Mercury Records #71170

**MILLS MUSIC, INC.**

"GOLD MINE IN  
THE SKY"

Pat Boone  
Nat Cole (EP)  
Bing Crosby

"LOVE LETTERS  
IN THE SAND"

Pat Boone  
Roger Williams (LP)  
Les Brown (LP)

"MY CABIN OF  
DREAMS"

Hilltoppers

"CECELIA"

Music of David Seville  
Mary Small (Coral)  
Carole Bennett (Verve)

"CARELESS"

Pat Boone (EP)

"CATHEDRAL IN  
THE PINES"

Pat Boone (EP)

"I'M FOLLOWING  
YOU"

Blenders  
(RCA Victor)

BOURNE — ABC MUSIC  
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**THIS MAN HAS SOLD MORE RECORDS THAN ANY OTHER HUMAN BEING. HIS FIRST RECORD ON THE KAPP LABEL IS ONE OF HIS GREATEST: "NEVER BE AFRAID" AND "I LOVE YOU WHOEVER YOU ARE" . . . . KAPP #195**





## Stereos Versus Monaural

• Continued from page 17

demonstrated to the London people, while the latter have demonstrated their system to Westrex officials. The two systems both employ a single needle stylus, the difference being in the placement of the two tracks in the groove.

Toller-Bond said that the pilot cartridge used in the demonstration cost about \$30 to produce, indicating that a mass produced cartridge could be retailed at very reasonable cost to the consumer. He added that London is interested in seeing the industry adopt some standardized stereo system, but that whether the system is their own, that of Westrex or one of various others under development, made no difference.

The matter of compatibility is a one-way affair with both the London and the Westrex systems. That is, the half mil needle employed to play the stereo disks will also

satisfactorily play a conventional monaural LP. On the other hand, the stereo disks developed by London and Westrex cannot offer a full, balanced playback on a standard single channel system. This is because neither of the two mikes used for true stereo recording pick up the full sound in balance.

On the other hand, another system, reportedly developed in Germany by the Deutsche Gramophon interests, offers what is reported to be an excellent simulated stereo sound, with the advantage of complete compatibility. With this system, a basic, centrally placed mike, picks up the full orchestral sound in balance. A second mike, placed 12 to 15 feet behind the first, picks up what are called natural room sounds and reverberations. When these are played over a two channel system, the effect is said to be nearly that of true stereo. The

conventional phono machine on the other hand, can still pick up the basic track for balanced reproduction.

Relatively low-cost of producing a two channel cartridge plus the apparent readiness-to-go by London and others indicates that future stereo may well go in the direction of disks rather than tape, despite the fact that a number of the top diskeries are already on the market with stereo tape. In some quarters, the necessity of being on the market with stereo tape. In some quarters, the necessity of being on the market with tape is viewed as a matter of being competitive, much in the way that phono manufacturers were being competitive in adding the fourth speed to players, despite the relative dearth of records available for playing at that speed. Factors of low cost and selectivity of material are viewed as strong arguments in favor of disks.

## Epic Sales Up

• Continued from page 17

around a de luxe album by Jay Blackton's orchestra and chorus containing some 70-odd Berlin songs, some 40 of which are included in a six-minute medley.

In connection with the Concertgebouw promotion, Epic will make a direct mail-order pitch to dealers. This will be in the nature of a test, and the intent is not to bypass the distributor but to help him. Orders that come in will be allocated by the factory to distributors.

The double promotion will be presented at dealer meetings, October 14 thru November 10, in key areas by Walter Hayum, general merchandise manager, along with Shicke and James Foglesong, director of pop albums a.&c.

## Merc Cues Southern Distributions

• Continued from page 18

Bertos Sales, Charlotte, N. C.; Saul Brookmire, Mercury Distributors, Miami; Bill Fitzgerald, Music Sales, Memphis; Hutch Carlock and Tucker Robinson, Music City, Nashville.

Steinberg gave the group a statistical rundown on the South's rapid growth and sales potential, disk-wise. In line with this, Myers pointed out the need for more field disk jockey contact men in the South. In addition to newly expanded deejay contact staffs on the distributor level, Myers noted that Shelby Singleton of Shreveport, La., has been appointed southern regional disk jockey promotion manager for Mercury. Shelby is currently making a six-week swing thruout the South.

## Plug Berle

• Continued from page 18

contact with the label's distributors last week, when his voice was piped into Roulette's distributor meeting here, via long-distance phone, from Las Vegas.

In line with this, Roulette is offering a free trip to New York and an evening on the town with Berle to the distributor who sells the most copies of the Berle LP. Berle's itinerary will cover Los Angeles, San Francisco, Detroit, Cleveland, Pittsburgh, Baltimore, Washington, Philadelphia, Boston and New York.

Also in the works at Roulette is a window display contest, where dealers will receive awards for fashioning the best window displays around a special display piece, featuring a motor Roulette wheel which has a luminous dial, lettering and will spin for 30 days on a battery.

"Pappy" Daily and Don Pierce told the group Mercury's initial c.&w. albums were so successful sales-wise, that the label is readying several new c.&w. LPs for release shortly, including a square dances set and religious packages.

## Unique Operation

• Continued from page 18

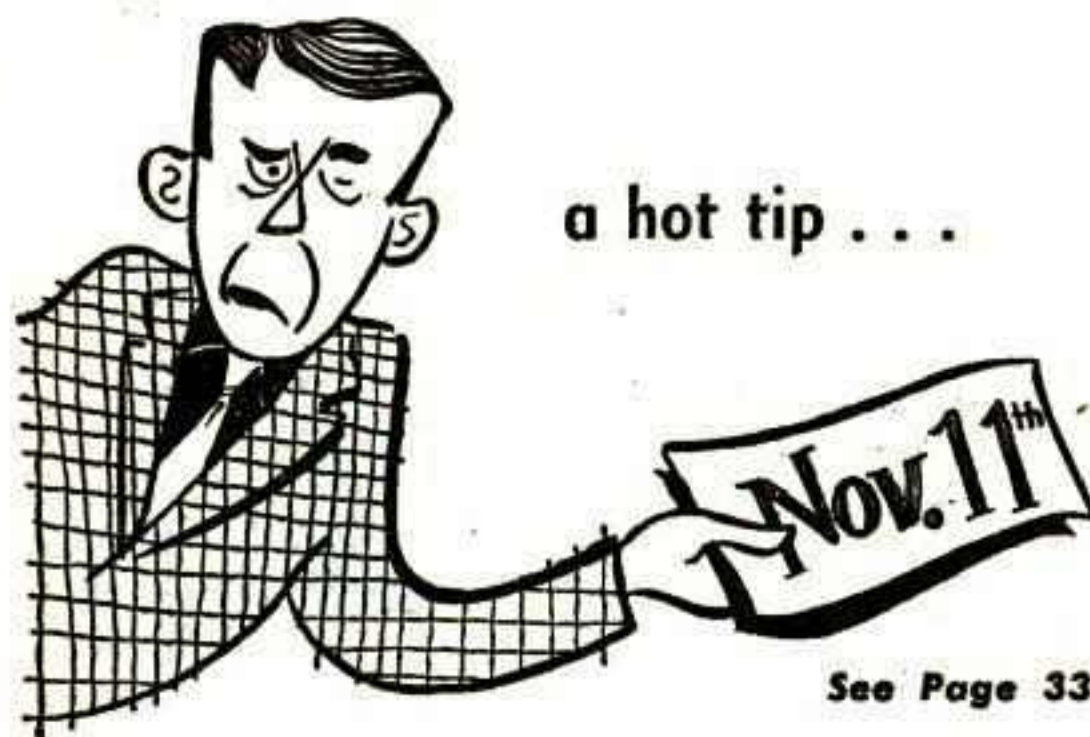
selections include a set by the Honeydreamers, "The Devil Is a Woman," with Herb Jeffries, plus "Rock and Roll," with instrumental versions of the top rock and roll song hits of the last two years, conducted by Morton Craft.

Under the new regime, John Begley takes over an active management, while Stanley Borden, formerly veepee of the label, moves into an independent status in what is termed a "manufacturer's agent" capacity. Borden will handle dealings with the label's 36 distributors on a free-lance basis and will be free to accept other outside assignments. Later, it's expected that new men will be hired for special operations with chains and rack operators.

## Bernstein to Dot

• Continued from page 18

ing to album director Tom Mack, and as a result the label is sending the album to its complete disk jockey roster. Based on sales of the album thus far, Mack is planning on doing other albums in the same vein. He leaves on a lengthy coast-to-coast trek of distributors and disk jockeys this week and is scheduled to return to his offices here early in November.



a hot tip . . .

See Page 33

A REAL COOL  
NEW VERSION OF

AUTUMN  
LEAVES

BY

KEELY SMITH

c/w I KEEP FORGETTING

record no. 3820





# LAUNCHING OUR NEW SATELLITE

# DANNY KELLARNEY

HIS VOICE WILL BE HEARD AROUND THE WORLD SINGING...



**"JEALOUS"**

AND

**"YOU CAN'T FOOL  
AN ANGEL"**

**F-783**

**Fraternity**  
RECORDS  
413 RACE ST.  
CINCINNATI 2, O.

YOU CAN'T FOOL AN ANGEL  
WINDY CITY MUSIC

RU



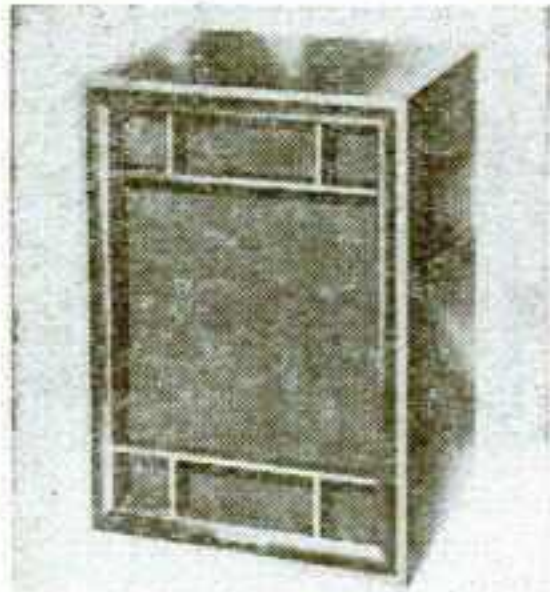
## THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips

## NEW PRODUCTS

### UNIVERSITY SHOWS SMALL HI-FI SPEAKERS . . .

University Loudspeakers is introducing a new line of small speaker systems at hi-fi shows this fall. Called "Ultra Linear" systems, the speakers have specially designed components and a unique enclosure system to pro-



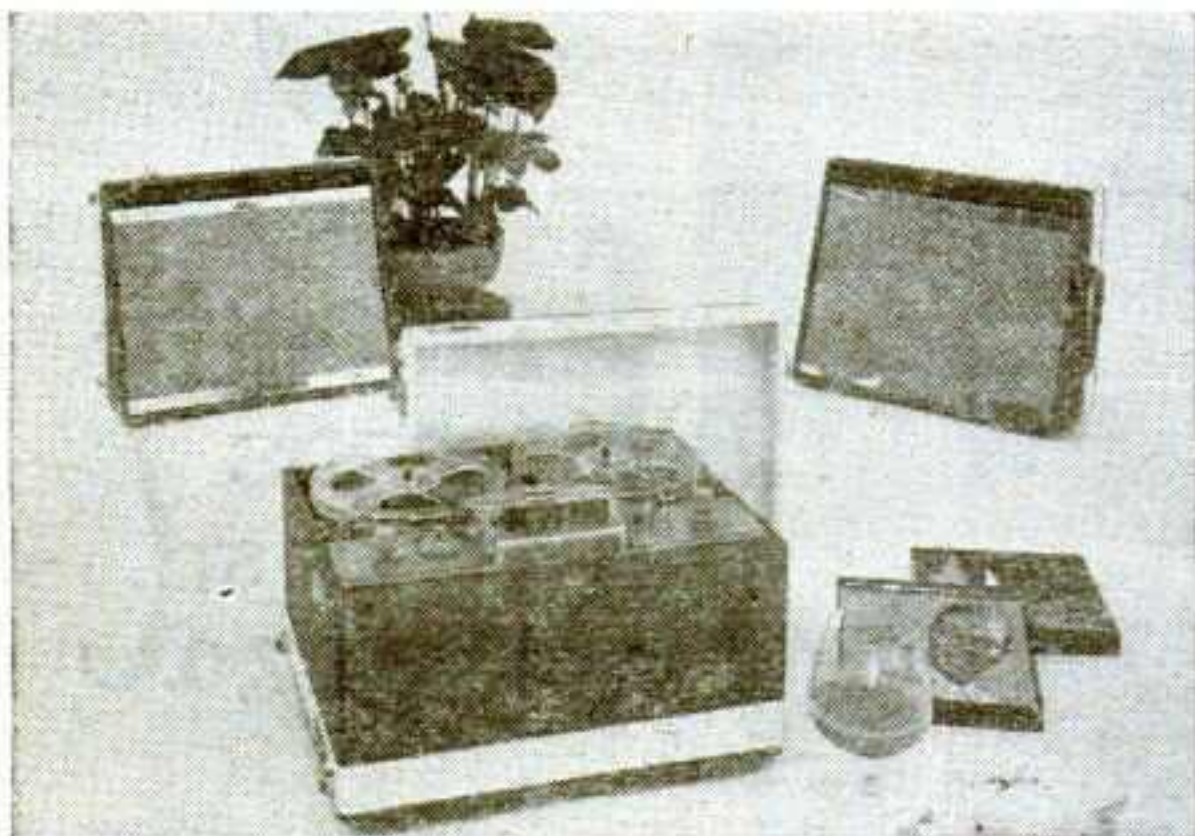
duce a full bass response. The units are 40 to 80 per cent smaller than previously available systems of similar performance. University believes it has the first definitive answer to the problem of "restricted space" in a small room.

### RECOTON OFFERS WHISK-A-WAY BRUSH . . .

The Recoton Corporation, Long Island City, New York manufacturer of replacement needles, announces an addition to its accessory line. It is a "Whisk-a-Way" record brush which lists for \$1. The brush is easily clipped to any tone arm. The "whisper-soft" brush, as the firm terms it, helps to preserve both record and phono needle. It is attractively packaged with full instructions for mounting.

### MOTOROLA SHOWS NEW TRANSISTOR PORTABLE . . .

A pocket-sized, fully transistorized pocket radio capable of receiving government weather broadcasts and long-wave aeronautical beacon bands, in addition to standard broadcasts, has been introduced to the trade by



Capitol's new tape recorder, Model 750, comes with two separate portable speakers, each containing a 5-x-7-inch speaker and a 3 1/2-inch tweeter. Priced at \$249.95, the unit is available in pyroxolin-covered case of charcoal and white.

Motorola. The portable, dubbed the Weatherama, is aimed at the boat owner, pilot, farmer, sportsman, as well as the general public. The Weatherama (Model 6X39) uses six transistors plus three germanium diodes and is powered by four penlite cells to give 200 hours of service. The set has two ferrite rod antennas housed in its roto-tenna-carrying handle to give it pulling power and sensitivity. On the standard band, the Weatherama receives broadcasts like any other portable, but with greater sensitivity and power, according to the firm. Designed to retail at \$79.95, the Weatherama will be available after November 1.

### WEBCOR DEBUTS TAPE RECORDER AT \$159.95 . . .

Webcor, Inc., has announced the addition of a new three-speed, high-fidelity tape recorder to its 1958 line. Named the Regent, it is available as a Standard Monaural, Model 2810; a Monaural Remote Control, Model 2819, or as a Stereophonic Tape Recorder,



Model 2820. It is lightweight (30 pounds), plays 3-inch, 5-inch and 7-inch reels at 1 1/2, 3 3/4 and 7 1/2 inches per second, and may be operated in a vertical or horizontal position. A 5-watt power amplifier, with negative feedback circuits, delivers extended frequency response thru a 5-inch by 7-inch permanent magnet oval speaker. Models 2810 and 2819 list for \$159.95. The Model 2820 (Stereophonic) lists for \$199.95.

## DEALER DISCLOSES

# 5-Point Plan to Boost Jazz Sales

- When Bob Rippey stopped thinking of jazz as a hobby, he learned plenty about selling disks
- Co-operation with local school pays off in phono and record sales

By BENN OLLMAN

WAUKESHA, Wis. — Bob Rippey's big dream during his half dozen years in the Army was to become a civilian and then open up his own record shop.

"In those G.I. days," he says, "my dream didn't include selling the records in my imaginary disk shop. All I wanted was to own a store so I could get all the Dixie and jazz records at cost for my collection."

### Dream Into Reality

In the 10 years since Bob Rippey shoe-strung his dream to a profitable reality, a lot of his early conceptions about the disk business have changed, he admits. He is still building and enjoying his own Dixie and jazz collection, but he sells a great deal more of the collector's items than he keeps. No longer visionary-minded about the phonograph record business, Bob Rippey has built his G.I. dream into one of the top volume disk shops in Southeastern Wisconsin.

### Two Important Factors

The growth of Triangle Music Shop is largely based on two factors: (1) Bob Rippey's avid promotion of Dixie and jazz music has created a solid core of loyal customers and a following that extends far beyond the Waukesha city limits.

(2) He has made himself and his music shop well known in the mainstream of Waukesha's community life. A bustling community of 25,000 people, Waukesha is the home of Carroll College, and its highly regarded symphony concert orchestra is the envy of many of its larger neighbors. Music plays an important role in Waukesha. Bob Rippey's record shop is in fertile territory.

### Trades on Hobby

No ordinary Dixie and jazz addict, Bob Rippey has been a fan since back in 1935, he claims. His personal collection ranks among the largest in Wisconsin, totals well over 2,000 disks, including a goodly number of rare collector's items.

Rippey is regularly invited to give talks to club groups on his specialty. He has lectured frequently at Carroll College on the "History of Jazz," using records from his collection to illustrate his exposition.

### Jazz Interest Strong

A few years ago he teamed up with Bob Thompson, now sales manager of the Capitol Records branch office in Milwaukee, to form the Dixie and Jazz Fans Club of America. The membership roster quickly swelled to large proportions. With the organization's growth came a lot of work. Neither he nor Thompson could afford to devote the necessary time, so they regretfully let the national club lapse.

"We still get plenty of mail from former members," says Bob Rippey. In the place of the club he publishes a small mimeographed bulletin called the "Jazz Messenger" three or four times each year which is sent to a mailing list of several hundred true Dixie and jazz devotees across the country. It highlights newsy items relating to artists and collectors,

and lists new and hard to get albums and singles for sale at Triangle Music Shop via the mails.

### Five Sales Pointers

To dealers who may be interested in promoting Dixie and jazz departments Bob Rippey offers these pointers:

(1) Make a careful study of the field before building your basic inventory. "Actually, Dixie and jazz albums are a lot like the classical numbers in one respect," he says. "There is almost no obsolescence with the good Dixie and jazz recordings. They never get old, like the bulk of the pop stuff being turned out all the time."

(2) Stressing Dixie and jazz need not mean strict specialization for a disk shop. His store also carries complete stocks of pop, rock 'n' roll, show tunes and classical records. "You have to sell the 'eating music,' too, to make a living," quips Bob Rippey.

(3) The best Dixie customers are in the 25-year and over-age bracket. The younger generation today is gradually learning to appreciate the two-beat stuff, however, and is buying an increasing number of Dixie and jazz recordings for their collections.

(4) Juke box operators and location owners can help spread the gospel by being encouraged to program the good things in Dixie and jazz. Rippey conducts a one-man crusade among the local coinmen and the key juke box spots to get them to use such items on their machines. A lot of

these records are eventually purchased from Triangle.

(5) Dealers should help promote personal appearances of Dixie and jazz artists whenever possible. Bob Rippey sells tickets and helps advertise appearances of combos and bands appearing in nearby Milwaukee. "A personal appearance of Turk Murphy around here, for instance," he claims, "will boost the sales of his and other Dixie albums every time."

### Deejay Chores

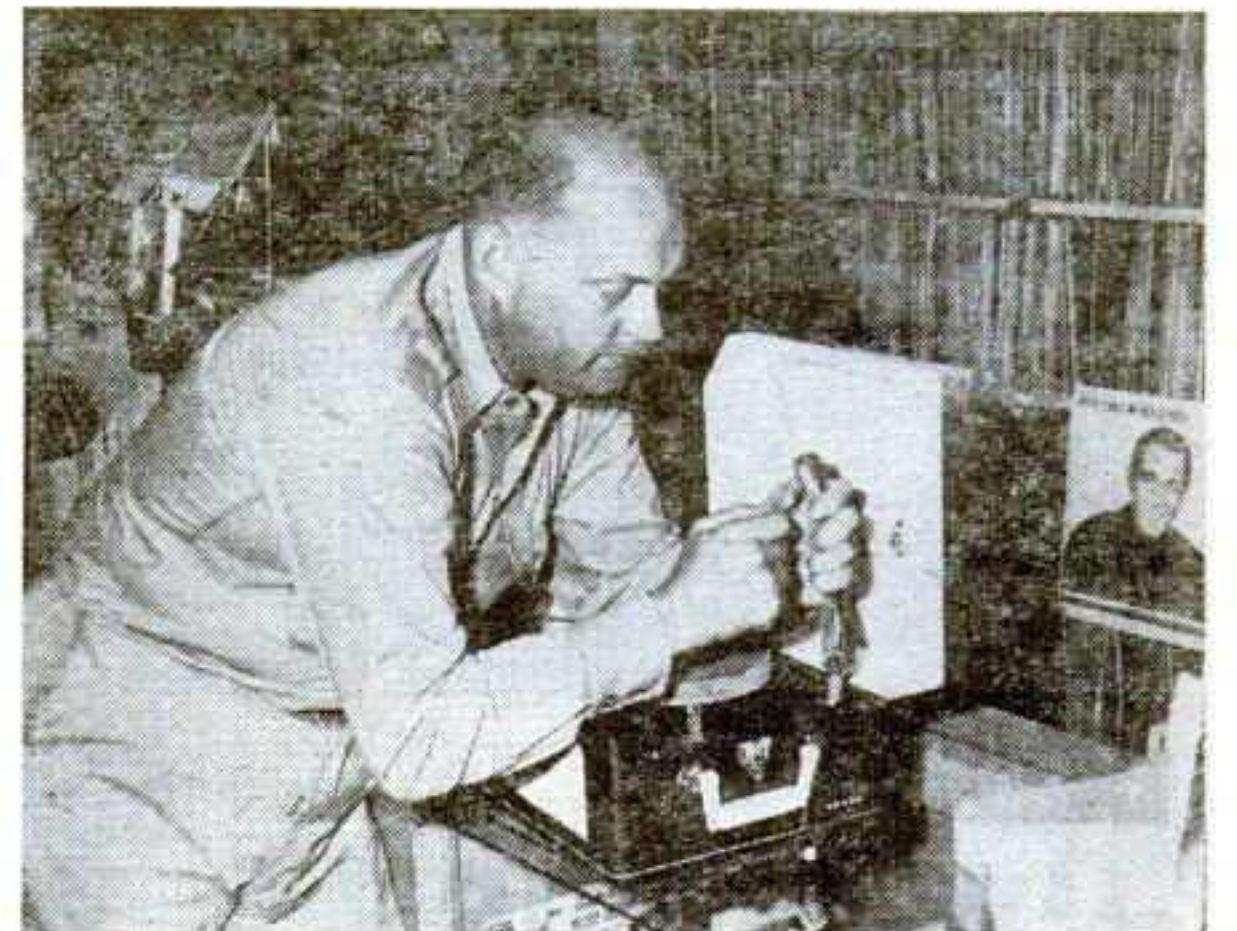
Several years back Bob Rippey began complaining about the type of music being programmed on the local radio stations. His beef centered about the lack of his favorite kind of music. When the station manager asked him if he thought he could do a better job, he grabbed a handful of Dixie and jazz wax and ambled over to Station WAUX to answer the challenge.

His weekend "Bob Rippey Dixie and Jazz Show" currently is considered one of the most listened to segments on the station's schedule. Bob Rippey feels that it is, in addition, a highly effective plug for his store. "It is a lot of work, being a part-time disks jockey, but it is worth it," he says.

### Student Traffic

Now in the second store since he went into business a decade ago, Bob Rippey claims that his location is an ideal arrangement. He shares half of a large store

(Continued on page 53)



Bob replaces a needle in one of the public school's phonos. The service he provides the schools doesn't pay off in needle sales but the good will and resultant sales have more than made up for the time so spent.

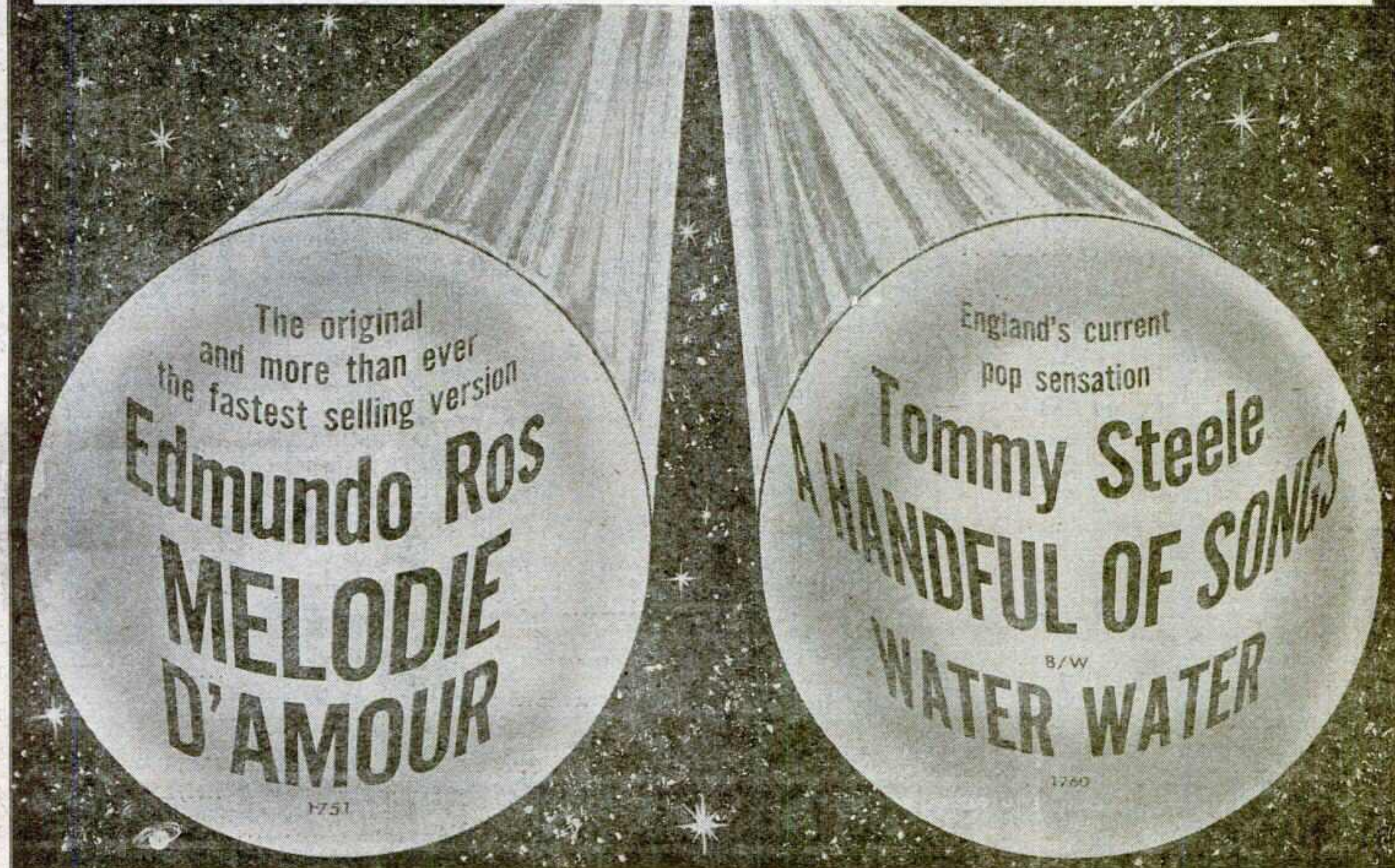


Bob Rippey takes time to acquaint teen-age pop buyers with some of the latest jazz releases. His vast knowledge of the subject has been helpful in developing the tastes of his customers.





**LONDON RECORDS**  **launches own satellites**  
 ...last seen heading toward hitsville





THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide



## BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING OCTOBER 5

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

This Week	Last Week	Weeks on Chart
1. <b>Around the World in 80 Days</b> . . . . .	1	29
Sound Track, Decca DL 9046		
2. <b>My Fair Lady</b> . . . . .	2	80
Original Cast, Columbia OL 5090		
3. <b>Belafonte Sings of the Caribbean</b> . . . . .	3	5
Harry Belafonte, RCA Victor LPM 1505		
4. <b>Where Are You?</b> . . . . .	12	4
Frank Sinatra, Capitol W 855		
5. <b>Loving You</b> . . . . .	4	13
Elvis Presley, RCA Victor LPM 1515		
6. <b>Love Is the Thing</b> . . . . .	13	21
Nat King Cole, Capitol W 824		
7. <b>Wonderful, Wonderful</b> . . . . .	14	6
Johnny Mathis, Columbia CL 1028		
8. <b>A Swingin' Affair</b> . . . . .	11	21
Frank Sinatra, Capitol W 803		
9. <b>The Eddy Duchin Story</b> . . . . .	5	62
Sound Track, Decca DL 8289		
10. <b>The King and I</b> . . . . .	8	66
Sound Track, Capitol W 740		
11. <b>The Pajama Game</b> . . . . .	9	4
Sound Track, Columbia OL 5210		
12. <b>Dance to the Music of Lester Lanin</b> . . . . .	7	4
Epic LN 3340		
13. <b>Black Satin</b> . . . . .	16	2
George Shearing, Capitol T 858		
14. <b>Film Encores</b> . . . . .	10	21
Mantovani, London LL 1700		
15. <b>Marvelous Mills Moods</b> . . . . .	18	5
Glen Miller Army Air Force Band, RCA Victor LPM 1837		
16. <b>Oklahoma!</b> . . . . .	7	109
Sound Track, Capitol SAO 595		
17. <b>The Roaring Twenties</b> . . . . .	17	4
Charleston City All-Stars, Grand Award GRD 33-340		
18. <b>Hymns</b> . . . . .	19	42
Tennessee Ernie Ford, Capitol T 756		
19. <b>Songs of the Fabulous Fifties</b> . . . . .	15	28
Roger Williams, Kapp XXL 5000		
20. <b>Pat Boone</b> . . . . .	24	2
Dot DLP 3012		
21. <b>Jackie Gleason Presents Velvet Brass</b> . . . . .	22	4
Capitol W 859		
22. <b>Dukes of Dixieland, Vol. 3</b> . . . . .	—	3
Audio Fidelity AFLP 1837		
23. <b>This Is Nat King Cole</b> . . . . .	—	4
Capitol T 870		
24. <b>We Get Letters</b> . . . . .	25	7
Perry Como, RCA Victor LPM 1463		
25. <b>Almost Paradise</b> . . . . .	20	2
Roger Williams, Kapp KL 1063		

## Spotlight on Sound

**SULTAN OF BAGDAD** (Music of the Middle East, Vol. 2) (1-12")—Mohammed El-Bakkar and Oriental Ensemble, Audio Fidelity AFLP 1834

Firm took a hint from strong reception to Middle East Music Vol. 1, called For Said, and rushed this one thru. Music is characterized by strong beat, exotic instrumentation (finger cymbals, for example) and Oriental wailing. The music effectively calls up visions of near-Eastern dancing girls much like those on the stunning full-color cover.

**RAILROAD SOUNDS** (Steam and Diesel) (1-12")—Audio Fidelity AFLP 1843

One side of this disk features mostly steam and some diesel. The flip side is the reverse, mostly diesel. But whichever side is played one thing is plain: the disk not only faithfully reproduces the sounds of the railroad (whistles, the shriek of steel against steel, hissing steam, bells, etc.) but it also manages to express the mass, the Gargantuan weight, and the almost overwhelming power of the vanishing Titans of the tracks. Hi-fi types will go for it and railroad hobbyists should also be attracted.

**RAINY NIGHT IN ROME** (1-12")—Roberti Rossi Ork and Chorus. Capitol T 10099

Beautifully recorded set of impressions cleffed by Dany Michel, necessarily embodying elements of Italian folk, pop, legit and even religious music. Large ork and wordless chorus provide the colorful sounds. It's mood music with an original angle and unique hi-fi appeal.

## 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

**SONGS OF THE FABULOUS THIRTIES** (2-12")

—David Rose and His Ork. Kapp KXL 5004

This is the third entry in Kapp's current "Vintage Years" series, the first and second of which include the Roger Williams "Fabulous Fifties" and "Forties" sets. The Rose ork makes a listenable two-LP contribution, which includes two dozen numbers identified with the Thirties. Extensive year-by-year historical recap by Jack O'Brian, of The New York Journal-American, occupies the center fold of the colorful package. The set will get unified display with the Williams package, and jockeys are likely to help with air plays. A highly salable piece of merchandise.

### Classical Albums

**PROKOFIEFF: CINDERELLA** (1-12")—The Royal Ballet; Covent Garden Orch. (Rignold). RCA Victor LM 2135

At its \$2.98 price tag, as Victor's October Red Seal "Save on Records" selection, this can not fail to outdistance competition. In addition to expected appeal, exposure of ballet on network TV this past spring has enlarged audience. Performance by ballet conductor is animated; recording is fine; cover relates album to Royal Ballet Company (Sadler's Wells).

**RAVEL: GASPARD DE LA NUIT; PROKOFIEFF: VISIONS FUGITIVES** (1-12")—Andre Tchaikowsky, Pianist. RCA Victor LM 2145

"Debut Recital" by young Polish artist scheduled to make his New York debut with the New York Philharmonic last week. Tchaikowsky's boldly chosen showcase features some of the most interesting and difficult piano music of this century. He brings fleet fingers and a sense of excitement to his performances. Prokofieff pieces are the more successful; Ravel work, brilliantly played, could use some of Gieseking's color and finesse.

### Jazz Albums

**THEME MUSIC FROM "THE JAMES DEAN STORY"** (1-12")—Chet Baker and Bud Shank. World Pacific P 2005

A big band collection that laudably succeeds in its intent to musically project the James Dean

spirit—his brooding, moody warmth, conflicts and basic sensitivity—thru jazz. Composer Leith Stevens and arrangers J. Mandel and B. Holman provide rich basis for jazz solos of Bud Shank, C. Williamson and notably Chet Baker. Strong musical merit, strength of Dean name, which will be further enhanced by picture, should make this a heavy selling item.

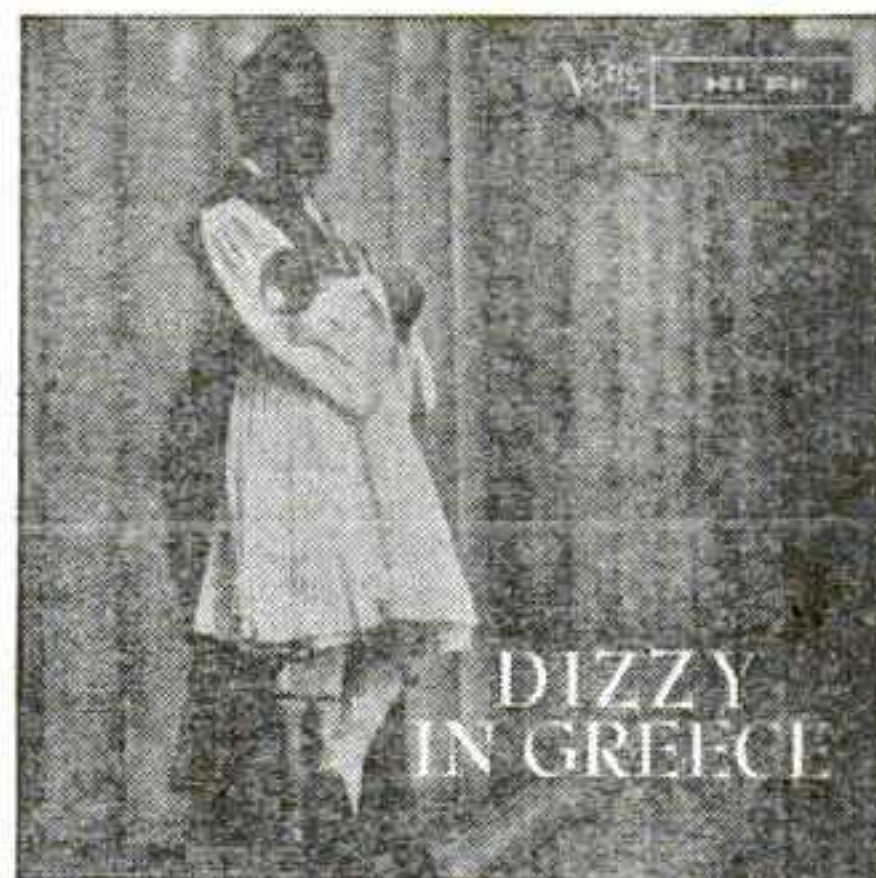
**BASIE IN LONDON** (1-12")—Count Basie Orch. Verve MGV 8199

Another solid entry in the line of concert packages cut by the Count abroad (first was "Basie in Paris"). It's one of the merriest yet by the Basie band, with Joe Williams belting on three numbers, including his "All Right, Okay, You Win" hit. The band swings as it seldom has on such oldies as "Jumpin' at the Woodside," "One o'Clock Jump" and a gasser tagged "Nails." Excellent disk jockey material and a must for collectors.

**DIZZY IN GREECE** (1-12")—Dizzy Gillespie Orch. Verve MGV 8017

(Continued on page 30)

## Album Cover of the Week



**DIZZY IN GREECE**, Verve MGV-8017. Dizzy cuts a dashing and amusing figure in native Greek costume. Color shot by Herman Leonard will certainly attract.

For Reviews and Ratings of New Albums See Page 30

## Most Played by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 5

Albums are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. **WONDERFUL, WONDERFUL**  
Johnny Mathis . . . . . Columbia CL-1028
2. **LOVING YOU**  
Elvis Presley . . . . . RCA Victor LPM 1515
2. **WE GET LETTERS**  
Perry Como . . . . . RCA Victor 1463
4. **A SWINGIN' AFFAIR**  
Frank Sinatra . . . . . Capitol W 803
5. **LOVE IS THE THING**  
Nat King Cole . . . . . Capitol W 824
6. **WHERE ARE YOU?**  
Frank Sinatra . . . . . Capitol W 855
7. **DANCE TO THE MUSIC OF LESTER LANIN** . . . . . Epic LN 3340
8. **FOUR BY PAT**  
Pat Boone . . . . . Dot 1057
9. **FABULOUS JIMMY DORSEY**  
Jimmy Dorsey . . . . . Fraternity F 1008
10. **PAJAMA GAME**  
Sound Track . . . . . Columbia OL 5210
10. **NOW HEAR THIS**  
Hi-Los . . . . . Columbia CL 1023
10. **THIS IS NAT KING COLE**  
Nat King Cole . . . . . Capitol T 870



## Best Selling Pop EP's

FOR SURVEY WEEK ENDING OCTOBER 5

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

1. **LOVING YOU**  
Elvis Presley . . . . . RCA Victor EPA 1-1515
2. **FOUR BY PAT**  
Pat Boone . . . . . Dot DEP 1057
3. **JUST FOR YOU**  
Elvis Presley . . . . . RCA Victor EPA 4041
4. **HYMNS**  
Tennessee Ernie Ford . . . . . Capitol EAP 1-756
5. **AROUND THE WORLD**  
Nat King Cole . . . . . Capitol EAP 1-813
6. **LOVING YOU**  
Elvis Presley . . . . . RCA Victor EPA 2-1515
7. **JUST A CLOSER WALK WITH THEE**  
Pat Boone . . . . . Dot DEP 1056
8. **LOVE IS THE THING**  
Nat King Cole . . . . . Capitol EAP 1-824
9. **HERE'S LITTLE RICHARD**  
. . . . . Specialty EP 402
10. **TO A SLEEPING BEAUTY**  
Jackie Gleason . . . . . Capitol EAP 1-871



Long Play, LOC-1030  
45 Economy Package, EPA-4113

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SOUNDTRACK  
RECORDING

RCA VICTOR  
LOC-1030



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**RAY HEINDORF**



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The Playtime  
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Voice of Music

**Reviews and Ratings of New Popular Albums**

**CHRISTMAS WITH GISELE** .....85  
(1-12")  
Vik LX 1099

Here's a solid holiday package, which should find sales favor with both adults and children. Gisele MacKenzie's rich, expressive voice is showcased, via a group of Christmas songs—pop, folk and traditional, including "White Christmas," "God Rest Ye Merry Gentlemen," etc. Canary's new TV show should enhance sales impact of package.

**STEPPIN' IN SOCIETY** .....80  
Stanley Melba & Ork. (1-12")  
Grand Award 33-360

This package might easily be a sleeper. It spotlights light, terp-able society music by the Melba Ork, which is practically a fixture at Manhattan's swank Cotillion Room in the Hotel Pierre. Melba's fox trot stacks up with the best of them. Selections include "Anything Goes," "Check to Check," and other sure-fire standards.

**FOR A LAZY AFTERNOON** .....78  
Neil Wolfe, piano (1-12")  
Vik LX 1101

Dealers who elect to plug this can turn it into a plum, but the appealing cover also can induce some self-service sales. Wolfe plays unusually well-tutored piano in refined, tasteful style, several notches above usual cocktail or mood fare, and serviceable in both those veins. Smart standard repertoire also helps. A classy entry.

**GOIN' PLACES** .....78  
Margaret Whiting (1-12")  
Dot DLP 3072

Miss Whiting's first album for Dot shows her off in a new light, that of a swingin' jazz canary, and the sound produced is decidedly great. Such off-beat numbers as "Move to the Outskirts of Town," a mildly up-tempo'd arrangement of "Gone With the Wind" and "Runnin' Wild" are purred with great finesse. Good music, great arrangements and a real satisfying package.

**A GIRL AND HER SONGS** .....78  
Teddi King (1-12")  
RCA Victor LPM 1454

Easily the best LP to date by this highly promising chirp. She's relaxed, doesn't have to fight her backing and even floats thru some ear-tickling jazz bits. This, plus her usual warm ballad singing, provides a strong batch of deejay fodder. Pro-

gram is mostly standards, some of which haven't been over-exposed. Notes by Nat Hentoff are refreshingly candid and literate.

**AMERICA'S MOST DANCEABLE MUSIC FOR ANY PARTY** .....77  
Griff Williams and His Society Ork (1-12")

Mercury MG 20288  
Another in the string of society dance band packages to hit the market in recent months. The band is not quite in the typical society voicing and the album contains fewer tunes than competition by the Lester and Howard Lanin bands. Still the music is well recorded and danceable and the simple cover should get good display.

**HAPPY DAYS ARE HERE AGAIN!** .....76  
Harry Reser & Ork With the Singing Monarchs (1-12")

Grand Award 33-359  
Briskly paced, bouncy party music, via instrumentals and group vocals, are offered in this package of happy oldies—"Pack Up Your Troubles," "Kitten on the Keys," "Smiles," etc. It's a nostalgic grouping with strong appeal for those who prefer their musical sentiments served on the square.

**THE FRENCH TOUCH** .....75  
Frank Pourcel and His Parisian Strings (1-12")

Capitol T 10103  
A lush-sound album with a dozen selections derived not only from France, but many other countries—25 "Lisbon Antigua," "The Mexican Thief," "Arrivederci Roma," etc. Pourcel, whose previous packages for Capitol have sold well, is a brilliant arranger. The present album is loaded with tastefully arranged performances of an unusually choice selection of material.

**OH YEAH** .....74  
Billy Williams (1-12")  
Mercury MG 20317

Title of this package was obviously inspired by catch-line of Billy Williams' recent hit Coral single "I'm Gonna Sit Right Down and Write Myself a Letter." Album may reap some sales as result of artist's current popularity in singles field, but otherwise its content is somewhat disappointing since many of the tunes are unfamiliar. However, jocks should find some spinable sides among the standards—"I Don't Know Why," etc.

**HELEN TRAUBEL** .....74  
(1-12")  
Dot DLP 3058

A package that bridges the wide audience between lounge and pop lovers with Helen Traubel singing a collection of oldies. Choice of repertoire is excellent and showcases Miss Traubel's voice with good effect. "Danny Boy," "Trees," "September Song" and others in a similar vein are superbly rendered. Good jockey material here.

**MY OLD FLAMES** .....73  
Johnny Maddox (1-12")  
Dot DLP 3067

Ragtime Johnny Maddox pounds the ivories, with his first group of sidemen jumping behind him. Series of "girl" tunes, "Dinah," "Mary Lou" etc., make for nostalgic listening. A solid catalog entry, the set has good cover value, and should prove to be an excellent programming piece for d.j.s.

**IT'S DANCE TIME** .....71  
Dick Contino & Ork (1-12")  
Mercury MG 20300

Lively dance music, featuring the accordion of Contino. Material comprises a dozen standards—"Sunrise Serenade," "Moonlight and Roses," etc., with Latin-flavored items for variation, as "Amapolá," "Brazil," etc. Sound is first rate. Moderate potential.

**RAY MARTIN'S GLOBAL HOP** .....71  
(1-12")  
Capitol T 10101

Another in the Capitol of the World series. Unlike most of the series, this package by Martin contains instrumentals reminiscent of many countries. Tunes include "Swedish Rhapsody," "Lisbon Antigua," "Under Paris Skies," etc. Arrangements are bright, with good sound. Moderate potential.

**THIS IS THE NIGHT** .....70  
Bobby Brookes (1-12")  
RCA Victor LPM 1518

Brookes sings well in the full-sounding fashion of Ekstine and R. Hamilton, but has sufficient individuality to his work to be readily recognizable. Strongest on ballads, Brookes delivers lyrics in thoughtful, sensitive manner. Background is competent, but hardly imaginative. Try "The Moon Was Yellow" as demo-band.

**BILL THOMSON PLAYS THE BALDWIN "45" ELECTRONIC ORGAN** .....70  
(1-12")  
Pacifica 2004

Some just here for organ addicts and sound statisticians in this program of electronic organ. Stops are detailed on liner. The playing itself is undistinguished corn and the program is for those nurtured on the style of the '20's. Includes "Kitten on the Keys," "Mississippi Mud," etc.

**STARS OF HAWAII: HAWAIIAN SONGS OLD AND NEW** .....69  
Various Artists (1-12")  
Decca DL 8596

For a buyer interested in Hawaiian music, this package offers a lot for the money. There's a flock of native talent, singing island songs of various types. Talent includes Alfred Apaka and Rosalie Stephenson, Sterling Mossman, "Maui" Beamer, Lena Machado, George Kainapau with Lani McIntire and George Keoki and His Moana Islanders.

**MANHATTAN MOODS** .....68  
Wal-Berg & Ork (1-12")  
Mercury MG 20269

Set is designed to be a musical narrative of New York locales and scenes. Jocks may go for the LP as a programming idea. The numbers are nicely varied from slow, lush, sentimental full ork themes to up-tempo combo arrangements. Samples are "Holding Hands in Central Park," "Three Notes' Blues" and "Wonder Waltz."

**A LOVELY AFTERNOON** .....68  
Conrad Salinger Ork, cond. by Buddy Bregman (1-12")  
Verve MGV 2068

A collection of hit tunes taken from the Broadway stage and motion pictures, rendered by a lush, large ork with arrangements by set film worker Salinger. It's a pleasant mood music set, has good clear, sonorous lines and makes for easy, relaxed listening. An okay addition to a background library.

**MOONLIGHT AND SHADOWS** .....68  
Bonnie Guitar (1-12")  
Dot DLP 3069

Singer gives a good account of herself in her first package, a collection of tunes all having the word "moon" in the title. It's a soft, spoonful bit of music, including "Carolina Moon," "The Moon Is Low," etc., with delicate touches by the Jack Fascinato ork. Sales potential here is okay by virtue of Miss Guitar's recent singles hit.

**THE FAMED SONGS OF NOEL COWARD & IVOR NOVELLO** .....68  
(1-12")  
Dot DLP 3047

The songs of the composer, performed by a company of British singers as if on-stage. The music is persuasive and very lush, and although there is little name value to the singers, the appeal is definitely there. Good market for this type of package with the class audience. Note the fidelity too.

**HONOLULU AT MIDNIGHT** .....67  
Danny Stewart, Sam Koki and the Paradise Islanders (1-12")  
Decca 8568

Instrumental Hawaiian music, of authentic stamp. The dozen selections are originals written by various members of the six-man ensemble. Mood of the pieces is relaxed, with the typical Hawaiian string sound. Moderate potential.

**RAY EBERLE PLAYS GLENN MILLER FAVORITES** .....67  
Ray Eberle Ork (1-12")  
Tops L 1573

Singer turns maestro for this \$1.49 set, essaying still another tribute to Glenn Miller, with Will Bradley and Hymie Scherzer featured. Set includes many of the Miller all-time hits, e.g., "Fools Rush In," "Tuxedo Junction," etc. Has fair value, tho there are far superior Miller sets available for regular disk shops.

**DICK STABLE AT THE STATLER** .....66  
Dick Stable Ork (1-12")  
Tops L 1590

A collection of standards pleasantly arranged and performed, the offering little when compared to other sets of similar genre on the market. Name value is slight as is the advertised "full-fidelity." Despite its \$1.49 price, there's little here for regular dealers.

**EP**

**LIONEL HAMPTON IN HI-FI** .....76  
With "The Big Band" (1-EP)  
Cabot 235

Judging from the material and treatment thereof, Hampton is obviously shooting for the r.h. market with  
(Continued on page 32)

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The Red Badge of Courage	6	6.95

Write for Complete Catalog and Name of Nearest Distributor  
**AUDIO BOOK COMPANY**  
St. Joseph, Michigan

**Review Spotlight on Albums . . .**

Continued from page 28

Gillespie's tour in behalf of the State Department was a howling success musically as well as politically, and in this follow-up to his "World Statesman" package, he more than ably proves it. It's a wild and woolly affair from start to finish, with an almost unbelievable sound and rapport between musicians. The "School Days" track is a joy and will undoubtedly earn wide dj air time. Great cover art shows Dizzy in Grecian costume. A must package.

**Jazz Talent Albums**

**DIXIELAND AT DISNEYLAND (1-EP)**—The STRAWHATTERS. Disneyland DEP 3013A  
Exuberant, well-played Dixie that is a ball to listen to. Tho the players are comparatively unknown, their work has all the earthy drive that characterizes the best this idiom has to offer. If shown, should do well with traditional buyers. Sound is excellent.

**Special Merit Jazz Album**

**JAZZ IN THREE-QUARTER TIME, FEATURING MAX ROACH (1-12)**—Mercury MG 36108

New idea in jazz sets has all the selections in waltz tempos. This in no way limits Roach from displaying his great technique and simultaneous poly rhythms. The fleet, concise artist is nicely supported and manages intriguing interplay with his combo. Standouts are "Blues Waltz," which has several fugal passages between drums and piano, and a stirring run of "Lover."

**JAZZ CONTRASTS: KENNY DORHAM (1-12)**—Riverside RLP 12-239

Package sells itself on the collective and indi-

vidual excellence of all participants. Ballads are notable for usage of harp, which lends a fullness of background to solos; the toe-tappers notable for the thrust and interplay of rhythm section—M. Roach, O. Pettiford, Hank Jones—and the surging soundings of tenorist S. Rolling and trumpeter Dorham. Try "I'll Remember April" as demo-band.

**Children's Albums**

**PETER RABBIT, GOLDBLOCKS AND OTHER GREAT TALES FOR GROWING BOYS AND GIRLS (1-12)**—Paul Wing and Glenn Riggs. RCA Victor LBY 1001

This \$1.98 special is a natural for the racks, but also for any regular-line disk dealer who may ordinarily shy away from low-price LP's. In the kidisk category, his reputation is safe. Excellent, universal material has had several rewarding lives; first on Victor 78's, then on Camden EP's; next on some Victor 49-cent singles, and now on 12-inch, which category is picking up in popularity. Sure-fire cover.

**Sound**

**NO BLUES ON THIS CRUISE (1-12)**—Eddie Layton, Organ. Mercury MG 20308

Sound is a very important and attractive feature here. All of the interesting effects are produced by the organ, and each selection varies in conception. The package can also go with dance buyers, if exposed, in spite of similar sets in market. Selections include "Song of India," "Greensleeves" and "One Fine Day." Reproduction of bells, bird sounds and other gimmicks is excellent.



a hot tip . . .

See Page 33



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SCORES A SCOOP!**

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Warner Bros.—Vanguard motion picture "Jamboree"...  
**CHANCELLOR RECORDS**  
proudly presents  
the stars of "Jamboree" delivering the songs  
they sing in the picture!



**JODIE SANDS**  
sings  
**SAYONARA** (Goodbye)  
b/w  
"IF YOU'RE NOT COMPLETELY SATISFIED"  
C-1005

**FRANKIE AVALON**  
sings  
**TEACHER'S PET**

b/w  
"SHY GUY"  
C-1006



AND  
AN EXCITING RECORD DEBUT  
BY THE FEATURED STAR OF THE FILM:

**PAUL CARR**  
singing (with Fran Lori)  
**WHO ARE WE TO SAY?**  
b/w  
"IF NOT FOR YOU"  
C-1007



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**JOE DAMIANO**  
coming real soon  
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**YOU'RE MY ROSE**  
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**CHANCELLOR**  


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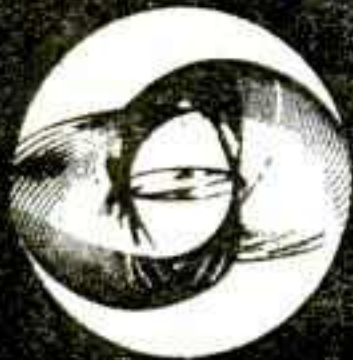
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SRV-104

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**• Reviews and Ratings of  
New Popular Albums**

• Continued from page 30

this one. Could be moved if sold as an r.&b. item, but as jazz, it does not stand up in comparison to the plethora of fine big band jazz sets available.

**Folk**

**YOUR MUSICAL HOLIDAY IN THE SOUTH SEAS . . . . . 76**

Eddie Lund and His Tahitians (1-12")  
Decca DL 8608

This album is somewhat more than the cover might imply. Not just a rehash of Hawaiian type dance music; it contains a number of interesting, authentic musical and rhythmic bits from Tahitian lore. Spots vocals, instrumentals and well-recorded percussion. Some spots are a good test for the hi-fi rig.

**FLAMENCO . . . . . 71**

Juanito and Chico De Madrid; Juan Soto, Guitar (1-12")  
Fiesta FLP 1218

These flamenco songs benefit from a particularly clean sound, obtained in the Typic Record studios in Paris. The two singers have unique styles—with Chico in lusty, hard-driving form and Juanito in a much softer, almost mystical style. Guitar accompaniment by Soto is excellent. A worthwhile package for this limited market.

**FESTIVAL IN HAITI . . . . . 70**

Jean Leon Destine (1-12")  
Elektra 130

Haitian folk fare that is exotic and primitive, with material ranging from the native variety of calypso to voodoo. Solo chanter and group, rhythm players and flute contribute to colorful fare. For specialty trade—returning tourists, dance groups and fanciers of off-beat fare. Excellent set of its kind.

**Childrens'**

**CINDERELLA, PINOCCHIO & OTHER GREAT STORIES FOR GROWING BOYS & GIRLS . . . . . 87**

(1-12")  
RCA Victor LBY 1000

This \$1.98 item promises to be a big one for the holidays. Competent readings, highlighted by appropriate music, vocals and sound effects, are offered on such sure-fire small-fry material as "Cinderella," "Pinocchio," "Sleeping Beauty," "Aladdin," "Hansel and Gretel" and "Robin Hood." Artists include Ian Martin, Ed Herlihy, Jane Pickens, Bob "Captain Kangaroo" Keeshan, Jack Miller and John Rust.

**SONGS, GAMES & FUN FOR GROWING BOYS & GIRLS . . . . . 86**

Dorothy Olsen, Cliff Edwards, Glenn Riggs Ork (1-12")  
RCA Victor LBY 1002

The three highlighted performers take the kiddies on a group of very well-told adventures to Old MacDonald's farm, the Animal Fair and Mother Goose land among others on this set. One of the new entries in Victor's Bluebird kiddie line. A wonderful cover of five kiddies at a party is tops in display value, especially with the low \$1.98 price tag in plain view for the buyer. Well worth the price.

**Religious**

**THE VOICE AND TROMBONE OF BILL PEARCE . . . . . 73**

(1-12")  
Word W 3026 LP

Baritone and trombonist Bill Pearce, an announcer on WMBI in Chicago, offers 12 religious songs and hymns—six each in the vocal and instrumental category. Vocalizing is of a satisfying if not great caliber and the trombone solos on the sacred items are interesting and unusual. On the horn side, "For All My Sin" and "Heaven Must Be Wonderful," sound more like good pop ballads, in rhythm and melody, than sacred items. An off-beat experiment that could get some attention where religious disks are a specialty.

**Band**

**HI-FI IN THE HIGHLANDS . . . . . 80**

The Scots Guards (1-12")  
Angel 35464

Polished performance by the band and pipers that provides a scaled-to-the-living room showpiece with front row audio perspective. There's more Buckingham Palace dignity and less heather-scented Scottish "blawing" than title and stunning cover would suggest, however. Selections are primarily lesser known band numbers. By contrast to the screaming pipes and whanging drums of the Black Watch, the Scots Guards—who are members of the Royal Household Troops—often play as tho the Queen had a slight headache and didn't want to be disturbed.

**TARDE DE TOROS . . . . . 72**

Banda de Aviacion Esponola (de Arriba) (1-12")  
Montilla FM 98

The selections convey the drama and intense excitement of a bullfight. The brassy themes are stirringly presented. Prime appeal will probably be for hi-fi buffs, who will go for the fine reproduction. Particularly listenable from a musical standpoint is the musical tribute to Manolete.

**Latin American**

**LOS BOCHEROS, VOL. 11 . . . . . 78**

Orquesta Montilla (Montorio) (1-12")  
Montilla FM 99

Authentic Spanish folk music. Group is originally basque, but takes its material from all regions, including Latin America. Totalling five men, each of whom sings and plays, the instrumentation includes guitars, bass, accordion and percussion instruments relative to the various regions. Disk is well recorded. In most stores, potential would be very moderate; but in Latin areas, and among collectors of folk material, a better sale would be indicated.

**Polka**

**PECON POLKA . . . . . 79**

Johnny Pecon (1-12")  
Capitol T 883

A fine polka album. Pecon plays what is known to polka buffs as the Cleveland or Slovenian style. There are vocals to many of the bands. Package should do well in Midwest, and other areas where the polka is popular. Dealers with such a clientele should not hesitate to demonstrate the disk. It's really a toe-tickler.

**Spoken Word**

**SHAKESPEARE: HAMLET . . . . . 88**

John Gielgud as Hamlet With the Old Vic Company (4-12")  
RCA Victor LM 6404

The most complete representation of "Hamlet" thus far released on disks preserves Gielgud's production for the Old Vic Company. Besides the star, the cast features Paul Rogers as the King; Coral Browne as the Queen and Yvonne Mitchell as Ophelia. Shakespeare's lines are clearly spoken by the English cast with more emphasis on content than on beauty of language. Gielgud's many admirers should prove a receptive audience. Excellent prospect for the educational market.

**NBC Radio Net**

• Continued from page 18

lection. He will also act as liaison between NBC program producers and recording companies and will provide material—human interest stories on new disks, etc.—for use by NBC deejays and other performers.

Sadoff (professional manager of Bourne Music from 1954 to 1956) will review all new pop records and albums as programming possibilities and will make recommendations to web producers as to which current disk artists are the hottest bet for guest artist spots.

In addition to servicing NBC network shows 8 "Bandstand," "Monitor," etc.—Sadoff will be available as a consultant to NBC's owned and operated stations—WRCA, New York; WMAQ, Chicago; KNBC, San Francisco; WRC, Washington; WRCV, Philadelphia.

NBC's move to co-ordinate its musical programming on the national and local level—via the Sadoff appointment—follows ABC's recent action to co-ordinate its musical programming with its affiliates. Under the new ABC plan, all network shows feature live music only, but the tunes used are those currently on the best seller charts.

ABC supplies its affiliates with advance music schedules for an entire week. Thus the local stations can supplement the web's "live" best seller song list, by spinning disks not featured on the network airers.



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# Reviews and Ratings of New Classical Albums

**GRIEG: MUSIC FROM PEER GYNT; LYRIC SUITE (1-12)**—Eileen Farrell, Soprano; Boston Pops (Fiedler). RCA Victor LM-2125 . . . . . 84  
Strong Boston Pops following is greatest asset for this release, as dealers will recall from Fiedler's earlier "Peer Gynt" issues. Eileen Farrell's brief contribution is expertly done and coupling is strong. Recorded sound is adequate. If interpretation is less refined than recent Beecham effort, it nevertheless sustains interest easily.

**ALBENIZ: IBERIA; FALLA: INTERLUDE & DANCE NO. 1. LA VIDA BREVE (1-12)**—Minneapolis Symphony Ork (Dorati). Mercury MG 50146 . . . . . 83  
Capable interpretations of the two Spanish impressionistic scores should move well despite availability of other recordings. Dorati uses the standard Arbos orchestration for "Iberia" and presents only the "Interlude" and "Dance No. 1" from "Vida Breve." Reproduction is excellent.

**BERLIOZ: L'ENFANCE DU CHRIST (2-12)**—Various Artists, New England Conservatory Chorus (de Varon); Boston Symphony (Munch). RCA Victor LM 6053 . . . . . 83  
Superb album blends fine soloists, orchestra, chorus in moving interpretation of Berlioz's poignant score. Cesare Valletti, Gerard Souzay, Giorgio Tozzi, Florence Kopleff are soloists who perform notably under Munch's sensitive guidance. Musical content and excellent recording join to indicate this as preferred version of work. Dealers should be especially alert to Christmas potential.

**IPPOLITOV-IVANOV: CAUCASIAN SKETCHES; GLIERE: THE RED POPPY (BALLET SUITE) (1-12)**—London Philharmonic Ork (Fistoulari). RCA Victor LM 2133 . . . . . 81  
Excellent recording enhances good versions of colorful Russian scores which rely on exotic flavor. "Caucasian Sketches" are not strange to records and "Red Poppy" has been done well before, but present package will show strength. Attractive cover.

**ROSSINI: HIGHLIGHTS FROM THE BARBER OF SEVILLE (1-12)**—Various Artists, RCA Victor Symphony Ork and Chorus (Bamboschek). RCA Camden CAL 386 . . . . . 76  
Some fine performances are revived in this low-price (\$1.98) disk. Lucille Browning, Lorenzo Alvary and others contribute very acceptable singing; Carlos Ramirez is outstanding by any standards. Quality of sound in vocals is surprisingly good, considering age of recording.

**VILLA-LOBOS: THE SURPRISE BOX; FALLA: HOMAGE (1-12)**—Rome Symphony Ork (Castro). RCA Victor LM 2143 . . . . . 75  
Compositions by modern Latin composers make unhackneyed program. Premiere of children's ballet by Villa-Lobos reveals light, easily appreciated score, draws on Brazilian folk sources. Falla's work, comprising tributes to composers Arbos, Debussy, Dukas and Pedrell, is in more serious vein. Dealers can find disk useful suggestion for new repertory.

**SIBELIUS: QUARTET IN D MINOR; GRIEG: QUARTET IN G MINOR (1-12)**—Budapest String Quartet. Columbia ML 5202 . . . . . 74  
Two compositions seldom encountered either in the concert hall or on records. Sibelius' Quartet ("Voces Intimae") abounds in characteristic rugged turns of

phrase of the late composer. Grieg's work is charmingly intimate. First rate performances are well recorded with special regard for balance.

**LISZT: PIANO CONCERTOS NOS. 1 & 2 (1-12)**—Brendel, Piano, Pro Musica Ork, Vienna (Glehen). Vox PL 10-420 . . . 72  
Very brilliant playing of two concertos which depend upon virtuosity for their effect. Brendel's performance enjoys the advantage of resonant recording. Competition is very heavy, but this disk can enjoy good activity on the basis of quality.

**COWELL: PERSIAN SET; HARRISON: SUITE FOR VIOLIN, PIANO & SMALL ORK (1-12)**—Leopold Stokowski Conducts. Composers Recordings 114 . . . . . 71  
Stokowski is the name to consider here. Excellent interpretation of the two contemporary scores by the great conductor can have good drawing power. The Cowell work is written for a chamber orchestra and utilizes Eastern rhythms and tonalities. The Harrison score also draws on Eastern motifs. Set can go, if pulled.

**FRANCK: SYMPHONY IN D MINOR (1-12)**—Pro Musica Symphony, Vienna (van Remoortel). Vox PL 10-360 . . . . . 70  
Tasteful, sane interpretation of much recorded symphony by young compatriot of composer. High quality recording complements poised performance. Very formidable competition by topflight conductors will tend to hold down possible lively sales.

**MUSIC OF FRANCE (1-12)**—San Francisco Symphony Ork (Monteux). RCA Camden CAL 385 . . . . . 69  
Re-issued performances by a master of the material at hand: Milhaud's "Protee"; the Debussy-Ravel "Sarabande"; Berlioz's "Rakoczy March," and d'Indy's "Istar" and Introduction to "Fervaal." Some of the recordings, especially the last two, show signs of their age, but the Milhaud work is the only version available and can serve until another comes along.

**SOLER: SONATAS (1-12)**—Rena Kyriakou, Piano. Vox PL 10-400 . . . . . 66  
Delightful piano work by 18th Century Spanish composer, relatively neglected until now. Pianist's renditions leave something to be desired with regard to accuracy, tone, shading, but charm of music prevails. Can be suggested by dealers to supplement recent Soler release on Decca.

**BERLIOZ-CHAUSSON-RAVEL-SAINT SAENS (1-12)**—Aaron Rosand, Violin; Southwest German Radio Ork (Reinhardt). Vox PL 10470 . . . . . 65  
Major portion of young violinist's all-French program is devoted to Chausson's "Poeme." Other works are Ravel's "Tzi-

# Reviews and Ratings of New Jazz Albums

**SWINGING DIXIE FROM DAN'S PIER 600** . . . . . 75  
Al Hirt's Jazz Band Ball (1-12")  
Verve MG 1012  
A real, wild, swinging Dixie affair, with Pete Fountain a stand-out on clarinet. It's the war horses, "Tin Roof Blues," "Royal Garden" that are essayed, with the net result one of the better New Orleans-type sets on the market.

**JAZZ A LA BOHEMIA** . . . . . 71  
Randy Weston Trio and Cecil Payne (1-12")  
Riverside RLP 12-232  
Package was recorded 'live' at Cafe Bohemia in New York. Performances are somewhat uneven; there are flashes of uninhibited excellence, and uncompensating moments as well. However, pianist Weston and baritoneist Payne make things interesting enough to warrant modern buyer's attention. Cover will attract jazz browser.

**NEW ORLEANS TO STOCKHOLM** . . . 67  
Spencer Williams Ork (1-12")  
Dot DLP 3074  
A musical history of songwriter Spencer Williams ("Royal Garden Blues," "Fishomongo Blues," "Basin Street Blues"), performed by a frantic group of Swedish musicians with Williams at the helm. It's all big band stuff, very much in the modern idiom, and tho there isn't much name value here, the music is more than adequate.

**SWINGING SCOTS** . . . . . 66  
Johnny Keating & His All-Stars (1-12")  
Dot DLP 3066  
Big band, medium band and small band jazz, with a faint trace of Basie styling in the big band tracks plainly evident. "Down South Blues" is a good medium tempo demo track. Some good things happen here and it's well worth a listen, tho the name won't be easy to sell.

**JOY BRYAN SINGS** . . . . . 62  
Joy Bryan (1-12")  
Mode 108  
Tight, almost monotone singing by

new thrush Joy Bryan isn't likely to be greeted too well by record dealers, tho some of the tracks make for fair listening by the Marty Paich septet in the background.

**GAL WITH A HORN** . . . . . 60  
Clara Bryant (1-12")  
Mode 106  
A rather sorry attempt at jazz chirping by female trumpeter Clara Bryant. Arrangements don't show her voice off too well either, as witness the hack cha-cha mode of "Tea for Two." It's small group stuff which never quite comes off. Cover art is rather amateurish, too.

## Dawn to Hike

Continued from page 18

from LP's which received top reviews in the jazz and trade papers, and has quotes from the reviews on its cover and liner.

The combined Seeco and Dawn release for October lists 10 new sets.

Siegel returned last week from Europe, where he visited affiliates in Italy, France, Spain and England. In Italy, he set a deal with the Durium company, obtaining distribution of this Italian pop line for all of South America. In Spain, he obtained rights to a quantity of flamenco, paso doble and Spanish children's material.

In Paris, where his affiliate is Vogue, Siegel held a party and meeting for local dealers. Vogue has been a principal source of material for Seeco's International—Continental series.

In upping its Dawn jazz prices, the company is following the lead of such other jazz firms as Verve and Atlantic. A majority of the jazz specializing labels had always stayed at \$4.98.

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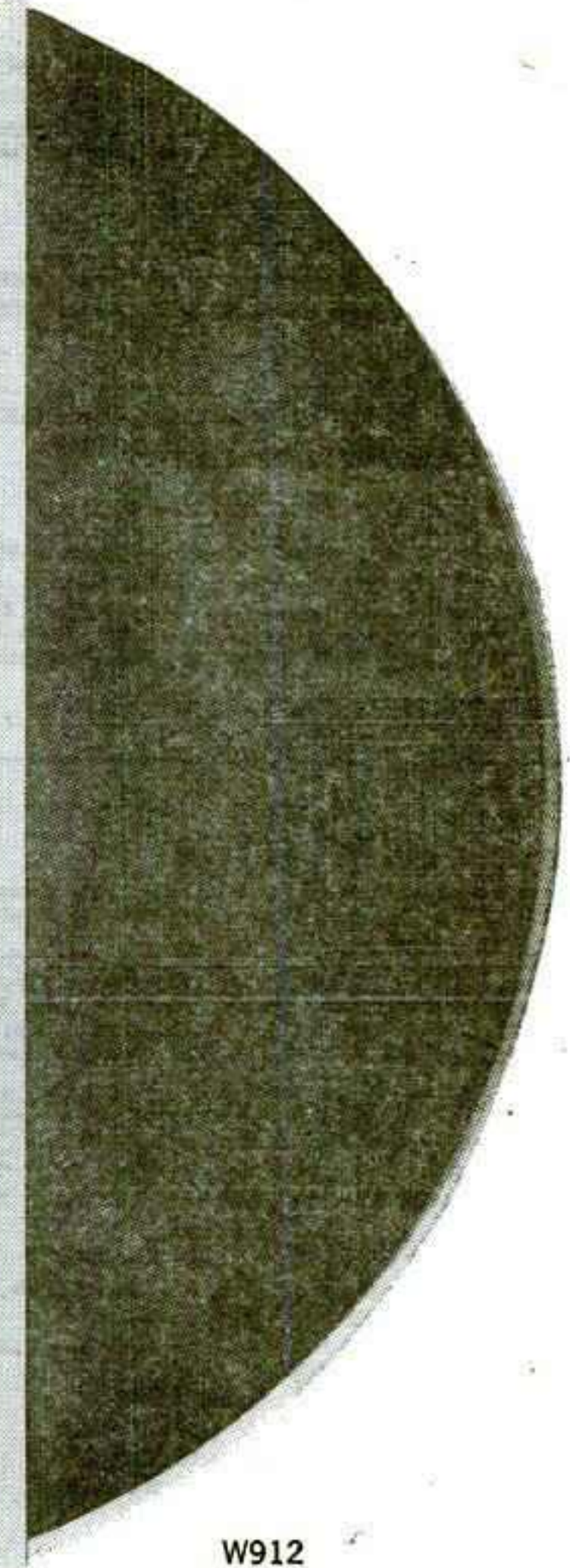
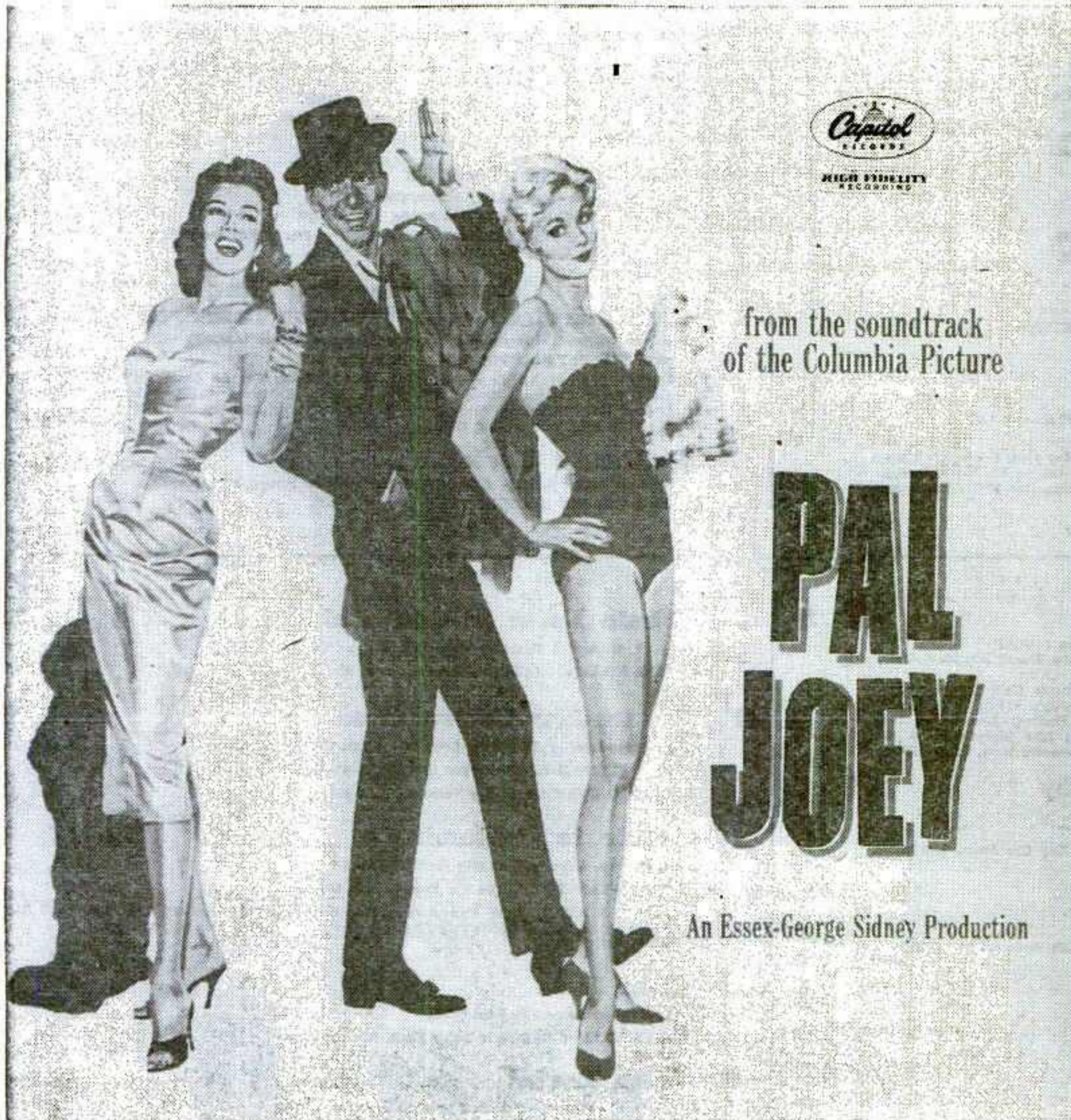
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## THE NATION'S TOP TUNES

For survey week ending October 5

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Honeycomb</b>		<b>2 9</b>	<b>6. Diana</b>		<b>3 12</b>
By Bob Merrill—Published by Hawthorne Music (ASCAP) <b>BEST SELLING RECORD:</b> Jimmie Rodgers, Roulette 4015. <b>RECORD AVAILABLE:</b> Georgie Shaw, Dec 30418.			By Paul Anka—Published by Pamco Music, Inc. (BMI) <b>BEST SELLING RECORD:</b> Paul Anka, ABC-Paramount 9831.		
<b>2. Tammy</b>		<b>1 13</b>	<b>7. That'll Be the Day</b>		<b>6 9</b>
By Jay Livingston-Ray Evans—Published by Northern (ASCAP) <b>BEST SELLING RECORD:</b> Debbie Reynolds, Coral 61851. <b>RECORDS AVAILABLE:</b> Ames Brothers, Vic 6930; George Barnes, Dec 30398; Joseph Gershenson Ork, Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Bill Snyder, Dec 30433.			By Jerry Allison-Buddy Holly-Norman Petty—Published by Nor-Va-Jak Music Co. (BMI) <b>BEST SELLING RECORD:</b> Crickets, Brunswick 55009. <b>RECORDS AVAILABLE:</b> Jeff Allen, Verve 10064; Buddy Holly, Dec 30434; Ravens, Argo 5276.		
<b>3. Wake Up Little Susie</b>		<b>7 3</b>	<b>8. White Silver Sands</b>		<b>20 13</b>
By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) <b>BEST SELLING RECORD:</b> Everly Brothers, Cadence 1337.			By C. Mathews—Published by Fellows-Peer (BMI) <b>BEST SELLING RECORD:</b> Don Rondo, Jubilee 5288. <b>OTHER RECORDS AVAILABLE:</b> Owen Bradley, Dec 30363; Dave Gardner, OJR 1002; Lennon Sisters, Brunswick 55013.		
<b>4. Chances Are</b>		<b>5 5</b>	<b>9. My Heart Reminds Me (And That Reminds Me) adapted from "Autumn Concerto"</b>		<b>11 6</b>
By Stillman & R. Allen—Published by Korwin Music (ASCAP) <b>BEST SELLING RECORD:</b> Johnny Mathis, Col 40993.			By Al Stillman-C. Bargoni—Published by Symphony House (ASCAP) <b>BEST SELLING RECORD:</b> Della Reese, Jubilee 5292. <b>RECORDS AVAILABLE:</b> Ambrose Ork, M-G-M 12542; Carmen Cavallaro, Decca 30076; Lenny Eversong, Coral 61874; Richard Hayman, Mercury 71178; Ted Heath, London 1690; Melachrino Strings, Vic 7027; Nick Noble, Mercury 70959; Kay Starr, Vic 6981; Billy Vaughn, Dot 15466.		
<b>5. Fascination</b>		<b>4 9</b>	<b>10. Jailhouse Rock</b>		<b>- 1</b>
By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP) <b>BEST SELLING RECORD:</b> Jane Morgan, Kapp 191. <b>RECORDS AVAILABLE:</b> David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamilton, London 1758; Dick Jacobs, Coral 61864; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 6980; Ethel Smith, Dec 30421; Troubadors, Kapp 191.			By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) <b>BEST SELLING RECORD:</b> Elvis Presley, Vic 7035.		

### Second Ten

<b>11. Around the World</b>		<b>8 8</b>	<b>16. Whole Lotta Shakin' Goin' On</b>		<b>9 10</b>
By Victor Young—Published by Victor Young Publications (ASCAP) <b>BEST SELLING RECORDS:</b> Victor Young and Bing Crosby, Dec 30262; Mantovani, London 1746. <b>RECORDS AVAILABLE:</b> George Barnes, Dec 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Lawrence Welk, Coral 61741.			By D. Williams-S. David—Published by Marilyn (BMI) <b>BEST SELLING RECORD:</b> Jerry Lee Lewis, Sun 267.		
<b>12. Happy, Happy Birthday, Baby</b>		<b>14 4</b>	<b>17. Remember You're Mine</b>		<b>16 8</b>
By Sylvia-Lopez—Published by Donna Music (BMI) <b>BEST SELLING RECORD:</b> Tune Weavers, Checker 872. <b>RECORDS AVAILABLE:</b> Dottie Ferguson, Mer 71182; Kay Cee Jones, Dec 30432.			By Mann-Lowe—Published by Lowe-Tray Music Corp. (ASCAP) <b>BEST SELLING RECORD:</b> Pat Boone, Dot 15602. <b>RECORD AVAILABLE:</b> Ray Vernon, Cameo 109.		
<b>13. In the Middle of an Island</b>		<b>11 10</b>	<b>18. Affair to Remember</b>		<b>17 6</b>
By Varnick & Acquaviva—Published by Mayfair (ASCAP) <b>BEST SELLING RECORD:</b> Tony Bennett, Col 40965. <b>RECORDS AVAILABLE:</b> Tennessee Ernie Ford, Cap 3762; Anita Kerr Quartet, Dec 30417; Stan Wilson, Verve 10068.			By Warren, Adamson, McCarey—Published by Leo-Feist (ASCAP) <b>BEST SELLING RECORD:</b> Vic Damone, Col 40945. <b>RECORDS AVAILABLE:</b> Luis Arcaez, Vic 6952; Carmen Cavallaro, Dec 30362; Angela Drake, M-G-M 12499; Pete King, Liberty 55075; Machito, Tico 407; Vi Vienne, V.I.P. 1007.		
<b>13. Mr. Lee</b>		<b>13 9</b>	<b>19. Hula Love</b>		<b>14 6</b>
By Bobbettes—Published by Progressive (BMI) <b>BEST SELLING RECORD:</b> Bobbettes, Atlantic 1144.			By Knox—Published by Kahl (BMI) <b>BEST SELLING RECORD:</b> Buddy Knox, Roulette 4018.		
<b>13. Rainbow</b>		<b>10 11</b>	<b>19. Lotta Lovin'</b>		<b>19 4</b>
By Ron Hulme—Published by Robbins (ASCAP) <b>BEST SELLING RECORD:</b> Russ Hamilton, Kapp 184. <b>RECORDS AVAILABLE:</b> Bobby Breen, Chic 1013; Bill Darnell, Jubilee 5290.			By Bernice Bedwell—Published by Song Prod. (BMI) <b>BEST SELLING RECORD:</b> Gene Vincent, Cap 3763.		

### Third Ten

<b>21. Melodie D'Amour</b>		<b>26 2</b>	<b>26. Bye Bye Love</b>		<b>29 20</b>
By Leo Johns-Henri Salvador—Published by Rayven Music (BMI) <b>RECORDS AVAILABLE:</b> Ames Brothers, Vic 7046; Edmundo Ros, London 1751; Marty Gold, Vic 0303.			By B. Bryant—Published by Acuff-Rose (BMI) <b>RECORDS AVAILABLE:</b> Everly Brothers, Cadence 1315; Chuck Miller, Mercury 71118; Webb Pierce, Dec 30321; T. Tommy, Dot 15576.		
<b>22. Just Between You and Me</b>		<b>17 5</b>	<b>26. Twelfth of Never</b>		<b>- 1</b>
By L. Cathy-J. Keller—Published by Winneton (BMI) <b>RECORDS AVAILABLE:</b> Chordettes, Cadence 1330; Jimmy Davis, Dec 29157.			By P. F. Webster & Livingston—Published by Empress (ASCAP) <b>RECORD AVAILABLE:</b> Johnny Mathis, Col 40993.		
<b>23. Keep A' Knockin'</b>		<b>20 2</b>	<b>28. Fraulein</b>		<b>- 1</b>
By R. Penniman—Published by Venice (BMI) <b>RECORD AVAILABLE:</b> Little Richard, Specialty 661.			By Lawton Williams—Published by Fairway (BMI) <b>RECORDS AVAILABLE:</b> Don Estes, Dec 30386; Freddie Hart, Col 40896; Bobby Helms, Dec 30194; Steve Lawrence, Coral 61876; Vic Sabrino, Dec 30416.		
<b>24. Black Slacks</b>		<b>22 4</b>	<b>28. Plaything</b>		<b>- 1</b>
By Bennett-Denton—Published by Pamco Music (BMI) <b>RECORD AVAILABLE:</b> Joe Bennett & the Sparkletones, ABC-Paramount 9837.			By Samuel & Henry Underwood—Published by Renda Music and Ponra Music (BMI) <b>RECORDS AVAILABLE:</b> Judy Faye, Vic 7029; Chuck Miller, Mer 71173; Ted Newman, Rev 3505; Nick Todd, Dot 15643; Little Wilbur & the Pleasers, A'addin 3396.		
<b>25. Be Bop Baby</b>		<b>30 2</b>	<b>28. Peanuts</b>		<b>- 1</b>
By P. Lenghurst—Published by Travis Music (BMI) <b>RECORDS AVAILABLE:</b> Autry Inman, Dec 29936; Ricky Nelson, Imperial 5463.			By J. Cook—Published by Cranford Music, Inc. (BMI) <b>RECORD AVAILABLE:</b> Little Joe & the Thrillers, Okch 7088.		
			<b>28. You're My One and Only Love</b>		<b>25 5</b>
			By Marshall-Kassel—Published by Vivid Publishing (ASCAP) <b>RECORD AVAILABLE:</b> Ricky Nelson, Verve 10070.		

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The Honor Roll of Hits comprises the nation's top tunes according to record sales, sheet sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.



with the charts in mind!

**NAT 'KING' COLE**

with orchestra conducted  
by BILLY MAY

**WITH YOU ON MY MIND**

record no. 3782







# 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 5, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers . . . . .	2	3	11. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis . . . . .	4	12	21. MELODIE D'AMOUR (BMI)— Ames Brothers . . . . .	-	1
Maybe Tomorrow (BMI)—Cadence 1337			It'll Be Mine (BMI)—Sun 267			So Little Time (BMI)—Vic 7046		
2. HONEYCOMB (ASCAP)— Jimmie Rodgers . . . . .	1	9	12. FASCINATION (ASCAP)—Jane Morgan . . . . .	12	6	22. PEANUTS (BMI)— Little Joe & The Thrillers . . . . .	30	2
Their Hearts Were Full of Spring (ASCAP)— Roulette 4015			Fascination (Instrumental) (ASCAP)—Kapp 191			Lilly Lou (BMI)—Okeh 4-7088		
3. TAMMY (ASCAP)—Debbie Reynolds . . . . .	3	12	13. BE-BOP BABY (BMI)—Ricky Nelson . . . . .	19	2	23. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett . . . . .	17	10
French Heels (ASCAP)—Coral 61851			HAVE I TOLD YOU LATELY THAT I LOVE YOU (BMI)—Imperial 546			I Am (ASCAP)—Col 40965		
4. JAILHOUSE ROCK (BMI)—Elvis Presley . . . . .	-	1	14. HULA LOVE (BMI)—Buddy Knox . . . . .	14	6	24. LOVE LETTERS IN THE SAND (ASCAP)—Pat Boone . . . . .	27	23
TREAT ME NICE (BMI)—Vic 7035			Devil Woman (BMI)—Roulette 4018			BERNARDINE (ASCAP)—Dot 15570		
5. DIANA (BMI)—Paul Anka . . . . .	4	12	15. REMEMBER YOU'RE MINE (ASCAP)— Pat Boone . . . . .	10	10	25. YOU'RE MY ONE AND ONLY LOVE (ASCAP)—Ricky Nelson . . . . .	22	5
Don't Gamble With Love (BMI)— ABC-Paramount 9831			THERE'S A GOLD MINE IN THE SKY (ASCAP)—Dot 15602			HONEY ROCK (ASCAP)—Verve 10070		
6. THAT'LL BE THE DAY (BMI)— Crickets . . . . .	6	9	16. LOTTA LOVIN' (BMI)—Gene Vincent . . . . .	15	4	26. SEND FOR ME (BMI)—Nat King Cole . . . . .	-	15
I'm Lookin' for Someone to Love (BMI)— Brunswick 55009			WEAR MY RING (BMI)—Cap 3763			MY PERSONAL POSSESSION (BMI)— Cap 3737		
7. CHANCES ARE (ASCAP)— Johnny Mathis . . . . .	7	4	17. RAINBOW (ASCAP)—Russ Hamilton . . . . .	11	11	27. BYE BYE LOVE (BMI)—Everly Brothers . . . . .	26	21
The Twelfth of Never (ASCAP)—Col 40993			We Will Make Love (ASCAP)—Kapp 184			I Wonder If I Care as Much (BMI)—Cadence 1315		
8. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers . . . . .	8	4	18. BLACK SLACKS (BMI)— Joe Bennett & Sparkletones . . . . .	20	4	28. MY ONE SIN (BMI)—Four Coins . . . . .	-	1
Ol' Man River (ASCAP)—Checker 872			Boppin' Rock Boogie (BMI)—ABC-Paramount 9837			This Life (ASCAP)—Epic 9229		
9. MR. LEE (BMI)—Bobbettes . . . . .	9	10	19. JUST BETWEEN YOU AND ME (BMI)—Chordettes . . . . .	18	5	29. DEEP PURPLE (ASCAP)— Billy Ward & His Dominoes . . . . .	28	2
Look at the Stars—Atlantic 1144			SOFT SANDS (BMI)—Cadence 1330			Do It Again (BMI)—Liberty 5599		
10. KEEP A' KNOCKIN' (BMI)— Little Richard . . . . .	16	2	20. TEDDY BEAR (ASCAP)—Elvis Presley . . . . .	13	17	30. AROUND THE WORLD (ASCAP)— Victor Young . . . . .	-	9
Can't Believe You Wanna Leave (BMI)— Specialty 661			LOVING YOU (BMI)—Vic 7000			Decca 30262 (Vocal) (ASCAP)		

# 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 5, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. HONEYCOMB (ASCAP)— Jimmie Rodgers . . . . .	1	8	9. MY HEART REMINDS ME (ASCAP)— Kay Starr . . . . .	10	5	17. AND THAT REMINDS ME (ASCAP)— Della Reese . . . . .	22	3
Their Hearts Were Full of Spring (ASCAP)— Roulette 4015			Flim Flam Floo (BMI)—Vic 6981			I Cried for You (ASCAP)—Jubilee 5292		
2. CHANCES ARE (ASCAP)— Johnny Mathis . . . . .	5	5	10. TAMMY (ASCAP)—Ames Brothers . . . . .	7	13	18. LOTTA LOVIN' (BMI)—Gene Vincent . . . . .	19	3
The Twelfth of Never (ASCAP)—Col 40993			Rockin' Shoes (BMI)—Vic 6930			Wear My Ring (BMI)—Cap 3763		
3. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers . . . . .	6	3	11. REMEMBER YOU'RE MINE (ASCAP)— Pat Boone . . . . .	16	8	19. THE TWELFTH OF NEVER (ASCAP)— Johnny Mathis . . . . .	-	1
Maybe Tomorrow (BMI)—Cadence 1337			There's a Gold Mine in the Sky (ASCAP)— Dot 15602			Chances Are (ASCAP)—Col 40993		
3. TAMMY (ASCAP)—Debbie Reynolds . . . . .	2	13	12. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers . . . . .	23	2	20. AN AFFAIR TO REMEMBER (ASCAP)—Vic Damone . . . . .	18	2
French Heels (ASCAP)—Coral 61851			Ol' Man River (ASCAP)—Checker 872			In the Eyes of the World (ASCAP)—Col 40945		
5. DIANA (BMI)—Paul Anka . . . . .	3	10	13. RAINBOW (ASCAP)—Russ Hamilton . . . . .	8	11	21. JUST BORN (BMI)—Perry Como . . . . .	-	1
Don't Gamble With Love (BMI)— ABC-Paramount 9831			We Will Make Love—Kapp 184			Ivy Rose (ASCAP)—Vic 7050		
6. THAT'LL BE THE DAY (BMI)— Crickets . . . . .	4	8	14. JUST BETWEEN YOU AND ME (BMI)—Chordettes . . . . .	12	5	22. HULA LOVE (BMI)—Buddy Knox . . . . .	9	5
I'm Lookin' for Someone to Love (BMI)— Brunswick 55009			Soft Sands (BMI)—Cadence 1330			Devil Woman (BMI)—Roulette 4018		
7. FASCINATION (ASCAP)— Jane Morgan . . . . .	14	6	15. MR. LEE (BMI)—Bobbettes . . . . .	13	4	22. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis . . . . .	10	10
Fascination (Instrumental) (ASCAP)—Kapp 191			Look at the Stars (BMI)—Atlantic 1144			It'll Be Mine (BMI)—Sun 267		
8. JAILHOUSE ROCK (BMI)—Elvis Presley . . . . .	-	1	15. MELODIE D'AMOUR (BMI)— Ames Brothers . . . . .	15	2	24. MY SPECIAL ANGEL (BMI)— . . . . .	-	1
Treat Me Nice (BMI)—Vic 7035			So Little Time (BMI)—Vic 7046			Standing at the End of My World (BMI)— Dec 30423		
						25. FASCINATION (ASCAP)—Dinah Shore . . . . .	17	4
						Till (ASCAP)—Vic 6980		



# TOP 100! TOP 50! TOP 40! TOP 20! TOP 10!



## THESE ARE THE HITS... NOW SHOWING



**PATTI  
PAGE**

**I'LL REMEMBER TODAY**  
AND  
**MY, HOW THE TIME GOES BY**  
MERCURY 71189



**THE  
PLATTERS**

**ONLY BECAUSE**  
AND  
**THE MYSTERY OF YOU**  
MERCURY 71184



**THE  
DIAMONDS**

**SILHOUETTES**  
AND  
**DADDY COOL**  
MERCURY 71197



**THE  
DEL VIKINGS**

**COME ALONG WITH ME**  
AND  
**WAT'CHA GOTTA LOSE**  
MERCURY 71180

### NEW POWERHOUSE INSTRUMENTALS!

**FALL OUT**  
AND  
**QUEEN BLAZER**  
**SIL AUSTIN**  
MERCURY 71196

**HESITATION**  
AND  
**DRIFTWOOD**  
**RALPH MARGERIE**  
MERCURY 71204

**CHICK-A-CHICK**  
AND  
**THE LEANING TOWER OF PIZA**  
**HAL MOONEY**  
MERCURY 71199

**ROOSTER WALK**  
AND  
**2 POINT 8**  
**RED PRYSOCK**  
MERCURY 71175

**ALL ON**





**MGM Records**

**DEBBIE REYNOLDS**



NEW SMASH

**WALL FLOWER** : **ALL GROWN UP**

K12560 (ON 45 & 78 RPM)

CONNIE FRANCIS and MARVIN RAINWATER

**THE MAJESTY OF LOVE**

Picked by  
**BILLBOARD**  
CASH BOX  
VARIETY

and  
**YOU, MY DARLIN', YOU**  
K12555 (45 and 78 RPM)

**SHEB WOOLEY**  
ORIGINAL POP HIT!

**RECIPE FOR LOVE**

K12541

**CHUCK ALAIMO**  
QUARTET  
**HOW I LOVE YOU**  
and  
LOCAL 66  
K12508 (ON 45 & 78 RPM)

**ROBBIN HOOD**  
**SALTY, SALTY**  
**IS THE SEA**  
and  
**LIKE CRAZY**  
K12556

**MURRAY ARNOLD**  
QUARTET  
**MOONLIGHT**  
and  
MARTINIQUE  
K12530

**MARK DINNING**  
**SCHOOL**  
**FOOL** **TOP RATING**  
and  
WHEN YOU'RE TIRED OF  
BREAKING OTHER HEARTS  
K12553

Keep your eyes and ears on . . . . . **JOLIE HUNTER**  
**CA, C'EST L'AMOUR**  
and BLESSINGS K12564



**Territorial Best Sellers**

FOR SURVEY WEEK ENDING OCTOBER 8

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

**BOSTON**

And That Reminds Me, Della Reese, Jub.  
Fascination, Jane Morgan, Kapp  
Honeycomb, Jimmie Rodgers, Rit.  
In the Middle of an Island  
Tony Bennett, Col.  
Jailhouse Rock, Elvis Presley, Vic.  
Keep A' Knockin', Little Richard, Spe.  
There's a Gold Mine in the Sky  
Pat Boone, Dot  
Wake Up Little Susie, Everly Brothers, Cdc.

That'll Be the Day, Crickets, Brk.  
There's a Gold Mine in the Sky/Remember  
You're Mine, Pat Boone, Dot  
Wake Up Little Susie, Everly Brothers, Cdc.  
Honeycomb, Jimmie Rodgers, Rit.  
Hula Love, Buddy Knox, Rit.  
Love Letters in the Sand/Bernardine  
Pat Boone, Dot

**NORTHERN OHIO**

Beb Bop Baby/Have I Told You Lately That  
I Love You, Ricky Nelson, Imp.  
Chances Are, Johnny Mathis, Col.  
Diana, Paul Anka, ABC-Para.  
Fascination, Jane Morgan, Kapp  
Forgotten Dreams, Le Roy Anderson, Dec.  
Happy, Happy Birthday, Baby  
Tune Weavers, Che.  
Jailhouse Rock, Elvis Presley, Vic.  
Lotta Lovin', Gene Vincent, Cap.  
Think, Five Royals, King  
Wake Up Little Susie, Everly Brothers, Cdc.

**CHICAGO**

Chances Are, Johnny Mathis, Col.  
Fascination, Jane Morgan, Kapp  
Happy, Happy Birthday, Baby  
Tune Weavers, Che.  
Honeycomb, Jimmie Rodgers, Rit.  
Tammy, Debbie Reynolds, Cor.  
That'll Be the Day, Crickets, Brk.  
Wake Up Little Susie, Everly Brothers, Cdc.  
Whole Lotta Shakin' Goin' On  
Jerry Lee Lewis, Sun

**DETROIT**

Chances Are, Johnny Mathis, Col.  
Diana, Paul Anka, ABC-Para.  
Just Between You and Me/Soft Sands  
Chordettes, Cdc.  
Lotta Lovin', Gene Vincent, Cap.  
Loving You/Teddy Bear, Elvis Presley, Vic.  
Tammy, Debbie Reynolds, Cor.  
That'll Be the Day, Crickets, Brk.  
Think, Five Royals, King  
Wake Up Little Susie, Everly Brothers, Cdc.  
Whole Lotta Shakin' Goin' On  
Jerry Lee Lewis, Sun

Around the World, Victor Young, Dec.  
Back to School Again  
Timmie Rodgers, Cam.  
Be Bop Baby/Have I Told You Lately That  
I Love You, Ricky Nelson, Imp.  
Black Slacks  
Joe Bennett & Sparkletones, ABC-Para.  
Bye Bye Love, Everly Brothers, Cdc.  
Diana, Paul Anka, ABC-Para.  
Fascination, Jane Morgan, Kapp  
Fascination, Lee Lawrence, Lon.  
Honeycomb, Jimmie Rodgers, Rit.

**EAST TEXAS**

Black Slacks  
Joe Bennett & Sparkletones, ABC-Para.  
Diana, Paul Anka, ABC-Para.  
Happy, Happy Birthday, Baby  
Tune Weavers, Che.  
Honeycomb, Jimmie Rodgers, Rit.  
Jailhouse Rock, Elvis Presley, Vic.  
Mr. Lee, Bobbettes, Atl.  
Tammy, Debbie Reynolds, Cor.  
That'll Be the Day, Crickets, Brk.  
Wake Up Little Susie, Everly Brothers, Cdc.

**PHILADELPHIA**  
Chances Are, Johnny Mathis, Col.  
Honeycomb, Jimmie Rodgers, Rit.  
Lotta Lovin', Gene Vincent, Cap.  
Peanuts, Little Joe and the Thrillers, Okeh.  
Tammy, Debbie Reynolds, Cor.  
There's a Gold Mine in the Sky/Remember  
You're Mine, Pat Boone, Dot  
Wake Up Little Susie, Everly Brothers, Cdc.  
Whole Lotta Shakin' Goin' On  
Jerry Lee Lewis, Sun  
You Send Me, Sam Cook, Keen

**FLORIDA**

Chances Are, Johnny Mathis, Col.  
Deep Purple  
Billy Ward and His Dominoes, Cor.  
Diana, Paul Anka, ABC-Para.  
Jailhouse Rock, Elvis Presley, Vic.  
Jenny Jenny, Little Richard, Spe.  
My One Sin, Four Coins, Epic  
Wake Up Little Susie, Everly Brothers, Cdc.  
Whispering Bells, Dell Vikings, Dot  
Whole Lotta Shakin' Goin' On  
Jerry Lee Lewis, Sun

**SAN FRANCISCO AND OAKLAND**  
Around the World, Mantovani, Lon.  
Bernardine, Pat Boone, Dot  
Desire, Charts, Evit.  
Fascination, David Carroll, Mer.  
Fascination, Dinah Shore, Vic.  
In the Middle of an Island  
Tennessee Ernie Ford, Cap.  
Love Me to Pieces, Jill Corey, Col.  
Mr. Lee, Bobbettes, Atl.

**LOS ANGELES**

Around the World, Victor Young, Dec.  
Chances Are, Johnny Mathis, Col.  
Diana, Paul Anka, ABC-Para.  
Honeycomb, Jimmie Rodgers, Rit.  
In the Middle of an Island  
Tennessee Ernie Ford, Cap.  
Lasting Love, Sal Mineo, Epic  
Mr. Lee, Bobbettes, Atl.  
My Heart Reminds Me, Kay Starr, Vic.

**ST. LOUIS AND KANSAS CITY**  
Chances Are, Johnny Mathis, Col.  
Diana, Paul Anka, ABC-Para.  
Honeycomb, Jimmie Rodgers, Rit.  
Mr. Lee, Bobbettes, Atl.  
Plaything, Ted Newman, Rev.  
Send for Me, Nat King Cole, Cap.  
That'll Be the Day, Crickets, Brk.  
Whole Lotta Shakin' Goin' On  
Jerry Lee Lewis, Sun

**NEW YORK AND NEWARK**

Chances Are, Johnny Mathis, Col.  
Happy, Happy Birthday, Baby  
Tune Weavers, Che.  
Honeycomb, Jimmie Rodgers, Rit.  
Lotta Lovin', Gene Vincent, Cap.  
Mr. Lee, Bobbettes, Atl.  
Tammy, Debbie Reynolds, Cor.  
Wake Up Little Susie, Everly Brothers, Cdc.  
Whole Lotta Shakin' Goin' On  
Jerry Lee Lewis, Sun

**SOUTHERN OHIO**  
Diana, Paul Anka, ABC-Para.  
Fraulein, Bobby Helms, Dec.  
Honeycomb, Jimmie Rodgers, Rit.  
Jailhouse Rock, Elvis Presley, Vic.  
Keep A' Knockin', Little Richard, Spe.  
Teddy Bear/Loving You, Elvis Presley, Vic.  
That'll Be the Day, Crickets, Brk.  
Wake Up Little Susie, Everly Brothers, Cdc.

**NORTHERN NEW YORK STATE**

Diana, Paul Anka, ABC-Para.  
Have I Told You Lately That I Love You/  
Be Bop Baby, Ricky Nelson, Imp.

**WASHINGTON AND BALTIMORE**  
Chances Are, Johnny Mathis, Col.  
Diana, Paul Anka, ABC-Para.  
Fascination, Jane Morgan, Kapp  
Mr. Lee, Bobbettes, Atl.  
Send for Me, Nat King Cole, Cap.  
Tammy, Debbie Reynolds, Cor.  
Teddy Bear/Loving You, Elvis Presley, Vic.  
Wake Up Little Susie, Everly Brothers, Cdc.  
Whole Lotta Shakin' Goin' On  
Jerry Lee Lewis, Sun

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# JOHNNY MATHIS

the nation's #1  
song

# CHANCES ARE

COL. 40993

from the nation's #1  
record company

**COLUMBIA**  **RECORDS**







# Top 100 Sides

FOR SURVEY WEEK ENDING OCTOBER 5

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.	HONEYCOMB, Jimmie Rodgers, Roulette	1
2.	TAMMY, Debbie Reynolds, Coral	2
3.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	9
4.	THAT'LL BE THE DAY, Crickets, Brunswick	3
5.	DIANA, Paul Anka, ABC-Paramount	4
6.	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	5
7.	CHANCES ARE, Johnny Mathis, Columbia	7
8.	HAPPY, HAPPY BIRTHDAY, BABY, Tune Weavers, Checker	10
9.	MR. LEE, Bobbettes, Atlantic	6
10.	RAINBOW, Russ Hamilton, Kapp	8
11.	FASCINATION, Jane Morgan, Kapp	13
12.	HULA LOVE, Buddy Knox, Roulette	13
13.	IN MIDDLE OF AN ISLAND, Tony Bennett, Columbia	11
14.	LOTTA LOVIN', Gene Vincent, Capitol	15
15.	JAILHOUSE ROCK, Elvis Presley, Victor	—
16.	KEEP A' KNOCKIN', Little Richard, Specialty	28
17.	BLACK SLACKS, Joe Bennett & the Sparkletones, ABC-Paramount	20
18.	YOU'RE MY ONE AND ONLY LOVE, Ricky Nelson, Verve	16
19.	BYE BYE LOVE, Everly Brothers, Cadence	19
20.	TEDDY BEAR, Elvis Presley, Victor	12
21.	JUST BETWEEN YOU AND ME, Chordettes, Cadence	22
22.	STARDUST, Billy Ward, Liberty	18
23.	REMEMBER YOU'RE MINE, Pat Boone, Dot	23
24.	WHITE SILVER SANDS, Don Rondo, Jubilee	25
25.	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	17
26.	SEND FOR ME, Nat King Cole, Capitol	26
27.	SHORT FAT FANNIE, Larry Williams, Specialty	21
28.	BE BOP BABY, Ricky Nelson, Imperial	51
29.	THERE'S A GOLD MINE IN THE SKY, Pat Boone, Dot	29
30.	LOVE LETTERS IN THE SAND, Pat Boone, Dot	27
30.	PEANUTS, Little Joe and the Thrillers, Okeh	41
32.	DEEP PURPLE, Billy Ward and His Dominoes, Liberty	40
33.	AND THAT REMINDS ME, Della Reese, Jubilee	35
34.	SEARCHIN', Coasters, Atco	24
35.	AN AFFAIR TO REMEMBER, Vic Damone, Columbia	36
36.	AROUND THE WORLD, Mantovani, London	32
36.	I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER, Billy Williams, Coral	34
38.	LOVE ME TO PIECES, Jill Corey, Columbia	30
39.	LIPS OF WINE, Andy Williams, Cadence	47
40.	FRAULEIN, Bobby Helms, Decca	41
41.	GOODY GOODY, Frankie Lymon and Teenagers, Gee	31
41.	MY ONE SIN, Four Coins, Epic	49
43.	WITH YOU ON MY MIND, Nat King Cole, Capitol	47
44.	WHISPERING BELLS, Dell Vikings, Dot	32
45.	MELODIE D'AMOUR, Ames Brothers, Victor	74
46.	LASTING LOVE, Sal Mineo, Epic	37
47.	ZIP ZIP, Diamonds, Mercury	45
48.	LOVING YOU, Elvis Presley, Victor	38
49.	BON VOYAGE, Janice Harper, Prep	46
50.	AROUND THE WORLD, Victor Young, Decca	39
50.	PLAYTHING, Ted Newman, Rev	58
52.	ALONE, Sheperd Sisters, Lance	62
53.	REBEL, Carol Jarvis, Dot	54
54.	LONG LONELY NIGHTS, Clyde McPhatter, Atlantic	51
55.	TO THE AISLE, Five Satins, Ember	43
55.	MY SPECIAL ANGEL, Bobby Helms, Decca	—
57.	BACK TO SCHOOL, Timmie Rodgers, Cameo	89
57.	HAVE I TOLD YOU LATELY THAT I LOVE YOU, Ricky Nelson, Imperial	89
59.	FASCINATION, Dick Jacobs, Coral	54
60.	MY HEART REMINDS ME, Kay Starr, Victor	61
61.	FARTHER UP THE ROAD, Bobby (Blue) Bland, Duke	44
61.	IN THE MIDDLE OF AN ISLAND, Tennessee Ernie Ford, Capitol	59
63.	AROUND THE WORLD, Bing Crosby, Decca	92
63.	JUNE NIGHT, Jimmy Dorsey, Fraternity	51
63.	MOONLIGHT SWIM, Nick Noble, Mercury	54
66.	HONEST I DO, Jimmy Reed, Vee-Jay	86
67.	BERNARDINE, Pat Boone, Dot	65
68.	COOL SHAKE, Dell Vikings, Mercury	71
68.	TAMMY, Ames Brothers, Victor	57
70.	DUMPLINS, Doc Bagby, Okeh	69
71.	SO RARE, Jimmy Dorsey, Fraternity	50
72.	LONG LONELY NIGHTS, Lee Andrews, Chess	60
73.	SOFT SANDS, Chordettes, Cadence	78
73.	SWINGIN' SWEETHEARTS, Ron Goodwin, Capitol	69
75.	ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU, Huey Smith, Ace	65
75.	THINK, Five Royals, King	77
77.	JENNY JENNY, Little Richard, Specialty	67
77.	HUMPTY DUMPTY HEART, La Vern Baker, Atlantic	73
79.	WHEN I SEE YOU, Fats Domino, Imperial	62
80.	DUMPLINS, Ernie Freeman, Imperial	86
80.	JAY DEE'S BOOGIE WOOGIE, Jimmy Dorsey, Fraternity	85
82.	FLYING SAUCER, Buchanan & Goodman, Luniverse	67
83.	DEEP BLUE SEA, Jimmy Dean, Columbia	—
83.	GONNA FIND ME A BLUEBIRD, Marvin Rainwater, M-G-M	80
85.	MOONLIGHT SWIM, Tony Perkins, Victor	—
85.	OLD CAPE COD, Patti Page, Mercury	64
85.	TONIGHT, TONIGHT, Mello-Kings, Herald	92
88.	ALL SHOOK UP, Elvis Presley, Victor	74
88.	DARLING, IT'S WONDERFUL, Lovers, Lamp	96
88.	SUSIE Q, Dale Hawkins, Checker	80
91.	SHANGRI LA, Four Coins, Epic	78
92.	DRIVE-IN SHOW, Eddie Cochran, Liberty	95
92.	HE'S GONE, Chantels, End	—
92.	MY SHOES KEEP WALKIN' BACK TO YOU, Ray Price, Columbia	—
95.	SILHOUETTES, Rays, Cameo	89
95.	YOUNG BLOOD, Coasters, Atco	89
97.	HOME OF THE BLUES, Johnny Cash, Sun	—
97.	FALLEN STAR, Ferlin Husky, Capitol	83
97.	WONDERFUL, WONDERFUL, Jihny Mathis, Columbia	72
100.	C C RIDER, Chuck Willis, Atlantic	92

The "ORIGINAL" Don't Be Fooled By Covers  
**LITTLE BITTY PRETTY ONE**  
class #211 Bobby Day and the Satellites

*Class*  
Records  
1107 EL CENTRO HOLLYWOOD, CALIF.

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ONE

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HOW DO YOU SAY GOODBYE

From the Broadway musical "RUMPLE"

I WOULD LOVE YOU STILL

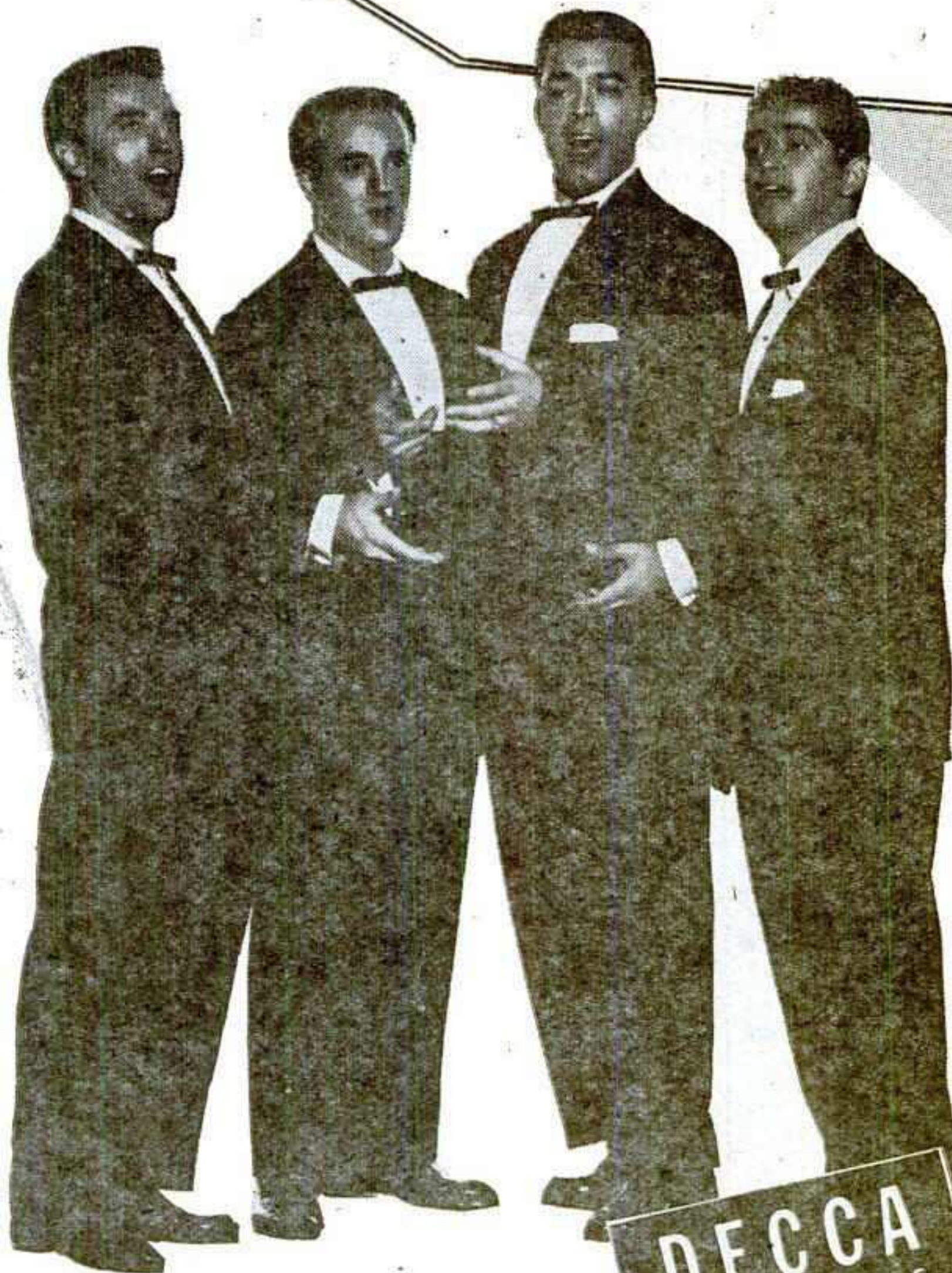
From the Broadway musical "CAREFREE HEART"

the **FOUR ACES**

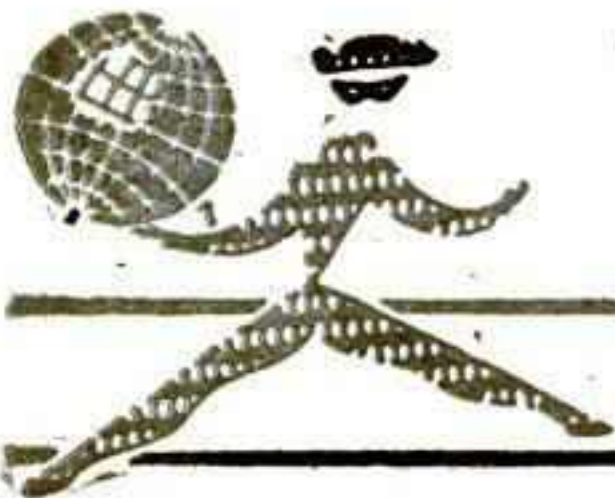
featuring

**AL ALBERTS**

Decca 30466



**A NEW WORLD OF SOUND**





## POPULAR

## COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

Records are the same as those listed in POP, R&B or C&W review sections.

**OPERATORS BEST BUYS**

**OPERATORS BEST NEW RELEASES**

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

**RECORDS ELIMINATED FROM LAST WEEK'S PANEL**

**COUNTRY & WESTERN**

★ MR. LEE  
★ BOBBETTES  
★ LOOK AT THE STARS  
Atlantic 1144

★ GEISHA GIRL  
★ HANK LOCKLIN  
★ LIVIN' ALONE  
RCA Victor 6984

★ FRABLEIN  
★ BOBBY HELMS  
★ HEARTSICK FEELING  
Decca 30194

★ FOUR WALLS  
★ JIM REEVES  
★ I KNOW AND YOU KNOW  
RCA Victor 6874

★ HOME OF THE BLUES  
★ JOHNNY CASH  
★ GIVE MY LOVE TO ROSE  
Sun 279

★ MY SHOES KEEP WALKING  
★ BACK TO YOU  
★ RAY PRICE  
★ DON'T DO ME THIS WAY  
Columbia 40951

★ HOLIDAY FOR LOVE  
★ WEBB PIERCE  
★ DON'T DO IT, DARLIN'  
Decca 30419

**RHYTHM & BLUES**

★ FARTHER UP THE ROAD  
★ BOBBY (BLUE) BLAND  
★ SOMETIME TOMORROW  
Duke 170

★ HONEST I DO  
★ JIMMY REED  
★ SIGNALS OF LOVE  
Vee Jay 253

★ SEARCHIN'  
★ COASTERS  
★ YOUNG BLOOD  
Alto 6087

★ THINK  
★ FIVE ROYALS  
★ I'D BETTER MAKE A MOVE  
King 5053

★ STARDUST  
★ BILLY WARD  
★ LUCINDA  
Liberty 55071

**POPULAR**

★ WHOLE LOTTA SHAKIN' GOIN' ON  
★ JERRY LEE LEWIS  
★ IT'LL BE MINE  
Sun 267

★ JUST BETWEEN YOU AND ME  
★ CHORDETTES  
★ SOFT SANDS  
Cadence 1330

★ TAMMY  
★ DEBBIE REYNOLDS  
★ FRENCH HEELS  
Coral 61851

★ MELODIE D'AMOUR  
★ AMES BROTHERS  
★ SO LITTLE TIME  
RCA Victor 7046

★ HULA LOVE  
★ BUDDY KNOX  
★ DÉVIL WOMAN  
Reollets 4018

★ WHITE SILVER SANDS  
★ DON RONDO  
★ STARS FELL ON ALABAMA  
Jubilee 5288

★ LOVE LETTERS IN THE SAND  
★ PAT BOONE  
★ BERNARDINE  
Dot 15570

★ DIANA  
★ PAUL ANKA  
★ DON'T GAMBLE WITH LOVE  
ABC-Paramount 9831

★ BE BOP BABY  
★ RICKY NELSON  
★ Have I Told You Lately That I Love You  
Imperial 5463

★ CHANCES ARE  
★ JOHNNY MATHIS  
★ THE TWELFTH OF NEVER  
Columbia 4993

★ YOU'RE MY ONE AND ONLY LOVE  
★ RICKY NELSON  
★ HONEY ROCK  
Verve 10070

★ BYE BYE LOVE  
★ EVERLY BROTHERS  
★ I WONDER IF I CARE AS MUCH  
Cadence 1315

★ WAKE UP LITTLE SUSIE  
★ EVERLY BROTHERS  
★ MAYBE TOMORROW  
Cadence 1337

★ RAINBOW  
★ RUSS HAMILTON  
★ WE WILL MAKE LOVE  
Kopp 184

★ THAT'LL BE THE DAY  
★ THE CRICKETS  
★ I'M LOOKIN' FOR SOMEONE TO LOVE  
Brunswick 55009

★ KEEP A' KNOCKIN'  
★ LITTLE RICHARD  
★ CAN'T BELIEVE YOU WANNA LEAVE  
Specialty 611

★ FASCINATION  
★ JANE MORGAN  
★ FASCINATION  
(Instrumental)  
Kapp 191

★ IN THE MIDDLE OF AN ISLAND  
★ TONY BENNETT  
★ I AM  
Columbia 40965

★ SEND FOR ME  
★ NAT KING COLE  
★ MY PERSONAL POSSESSION  
Capitol 3737

★ JAILHOUSE ROCK  
★ ELVIS PRESLEY  
★ TREAT ME NICE  
RCA Victor 7035

★ MY ONE SIN  
★ FOUR COINS  
★ THIS LIFE  
Epic 9229

★ HAPPY, HAPPY BIRTHDAY, BABY  
★ TUNE WEAVERS  
★ OL' MAN RIVER  
Checker 872

★ TEDDY BEAR  
★ ELVIS PRESLEY  
★ LOVING YOU  
RCA Victor 7000

★ DEEP PURPLE  
★ BILLY WARD AND THE DOMINOES  
★ DO IT AGAIN  
Liberty 55099

★ BLACK SLACKS  
★ JOE BENNETT & SPARKLETONES  
★ BOPPH' ROCK BOOGIE  
ABC-Paramount 9837

★ HONEYCOMB  
★ JIMMIE RODGERS  
★ THEIR HEARTS WERE FULL OF SPRING  
Roulette 4015

★ THERE'S A GOLD MINE IN THE SKY  
★ PAT BOONE  
★ REMEMBER YOU'RE MINE  
Dot 15602

★ LOTTA LOVIN'  
★ GENE VINCENT  
★ WEAR MY RING  
Capitol 3763

★ PEANUTS  
★ LITTLE JOE AND THE THRILLERS  
★ LILLY LOU  
Okeh 7088

★ FERRY COMO  
★ JUST BORN  
★ IVY ROSE  
RCA Victor 7050

★ TIMMIE RODGERS  
★ BACK TO SCHOOL AGAIN  
★ I'VE GOT A DOG WHO LOVES ME  
★ CAMEO 116

★ MALCOLM DODD  
★ FOOLS RUSH IN  
★ CAN'T YOU SEE  
★ END 1004

★ BETTE McLAURIN  
★ ANNUMA LEAVES  
★ WHAT A NIGHT FOR LOVE  
Alco 6099

★ "5" ROYALS  
★ SAY IT  
★ MESSIN' UP  
★ KING 5082

★ MELLO KINGS  
★ CHAPEL ON THE FBI  
★ HERALD 507

★ BILLY MYLES  
★ THE JOKER  
★ HONEY BEE  
★ EMBER 1026

★ GARY TREXLER  
★ TEEN BABY  
★ CLOUD FULL OF TEARS  
★ REV 3507

★ SHORT FAT FANNIE/HIGH SCHOOL DANCE  
★ LARRY WILLIAMS, SPECIALTY 608

★ IT'S NOT FOR ME TO SAY WARM AND TENDER  
★ JOHNNY MATHIS, COLUMBIA 40951

★ LONG LONELY NIGHTS/HEARTACHES  
★ LEE ANDREWS, CHESS 1665

★ TO THE AISLE/WILD I HAD MY BABY  
★ FIVE SATINS, EMBER 1049





**WINNERS! TAKE ALL!**

**LOU MONTE SINGS HA! HA! HA!**  
(CHE LA LA) C/W  
**ROUND AND ROUND MY HEART**

47/20-7081

WITH JOE REISMAN'S ORCHESTRA AND CHORUS

**EDDIE HEYWOOD**  
**PLAYS LIES** C/W **ALL ABOUT YOU**

47/20-7088

**VARETTA DILLARD**  
**SINGS THAT'S WHY I CRY** C/W  
**UNDECIDED**

47/90-7007

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



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# EAST-WEST: A NEW LABEL

Atlantic Records have acquired a number of artists of such unusual interest that a new label—East-West—has been created to give them the special exploitation they deserve.

Jay Holliday is a Texas rock-a-billy capable of stirring as much excitement as anyone that came out of Memphis. Johnny Houston, who (just to confuse you) comes from Dallas, is an expert stylist of the "rock-a-hula," so much the rage right now. The Glowtones, a fine rock-and-roll group, are currently serving in the Air Force.



## WANG DANG DOO TELL ME WHY

Jay Holliday 102



## HULA HANDS BUT IT'S TOO LATE

Johnny Houston 100



## PING PONG THE GIRL I LOVE

The Glowtones 101



A DIVISION OF ATLANTIC RECORDING CORP.  
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when answering ads . . .

Say You Saw It in The Billboard

### • Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. TAMMY (Northern)	1	13
2. AROUND THE WORLD (Young)	2	17
3. FASCINATION (Southern)	3	9
4. AN AFFAIR TO REMEMBER (Feist)	4	7
5. DIANA (Pamco)	8	6
6. HONEYCOMB (Hawthorne)	6	4
7. CHANCES ARE (Korwin)	7	3
8. MY HEART REMINDS ME (Symphony House)	10	6
9. IN THE MIDDLE OF AN ISLAND (Morris)	5	10
10. THAT'LL BE THE DAY (Nor-Va-Jak)	—	4
11. REMEMBER YOU'RE MINE (Lowe-Tray)	11	4
12. WAKE UP LITTLE SUSIE (Acuff-Rose)	—	1
13. LOVE LETTERS IN THE SAND (Bourne)	13	21
14. RAINBOW (Toff-Melchior)	9	8
15. WHITE SILVER SANDS (Fellows-Peer)	12	13
15. IT'S A WONDERFUL THING TO BE LOVED (Vorzon-Traymore)	—	1

### • Best Selling Sheet Music in Britain

(For week ending October 5)

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)	A Handful of Songs—Peter Maurice (Peter Maurice)
Diana—Mellin (Pamco)	Bye Bye Love—Acuff Rose (Acuff Rose)
Forgotten Dreams—Mills (Mills)	Wandering Eyes—Bron (Shapiro-Bernstein)
Love Letters in the Sand—Francis Day (Bourne)	Scarlet Ribbons—Mills (Mills)
With All My Heart—Bron (Debmaz)	When I Fall in Love—New World (Young)
Island in the Sun—Feldman (Clara)	I'd Give You the World—Macmelodies (Shapiro-Bernstein)
Around the World—Sterling (Young)	All Shook Up—Belinda (Presley-Shalimar)
In the Middle of an Island—Morris (Oxford)	Mr. Wonderful—Chappell (Laurel)
Last Train to San Fernando—Essex (Ludlow)	Man On Fire—Robbins (Robbins)
Puttin' on the Style—Essex (Melody Trails)	I'm Gonna Sit Right Down and Write Myself a Letter—Maddox (De Sylva, Brown & Henderson)
We Will Make Love—Melcher-Toff (Artists)	

### • Best Selling Pop Records in Britain

(For week ending October 5)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. DIANA—Paul Anka (Columbia)	1
2. LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia)	2
3. TAMMY—Debbie Reynolds (Vogue-Coral)	8
4. ISLAND IN THE SUN—Harry Belafonte (RCA)	6
5. LOVE LETTERS IN THE SAND—Pat Boone (London)	3
6. WATER WATER/HANDFUL OF SONGS—Tommy Steele (Decca)	4
7. WITH ALL MY HEART—Petula Clark (Pye-Nixa)	5
8. THAT'LL BE THE DAY—Crickets (Vogue-Coral)	9
9. ALL SHOOK UP—Elvis Presley (HMV)	10
10. LET'S HAVE A PARTY—Elvis Presley (RCA)	16
11. WANDERING EYES—Charlie Gracie (London)	7
12. PARALYSED—Elvis Presley (HMV)	11
13. TEDDY BEAR—Elvis Presley (RCA)	14
14. ANY OLD IRON—Peter Sellers (Columbia)	17
15. REMEMBER YOU'RE MINE—Pat Boone (London)	17
16. MAN ON FIRE/WANDERING EYES—Frankie Vaughan (Philips)	20
17. JENNY JENNY—Little Richard (London)	13
18. DIXIE DARLIN'—Lonnie Donegan (Pye-Nixa)	—
19. BYE BYE LOVE—Everly Brothers (London)	17
20. SHORT FAT FANNIE—Larry Williams (London)	—

### • Tunes With Greatest Radio-TV Audience

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

Radio	Television
An Affair to Remember (R) (F)—Feist—ASCAP	An Affair to Remember (R) (F)—Feist—ASCAP
And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP	And That Reminds Me (R)—Symphony House—ASCAP
Around the World (R) (F)—Young—ASCAP	April Love (R) (F)—Feist—ASCAP
Bye Bye Love (R)—Acuff Rose—BMI	Around the World (R) (F)—Young—ASCAP
Ca C'Est L'Amour (R) (F)—Buxton Hill—ASCAP	Be Bop Baby (R)—Travis—BMI
Chances Are (R)—Korwin—ASCAP	Barnardine (R) (F)—Palm Springs—ASCAP
Fascination (R) (F)—Southern—ASCAP	Chances Are (R)—Korwin—ASCAP
Forgotten Dreams (R)—Mills—ASCAP	Chicago (R) (F)—Fred Fischer—BMI
Got a Date With an Angel (R)—Chappell—ASCAP	Every Little Movement (R)—Witmark—ASCAP
Honeycomb (R)—Hawthorne—ASCAP	Famous Little Words (R)—Quintet—BMI
I'm Gonna Sit Right Down and Write Myself a Letter (R)—De Sylva, Brown & Henderson—ASCAP	Fascination (R) (F)—Southern—ASCAP
In the Middle of an Island (R)—Mayfair—ASCAP	First Romance (R)—Pan—BMI
Just Between You and Me (R)—Winneton—BMI	Happy, Happy Birthday, Baby (R)—Arc—BMI
June Night (R)—Feist—ASCAP	Honeycomb (R)—Hawthorne—ASCAP
Lips of Wine (R)—Martin—BMI	I Could Have Danced All Night (R) (F)—Chappell—ASCAP
Love Me to Pieces (R)—Acuff Rose—BMI	In the Middle of an Island (R)—Mayfair—ASCAP
Melodie D'Amour (R)—Rayven—BMI	It's Not For Me to Say (R) (F)—Korwin—ASCAP
Moonlight Swim (R)—Daniels—ASCAP	Just Between You and Me (R)—Winneton—BMI
Rainbow (R)—Robbins—ASCAP	Language of Love (R)—Sequence—ASCAP
Raintree County (R) (F)—Robbins—ASCAP	Love Letters in the Sand (R)—Chappell—ASCAP
Sayonara (R) (F)—Berlin—ASCAP	Moonlight Swim (R)—Daniels—ASCAP
Search for Paradise (R) (F)—Witmark—ASCAP	My One Sin (R)—Mellin—BMI
Send for Me (R)—Winneton—BMI	Plaything (R)—Randa-Pontra—BMI
Swinging Sweethearts (R)—Morris—ASCAP	Promise Me Anything (R)—Planetary—ASCAP
Tammy (R) (F)—Northern—ASCAP	Rainbow (R)—Robbins—ASCAP
There's Only You (R)—Broadcum—BMI	Silhouettes (R)—Regent—BMI
Till (R)—Chappell—ASCAP	Tammy (R) (F)—Northern—ASCAP
Touch of Love (R)—Paramount—ASCAP	Wake Up Little Susie (R) (M)—Acuff-Rose—BMI
Whispering Bells (R)—Gil-See Bee—BMI	White Silver Sands (R)—Fellows-Peer—BMI
White Silver Sands (R)—Fellows-Peer—BMI	Whole Lotta Shakin' Goin' On (R)—Marlyn—BMI

### BEST SELLERS!

BILL DOGGETT  
SOFT  
King 5080

THE "S" ROYALES  
THINK  
King 5053

TINY TOPSY  
AW! SHUCKS BABY  
Federal 12302

LITTLE WILLIE JOHN  
DINNER DATE  
King 5083

DONNIE ELBERT  
HAVE I SINNED  
Deluxe 6148

### NEW RELEASES

THE "S" ROYALES  
MESSIN' UP

b/w  
SAY IT  
King 5082

TINY TOPSY  
COME ON, COME ON,  
COME ON

b/w  
RING AROUND  
MY FINGER  
Federal 12309



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DER STAMPFER

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RICK NELSON  
HAVE I TOLD YOU  
LATELY THAT I LOVE YOU  
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"AN AFFAIR  
TO  
REMEMBER"

1007

RECORDS  
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# THE EASY RIDERS

TIMES

b/w  
SOUTH COAST  
TERRY GILKYSON  
RICH DEHR  
FRANK MILLER  
4-41016



# TONY BENNETT

I NEVER FELT MORE LIKE  
FALLING IN LOVE  
with RAY ELLIS  
and His ORCHESTRA

b/w  
CA, C'EST L'AMOUR  
with NEAL HEFTI  
and His ORCHESTRA  
4-41032



# JIMMY DEAN

LITTLE SANDY SLEIGHFOOT  
b/w  
WHEN THEY RING THE  
GOLDEN BELLS  
with RAY ELLIS  
and His ORCHESTRA  
4-41025



# JILL COREY

I FEEL PRETTY  
(from the Broadway Production  
"WEST SIDE STORY")  
b/w  
HOW CAN I TELL?  
with JIMMY CARROLL  
and His ORCHESTRA  
4-41023



# EILEEN RODGERS

HAPPY LOVE  
b/w  
THAT AIN'T RIGHT  
with RAY CONNIFF  
and His ORCHESTRA  
4-41018



# SAMMY KAYE

HA! HA! HA!  
(Chella Ila')  
Vocal by BARRY FRANK  
and the KAYE CHOIR  
b/w  
YOU'D BE SURPRISED  
Vocal by SANDI SUMMERS  
and the KAYE CHOIR  
SWING and SWAY  
with SAMMY KAYE  
4-41028



# MARTY ROBBINS

THE STORY OF MY LIFE  
b/w  
ONCE-A-WEEK DATE  
with RAY CONNIFF  
and His ORCHESTRA  
4-41013

# THE WORD ON PLAYS

as listed:

TONY BENNETT's "In the Middle of an Island" in its 10th week on the charts! He's got a double-header right behind it. "I Never Felt More Like Falling in Love" is by hit-maker Bob Allen ("Chances Are"—5th week on the charts and headed for the No. 1 slot—"It's Not for Me to Say," a chart-percher for 21 weeks!). Flip is the big song from super-advertised Cole Porter film, *Les Girls*... all this plus TONY's introducing the latter on the Steve Allen Show, Oct. 20 \* \* \* Look for SAMMY KAYE to give plenty of air exposure to both new sides on his "Sunday Serenade" (ABC Radio) plus Television appearances on the Ed Sullivan Show, Oct. 20, and "The Big Record," Dec. 25 \* \* \* JIMMY DEAN's Christmas special, "Little Sandy Sleighfoot," is due for powerful tie-in promotions! (Details from your Columbia salesman.) It'll also get every push from JIMMY's own network Television show. \* \* \* JILL COREY sings the big ballad from B'way smash, *West Side Story* in a big way. And don't forget Columbia's powerhouse Original Cast recording... (OL 5230) \* \* \* Her latest is *it* for EILEEN RODGERS! The last cracked the ice and this one should shatter it. You can always count on plenty of DeeJay play for this gal they love the "most"! \* \* \* THE EASY RIDERS bring "Times" in from left field. Remember how they did the same with "Marianne." \* \* \* MARTY ROBBINS is all over both "pop" and C&W markets again (as with "White Sport Coat") in "The Story of My Life." This is dual action that pays in foldin' green. Get yours!

THE SURE-FIRE

HITS ARE ON

COLUMBIA RECORDS

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THE BILLBOARD'S WEEKLY

# Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

## This Week's Best Buys

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

- BACK TO SCHOOL AGAIN** (Mayland-Click, BMI)—Timmie Rodgers—Cameo 116—Platter is registering strongly in all marts. All of the key cities report heavy action. Flip is "I've Got a Dog Who Loves Me," (Reis-Dart, BMI)
- JUST BORN** (Winneton, BMI)
- IVY ROSE** (Roncom, ASCAP)—Perry Como—RCA Victor 7050—Both sides are strong. Requests are about even. Disk appears to be a two-sided hit. A previous Billboard "Spotlight" pick.



## Recent Pop Releases Coming up Strong

FOR SURVEY WEEK ENDING OCTOBER 5

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

- An Affair to Remember** . . . . . *Vic Damone*  
(ASCAP) Columbia 40945
- Alone** . . . . . *Shephard Sisters*  
(BMI) Lance 125
- Back to School Again** . . . . . *Timmie Rodgers*  
(BMI) Cameo 116
- Dumplin's** . . . . . *Doc Bagby*  
(BMI) Okch 7089
- Lips of Wine** . . . . . *Andy Williams*  
(BMI) Cadence 1336
- Plaything** . . . . . *Ted Newman*  
(BMI) Rev 3505
- My Special Angel** . . . . . *Bobby Helms*  
(BMI) Decca 30423
- Silhouettes** . . . . . *Rays*  
(BMI) Cameo 117
- With You on My Mind** . . . . . *Nat King Cole*  
(ASCAP) Capitol 3782
- You Send Me** . . . . . *Sam Cooke*  
(BMI) Keen 34013

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## Review Spotlight on . . .

### POP RECORDS

- BETTE McLAURIN** . . . . . Atco 6099 . . . . . **AUTUMN LEAVES**  
(Ardmore, ASCAP)  
**WHAT A NIGHT FOR LOVE** . . . . . (Progressive, BMI)  
Lovely soprano performance on "Autumn Leaves" comes across strongly. The artist's first for the label appears a good bet to be a big one. Rhythm backing is effective. Flip, "Night," is an adaptation of the prelude to "Traviata." Listenable pop treatment could also score. R.&b. appeal here, too.
- GARY TRENLER** . . . . . Rev 3507 . . . . . **TEEN BABY**  
(Desert Palms, BMI)  
**CLOUD FULL OF TEARS** . . . . . (Desert Palms, BMI)  
The new talent is highly impressive on two attractive sides. "Baby" is a cute rockabilly tune that features a fem voice answering the singers phrases. Flip, "Cloud," is a "Young Love" type of ballad. Chorus support and good backing help make side dangerous.
- BILLY MYLES** . . . . . Ember 1026 . . . . . **THE JOKER**  
(Angel, BMI)  
**HONEY BEE** . . . . . (Angel-Selbon, BMI)  
See Review in R.&B. Spotlight section.

### POP DISK JOCKEY PROGRAMMING

- KEELY SMITH** . . . . . Capitol 3820 . . . . . **AUTUMN LEAVES**  
(Ardmore, ASCAP)  
**I KEEP FORGETTING** . . . . . (Leeds, ASCAP)  
Listeners will flip over Miss Smith's great warbling on both tunes. "Autumn Leaves" gets a thoroly attractive go with an up-tempo, swingin' warble on the final chorus. "Forgetting" has the artist on an appealing vocal of a pretty torch ballad. Both sides rate plenty spins.

### CHILDREN'S

- PERRY COMO** . . . . . RCA Victor 57 . . . . . **JINGLE BELLS**  
**SANTA CLAUS IS COMIN' TO TOWN** . . . . . RCA Victor 57  
Traditional Christmas sellers get a bright, new dressing in a colorful sleeve with a photo of Como. Low 49-cent price tag makes the disk a natural for racks and dealers alike.

## Reviews and Ratings

- LES PAUL & MARY FORD**  
**A Pair of Fools** . . . . . 84  
CAPITOL 3825—Fine hunk of commercial ballad material done in duo's best relaxed style. This one could bring the team back into the disk money. (Chappell, ASCAP)
- Fire** . . . . . 80  
For the first time, Paul joins the missus on vocal, and he also wails up a mess of guitar on a brisk, country type tune. Material is light weight, but disk should win interest. (Iris-Trojan, BMI)

- JONI JAMES**  
**I Give You My Word** . . . . . 83  
M-G-M 12565—A tremulous expression of devotion by Miss James. It's the familiar ballad, given new, choral-backed interpretation by the thrush. Spins likely. Mellin, BMI)
- Never Till Now** . . . . . 77  
Side undoubtedly will bear watching. Flip has a bit more to offer. (Robbins, ASCAP)

- RAY STANLEY**  
**Over a Coke** . . . . . 80  
ARGO 5280—A medium-slow rocker on a nice, wholesome theme. Fine teen bait in this message. Stanley could have a big one in this somewhat "different" idea. (Sherman, BMI)
- I Can't Wait** . . . . . 80  
Rockabilly side with catchy rhythm business behind sections of the vocal. Real cute item, and either side here could click with the kids. (Sherman, BMI)

- THE BROTHER SISTERS**  
**Pass Me the Mustard** . . . . . 79  
MERCURY 7195—Bouncy, old-fash-

- ioned rhythm-novelty with good banjo and honky tonk-styled piano. Noisy vocal by -girls is very catchy. Good coupling. (Stereo, BMI)
- Alone** . . . . . 76  
The sisters chirp brightly on the strong rock and roller, but Shephard Sisters' original version will be hard to beat. (Fifth Ave., BMI)

- PEGGY LEE**  
**Listen to the Rockin' Bird** . . . . . 79  
CAPITOL 3811—Another fine vocal from Miss Lee on a rock and roll adaptation of "Listen to the Mocking Bird." Gal gets to swinging in solid form. Good share of spins for this. (Warnow, ASCAP)
- Uninvited Dream** . . . . . 70  
A slow and whispery job by Miss Lee on a smart tune. Nice backing by Nelson Riddle features interesting muted trumpet voicing. Flip is probably the better action side, however. (Famous, ASCAP)

- BING CROSBY**  
**Never Be Afraid** . . . . . 78  
KAPP 195—Bing sings this inspirational song with tenderness and style. It is one of the singles issued from the package done in conjunction with Simon & Schuster. (Walton, ASCAP)
- I Love You Whoever You Are** . . . . . 77  
In contrast to the flip, this is lighter in quality, with a light beat and persuasive rhythm. Recorded very well, with chorus backing Bing. (Walton, ASCAP)

(Continued on page 51)



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STAR with a SMASH HIT**



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**BUDDY  
HOLLY**

**PEGGY  
SUE**

b/w

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**THE HIT VERSION**



**TINA  
ROBIN**

**CA C'EST  
L'AMOUR**

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MILLION YEARS**

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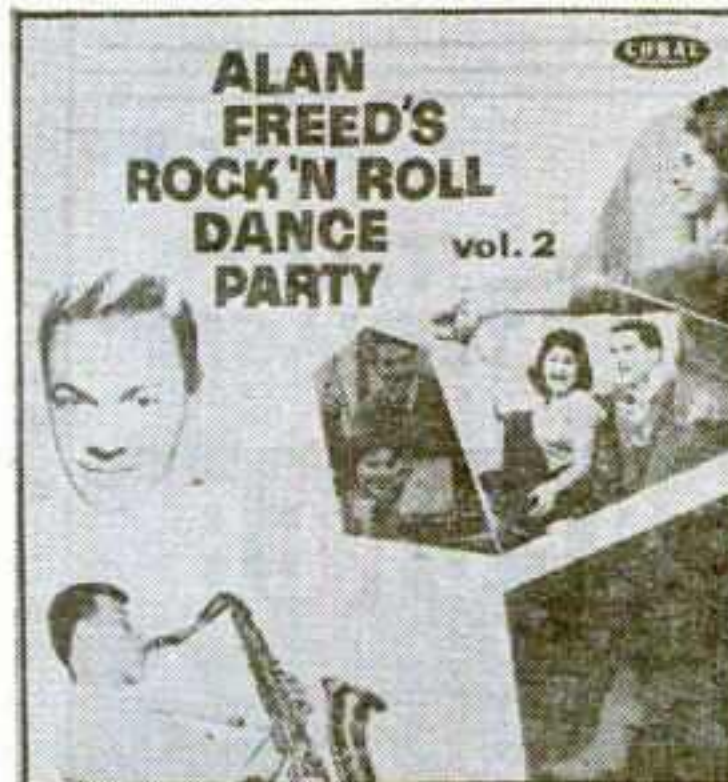
**ALAN  
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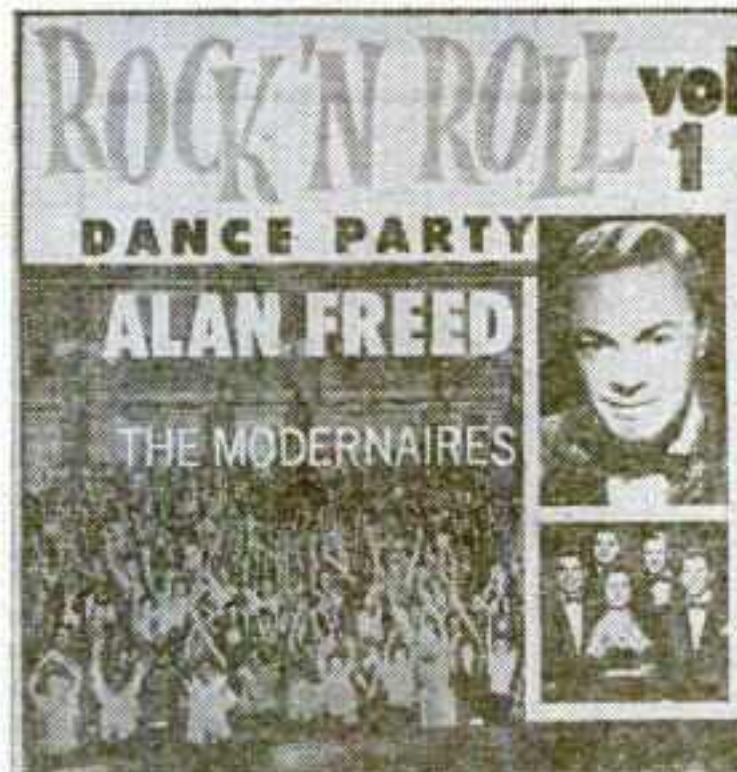
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DESIGNED FOR DANCING**



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GO  
CRL 57177**



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AND  
ROLL  
DANCE  
PARTY  
Vol. 1  
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**CRASHIN' THE TOP**

**Off goes the lid!**



Chess 1669

**"THE BEATING OF MY HEART"**

The Moonglows



Checker 876

**"BABY BABY"**

Dale Hawkins



Chess 1671

**"ROCK & ROLL MUSIC"**

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**"I WANNA LOVE YOU" b/w "TEENY TEENAGER"**

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See Page 33

GIVE TO DAMON RUNYON CANCER FUND

**VOX JOX**

By JUNE BUNDY

THIS 'N' THAT: Janet Byers, promotion chief of KYW, Cleveland, in Manhattan last week for confab with Westinghouse brass.

**YESTERYEAR'S TOPS—**

The nation's top tunes on records as reported in The Billboard

**YESTERYEAR'S HITS . . . . .**

- OCTOBER 18, 1947
1. Near You
  2. I Wish I Didn't Love You So
  3. I Wonder Who's Kissing Her Now
  4. Feudin' and Fightin'
  5. Peg O' My Heart
  6. When You Were Sweet Sixteen
  7. The Lady From 29 Palms
  8. An Apple Blossom Wedding
  9. You Do
  10. That's My Desire

OCTOBER 18, 1952

1. You Belong to Me
2. I Went to Your Wedding
3. Wish You Were Here
4. Jambalaya
5. Meet Mr. Callaghan
6. Half as Much
7. Auf Wiederseh'n Sweetheart
8. High Noon
9. Somewhere Along the Way
10. Glow Worm

. . . Bill Randle, WERE, Cleveland, treks to Hollywood this week to appear in new Tommy Sands movie. . . Zeke Manners, WINS, New York, has written "The Bumper-to-Bumper Mambo" which he features daily as part of a "safe driving" campaign.

Jim Lowe, WCBS, New York, emceed the "Salute to Richard Rodgers" show over the CBS network last Sunday (6) afternoon. . . Bill Jenkins, deejay and program director of KAFY, Bakersfield, Calif., claims a new all-time record for disk marathon stunts. Jenkins recently played Skinnay Ennis' waxing of "Got a Date With an Angel" 1,100 times in a 60-hour period from 6:30 p.m. Saturday, September 28, till 6 a.m. Tuesday, October 1. Gimmick was climaxed by appearance of Ennis at station.

CHANGE OF TMEME: Paul Coburn, KLUB, Salt Lake City, is moving to KWIC, same city. He will pilot a five-hour daily show and "pull all music for the station." . . . Veteran band leader Ted Weems has joined KIXL, Dallas. . . Ed Winton, formerly with KITE, San Antonio, has joined the same station, KIXL, as assistant to the station manager.

Other Texas jockey news includes following: Don Keyes has left KILT, Houston, and returned to KTSA, Dallas. . . Mark Noble, formerly a spinner at KLBS, Houston, and KILT, San Antonio, has joined KGUL-TV, Galveston, Tex. . . Frank Amato and Jim Ayres, KLVL, Pasadena, Tex., are broadcasting goldfish-style behind a big plate glass window on Main Avenue in Houston from 8 p.m. to midnight. Program is billed as the "Picture Window" show.

Ken Tanner, WROV, Roanoke, Va., has moved from "Music Box" to the station's morning show "Yawn Patrol." . . Ray Harris, formerly with WTSV, Claremont, N. H., has joined WFEA, Manchester, N. H. . . Ken Jones, WCMI, Ashland, Ky., is writing a column, "Diskussions," for the Ashland Daily Independent. . . Jack Frost, formerly a deejay on Europe's AFN, has joined WSPR, Springfield, Mass., and is anxious to contact all European musicians in the U. S.—"especially Swedish and German jazzmen."

Dick Alden is new program director at new station WACK, Newark, N. J., and also emcees a daily afternoon show aimed mainly at the teen-age set. . . Buddy Webber has been appointed program director of KENT, Shreveport, La., to take over the p.d. post at WASK, Lafayette, Ind. . . Bob Benson is new program director at WRCV, Philadelphia. He resigned his late-night jockey show to assume the programming post.

Norman Wain, program director of WDOK, Cleveland, resumed his "Mambo Matinee" shows on Sunday evenings last month. . . Don Keyes has left KILT, Houston, to return to KTSA, San Antonio. . . Mark Noble, formerly with KLBS, Houston, has joined KGUL-TV, Galveston, Tex.

LARSON CHAMPIONS BRAVES: Bob "Coffee Head" Larson, WEMP, Milwaukee, couldn't make it to New York for the World Series. Nevertheless, the jock cheered on the new champs in a unique fashion last week when he submitted the following listing to The Billboard of his top 10 songs for the week—"Song of the Milwaukee Braves" by Steve Swedish on Wau-Keel Records, and "ditto" for all 10 places.

**MONITOR MUSICAL SURVEY**

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

- Huron, S. D.  
"Deep Blue Sea," Jimmy Dean, Columbia.
- Roswell, N. M.  
"Fascination," Jane Morgan, Kapp.
- Spokane  
"That'll Be the Day," the Crickets, Brunswick.
- Zanesville, O.  
"Honeycomb," Jimmie Rodgers, Roulette.
- Erie, Pa.  
"Treat Me Nice," Elvis Presley, RCA Victor.
- Lakeland, Fla.  
"Just Between You and Me," the Chordettes, Cadence.
- Las Vegas, Nev.  
"Why, Why," Carl Smith, Columbia.
- Sioux Falls, S. D.  
"Someone to Love," Artie Wayne, Mercury.
- Charleston, W. Va.  
"Wake Up Little Susie," the Everly Brothers, Cadence.
- Springfield, Miss.  
"My Heart Reminds Me," Kay Starr, RCA Victor.

NICK TODD

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MAKE MORE MONEY

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"WAKE UP  
LITTLE SUSIE"  
The Everly Brothers

Cadence  
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The Rays

Cameo #117



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ANYWHERE

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# Reviews of New Pop Records

Continued from page 48

**THE EDDIE PALMER TRIO**  
**Twilight Theme** .....78  
 LONDON 1734—Trio, which consists of organ, two guitars, bass and drums (sic!), essays a simple, jaunty theme with some "Third Man" or Three Suns type of appeal. Success will depend on plugs. This could catch the public off guard. (Good, ASCAP)  
**The Sky** .....68  
 Bird sounds (no seagull, however) start and end this leisurely-paced instrumental. Pleasant fare, but lacking hypnotic effect of flip. (Zodiac, BMI)

**THE HAWKEYES**  
**I'll Be There** .....78  
 CAPITOL 3813—Gentle, pretty and appealing side, with lead vocal by Dixie Davenport. Could turn out to be a sleeper, if it gets support from the spinners. (Palm Springs, ASCAP)  
**Full Moon Above** .....62  
 Bongos punctuate this exotic, slightly hip but quite thin slice of material. Rendition is in group harmony. (Beechwood, BMI)

**RALPH MARGERIE**  
**Hesitation** .....77  
 MERCURY 7120—This instrumental has something of the sound and the beat of the "Bunny Hop," which figures to make it a good juke selection where the teens meet. Counters can sell it, too. (Recdebb, BMI)  
**Driftwood** .....75  
 Here's slow, smooth danceable stuff that's fitting change of pace companion to the flip. Good ter-pable coupling. (Recdebb, BMI)

**JILL COREY**  
**I Feel Pretty** .....77  
 COLUMBIA 41023—A cute, lilting tune from the smash "West Side Story" legit musical. Miss Corey hands it a pleasant, convincing reading with a fine backing by the Jimmy Carroll ork. More of a show type song than a natural for disks. (Schirmer, ASCAP)  
**How Can You Tell** .....74  
 A nice, easy-going ballad. Good treatment by Miss Corey, male chorus and some Hal Kemp-styled ork backing spots. Show interest may focus attention on the flip, however. (Valando, ASCAP)

**JERRY GRANT**  
**Some Day, Maybe Tonight** .....77  
 ATCO 6100—Powerful songmanship by Grant on a rockin' side, which

skillfully blends the best, beat-wise, of r.&b. and rockabilly. Could step out in all three markets. (Progressive, BMI)  
**Talkin' About Love** .....74  
 Effective reading by Grant and the Rockabilly Bandits on a plaintive blues-type chant. (Progressive, BMI)

**JIMMY SIMMONS**  
**Land of Love** .....77  
 ATCO 6102—Unusual material. Tune is essentially blues, with a lyric of strong novelty appeal. Simmons, again with chorus, does a solid job. Really something different. (Montauk, BMI)  
**Ballad of the Cowboy Sailor** .....70  
 From the NBC-TV production, Eleven Against the Ice," comes the pretty folk-flavored tune, Simmons, backed by chorus, sings it very effectively. For deejays looking for unusual material. (Bregman, Vocco & Conn, ASCAP)

**PERCY FAITH ORK**  
**Never Till Now** .....76  
 COLUMBIA 41024—Attractive instrumental theme music from the film "Raintree County." Good, bright sound and arrangements can bring jockey interest. (Robbins, ASCAP)  
**Katsumi Love Theme** .....74  
 Large, lush choral and ork sound on theme music from the picture "Sayonara," with a high soprano working at octave interval with ork. A strongly retentive item that could break loose. (Witmark, ASCAP)

**LOU MONTE**  
**Ha! Ha! Ha!** .....76  
 RCA VICTOR 7061—Another version of entertaining Italian novelty song (also cut by Sammy Kaye). Lifting tempo and pleasing vocal by Monte makes side okay bet for jock spins. (Leeds, ASCAP)  
**Round and Round My Heart** .....69  
 Dramatic tune with exotic rhythm pattern is sung adequately by Monte. Flip is better side. (Romance, BMI)

**FRANKIE VAUGHAN**  
**Pebble on the Beach** .....75  
 EPIC 9238—Unusual material, exciting in theme, gets a solid vocal by Vaughan. Backing by Stott is distinctive and stylish. (Rush, BMI)  
**Isn't This a Lovely Evening?** .....74  
 The top-selling British cat chants a sophisticated version of the pretty song. Wally Stott's backing is imaginative and quiet. Tasteful wax merits deejay

attention. It's his first U. S. release. (Miller, ASCAP)

**EILEEN RODGERS**  
**Happy Love** .....75  
 COLUMBIA 41018—The thrush really belts this one out, but stylishly. Side has a happy gang-sing effect, derived from the bright arrangement by Ray Conniff. (Rush, BMI)  
**That Ain't Right** .....73  
 This country-flavored song gets a solid vocal, backed by a swinging arrangement. With exposure, this can take off. (Ross Jungnickel, ASCAP)

**MITZI MASON**  
**Fair Winds and Full Sails** .....75  
 VIK 0301—Pretty Latin-tempo theme has a haunting quality. Lush presentation is good deejay material. (Republic, BMI)  
**Autumn on the Campus** .....70  
 Soft, light reading of the pretty tune is backed by chorus and lush orking. Fair chances. (Rayven, BMI)

**JOEL GRAY**  
**I Lost Her to Him** .....74  
 CAPITOL 3821—Unusual material, country in theme and rockabilly in performance, with a chorus behind the vocal to give it a pop touch. Gray's vocal is quite distinctive and merits exposure. (Libjon, BMI)  
**My Goose Is Cooked** .....74  
 Novelty country blues on this side, done in rockabilly fashion. No chorus this time, but added to the strings is a honking tenor, giving a unique touch. (Criterion, ASCAP)

**RICHARD HAYES**  
**The First Time I Spoke to You** .....74  
 DECCA 30469—Pretty ballad from forthcoming musical, "Rumple," is sung with feeling and heart. Should grab off spins. (Chappell, ASCAP)  
**Red Letter Day** .....73  
 Strong reading by Hayes on another romantic tune from same show. (Chappell, ASCAP)

**CARMEN McRAE**  
**Rich Man, Poor Man** .....74  
 DECCA 30468—From the upcoming musical, "Carefree Heart," comes this attractive ballad with philosophical observations. Miss McRae sings it with customary aplomb and jocks will likely hand it spins. (Frank, ASCAP)  
**Coax Me** .....72  
 A good, smart show tune from the forthcoming show, "Rumple." Has sly, sultry overtones which Miss McRae handles in top style. Another good jock item. (Chappell, ASCAP)

**JOHNNY DUNCAN**  
**I'll Along Home** .....73  
 CAPITOL 3814—American debut by the English artist is a peppy rendi-

tion of a folkish-skiffle ditty. Side may attract. (Ludlow, BMI)  
**Last Train to San Fernando** .....73  
 Vigorous approach on an up-tempo theme with a folkish flavor appears as string as flip. (Ludlow, BMI)

**SAMMY KAYE ORK**  
**You'd Be Surprised** .....73  
 COLUMBIA 41028—Joyful solo by Sandi Summers on the infectious old Bennie Baker novelty hit. Good nostalgic programming for jocks. (Berlin, ASCAP)  
**Ha! Ha! Ha!** .....72  
 English-lyric version of bouncy Italian novelty, "Chella La," is sung with good humor by Barry Frank and Kaye Choir. Amusing laugh-opener. Also cut by Lou Monte. (Leeds, ASCAP)

**AHE DE JOHN SISTERS**  
**That's My Weakness Now** .....73  
 MERCURY 7120—Girls serve up their usual stylized performance on happy oldie. Bright, breezy jockey wax, highlighted by assuming scat-type vocalizing by duo. (Shapiro-Bernstein, ASCAP)  
**Absence Makes the Heart Go Wander** .....70  
 Best thing about this country ditty with a mild rock and roll beat is its title, which should spark initial jockey play. (Mamy Music, BMI)

**MARTY GOLD**  
**Melodie D'Amour** .....73  
 VIK 0303—Side will have tough competition from other recordings, especially the Ames Brothers' version. It could still cop some coin. (Rayven, BMI)  
**The Carefree Heart** .....70  
 Gay waltz is from the forthcoming Broadway show of the same name. Lush side with chorus and ork backing is good jockey fare. (Frank, ASCAP)

**HERB ZANE**  
**Love, Love, Crazy Love** .....73  
 ARROW 718—Good zingy rhythm item with good sound. Zane has acceptable Broadway rockabilly touch and the backing trio generates a share of excitement. Spins possible. (Graphic, BMI)  
**"Y-YI-O-U"** .....70  
 One of several versions of this up-

beat tune, this one features Zane in a hard-working, out-of-breath effort. Side builds to quite a belted climax. Can get plays. (Hennessey, BMI)

**CHET ATKINS**  
**Hidden Charm** .....72  
 RCA VICTOR 7048—Guitar mastery by the artist on the medium-tempo tune is a good side for jocks. Fair chances. (Athens, BMI)  
**Colonial Ballroom** .....72  
 Attractive instrumental features outstanding guitar work by Atkins. Good jockey material. (Smash, BMI)

**JACK PLEIS**  
**The Carefree Heart** .....72  
 DECCA 30467—Sprightly melody is handed lighthearted instrumental treatment and competent vocal by chorus. Gay deejay programming. Tune is title theme of forthcoming musical. (Frank, ASCAP)  
**Serenade in Soft Shoe** .....70  
 Attractive instrumental treatment of lyrical theme. Nice jockey wax. (Michele, ASCAP)

**THE ROVER BOYS**  
**(Where Do I Go) I Go to You** .....72  
 VIK 0302—Another with that nostalgic feeling. The group sings it well, with backing providing a swingy beat. (Elliot, ASCAP)  
**What Can I Do for a Heartache?** .....69  
 Rhythm side, with old-fashioned flavor abetted by the arrangement. (Jason Music, Inc., Opus Music, BMI)

**JOLIE HUNTER**  
**Ca, C'est L'Amour** .....71  
 M-G-M 12564—There is already strong competition on this tune from "Les Girls" from Tony Bennett and Tina Robin. Miss Hunter sings with enough feeling, however, to garner a share of the action. A strong and

(Continued on page 52)

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# Omnibus Copyright Revision

• Continued from page 18

argument on monopoly aspects of the compulsory license clause. Composers claim the present law promotes monopoly by enabling large companies to overshadow smaller recorders who came out first with a composition. Recording companies and broadcasters claim that if compulsory licensing is dumped to permit a copyright owner to license "exclusively," it will be at a higher rate, and benefits will go only to larger record companies and topnotch composers.

On the statutory 2-cent rate, Henn asks: "assuming it was reasonable in 1909," is it still reasonable in the face of decreased buying power of money, new and complex areas of recording, and the "substantially increased manufacturers' selling price."

### Pros and Cons

Panel experts asking deletion of the compulsory license clause and its fixed 2-cent rate, included Sidney W. Wattenberg, counsel for the Music Publishers Protective Association; John Schulman, Counsel for Songwriters' Protective Association, and Herman Finkelstein, ASCAP counsel. All claimed that the clause aggravates monopoly, and results in copycat recording of top hits, rather than encouraging "Variety" in authorship, which the law is pledged to promote.

Panelists defending compulsory licensing included Sydney M. Kaye, veepee and general counsel of Broadcast Music, Inc. Kaye said the number of songs offered is so much greater than the recording market can support, that most authors and publishers would hand exclusive rights to the first record company offering to record. Result would be loss of diversity of recording, and damage to smaller record companies.

Ernest S. Meyers, general counsel for Record Industry Association of America, says the compulsory license has prevented monopoly and fostered the mushrooming of healthy rivalry in the recording business, with youngsters like the 6-year-old Dot Records "Holding four out of the top 25 hits" today. Extensive exploitation and promotion by various recorders of a song redounds to the benefit of publishers, composers, and licensing groups under the Compulsory Licensing Clause, Meyers believes.

In the area of damage recovery for infringement on musical copyright, the compulsory license clause (1-E) offers special provision for royalty recovering in mechanical reproduction—not to exceed three times the 2-cent statutory rate (the so-called treble" recovery). This rate is held in case of failure to pay, by manufacturer, and "further," in case of failure to pay, by user to notify copyright owner of use (101-E). Henn report notes that interpretation of the vague wording could compound the liability up to 10 or even 16 times the statutory rate.

Henn suggests that statute might include the right of the composer to inspect manufacturers' books, to check on royalties. Also, pressing plants could be empowered to collect royalty "in advance" from a licensee, under compulsory statute. These claims would be given preferential status in the event of a bankruptcy of the compulsory licensee, Henn study suggests.

The Strauss report on "Damage" confines itself to public performance for profit, as far as music goes. The copyright statute calls for civil action, with minimum award of \$250 and maximum of \$5,000 in cases where defendant

was "unaware" of the infringement. "Damage and profit" recovery considers amount of damage to copyright owner, and profit made by infringer—plus costs and a counsel fee to be awarded at judge's discretion.

In the case of "multiple" infringement, as in broadcasting, each performance of a musical composition by the copyright trespasser costs \$10. This holds only where more than 25 infringing uses have been made. If fewer, the \$250 minimum is invoked.

Strauss presents these questions of revision: Should copyright owner collect both "damages" and "infringers' profits"—or only one of these? Should the present minimum and maximum be eliminated, retained, or altered — or should amounts be left to court discretion? Should "multiple" infringements in performances incur an amount for each trespass, or be lumped? Should "innocent" and "secondary innocent" infringers like venders, printers, et al., be totally absolved of responsibility?

### Damages Unduly Harsh

Panel response called for revision of the "unduly harsh" damage provisions by Sydney Kaye. Kaye noted that present-day conditions offer "multiple and evanescent" infringement areas, as against the simple areas of "willful piracy" the 1909 statute intended to correct. Also, the "arithmetical" numbers of performances in violation of a copyright, as in broadcasting, should not be treated separately, but lumped as part of total consideration.

Kaye notes that extent and seriousness of a single violative performance can far outweigh a dozen less far-reaching ones. He would excuse "innocent" infringement when proven so, and would prefer to eliminate rigid maximum and minimum, in favor of court discretion, case by case.

Herman Finkelstein would keep

# Plan to Boost Jazz Sales

• Continued from page 26

with a musical instrument dealer who operates the busiest music school in the area.

Original plans when the two firms opened under the same roof was to offer the community a "complete music store under one roof." Results have been gratifying for both firms. Over 700 youngsters each week use the adjoining music school's teaching services. A healthy portion of these students visit Rippey's store to make disk purchases. "We both

help build each other's traffic," says Bob Rippey.

Looking to the future, Bob Rippey has made definite plans to step up the self-service features of his store. Currently the store is set at about 60 per cent self-service. Changes within the coming year will see a row of listening booths in the rear ripped out and replaced by browser sections to facilitate more self-service selling.

### Selling School Market

This fall, says Bob Rippey, he came up with a new volume building idea that is so simple he keeps wondering why he didn't think of it a decade ago when he first entered the disk business. He set himself up as a needle expert and serviced 35 phonographs in the Waukesha public schools.

"The profits that I earned in selling the schools the new needles for 35 record players more than paid for the time I put in checking their equipment," says Bob Rippey. "But I also strengthened my relationship with the school board and the teachers. I'm beginning to sell the schools more records for their classroom use. They also know now that if they are going to buy records, they need good needles as well."

Added benefit accruing from checking the 35 classroom record players in the Waukesha school system, says Bob Rippey: "The personal contacts with the teachers whose phonographs I checked and serviced are resulting in more store sales of albums. Many of these school teachers are coming to my store now for the first time. They used to go to Milwaukee to get classroom records and others for their own use. Now a lot of them have become steady customers of mine."

the statutory minimum of \$250, for without it, he says: "The performing right would be worthless." With rising costs, the \$250 minimum damage provision is not as substantial now as it was in 1909, he notes.

SPA's John Schulman says both the Henn and Strauss reports are valuable as "background," but don't answer fundamental questions of whether the compulsory license clause, and damage provisions have "proven workable in deterring infringement, and whether they have properly safeguarded copyrighted property." Schulman advises the panel to "devote itself to a study of the facts of life (statistical) rather than a consideration of philosophy alone."

Other studies to be issued by the Copyright Office will be reported in The Billboard as they are released. Panelists in addition to those mentioned above, have also included copyright experts Joseph Dubin, Ben Kaplan, Irwin Karp, George E. Frost, Joseph A. McDonald (speaking for himself, rather than for NBC, he notes) and Yale law professor Ralph S. Brown, who will do a supplementary study on "damages."



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### C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING OCTOBER 5

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers..	7	3
Maybe Tomorrow (BMI)—Cadence 1337		
2. FRAULEIN (BMI)—Bobby Helms .....	1	29
Heartick Feeling (BMI)—Dec 30194		
3. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—		
Jerry Lee Lewis .....	2	17
I'll Be Mine (BMI)—Sun 267		
4. BYE BYE LOVE (BMI)—Everly Brothers .....	4	22
I Wonder If I Care as Much (BMI)—Cadence 1315		
5. MY SHOES KEEP WALKING BACK TO YOU—		
Ray Price .....	3	10
Don't Do This to Me (BMI)—Col 40951		
6. HOME OF THE BLUES (BMI)—Johnny Cash .....	5	5
GIVE MY LOVE TO ROSE (BMI)—Sun 279		
6. JAILHOUSE ROCK (BMI)—Elvis Presley .....	—	1
Treat Me Nice (BMI)—Vic 7035		
8. GEISHA GIRL (BMI)—Hank Locklin .....	6	8
Living Alone (BMI)—Vic 6984		
9. HOLIDAY FOR LOVE (BMI)—Webb Pierce .....	9	2
DON'T DO IT DARLIN' (BMI)—Dec 30419		
10. FOUR WALLS (BMI)—Jim Reeves .....	8	25
I Know and You Know (BMI)—Vic 6874		
10. TANGLED MIND (BMI)—Hank Snow .....	10	13
MY ARMS ARE A HOUSE—Vic 6955		
12. I'LL ALWAYS BE YOUR FRAULEIN (BMI)—		
Kitty Wells .....	11	4
What I Believe Dear (BMI)—Dec 30415		
13. WHY, WHY? (BMI)—Carl Smith .....	13	3
Emotions (BMI)—Col 40984		
14. TEDDY BEAR (ASCAP)—Elvis Presley .....	12	16
Loving You (BMI)—Vic 7000		
15. IS IT WRONG? (BMI)—Warner Mack .....	14	9
Baby Squeeze Me (BMI)—Dec 30301		
15. MY SPECIAL ANGEL (BMI)—Bobby Helms .....	—	1
Standing at the End of My World (BMI)—Dec 30423		

### Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 5

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. FRAULEIN—Bobby Helms.....	1	27
Dec 30194		
2. MY SHOES KEEP WALKING BACK TO YOU—		
Ray Price.....	2	11
Col 40951—BMI		
3. WAKE UP LITTLE SUSIE—Everly Brothers .....	4	2
Cadence 1337—BMI		
3. HOME OF THE BLUES—Johnny Cash.....	13	3
Sun 279		
5. I HEARD THE BLUEBIRDS SING—		
Jim Edwards, Maxine & Bonnie Brown.....	7	7
Vic 6985—BMI		
6. BYE BYE LOVE—Everly Brothers .....	2	23
Cadence 1315—BMI		
7. TANGLED MIND—Hank Snow.....	5	9
Vic 6955—BMI		
8. MY SPECIAL ANGEL—Bobby Helms.....	—	1
Dec 30423—BMI		
9. GEISHA GIRL—Hank Locklin.....	—	6
Vic 6984—BMI		
10. WHY, WHY—Carl Smith.....	5	4
Col 40984—BMI		
11. GONNA FIND ME A BLUEBIRD—		
Marvin Rainwater.....	13	28
M-G-M 12412—BMI		
12. FOUR WALLS—Jim Reeves.....	12	25
Vic 6874—BMI		
13. WHOLE LOTTA SHAKIN' GOIN' ON—		
Jerry Lee Lewis.....	8	13
Sun 267—BMI		
14. HOLIDAY FOR LOVE—Webb Pierce.....	11	3
Dec 30419—BMI		
15. TEARS ARE ONLY RAIN—Hank Thompson.....	—	1
Cap 3781—BMI		
15. HONEYMOON—Jimmie Rodgers.....	—	1
Roulette 4015—ASCAP		

### C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING OCTOBER 5

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

#### Birmingham

- Holiday for Love, Webb Pierce, Dec.
- Teenage Dream, Marty Robbins, Col.
- Love Has Finally Come My Way, Faron Young, Cap.
- Honeycomb, Jimmie Rodgers, Rit.
- Is It Wrong, Warner Mack, Dec.

#### Dallas-Fort Worth

- Geisha Girl, Hank Locklin, Vic.

- Fraulein, Bobby Helms, Dec.
- Don't Do It Darlin', Webb Pierce, Dec.
- Wake Up Little Susie, Everly Brothers, Cdc.
- Home of the Blues, Johnny Cash, Sun
- No One to Talk To, Lefty Frizzell, Col.
- My Shoes Keep Walking Back to You, Ray Price, Col.
- Bye Bye Love, Everly Brothers, Cdc.
- I Thought I Heard You Call My Name, Jim Edwards, Maxine & Bonnie Brown, Vic.

#### Houston

- Wake Up Little Susie, Everly Brothers, Cdc.
- Is It Wrong, Warner Mack, Dec.
- Geisha Girl, Hank Locklin, Vic.
- Fraulein, Bobby Helms, Dec.
- Jailhouse Rock, Elvis Presley, Vic.

#### Memphis

- Wake Up Little Susie, Everly Brothers, Cdc.
- Home of the Blues, Johnny Cash, Sun
- Is It Wrong, Warner Mack, Dec.
- Why, Why, Carl Smith, Col.
- Please Don't Leave Me This Way, Marty Robbins, Col.
- My Shoes Keep Walking Back to You, Ray Price, Col.

### FOLK TALENT AND TUNES

By BILL SACHS

#### Around the Horn

Recovered from a recent throat operation, Johnny Cash resumes his bookings at Valdosta, Ga., October 16, on a card with the Wilburn Brothers. Same combination plays Waycross, Ga., the following day. On October 18 Johnny and the Wilburns will be joined by Jerry Lee Lewis and Don Reno and Red Smiley for a big show in Miami. A new package, featuring Johnny Cash, Jerry Lee Lewis, Bobby Helms and George Jones, picks up at Charleston, S. C., October 19, following with Tampa, 20; Orlando, 21; Jacksonville, 22, and Pensacola, 23, all in Florida. Bookings were arranged by Bob Neal, of Stars, Inc., Memphis.

The Rainbow Valley Boys, Don Hancock, fiddle and bass, and Chuck Main, lead guitar, are doing a new morning show across the board on WPAY, Portsmouth, O., as well as appearing on the station's "Hometown Jamboree" on Saturday nights. Jimmy recently inked a three-year contract with Buddy Records, of Marshall, Tex. WPAY is airing three hours of country music each day, with Zeke Mullins spinning the biscuits on "Country Music Time." . . . WSM, Nashville, is this week mailing out invitations to some 3,000 deejays in this country and Canada for the station's Sixth Annual National Disk Jockey Festival to be held there November 15-16. Some 1,200 deejays, record and publishing firm reps and trade paper folk are expected to attend this year's gathering, which will celebrate WSM's 32d anniversary.

Eddie Dean, currently appearing in the Midwest, is plugging his latest Sage recording, "Iowa Rose." Copies are available to deejays who'll write to him at 5653 1/2 Hollywood Boulevard, Hollywood. . . . Marey Dunn, recently returned from Alaska, where she spent several months, is currently holding forth at the Hollywood-on-the-Pike Club, Long Beach, Calif. . . . Wade Ray (Dot), recovered from a recent operation, has resumed his entertaining at Cowtown in Southeastern Los Angeles. He moved in there more than six years ago as a two-week replacement. . . . Billy Walker's new Columbia release is "Image of Me."

Red Foley spent last week in New York appearing on Dave Garroway's "Today" show and taping interviews for (Continued on page 56)

#### Nashville

- Wake Up Little Susie, Everly Brothers, Cdc.
- My Shoes Keep Walking Back to You, Ray Price, Col.
- Why, Why, Carl Smith, Col.
- Jailhouse Rock, Elvis Presley, Vic.
- Geisha Girl, Hank Locklin, Vic.
- Home of the Blues, Johnny Cash, Sun
- Tangled Mind, Hank Snow, Vic.
- I Got Over the Blues, Wilburn Brothers, Dec.

#### New Orleans

- Four Walls, Jim Reeves, Vic.
- Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
- Fraulein, Bobby Helms, Dec.
- My Shoes Keep Walking Back to You, Ray Price, Col.
- Don't Do It Darlin', Webb Pierce, Dec.
- I'll Always Be Your Fraulein, Kitty Wells, Dec.
- Bye Bye Love, Everly Brothers, Cdc.
- Is It Wrong, Warner Mack, Dec.
- Jailhouse Rock, Elvis Presley, Vic.
- Wake Up Little Susie, Everly Brothers, Cdc.

#### St. Louis

- Wake Up Little Susie, Everly Brothers, Cdc.
- Jailhouse Rock, Elvis Presley, Vic.
- Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
- Honeycomb, Jimmie Rodgers, Rit.
- Mister Fire Eyes, Bonnie Guitar, Dot
- Tangled Mind, Hank Snow, Vic.

### This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

### Review Spotlight on . . . C&W RECORDS

NO SELECTIONS THIS WEEK

### Reviews of New C&W Records

**GOLDIE HILL.**  
It's Only a Matter of Time.....78  
DECCA 30460—Weeper waltz, Chorus support with triplet piano backing helps make side dangerous. (Cedarwood, BMI)  
I'll Be Mine.....75  
Listenable selling of medium-beat tune could go. Side has traditional country string backing. (Cedarwood, BMI)

**THE SILVA-TONES**  
Roses Are Blooming.....73  
ARGO 5281—There's a lot happening with the guitars on this rhythmic chant. Unbilled lead singer gives it a good ride which can grab some box action. (Arc, BMI)  
That's All I Want From You.....72  
A far-off echoey rural version once cut by Jaye P. Morgan. Sound certainly attracts attention. Has an interesting country based bayou flavor. Slight edge goes to the flip. (Weiss & Barry, BMI)

**HAWKSHAW HAWKINS**  
Ring on Your Finger.....72  
RCA VICTOR 7054—Cat knows she's cheating, but wants to make sure she's wearing his ring, or maybe he's just curious. Makes for a fair weeper in the traditional vein. (Cedarwood, BMI)  
Sensation.....71  
Competent reading of bright tune from the B. & F. Bryant mill. (Acuff-Rose, BMI)

**CHUCK & BILL**  
I Wanna Move a Little Closer.....72  
BRUNSWICK 55034—A good, swingy ditty with okay pop and country potential. Only one voice heard instead of the indicated two. Male group in choral spots. Spins possible. (Lady Mac, ASCAP)  
Tears.....70  
This sounds a bit like a Fats Domino—rockabilly hybrid and the resulting sound has a good bit of the lusty, gusty sound. Not a powerhouse sales-wise, but an interesting disk in medium r.&t. tempo. (Lady Mac, ASCAP)

**JOHNNY MATHIS**  
You Don't Care.....70  
MERCURY 7120—This isn't the hot pop warbler. This Mathis is the country clefter-warbler. Okay bouncy ditty in distinctly rural tones. (Starrite, BMI)  
Moonlight Magic.....69  
Backing on this pretty item has Hawaiian flavor. Both sides can do some territorial business. (Starrite, BMI)

**BILL FLOYD**  
Heartbreak.....70  
STARDAY 663—Floyd and group wall with convincing pathos on up-

tempo weeper. Spin-able wax for jocks of the old c.&w. school. (Starrite, BMI)  
Hey, Boy.....69  
Sprightly tune is wrapped up in an irritating reading by Floyd. (Starrite, BMI)

**BOBBY POTTER**  
King Size Kisses.....68  
BANA 524—Okay tune, competently sung, but not outstanding enough to crack the select circle. (Tannen, BMI)  
Sugarree.....65  
Marty Robbins tune was around some months back in pop and country, without too much stir. Potter does a good rockabilly styling, but seems unlikely to click where others have failed. (Acuff-Rose, BMI)

**HOYT JOHNSON**  
Where Are You?.....67  
ERWIN 3777—Young Johnson is an impressive new country talent and he has some poignant material on this poetic tune. His backing fails to keep pace; a fact which detracts. (E&M, BMI)

**HOYT JOHNSON-BILLIE HIGH**  
I'll Have a Broken Heart.....60  
Johnson duets with a chick here on a traditional-style weeper. Material is unlikely to attract attention. (E&M, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

- SLIM HARPER: Blues on Parade/Little Bit of Blues—Wil-Row 204
- JOE MONTGOMERY: Full in Love With Me/The Bowling Song—Liberty Bell 9020
- BILLY WALLACE: Wolf Call Two o'Clock in the Morning—Deb 882
- BERT WELLS: Driftin'/Jingle Jangle Jingle—Key 5714



### The Philip Morris COUNTRY MUSIC SHOW

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- ★ WEBB PIERCE
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- ★ MINNIE PEARL
- ★ KITTY WELLS
- ★ MARVIN RAINWATER
- ★ JIMMY DICKENS
- ★ JOHNNY & JACK
- ★ RED SOVINE
- ★ GOLDIE HILL
- ★ LONZO & OSCAR
- ★ GEORGE MORGAN
- ★ LEW CHILDRÉ
- ★ DUKE OF PADUCAH
- ★ ANITA CARTER
- ★ MEL TILLIS
- ★ WAYNE WALKER
- ★ SHIRLEY CADDELL
- ★ BOBBY LORD
- ★ EDDIE HILL
- ★ BILL MONROE
- ★ HAWKSHAW HAWKINS
- ★ JEAN SHEPARD
- ★ MIMI ROMAN
- ★ RONNIE SELF
- ★ CARL BUTLER
- ★ WARNER MACK

### Dooto Signs The Penguins

HOLLYWOOD—Dootsie Williams, president of indie Dooto Records, inked the Penguins to an exclusive term contract again last week, with plans for an LP and an EP in the immediate future.

Group formerly recorded for Williams and added the label to go with Mercury and later Atlantic Records. Penguins will also be booked by the Exclusive Artists Agency, according to Williams.

Label also signed agreements with the Debonaires, a new vocal group, and with comics Dave Turner and Don Bexley.

### Copyr't Expert to Coast Law Firm

HOLLYWOOD—Attorney Arthur S. Katz, specialist in the copyright field and a previous winner of the ASCAP Nathan Burken Award, has joined the firm of Fink, Levine & Lavery, Hollywood. Katz will be in charge of matters pertaining to copyright, literary property, unfair competition and the entertainment industry.

First Time Together HELEN CARTER and WILEY BARKDULL singing



Back to You



## R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING OCTOBER 5

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. HONEYCOMB (ASCAP)—Jimmie Rodgers	1	6
Their Hearts Were Full of Spring (ASCAP)—Roulette 4051		
2. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers	7	3
Maybe Tomorrow (BMI)—Cadence 1337		
3. DIANA (BMI)—Paul Anka	2	6
Don't Gamble With Love (BMI)—ABC-Paramount 9831		
4. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers	5	5
Old Man River (ASCAP)—Checker 872		
5. JAILHOUSE ROCK (BMI)—Elvis Presley	—	1
TREAT ME NICE (BMI)—Vic 7035		
6. THAT'LL BE THE DAY (BMI)—Crickets	3	6
I'm Lookin' for Someone to Love (BMI)—Brunswick 55009		
7. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis	4	7
It'll Be Mine (BMI)—Sun 267		
8. KEEP A-KNOCKIN' (BMI)—Little Richard	10	3
Can't Believe You Wanna Leave (BMI)—Specialty 661		
9. MR. LEE (BMI)—Bobbettes	6	6
Look at the Stars (BMI)—Atlantic 1144		
10. FARTHER UP THE ROAD (BMI)—Bobby (Blue) Bland	9	9
Sometime Tomorrow (BMI)—Duke 170		
11. HONEST I DO (BMI)—Jimmy Reed	—	1
Signals of Love (BMI)—Vee Jay 253		
12. LOTTA LOVIN' (BMI)—Gene Vincent	8	3
Wear My Ring (BMI)—Cap 3763		
13. THINK (BMI)—Five Royals	12	5
I'd Better Make a Move (BMI)—King 5053		
14. HULA LOVE (BMI)—Buddy Knox	—	1
Devil Woman (BMI)—Roulette 4018		
15. SEND FOR ME (BMI)—Nat King Cole	11	16
My Personal Possession (BMI)—Cap 3737		

## Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 5

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. HONEYCOMB—Jimmie Rodgers	9	4
Roulette 4015—ASCAP		
2. DIANA—Paul Anka	4	5
ABC-Paramount 9831—BMI		
3. WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis	2	9
Sun 267—BMI		
4. WAKE UP LITTLE SUSIE—Everly Brothers	—	1
Cadence 1337—BMI		
5. THAT'LL BE THE DAY—Crickets	5	5
Brunswick 55009—BMI		
6. MR. LEE—Bobbettes	1	7
Atlantic 1144—BMI		
7. HAPPY, HAPPY BIRTHDAY, BABY—Tune Weavers	5	4
Checker 872—BMI		
8. KEEP A' KNOCKIN'—Little Richard	—	1
Specialty 611—BMI		
9. LOTTA LOVIN'—Gene Vincent	—	1
Cap 3763—BMI		
10. FARTHER UP THE ROAD—Bobby (Blue) Bland	3	8
Duke 170—BMI		
11. THINK—Five Royals	12	5
King 5053—BMI		
12. BLACK SLACKS—Joe Bennett & Sparkletones	—	1
ABC-Paramount 9837—BMI		
13. HULA LOVE—Buddy Knox	—	1
Roulette 4018—BMI		
14. SEND FOR ME—Nat King Cole	11	13
Cap 3737—BMI		
15. SHORT FAT FANNIE—Larry Williams	8	15
Specialty 603—BMI		
15. SEARCHIN'—Coasters	13	19
Atco 6087—BMI		

## Reviews of New R&B Records

**PFE WEE CRAYTON**  
**I Found My Peace of Mind** . . . 83  
 VEE-JAY 252—Blues has a spiritual sound. Knowing vocal by the artist with good chorus support and orking, featuring a bright guitar. Can go well. (Conrad, BMI)  
**I Don't Care** . . . 81  
 Ballad with rhythm backing strongly warbled by the artist. Distinctive beat also makes side very danceable. (Conrad, BMI)

**YOUNG JESSIE**  
**Make Believe** . . . 82  
 ATCO 6101—Artist does a Fats Domino on the Kern standard with typical backing. Exciting side. Two good shots at the hot here. (T. B. Harms, ASCAP)  
**Shuffle in the Gravel** . . . 80  
 Unusual material with qualities of folk, blues, spiritual and what-not. Jessie sings it with highly distinctive pipes. Should do some strong business, particularly in the South. (Argo, BMI)

**JIMMY WRIGHT**  
**Make Her Mine** . . . 76  
 ALADDIN 3386—Fervent wailing by Wright on an exciting theme with a churchy flavor. Merits spin. (Aladdin, BMI)  
**Teen-Age Beau** . . . 74  
 Sincere rendition of deliberately paced ballad. Good for today's market. (Aladdin, BMI)

**CRAWFORD BROTHERS**  
**I Ain't Gully** . . . 76  
 ALADDIN 3397—Slick novelty with hilarious court room exchange between judge and defendant. Powerful backing. Great for jocks and jukes. (Aladdin, BMI)  
**It Feels Good** . . . 74  
 Frantic shouting by male chanter on lively rocker with a driving beat. (Aladdin, BMI)

**AMOS MILBURN**  
**Dear Angel** . . . 76  
 ALADDIN 3370—Feelingful chanting on moving ballad. One of Milburn's stronger entries. (Aladdin, BMI)  
**Greyhound** . . . 72  
 Veteran warbler Milburn belts across this exciting blues with verve and showmanship. (Aladdin, BMI)

**ROY BROWN**  
**The Tick of the Clock** . . . 75  
 IMPERIAL 5469—Mild rocker is strongly sold by Brown. Good backing features a honking tenor. Material is pop. (Reeve, BMI)  
**Slow Down Little Eva** . . . 74  
 The artist, who scored with "Let the Four Winds Blow" could have a repeater with this rhumba-blues. Casual pace and strong vocal make side worth watching. (Reeve, BMI)

(Continued on page 56)

## R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING OCTOBER 5

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

**Atlanta**

1. Diana, Paul Anka, ABC-Para.
2. Honeycomb, Jimmie Rodgers, Rit.
3. Keep A' Knockin', Little Richard, Spe.
4. Mr. Lee, Bobbettes, Atl.
5. Honest I Do, Jimmy Reed, V J
6. Wake Up Little Susie, Everly Brothers, Cdc.
7. Farther Up the Road, Bobby (Blue) Bland, Duke
8. Happy, Happy Birthday, Baby, Tune Weavers, Che.
9. Lotta Lovin', Gene Vincent, Cap.
10. Jailhouse Rock, Elvis Presley, Vic.

**Charlotte**

1. Diana, Paul Anka, ABC-Para.
2. Honeycomb, Jimmie Rodgers, Rit.
3. That'll Be the Day, Crickets, Brk.
4. Mr. Lee, Bobbettes, Atl.
5. Jailhouse Rock, Elvis Presley, Vic.
6. Rockin' Pneumonia and the Boogie Woogie Flu, Huey Smith, Ace
7. Hula Love, Buddy Knox, Rit.

**Chicago**

1. Wake Up Little Susie, Everly Brothers, Cdc.
2. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
3. Honeycomb, Jimmie Rodgers, Rit.
4. Jailhouse Rock, Elvis Presley, Vic.
5. Happy, Happy Birthday, Baby, Tune Weavers, Che.
6. That'll Be the Day, Crickets, Brk.
7. Lotta Lovin', Gene Vincent, Cap.
8. Diana, Paul Anka, ABC-Para.
9. Keep A' Knockin', Little Richard, Spe.
10. Silhouettes, Rays, Cameo

**Cincinnati**

1. Think, Five Royals, King
2. Honest I Do, Jimmy Reed, V J
3. You Send Me, Sam Cooke, Keen
4. Honeycomb, Jimmie Rodgers, Rit.
5. Peanuts, Little Joe and the Thrillers, Okeh
6. That'll Be the Day, Crickets, Brk.
7. Stardust, Billy Ward, Lbt.

**Detroit**

1. Happy, Happy Birthday, Baby, Tune Weavers, Che.
2. Jailhouse Rock, Elvis Presley, Vic.
3. Honeycomb, Jimmie Rodgers, Rit.
4. Wake Up Little Susie, Everly Brothers, Cdc.
5. Think, Five Royals, King
6. Soft, Bill Doggett, King
7. Diana, Paul Anka, ABC-Para.
8. Keep A' Knockin', Little Richard, Spe.
9. Lotta Lovin', Gene Vincent, Cap.
10. Mr. Lee, Bobbettes, Atl.

**Los Angeles**

1. Diana, Paul Anka, ABC-Para.
2. Honeycomb, Jimmie Rodgers, Rit.
3. Farther Up the Road, Bobby (Blue) Bland, Duke
4. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
5. Send for Me, Nat King Cole, Cap.
6. Mr. Lee, Bobbettes, Atl.
7. That'll Be the Day, Crickets, Brk.
8. You Send Me, Sam Cooke, Keen
9. Happy, Happy Birthday, Baby, Tune Weavers, Che.

**New Orleans**

1. Diana, Paul Anka, ABC-Para.
2. Keep A' Knockin', Little Richard, Spe.
3. Happy, Happy Birthday, Baby, Tune Weavers, Che.
4. Honest I Do, Jimmy Reed, V J
5. Wake Up Little Susie, Everly Brothers, Cdc.
6. That'll Be the Day, Crickets, Brk.
7. Jailhouse Rock, Elvis Presley, Vic.

**New York**

1. Wake Up Little Susie, Everly Brothers, Cdc.
2. Honeycomb, Jimmie Rodgers, Rit.
3. Diana, Paul Anka, ABC-Para.
4. That'll Be the Day, Crickets, Brk.
5. Mr. Lee, Bobbettes, Atl.
6. Happy, Happy Birthday, Baby, Tune Weavers, Che.
7. Hula Love, Buddy Knox, Rit.
8. Silhouettes, Rays, Cameo
9. Keep A' Knockin', Little Richard, Spe.
10. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun

**Philadelphia**

1. Honeycomb, Jimmie Rodgers, Rit.
2. Wake Up Little Susie, Everly Brothers, Cdc.
3. You Send Me, Sam Cooke, Keen
4. Happy, Happy Birthday, Baby, Tune Weavers, Che.
5. Think, Five Royals, King
6. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun

**St. Louis**

1. Keep A' Knockin', Little Richard, Spe.
2. Happy, Happy Birthday, Baby, Tune Weavers, Che.
3. When I See You, Fats Domino, Imp.
4. Honeycomb, Jimmie Rodgers, Rit.
5. Whole Lotta Shakin' Goin' On, Jerry Lee Lewis, Sun
6. That'll Be the Day, Crickets, Brk.

**Washington, D. C.**

1. Happy, Happy Birthday, Baby, Tune Weavers, Che.
2. Wake Up Little Susie, Everly Brothers, Cdc.
3. Little Bitty Pretty One, Thurston Harris, Ala.
4. Keep A' Knockin', Little Richard, Spe.
5. Jailhouse Rock, Elvis Presley, Vic.
6. Mr. Lee, Bobbettes, Atl.
7. Hula Love, Buddy Knox, Rit.
8. That'll Be the Day, Crickets, Brk.
9. Rainbow, Russ Hamilton, Kapp

## This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

## Review Spotlight on . . . R&B RECORDS

### FIVE SATINS

Our Anniversary (Angel, BMI)—Ember 1025—Top side gets an unusual treatment with a basson featured prominently thruout. Excellent warbling by the lead with good group support could easily repeat success of "To the Aisle." Flip, "Pretty Baby" (Angel, BMI), is an up-tempo number, rhythmically chanted by the group.

### BETTE McLAURIN

Autumn Leaves (Ardmore, ASCAP)  
 What a Night for Love (Progressive, BMI)—Atco 6099—See review in Pop Spotlight section.

### MELLO KINGS

Sassafras (Figure, BMI)  
 Chapel on the Hill (Angel-Selbon, BMI)—Herald 507—"Sassafras" is a rhythm tune that gets an attractive, peppy reading by the group with gimmicked, guitar backing. The happy sound can score. "Chapel" is a pretty ballad that is listenably presented. The group, who made it with "Tonight, Tonight," can have a repeater here.

### "5" ROYALS

Say It (Armo, BMI)  
 Messin' Up (Armo, BMI)—King 5082—The group is still riding high with "Think," and these two strong sides can be successful follow-ups. "Say It" has a bayou flavor. Effective chanting by the lead with fine backing gives the side strong potential. "Messin'" has an exciting sound and a pounding beat. Frantic side should cop a lot of play.

### BILLY MYLES

The Joker (Angel, BMI)  
 Honey Bee (Angel-Selbon, BMI)—Ember 1026—Forceful, high-voice reading on "Joker," a strong piece of material with appeal in both pop and r.&b. markets. "Honey Bee" is an enthusiastic rocker with girl group support for Myles' shouting. Coupling can click.

### MALCOLM DODDS

Fools Rush In (Bregman, Vocco & Conn, ASCAP)  
 Can't You See (Real Gone, BMI)—End 1004—The artist who impressed strongly on "It Took a Long Time," his initial effort, comes on even more strongly here. "Fools" is emotionally belted against good backing and chorus support. The attractive reading of the oldie should find favor. On the flip, "Can't You See," the artist is equally effective. Side has a show-tune flavor.

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**ON THE BEAT**

RHYTHM & BLUES—ROCK & ROLL

By REN GREVATT

Over the years there has been a constant flux in the instrumentation of rhythm and blues records—particularly as r.&b. moved into the more refined sphere of rock and roll. We've even heard fiddles shimmering behind a lead singer's expression of agony and heart-break. This week, we heard the newest—the inclusion of a bassoon on an r.&b. disk. This came about on the Five Satins' Ember record of "Our Anniversary." At present, this can't possibly be viewed as a threat to the dominance of the honking bassoon men. But who knows, there may be some honking oboe men around who will one day get a chance to really blow.

Sol Rabinowitz, of Baton Records, has had an uplifting experience, sufficient to revive his faith in the crazy disk business. Five years ago, when he was still a distributor salesman, he brought out on a free-lance basis, a disk called "A Thousand Stars," by the Rivileers. At the time, it was a regional hit in about five markets. Now, thanks to a group of hip cats who brought an old copy to a disk jockey in Providence, Sol reports enough activity in Boston and Providence to warrant remastering and pressing, which he's done, to fill demand in Boston and also in Los Angeles. The only thing new about the disk to update it is that echos were added in the remastering process.

Glory Records gets back into activity next week with a pair of new releases, one of which features a new pactee, 19-year-old Buddy Heart, on "Honest, Joan," and "When You Appear." The second release is a new one by Vince Mar-

tin of "Goodbye My Love," and "Oh My Darling, Oh." Lou Sprung, of Glory, also reports that Maymie and Robert, who had a recent disk of "Ain't No Way in the World," and a smash in Germany.

King Records has a pair of new artists whose first sides will be released shortly. Jimmy Diggs, described as another rockahula type, has "Miss Hula" and "Dancing in the Moonlight," while thrush Carmen Taylor will be out with "Why Did You Leave Me Alone?" and "So What?" The label's hottest current releases are Bill Doggett's "Soft," and Donnie Elbert's "Have I Sinned?" . . . Am-Par's Johnny Nash is now a regular on the Arthur Godfrey CBS-TV morning show. . . . The Sparkletones, also on Am-Par, recently did a successful stint at the Royal Nevada Hotel, Las Vegas, and an appearance on the Nat Cole, NBC-TV show. . . . The Juveniles, whose first sides on the Mode label are "Beat in My Heart," and "I've Lied," were reportedly once members of rival New York street gangs. The group was brought together by New York City Youth Board workers, an organization supported by city and State funds. . . . Ray Charles' Atlantic disk of "Swanee River Rock," has been retitled "Swanee River Rock (Talkin' 'Bout That River)."

The development of new talent, and the importance of motion pictures and television on the West Coast are partially responsible for the opening of the new Gale Agen-

(Continued on page 57)

**FOLK TALENT AND TUNES**

Continued from page 54

"Monitor" and the new "Nightline" programs plugging the NBC radio network debut of the Dow-sponsored "Red Foley Show" Saturday, November 2. Red also found time to address the Radio and Television Executives' Society while in the Big Town. Next Monday (21) Red returns to New York to begin rehearsals for his October 24 guest shot on the "Pat Boone Show" over ABC-TV. He'll be accompanied on the trip by Crossroads TV and RadiOzark veep, John Mahaffey. . . . Marty Allred, drummer with the Dow show and "Jubilee" bands in Springfield, Mo., has returned to Florida for induction into the Armed Forces.

Mark Records, New York, which recently entered the country field with a Cliff Waldon release, has named J. E. (Red) Swarr, of Maywood, Calif., to represent the firm on the Coast. In addition to promotion and publicity, Swarr will handle sales and distribution. Dee-jay copies of the Waldon platter may be obtained by writing to Mark Records, 700 Lafayette Street, Utica, N. Y. . . . After seven years of operating on Friday and Saturday nights, "Town Hall," Los Angeles, has dropped the Friday night shows. . . . Betty Luther, who recently signed for a tour with Fred Maddox and his band, has been engaged to sing with the group at the Copa Club, Pomona, Calif., every Monday night.

Nan Castle, 16-year-old canary of Cooper, Tex., has returned to her own "Nan Castle Show" at KSST, Sulphur Springs, Tex., after a week in New York, where she appeared on Arthur Godfrey's morning TV and radio shows over the CBS network. While in the Big Town she plugged her new RCA-Victor release, "A Steady Baby" and "Angel With Horns." Miss Castle continues as a regular with "Red River Jamboree," Paris, Tex., each Saturday.

Deejay Tom Edwards, of WERE, Cleveland, shifts his country TV show to Saturday nights starting November 2 at 7 p.m. . . . Sonny Curtis, writer of "Someday" and other tunes, and Pappy Anderson left Colorado Springs, Colo., last

week to join "Louisiana Hayride," Shreveport, La., as performer and road man respectively. . . . Kenny Marlow, Nashville songwriter and attorney, is the writer of "You're the Answer," new Dot release by Bob Jennings, Nashville platter spinner. The Jordanaires back Jen-

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VINCENT MALLOY

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Angle Tone Records  
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Reviews of New R&B Records

Continued from page 55

THE TITANS

Free and Easy . . . . .75

SPECIALTY 614—Lead singer, with a rhythmic instrumental arrangement behind him, is quite effective. Plenty of beat and good sound. Merits deejay play. (Greenich, ASCAP)

Sweet Peach . . . . .74

A jump blues. The group belts it out with a staccato beat. Instrumentation maintains interest and swings. (Venice, BMI)

DON AND DEWEY

Leavin' It All Up to You . . . . .75

SPECIALTY 610—Much more restrained than the flip, but with a pretty melody. The vocal duo is backed by a restrained triplet figure and a chorus. Has some pop appeal, too. (Venice, BMI)

Jelly Bean . . . . .70

Teen-slanted rhythm side, with a lyric of novelty appeal. General effect is aided by bright arrangement, with staccato rhythm effect. (Venice, BMI)

THE JUVENILES

Beat in My Heart . . . . .74

MODE 1 — Brisk, rock and roll rhythm side. Performance stands out more than material, but both sides merit spins. (BMI)

I've Lied . . . . .74

Good thrush handles the lead on both of these teen-slanted sides. Group of four guys and girl reportedly was recruited from ranks of New York teen gangs. This pleading ballad is fendered with solid pro quality. (BMI)

GENE AND WENDELL

Lula Baby . . . . .74

SPECIALTY 613—Rhythm side, with a Latin beat and touches of calypso in the phrasing. The vocal duo chant it solidly. No tenor honking, but good Latin orchestration instead. For deejays. (Venice, BMI)

In My Dreamland . . . . .70

Another rhythm side, okay in performance; but lacks the impact of flip. Again a Latin beat. (Venice, BMI)

THE CUFF LINKS

The Saxophone Rag . . . . .74

DOOTO 422 — An instrumental honker, with the saxes taking and developing a good riff. Performance has a solid, striding rhythm and good sound. (Dootsie Williams, BMI)

It's Too Late Now . . . . .69

A ballad wherein the Cuff Links tell the chick she's had her chance. Competent chanting by the group. (Dootsie Williams, BMI)

JIMMY JONES

The Whistlin' Man . . . . .74

ARROW 717—Jones sells rhythm-novelty with commendable showmanship. Jocks will like this "different" side. (Graphic, BMI)

Heaven in Your Eyes . . . . .68

Jones packs strong emotional wallop on poignant ballad. (Graphic, BMI)

THE SCHOLARS

Kan-Gu-Wa . . . . .74

IMPERIAL 5459—A wild, jungleish rhythm and blues chant. It turns out that the cats head straight for "Birdland," right out of the Congo. Good rhythm and sound can get action, especially in boxes. (Leeds, ASCAP)

Eternally Yours . . . . .67

Slow-moving ballad fare fails to light any significant sparks. Okay solo chanting by the lead but material is run of mill. Flip is more interesting. (Commodore, BMI)

THE EL DORADOS

A Rose for My Darling . . . . .73

VEE-JAY 250—Soft interpretation of the pretty tune is a very listenable entry. Side could do something. Pop action possible, too. (Tollie, BMI)

Tears on My Pillow . . . . .70

Lead is nicely backed by the group on the medium-beat tune. (Tollie, BMI)

TWILIGHTERS

Live Like a King . . . . .73

EBB 117—Rocker gets a vigorous go by the group with a quivering vocal by the lead. It could take off. (Ebb, BMI)

Pride and Joy . . . . .70

Rhythm-backed ballad is listenably treated by the group, but larger share of loot for the side will probably go to flip. (Ebb, BMI)

THE ANSWERS

Keeps Me Worried all the Time . . . . .72

UNITED 212 — Vervelut warbling stint on frisky rhythm tune with a solid beat. Nothing too distinctive here, but a good performance. (Pamlee, BMI)

Have No Fear . . . . .70

Slow r.&b. ballad receives expressive reading from group. (Pamlee, BMI)

HOLLYWOOD FLAMES

Buzz-Buzz-Buzz . . . . .71

EBB 119—A solid rhythm side with a toe-tickling beat. Lead singer belts out the vocal with authority, and he's backed solidly. (Cash, BMI)

Crazy . . . . .71

A rock and roller, with a novelty flavor. Side has some wild moments, with honking tenor featured. (Ebb, BMI)

RIFF RUFFIN

Combination . . . . .71

EBB 116—Danceable, medium-beat instrumental features listenable interplay between organ, guitar and tenors. Fine jockey side. (Ebb, BMI)

True Confession . . . . .70

Weeper is presented by the artist against gutbucket backing. Fair chances. (Ebb, BMI)

TONY ALLEN

Come Back . . . . .70

EBB 115—Pretty ballad with rhythm backing is nicely rendered by the artist. It could draw attention. (Ebb, BMI)

Why in the World . . . . .70

Lots of vocal gimmicks by the artist on this medium-tempo rocker. Dronish backing with sparkling sax solo supports the artist. (Ebb, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

FRANKIE BRUNSON: Love in Bloom/Ward 13—RCA Victor 7039  
VERNON GREEN: A Lover's Prayer/Unseen—Dooto 425



FOLK TALENT AND TUNES

Continued from page 56

nings on the tune. . . . Wanda Jackson appears on the Pee Wee King TV-er from WBBM, Chicago, Friday night, November 1, and the following night plays "Circle Theater Jamboree," Cleveland, before hitting out for the East to play several dates for promoter Smokey Warren.

Nan Castle (RCA Victor) was due in Nashville Sunday (13) to make an Army-sponsored film with Hank Snow and His Rainbow Ranch Boys. Nan's newest release is "A Steady Baby," a Boudeleaux and Felice Bryant tune, backed with "Angel With Horns." Miss Castle appears as a regular on Roy Glenn and Pee Wee Reid's "Red River Valley Jamboree" in Paris, Tex. . . . Porter Wagoner is on a 20-day tour thru New England. . . . Chet Atkins' new RCA Victor album, "Hi-Fi in Focus With Chet Atkins," is due out this week. His new single, released last week, is "Hidden Charm" b.w.

"Colonial Ballroom." . . . Hank Snow's latest on the RCA Victor label is "Squid Jiggin'" b.w. "Unfaithful."

Jimmy Heap and the Melody Masters, who have been working New Mexico, Oklahoma and Texas the last six weeks, have a new one on the Big Band label in "Too Little Much Too Late" b.w. "See No Man No Yo-Yo." Jocks may obtain a copy by writing to Big Band Records, Box 893, Taylor, Tex. . . . Franklin Smith, a frequent guest artist with Jim and Jessie and the Virginia Boys on WSAV-TV, Savannah, Ga., has a new one on the Warrior label in "A Golden Dream of You," written by Peggy Ann Munson and Johnny Fields. Deejays may obtain a copy by writing to Miss Munson at 3811 Wylly Avenue, Brunswick, Ga. . . . Ray Pennington, formerly of Ruby Records, has launched a new record shop at 1343 Walnut Street, Cincinnati, from whence he does an hour show each Saturday, 4-5 p.m., over WZIP, Covington, Ky. Joe (Cannonball) Lewis will be guest artist when Pennington's mu-

sic emporium makes its official bow October 19.

Herb Shucher, who for the last several years handled the personal management on "Grand Ole Opry" name Jim Reeves, has left that post to take over the managerial reins on Porter Wagoner, another "Opry" satellite. His parting with Reeves was a friendly one, Sucher says. Reeves last week launched his new radio network show, which is being produced by Jack Stapp, head of Tree Publishing Company, Nashville. Don Warden, who has booked Wagoner for a number of years, will continue to be associated with him as road manager. This will enable him to devote more time to his publishing firm, Warden Music, Inc. . . . Lucky Hill's new Starday record, "I'm Missing You" b.w. "Wait for Me," was mailed to deejays out of Nashville October 1. Deejays who will fail to receive their copy may obtain one by writing to Hill at 212 East Market Street, Warrensburg, Mo., or to Starday Records, Box 115, Madison, Tenn.

THE CRICKETS: The Man From the Moon/I'm Going to Live My Life Alone—Davis 459
RUSTY EVANS: I Lived, I Loved, I Lost/When I'm Alone With You—Brunswick 55031
DICKSON HALL: Green Back Dollar/Take That Tombstone Off My Grave—Epic 9237
VICTOR KING: Wild Leaves/All for You—Arrow 1006
RONNIE MALONE: My Snow Man/It Had to Rain—Flagship 57C
LORRI PALMER: Heart Thief/Darling, I'm Hoping—Flagship 57F
DON RALKE ORK: Whisper Waltz/Where Is the One for Me—Vita 167
JACK ROGERS: Hey Team!/You'll Never Know—Keen 34001
THE THREE FRIENDS: Chinese Tea Room Jinx—Brunswick 55032

Children's

SHORTY LONG
Fire Engine . . . . .86
RCA VICTOR 61—Lots of sound effects on this side, with sirens, bells, licking flames, spraying hoses, etc. Should hold kiddie interest even without music, as it charts a fire call from start to finish.
The Junior Fire Marshal Song . . . . .84
This is a marching theme song for three million junior fire marshals in the elementary schools. Gives safety ideas in sugar-coated dose. Colorful jacket and 49-cent tag should make for sales. Could be a premium item as well.

ROY ROGERS
Happy Trails . . . . .85
RCA VICTOR 65—This is the familiar Rogers TV closeout with Roy Rogers and Dale Evans harmonizin' nicely in a nice loping pace. Melody should be familiar to millions of kiddies which can bring brisk action.
The Yellow Rose of Texas . . . . .80
The TV fans should like this title song from the Republic film. Tune is not the same as the Mitch Miller hit. Strong color cover with the low price tag can do good business for the coupling.

SHORTY LONG
Happy Birthday to You . . . . .84
RCA VICTOR 60 — An infectious chunk of special material based on the old "Happy Birthday" theme melody. Great for kiddies' parties, and the little birthday girl on the special cover gives the general idea. A 49-cent seller.

Open Your Gifts . . . . .76
More birthday material with a tie-in with ol' Santa Claus. Nicely handled in a good kiddie-slanted style by Long, altho the flip's a little flashier in the sound department.

Religious

THE LITTLE PEOPLE
Gentle Shepherd . . . . .82
EPIC 9236—Lovely presentation by a children's choir with lush backing can go well in religious market. Pop jocks might also feature it. (Malvern, ASCAP)
If You Know the Lord . . . . .82
Side also rates highly. Backing is similar to flip. Real cute sound by the young voices. (Malvern, ASCAP)

WANTED

Unused old Perry Como records, 45 or 78 RPM, any quantity. Write

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ON THE BEAT

Continued from page 56

cy office in Beverly Hills. More than a handful of rock and roll artists have drawn handsome prices, it's pointed out, for their roles in a slew of r.&r. films already produced and yet to be filmed in Hollywood. Fats Domino, Little Richard, the Treniers, the Platters, the Penguins and numerous others have all played important parts in any number of recent music films. Universal-International is planning a mammoth Coast-to-Coast recording of "The Big Beat," when the picture of the same name is released in December. It all adds up to more activity on the West Coast.

Floyd Dixon is looking for a female vocalist, with the Lillian Cumber Agency in Hollywood conducting a talent contest to spark reaction. . . . Gene Vinson has been added to the Little Richard tour in Australia. . . . New label, Wow Records, makes its bow on the Coast next week with

first releases by the Alligators. . . . After sharing the billing with Marie McDonald at the Moulin Rouge, Hollywood, the Treniers take over the top spot there for another four weeks. . . . New York University graduate, Bruce Morrow, has apparently set the dreamy isle of Bermuda on its ear. On Station ZBM, the youthful jock started "Search Party," a rock and roller with numerous offbeat but apparently successful gimmicks. The press and public have given it a storm of welcome. Bruce complains that diskeries do not know of the station and that he has terrible difficulty obtaining records. An assist would be helpful in promoting the rock and roll idiom even far out in the Atlantic.

DISTRIB DOINGS: Cosnat Distributors of Newark and Music Suppliers of Ohio have been appointed in their territories by Joe Leahy's National Records. . . . Cliff Ayers Ostermeyer, president of Tri State Distributors, Inc., Fort Wayne, Ind., has announced that his brother, Walt Ostermeyer, has joined the firm as general manager with a controlling interest in the company. Tri State has also moved to larger quarters in Fort Wayne to accommodate its expanding business. Tri State is also operating thru its territory of Michigan, Ohio and Indiana as a rack jobber. At the present time it carries Class, Crown, Emerald, Lance, Luniverse, Regent, Rama, Roulette, Rev, Savoy, Tico and VIP labels.

Number of Releases This Week

Table with columns: Label, Pop, R&B, C&W. Lists various record labels and their corresponding release counts in different categories.

Reviews of New Pop Records

Continued from page 52

psuedo-Oriental accent in coy fashion on this poignant ballad from new Marlon Brando film. Eddie Fisher version will give this one tough competition for jockey spins. (Irving Berlin, ASCAP)
Would I Were . . . . .69
Appealing delivery by Miss Kirby on a perky ditty from musical "Care-free Heart." (Frank, ASCAP)

THE VOICES OF WALTER SCHUMANN
Hunza . . . . .70
RCA VICTOR 7049—Exotic theme is from "Search for Paradise." Lush treatment is also a good jock item for segments aimed at adults. (Witmark, ASCAP)
The Sound of Love . . . . .69
Pretty harmonies by the voices with lush backing on the waltz can click with jockeys. (Mills, ASCAP)

HAL HIDEY
Yellow Rose of Texas . . . . .70
SPECIALTY 612—The noted ditty played on a bar-room-type piano, with drums and life heightening the martial air. Cute. (Venice, BMI)
Shoo-Fly Pie . . . . .67
Piano instrumental, with a bar-room sound and a relaxed technique. A good one of its kind, this is released from an album by Hidey. (Goldsen, ASCAP)

JULIETTE GRECO
Si . . . . .70
COLUMBIA 41011—Offbeat and far out is the best description here with Miss Greco giving many intonations of the word "si" (translation "yes") which is literally a narrative of "conquest." Probably will appeal to the "John and Marsha" set, even without radio help. (Rayven, BMI)
The Carousel . . . . .63
An invitation to l'amour in the half-shut-eye Continental voicing. Miss Greco provides Gallic atmosphere, but flip packs more wallop. (Regent, BMI)

LEROY HOLMES
Katsumi Love Theme . . . . .69
M-G-M 12562—Pretty melody, slow in tempo with a strain of Oriental quality also cut by Percy Faith. Jocks will give it a whirl. (Witmark, ASCAP)
Je Vous Adore . . . . .68
Instrumental with chorus. Side has movement and a lush sound. (Southern, ASCAP)

TOMPALL GLASER AND THE GLASER BROTHERS
Five-Penny Nickel . . . . .68
ROBBINS 1001—Melody, in a haunting minor key, gets a good vocal performance. Effect is folk-ish, abetted by simple string backing and chorus. (Be-Are, BMI)
You're in My Heart Again . . . . .68
A rhythm side, slow in tempo, but with the beat accented. A chorus with a faraway sound helps. Nice wax. (Be-Are, BMI)

TINA ROBIN
Ca C'est L'Amour . . . . .69
CORAL 61889—A smart treatment of an equally smart Cole Porter tune from the new movie, "Les Girls." Miss Robin blends nicely with male chorus. Disk rates spins on basis of quality, but Tony Bennett's version will probably corner most of the play. (Buxton Hill, ASCAP)
Never in a Million Years . . . . .66
Okay multi-track vocal on pretty oldie. Flip, tho, has more spin po-

tential. (Robbins, ASCAP)
THE MARINERS
I Remember . . . . .69
TIARA 6108—Sid Bass' orking, with a rock and roll flavor, could help rekindle some interest in this older item, "I Remember the Cornfields." Boys do a full, convincing job. (Leeds, ASCAP)
No Down Payment . . . . .65
The "no down payment" is on love, of course. Professional, but rather contrived material is well sung by the virile group, which once was with Columbia. (Colliseum, BMI)

THE EASY RIDERS
South Coast . . . . .68
COLUMBIA 41016 — The beautiful narrative song, with its haunting folk quality, gets a very solid performance; with vocal backed by tasteful string accompaniment. Quality wax. (Montclare, BMI)
Times . . . . .68
Another pretty folk-type song, well written and very well sung to a quiet, imaginative backing. Quality wax. (Montclare, BMI)

CONNIE RUSSELL
Fool's Parade . . . . .68
ERA 1045—A dirge-like march tempo and intense reading by canary mark this down-beat weeper. (Warman, BMI)
Nobody Plays Piano Like Sacramento . . . . .67
Highly emotional thrashing stint on blues ballad with lazy pacing and good piano solo work. (Thunderbird, ASCAP)

GIL BERNAL
Tab, Rory and Rock, Rock . . . . .68
VERVE 10087—Cute idea is in a rockabilly blues vein. Reference to movie stars in title may spark a little interest. (Lindley, ASCAP)
Take Me Back . . . . .67
Listenable vocal on a medium-tempo rocker has a pleasant sound. Nice chorus support helps. (Lindley, ASCAP)

LOLA ALBRIGHT
Candy . . . . .68
KEM 2745—The oldie, done with charm by the thrush. Instrumentation has a modern, cool sound. Merits exposure. (Feist, ASCAP)
Goodbye, My Lover . . . . .60
Chick has a good voice and chants this ballad adequately, but general arrangement and production is not bright enough to dent the market. (Dean, ASCAP)

WALTER SCHARF
All the Way . . . . .67
JUBILEE 5300—Tasteful orking, featuring piano-guitar combination. Sinatra version of the "Joker Is Wild" picture won't be hurt, but jocks with instrumental or mood segs have a good side here. (Barton, ASCAP)
The Song of Raintree County . . . . .64
Another tasteful instrumental, tho material is less in pop vein than flip. (Robbins, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

HOWARD W. BRADY: Weary Walkin' Blues/Hot Rod Boogie—Flagship 57A
TONI CARLO: Baby, Behave Yourself/Fidelity-Digit—Bana 523

Advertisement for Glossy Photos, offering 5 1/2 cent prints and other photographic services.

Advertisement for Scenery, featuring dye drops, flat sets, and cyclorama draw curtains.

Advertisement for Clown Costumes & Accessories, offering dance and clown costumes.

Subscription order form for The Billboard, including fields for name, address, and payment options.



## Dallas Gate Lags Behind '56 Pace During Early Days

**Flu, No Grid Game Cuts Turnouts; 'My Fair Lady' Assured Big Run**

DALLAS — The 1957 State Fair of Texas got off to a strong start Saturday (5), but attendance lagged behind last year's record breaker as the fair moved into the fifth day of its 16-day run.

Attendance totaled 524,434 for the first four days as compared with 474,716 for the same four days last year.

Opening day attendance was held down considerably by lack of a football game in the Cotton Bowl—first time in years that there has been no grid game on opening day.

Crowd bolstered by more than 100,000 4-H Club boys and girls Future Farmers and Future Homemakers on hand for Rural Youth Day, totaled 201,142. Fair officials that the Rural Youth Day crowds were better than last year but the lack of a football crowd at night was reflected in the difference between this year's opener crowd and last year's best opening day the fair ever had.

A mild epidemic of flu—whether the widely publicized Asiatic variety or the common type—was raging thruout Texas, closing schools and causing football games and other events to be canceled. The flu itself and the publicity which accompanied it was given at least part of the reason for the lagging attendance.

However, fair execs pointed out that 1956 was truly a banner year, and would be hard to measure up to in any case. Attendance totaled 2,672,253 for the 16 days of the 1956 exposition—a national attendance record and fair officials still

have hopes of coming close to that mark this year, with fair's best and biggest days yet to come.

**"Lady" Does Big**

Altho gate attendance was down, attractions were doing well. "My Fair Lady," the auditorium show, pulled near-capacity houses for its first two performances on opening day and had good solid houses assured for the remainder of the run, with a number of shows already completely sold out including extra chairs at the back of the house.

"Ice Capades" and the Aut Swenson Thrillcade also were do-

*(Continued on page 70)*

## Week of Rain Slashes Gate At Greenville

GREENVILLE, N. C. — Pitt County Fair was one of those clobbered by rain last week, with the result that decent days of weather and attendance were a rarity.

Rainfall on the weekend prior to opening continued deep into the run. Sunday (29), Monday and Tuesday were hard hit. Also lost to rain was the big closing day, Saturday (5).

Suffering along with the fair management was the O. C. Buck Shows midway, which came here from a successful week at the fair in Rocky Mount, N. C. Norman Y. Chambliss, manager of both fairs and the operator of the one in Rocky Mount, will make his customary winter visit to New York for the Thanksgiving Eve banquet of the National Showmen's Association.

## Roy Rogers Hits 160G At N. M. State Fair

**Helps Set 416,000 Attendance Record; Siebrand, Mutuels Top Previous Marks**

ALBUQUERQUE, N. M.—The New Mexico State Fair, aided by the appearance of Roy Rogers in the fair's new 12,000 - capacity Coliseum, ran up a record 416,000 attendance in its nine - day run which closed Sunday (6). The gate count topped the previous all-time high of 372,000 set last year by a whopping 44,000 margin.

Rogers and his company headlined the rodeo, the nightly attrac-

tion in the coliseum, and registered a gross of about \$160,000, a remarkable take for the fair. For his end, Rogers will receive almost \$100,000.

His contract called for him to receive a guarantee of \$40,000, plus 75 per cent of all receipts in excess of his guarantee and the cost of the rodeo. Leon Harms, fair manager, Wednesday (9) said that, while all of the bills had yet to be received at that point, indications were that total expenses of the rodeo would be slightly over \$40,000.

Rogers and the rodeo, which was produced by Lynn Bentler, played to capacity at most performances and there were turn-aways at a number of performances. Few seats went unsold, Harms pointed out.

The fair management was amazed at the strong turnout. "Actually, we had figured we would take some loss on the rodeo, but we wanted to open the coliseum with the strongest possible attraction," Harms said. "When we closed with Roy Rogers, Roy himself had told us, 'You can't afford to have me.' And he, too, was amazed by his pulling power."

The fair had figured they would

*(Continued on page 70)*

## Danville, Va. Given Crowds, Clear Skies

DANVILLE, Va. — Danville Fair got off to a fast start its first three days, starting Tuesday (8). A feature was the Atoms for Peace exhibit which the government has at several Eastern dates. Manager C. C. Finch had the display under canvas close to the midway, and it was getting a good play.

Tuesday and Wednesday were bigger than last year, it was reported, the second day being county kids' day with a 25-cent service charge ticket distributed for students of all ages at any

school. Same system applied on Thursday, for city school kids.

On opening day there was a Democratic rally held at the grounds. A second-day guest was the Republican gubernatorial candidate.

James E. Strates Shows was building one of its best weeks since running into three consecutive weeks at fairs. A knob of rock on the midway has been removed to provide more space.

Ground firework pieces have been eliminated in favor of only

*(Continued on page 70)*

## Tulsa Tabs 614,859 For New Record; Ice Show Up 22.8%

**Collins' Midway Tops '56 by 12.9%; Grandstand Attractions Are Spotty**

Tulsa—The Tulsa State Fair, skippered by Clarence Lester, chalked up a record gate of 614,859 in its seven-day run which closed Friday (4). Previous peak gate was 545,971, set last year.

Perfect weather, three national livestock shows which were featured, and the pulling power of "Holiday on Ice" were among the major factors which enabled the fair to run up a record gate.

The icer, in for the third straight year in the Coliseum, gave eight performances and bagged a gross which was 22.8 per cent higher than it garnered last year.

On the midway, the William T. Collins Shows registered a 12.9 per cent increase over 1956 in its ride and show receipts, Lester said.

Only segment of the fair which was off were the grandstand attractions. Variety type presentations early in the run were down sharply. Aut Swenson's Thrillcade, in for three shows, fared considerably better, as did a program of midget auto races and one of stock car races, but the earlier losses, stemming from variety shows, put grandstand receipts for the full run down about 30 per cent from last year.

Three national livestock shows—the All-American Polled Hereford Show, the Capital Angus Show, and the Magic Empire Horned Hereford Show sparked much interest and drew 650 head of cattle from 24 States.

Other special shows which helped build attendance were the

Southwest National Santa Gertrudis Show and the Golden National Palomino Show.

The fair's gate also was helped by the fact that the State Teachers Convention, held the last two days of the fair, closed the schools and freed children to attend those days.

The fair, designated as the Golden Anniversary Exposition in observance of the State's semi-centennial, had many features themed to the semi - centennial. Among these was a kitchen of 50 years ago, contrasted with one of today, and a showing of livestock representative of cattle in Oklahoma in 1857, as well as in 1907 and 1957.

## Words Simplify Icer's Sked

CHICAGO — Wording of ad copy for the complex show-time schedule of "Ice Follies" at the Chicago Stadium here took some verbal gymnastics. Making it complicated were the early Sunday night shows and the complete shut-down on Mondays and Tuesdays. So the copy says the run is October 10-27; Sunday matinees are 2 and 6 p.m.; Saturday (12) bargain matinee is at 2 p.m., and "evenings 8:30 except Sundays, Mondays and Tuesdays."

## Video-Keyed Toys Top Yule Lists

• Continued from page 1

tions, with the result that numerous retailers and shops were stuck with the goods. At the time, it is estimated, as many as 1,000 outfits in lofts and other manufacturing spaces were producing Crockett T-shirts alone, most of them unlicensed.

**Merchandise Is Gauge**

There is one school of thought in the merchandising game that the decline of a character's popularity is foreseen when the kids stop buying the merchandise. An example given is the trimming of Howdy Doody seasons ago from its hefty network status. Howdy's toys haven't been selling anything like they once were. "Ding Dong School" items also slowed considerably in their movement before the show was yanked because of lagging interest which became reflected in sponsor reluctance.

An example of the impact licensing has upon sales is that of "Rin Tin Tin" upon the plastic fort manufactured by one of the major toy firms, Louis Marx. The company added a Fort Apache item which was nearly identical to its regular fort, except that it included miniature figures from the TV show and packaged it neatly as a Rinty item. This item last year brought some \$40,000 in royalties to Screen Gems, the show's packager. There

are two dozen other Rinty items and some 14 keyed to "Circus Boy."

**Sponsors Temple**

While the licensed item business is a big part of the income of many manufacturers, and some have gone to the extent of spot television announcements showing their products, an extreme is the decision by Ideal Toys to sponsor reruns of old Shirley Temple films in conjunction with its campaign to sell Temple dolls and accessories.

Ideal, which makes 98 licensed items of 15 character and personalities (Roy Rogers, Jack Webb's Dagnet, Betty Crocker, Hopalong Cassidy, Mickey Mouse, Revlon, Mighty Mouse, Captain Kangaroo, Oswald Rabbit, Crusader Rabbit, Rin Tin Tin, Lassie, J. Fred Muggs and Looney Toons) has its capacity sold out to the tune of 100,000 Shirley Temple dolls. Some will make the Christmas trade in time to cash in on "Rebecca of Sunnybrook Farm," the first film in the series, which will be shown October 20. Others will be "Captain January," November 3; "Wee Willie Winkie," November 11, and "Heidi," December 8.

Sixty-three outlets have been lined up by NBC for the Temple

*(Continued on page 70)*

## Winston Opens Big; Indoor Show Lags

**Dixie Classic Tries Coliseum Show As Rain Precaution: Weather Fine**

WINSTON-SALEM, N. C.—Ideal weather, a happy change from the previous week of rain which blanketed much of the Carolinas, was present for the opening of the Dixie Classic Fair. An innovation was the use of the big Coliseum for entertainment rather than commercial exhibits.

Neil Bolton, fair manager, said the change was decided on to provide some rain insurance, as several grandstand days have been affected by inclement weather in recent years. But this year it has been mild and sunny and the indoor GAC-Hamid show was not drawing heavily thru mid-week.

Featured were Julius La Rosa on Friday night and for two shows Saturday (12), and Carmel Quinn and George Hamilton IV on Tuesday Night, Wednesday afternoon and night, and Thursday night. Also on the bill was Hamid's "International Revue," with acts including the Fennis-Ferroni Duo, rolla-bolla, Paul Sydell's dogs, and Maxie and Millie, comedy. Reserves were at \$1.50 tops in the daytime and \$2 at night, and general admission was 75 cents and 50 cents in the daytime and \$1 for all at night.

There was the Kochman Hell Drivers show before the grandstand for afternoon and night performances Tuesday thru Thursday (8-19). Turnouts were fair the first two of these days, with general admission \$1 and 50 cents and reserves scaled up to \$2. A \$2 price was set for NASCAR auto races

*(Continued on page 70)*





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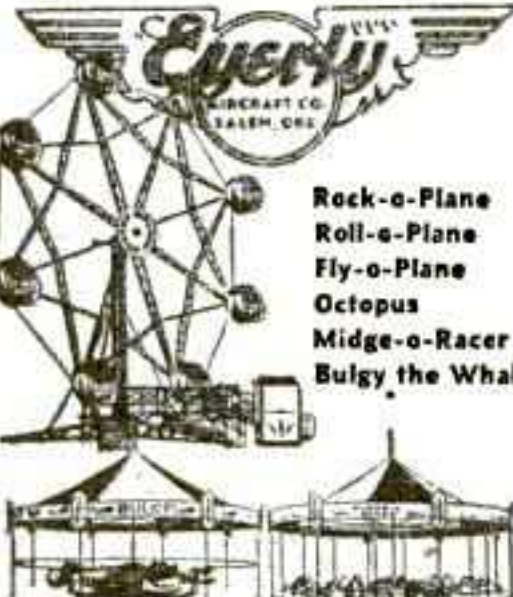
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### Herb Dotten 1958 Talent Outlook

LOOK FOR MORE big show business names to go in for fair dates in '58.

And look for some of the big names to play more fair dates next year.

And those headliners who played fairs this year were surprised, even amazed, at the pay-out when they worked on p.c.

And those headliners who sat the fair season out took notice of the whopping grosses and the equally thumping sums drawn by the headliners.

Not a few liked what they saw so much that they'll leave the sidelines and go after fair dates—or, at least, be in a more receptive mood when offered such dates.

Chances are there will still be a number who won't budge.

No one yet has been successful in trying to induce Perry Como to make appearances at fairs. And Lawrence Welk, since reaching his present stature, has been turning down offers.

Both, many fair and attraction people agree, would be powerful at the ticket boxes. But, chances are, neither will go out.

Roy Rogers, acknowledged as the top draw at fairs, probably will play more U. S. fairs next year than ever before. This year he played only one—the New Mexico State Fair at Albuquerque—and he was the biggest thing ever to hit New Mexico.

Next year, Roy may play three U. S. fairs. And fairs already are lining up to get his name on contracts. In Roy's case, we're told, no fair contracts will be closed until at least the Chicago outdoor convention in December.

### Ernie Ford May Extend Tour

Tennessee Ernie Ford may make a relatively large number of fair appearances. He made a few this year—and they were highly successful. If Ernie can get free, he may play as many as five weeks of fairs in '58. Whether he will or not will be determined before the Chi convention.

This season provided added proof that the traditional revues of the past have seen their day—or more precisely, their era. Only in some relatively few instances did they hold up this season, and then mainly in remote locations.

The slow death of the traditional revue has caused considerable consternation among the old-line fair booking offices. It also has been the cause for no little concern by the run of circus and vaude acts which in past years obtained much work from fairs, for the decline of revues has cut down their work opportunities. And, at the same time, it has been accompanied by fewer sales of act packages to fairs.

Some booking offices, aware of the trend away from such acts, drastically cut the number of acts they put under contract for the '57 fair season. Yet, even with such sharp cuts, some booking offices found themselves holding the bag—with acts under contracts and no place to put them to work.

During the coming months, booking offices will be more wary. They'll prime back even more sharply the number of acts they tie up for fairs. All of which doesn't make the picture for acts, ground acts in particular, very bright.

There is, however, one bright note in the act outlook. High acts should do fairly well—every bit as good as this year and possibly better. High acts, after all, generally aren't seen on television—and if they are they're seen but briefly. And high acts, of course, unlike most ground acts, have a powerful thrill appeal.

Moreover, there are an increasing number of fairs who, quite apart from their grandstand or coliseum shows, are offering high acts elsewhere—usually as free acts. And indications are that this trend may grow, rather than decline.

### DISPLAY OF STRENGTH Ala. State Fair Okay Despite Rainy Run

BIRMINGHAM—The Alabama State Fair, which Saturday (5) wrapped up its six-day run, was either pelted by rain or menaced by rain a good part of its run yet wound up on the black side of the ledger.

Three days were hit hard by rain and skies threatened on two other days, causing attendance to fall off sharply from last year.

The rains also took a sizable cut out of income from parking, as some of the parking area was flooded by the heavy rains, and all of the income-producing segments of the operation suffered either because of the lower attendance or because of the weather itself.

"West-O-Rama," scheduled in front of the grandstand each night, was rained out opening night and suffered on most of the other nights either from rain or the threat of rain. On its only good night of weather the spec turned in a grandstand gross considerably higher than for the same night last year.

A Friday (4) program of auto races was rained out, but the other scheduled racing program, under the banner of National Speedways, was staged Saturday (5). Introduction of a kids' grandstand matinee Wednesday (2) after a lapse of many years was a marked success and R. H. McIntosh, fair secretary, said that next year increased emphasis will be placed upon this feature.

The fair offered many improvements, including a grandstand which was rebuilt at a cost of about \$160,000, a new marquee-type entrance to the commercial exhibit building, new parking areas which had been transformed from rough terrain, roofing over benches and tables in the picnic area, and hard-surfacing of portions of the midway and the games concession area.

### U. S. Seeking Concessions


WASHINGTON — National Park Service is seeking "informal offers" from "qualified and competent private parties" to provide and operate accommodations and services at two public-use sites. Sites are Echo Bay and Overton Beach, in the Lake Mead national recreation area, which extends into Nevada and Arizona.

NPA Director Conrad L. Wirth said that any one or more of the successful applicants would be required to furnish such public accommodations as lodging, food, trailer villages, recreational facilities and other related services. Offers, he stated, may be made for the operation at one or the other of the sites, or both.

While the initial investment would be fairly large, NPS points out that the area is an "unusually popular recreation haven" for millions of Americans.

Those interested in submitting applications to operate at either site are urged to inspect the sites and existing concession facilities. They should also confer with the Lake Mead national recreation superintendent, Charles A. Richey, Boulder City, Nev.

Informal offers should be submitted to Richey before November 30. They should include a statement of financial condition, evidence of qualified experience, information as to the type of operation applicant proposes to conduct, and any other data "pertinent to the evaluation of the offer."



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## Atlantic City Farm Show Quits Running

ATLANTIC CITY—The New Jersey Mid-Atlantic Farm Show, which is indebted to the Municipal Auditorium here for approximately \$50,000 in back rent, has officially passed out of existence.

A certificate of dissolution has been granted the New Jersey Mid-Atlantic Farm Show Corporation, a nonprofit organization.

The corporation was headed by Ezra C. Bell, resort hotelman, as president. Bell also was for years chairman of the Auditorium Advisory Commission.

The Farm Show was started here in 1952 for the exhibit of farm and dairy products from three States. The show was held each year during the first part of December. The New Jersey State Grange and other farm organizations held their annual conventions here about that time.

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## ARENAS & AUDITORIUMS

### Early Maxwell Sets Record At Memphis With Fair Lady

By TOM PARKINSON

THE MARVEL OF MEMPHIS, Early Maxwell, lays justifiable claim to having set a record with an engagement of "My Fair Lady" at Memphis Municipal Auditorium. Under his promotion, the current top stage production gave five performances in the first three days of the week and came away with a net-after-taxes of \$85,045.

This exceeds Maxwell's earlier score with "South Pacific," and he believes it "establishes a record for this type of attraction anywhere in the world for a similar period." A secondary claim is that it certainly is a record for the South.

It is typical of Maxwell's drive and initiative that his Memphis engagement is the only one "Lady" is making in the South until about 1960. Dallas is counted as being in the Southwest. Maxwell caught "My Fair Lady" even before its Broadway run began and has worked since to land it.

Having copped the only Southern stand, he promoted his show thruout the territory. Maxwell felt that if the date was to succeed as he wanted, he would need heavy support from outside of Memphis. In the end, more than half of his attendance came from outside Memphis.

JUST AS UNUSUAL as his overall results was the fact that Maxwell and his associates organized show trains, as well as plane and bus trips, to Memphis for "My Fair Lady." Show trains to Broadway are frequent, but those to any other city have been nonexistent until now.

One train came from New Orleans with 475 people. Another came from Jackson, Miss., with 227. Both were on the Illinois Central Railroad, both made stops along the way and both were sold as package deals at prices that included train tickets, theater tickets and meals. Irwin Poche handled the New Orleans special. Maxwell's associate, Dave Saxon, handled the Jackson excursion. The railroad co-operated in the promotion.

The two specials converged on Memphis for the same performance, a rare Tuesday matinee (1). That performance was a success despite its unusual timing, and Maxwell turned down two offers by industrial firms to buy the performance outright.

In addition to the train patrons were those who came by plane from Atlanta during the three days and bus groups from both Birmingham and Nashville. The latter towns were handled by Maxwell's partner, T. J. Doley.

CAPACITY FOR this engagement was 4,100, with some seats having to be blocked out. The performances were totally sold out, and Maxwell estimates that the number turned away was several thousand. It was as successful an engagement as a promotion man hope for.

But those turned-away thousands intrigue Maxwell, and he's not likely to let them get away. Last week he was in Chicago for talks with executives of "My Fair Lady."

He's trying to sell them on the idea of his running another show train. This one would be not to, but from Memphis. And it would bring the thwarted thousands to Chicago, possibly next spring, for a performance of "My Fair Lady." If it works out, the excursion will add a tidy bonus to that Memphis record.

## 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, 315 1/2 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.

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.

New York State Association of

## Penn. Stock Expo Pacts Autry, Oakley

HARRISBURG, Pa. — Gene Autry and Annie Oakley, both of whom have scored well at a long list of State and county fairs this season, will be featured in the rodeo at this year's Pennsylvania Livestock Exposition, November 12-16.

Tomy Steiner, Austin, Tex., will provide stock for the Western events which will be held five nights and one Saturday afternoon. Leon Falk Jr., Pittsburgh, is chairman of the livestock show.

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 Davis, 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.

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Amusements of America: (Fair) Sumter, S. C.; Lancaster 21-26.  
Beam's Attractions: (Fair) Henderson, N. C.; (Fair) Suffolk, Va., 21-26.  
Blue Grass: Alexandria, La.; Jennings 21-26.  
Buck, O. C.: (Fair) Hartsville, S. C. Burkhardt, No. 1 Pitkin, La. (Season ends.)  
Capell Bros.: Mammoth, Ariz.; Sells 21-26.  
Capital City: Dawson, Ga.; (Fair) Live Oak, Fla., 21-26.  
Cetlin & Wilson: (Fair) Spartanburg, S. C.; (Fair) Macon, Ga., 21-26.  
Crystal Am. Co.: (Fair) Hinesville, Ga.; (Fair) Hahira 21-26.  
Drew, James H.: (Fair) Quitman, Ga.; (Fair) Blakeley 21-26.  
Empire State: Byran, Tex.  
Endy, David B.: (Fair) Manning, S. C.  
Franklin, Don: (Fair) Refugio, Tex., 15-17. (Season ends.)  
Fun-Beam: (Fair) Blackstone, Va. Gala Expo.: England, Ark.; Little Rock 21-26.  
Gem City: McComb, Miss.  
Gentsch, J. A.: Meadville, Miss.; Liberty 21-26.  
Georgia Am. Co.: (Fair) Springfield, Ga.; (Fair) Vienna 21-26.  
Gladstone Expo.: (Fair) Marks, Miss.; (Fair) Canton 21-26.  
Greater Dixieland: Tallulah, La.  
Hammond, Bob: (Fair) Port Lavaca, Tex.; (Fair) Pasadena 21-26.  
Heth: Dothan, Ala.; (Fair) Mobile 21-26.  
Hoard & Mullis: (Fair) McRae, Ga.; (Fair) Sylvester 21-26.  
Hottle, Buff, No. 1: Crowley, La. Hottle, Buff, No. 2: Oak Grove, La.  
Kile, Floyd O.: (Fair) Clinton, La., 15-19.  
Lee Am. Co.: Greenville, Ala.; Luverne 21-26.  
Manning, Ross: Athens, Ga.; Carthage, N. C., 21-26.  
Midway of Mirth: Caraway, Ark. Mighty Interstate: (Fair) Troy, Ala.; (Fair) Elba 21-26.  
Miller, Ralph R.: Allemands, La.; (Fair) Morgan City 21-27.

Moore's Modern: Fort Stockton, Tex.  
Motor State: Oxford, Miss.  
Olson: (Fair) Beaumont, Tex., 17-26. (Season ends.)  
Page Combined: (Fair) Douglas, Ga.; (Fair) Brunswick 21-26.  
Palmetto Expo.: (Fair) Chester, S. C.  
Penn Premier: (Fair) Laurensburg, N. C.; (Fair) Winston-Salem 21-26.  
Pepper's: Ft. Walton Beach, Fla. Powelson Amusements: Woodsfield, O.; Urichsville 21-26.  
Prell's Broadway: (Fair) South Boston, Va.; (Fair) Laurens, S. C., 21-26.  
Pryor's: (Fair) Wiggins, Miss.; (Fair) Pascagoula 21-26.  
Raines Am. Co.: Tallulah, La.  
Raley Bros.: (Fair) Hemingway, S. C.; (Fair) Moncks Corner 21-26.  
Reid's Golden Star: (Fair) Greenfield, Tenn. (Season ends.)  
Reitholfer: Newberry, S. C. Rock City: Luxora, Ark.  
Royal American: (Fair) Shreveport, La., 19-27. (Season ends.)  
Royal, Jack: (Fair) Lincolnton, Ga. Schafer's Just for Fun: Orange, Tex.; Lufkin 21-26.  
Shan Bros.: (Fair) Selma, Ala.  
Siebrand Bros. Comb.: El Paso, Tex.  
Smiley's Am. Co.: (Fair) New Ellington, S. C.; (Fair) Sally 22-27.  
Smith, George Clyde: (Fair) Ahsokie, N. C.; (Fair) Emporia, Va., 21-26.  
Southern States: Cairo, Ga.  
Southland Am. Co.: Donalsonville, Ga.; Colquitt 21-26.  
Southland Tour: Manila, Ark.; Osceola 21-26.  
Star Am. Co.: Searcy, Ark.; Parkin 21-26.  
Strates, James E.: (Fair) Raleigh, N. C.; (Fair) Florence, S. C., 21-26.  
Tatham Bros. Comb.: Portageville, Mo.  
Thomas Joyland: Roxboro, N. C.; Kingston 21-26.  
Tidwell, T. J.: Spur, Tex.; Leveland 21-26.  
Tinsley, Johnny T.: (Fair) Tifton, Ga.; (Fair) Fitzgerald 21-26.  
Tivoli Expo.: Winnesboro, La.; Abbeville 21-26.  
United Expo.: Leland, Miss.  
United States: Wrightsville, Ga.  
Virginia Greater: (Fair) Scotland Neck, N. C.  
Wallace Bros.: (Fair) Greenwood, Miss.; Byrum 20-25.  
Wolfe Am. Co.: (Fair) Bennettsville, S. C.; (Fair) Greenville 21-26.  
World of Mirth: Anderson, S. C.

**Miscellaneous**

Autry, Gene: Boston, Mass., 18-27; St. Louis, Mo., Nov. 5-10.  
Avalon, Al: (Roxy) Cleveland, O., 14-19; (Gayety) Detroit, Mich., 20-26; (Casino) Boston, Mass., 28-Nov. 2.  
Black Watch Band & Pipers: Louisville, Ky., 15; Troy, O., 16; Cincinnati 17; Indianapolis, Ind., 18; Kansas City, Mo., 20; Lincoln, Neb., 21; Omaha 23; Waterloo, Ia., 24; Milwaukee, Wis., 25; Moline, Ill., 26; Minneapolis, Minn., 28; Moorhead 29; Winnepeg, Man., 30  
Matchstick City: (Fair) Dallas, Tex., 14-20.  
Meier's, Josef. Black Hills Passion Play: Charlotte, N. C., 14; Wilmington 16-19; Charleston, S. C., 21-25; Anderson 27-30.  
No Time for Sergeants: Bloomington, Ind., 14; Kalamazoo, Mich., 15; South Bend, Ind., 16; Columbus, Ind., 17; Lafayette 18-19; Lansing, Mich., 20; Toledo, O., 21-22; Louisville, Ky., 24-26; Lawrence, Kan., 28; Wichita, 29; Kansas City, Mo., 30.  
Rabbit Foot Minstrels: Earle, Ark., 14; Wynne 15; Helena 16; Elaine 17; Marvell 18; Hollygrove 19; Hot Springs 21.  
Royal Ballet (Sadler's Wells): Philadelphia, Pa., 14-19; Washington, D. C., 21-25; Cincinnati, O., 27-29.

**Circus Routes**

Beatty, Clyde: Austin, Tex., 14; San Antonio 15; Uvalde 16; Laredo 17; McAllen 18; Weslaco 19; (mat.) Raymondville 20; Corpus Christi 21; Beeville 22; Victoria 23.  
Carson & Barnes: Marana, Ariz. Coolidge 16; Eloy 17.  
Clyde Bros.: Lincoln, Neb., 15-16; Fremont 17; Worthington, Minn. 19; Sioux Falls, S. D., 21-22; Davenport, Ia., 24-26.  
Cristiani Bros.: Aberdeen, N. C., 14; Cheraw, S. C., 16; Whiteville, N. C., 16; Lumberton 17; Dillon, S. C., 18; Hamlet, N. C., 19.  
Davenport, Orrin: Utica, N. Y., 15-19; Houston, Tex., Nov. 7-17.  
Hagen Bros.: Nashville, Tenn., 14; Dickson 15; Clarksville 16; McKenzie 17; Alamo 18; Covington 19; Jackson 21; Frayser 22; Holly Springs, Miss., 23; Corinth 24; Savannah, Tenn., 25; Tupelo, Miss., 26.  
Kelly-Miller: Franklin, Tenn., 14; Columbia 15.  
Polack Bros. Western: Denver, Colo., 14-17.  
Ringling Bros. and Barnum & Bailey: Los Angeles, Calif., 15-20; Albuquerque, N. M., Nov. 1-3.

**Ice Shows**

Holiday on Ice of 1958: Troy, O., 14; Fort Wayne, Ind., 15-20; Columbus, O., 21-29  
Ice Capades, 17th Edition: Dallas, Tex., 14-20; Corpus Christi 22-27.  
Ice Capades, 18th Edition: Philadelphia, Pa., 14-16; Charlotte, N. C., 18-24; Raleigh 25-30.  
Ice Vogues of 1957: Lake Charles, La., 14-18; Port Arthur, Tex., 19-20.  
Shipstads & Johnson's Ice Follies: Chicago, Ill., 14-27; Detroit, Mich., 29-Nov. 10.

**ORRIN DAVENPORT NAMES UTICA ACTS**

**Dick Slayton Succeeds Harry Thomas; Cleo Plunkett Signed for Houston**

UTICA, N. Y. — Orrin Davenport's Shrine Circus here this week (16-19) will include Dick Slayton as equestrian director and such acts as Victor Julian, Flying Victors, Roland Tiebor and the Geraldos.  
Other staff members will be Merle Evans, band; Harry Haag, transportation; Charles Marine, props, and Mille Dolores, wardrobe. Slayton, equestrian director on the Polack Eastern show, which now is laying off, replaces Harry Thomas with the Davenport production.  
Run-down on the performance follows:  
Spec; Grover O'Day and Meyer and Trio, comedy; clowns, including Jimmy Davison; LaBlonde, aerial bars; The Mandarins, Franklin & Astrid, and Johnnie Laddie, balancing; clowns, with the Sherman Brothers; Mudge Trebor, Corrine Dearo and Joannie Day, trapeze; Dorita Konyot, dressage; Carlotta's Chimpanzees and Roland Tiebor's Seals; clowns, with Francisco; four Kovacs, trampoline; Victor Julian, dogs; intermission.  
Cloud swings, Miss Day and Miss Dearo; The Wazzans, tumbling; clowns with Grover O'Day; the Geraldos, trapeze catches; Les Blue & Yvette and Maynard & Artie and Ed Widaman's Elephants and the Flying Victors.  
The Utica date is new to the Davenport route this year. Back in the show's fall route after a hiatus is the Houston Shrine Cir-

cus, which will be November 7-17. Davenport's fall route will be completed with his annual Shrine show at Kansas City, November 19-24.  
The producer announced that the equestrian director for the Houston show will be Cleo Plunkett, who has been filling the same role with the Gil Gray Circus.

**Victorville, Calif., Pulls 35,000 Gate Despite Influenza**

VICTORVILLE, Calif.—Total attendance at the five-day San Bernardino County Fair will exceed 35,000, more than 5,000 over 1956, Oren Robertson, fair secretary manager, said. The fair closed Sunday (6).  
The gain in attendance was made despite the prevalence of influenza in the area and high and cold winds that swept the fairgrounds on Wednesday and Thursday. On Saturday (5), the fair had its record day of 10,502, which brought the total mark for four days on a par with five in 1956.  
The fair again followed its "School Theme" with the program being called "Student's Class Schedule" and the buildings named for the various halls such as agriculture, science, home economics.  
The grandstand show was pro-

(Continued on page 69)

**Atlanta Snaps Back After Rainy Start**

**Races to Make Up Attendance Dip; Gooding Rides, Shows Top '56 by 6G**

ATLANTA—Off to a weather-caused slow start, the Southeastern Fair here picked up steam Sunday (6), fourth day of its 11-day run and, began to narrow the gap caused by its early losses and by Thursday (10) was on its way to top its 1956 attendance.  
Rain hit the opening two days, washing out the scheduled grandstand performances and midway play. The weather cleared Saturday (5), normally one of the big days, but the earlier rains tended to cut down attendance and the day's gate was close to 67,000, off about 5,000 from the corresponding day last year.  
The Sunday (6) gate hit 46,000, up from 39,000 in '56 and the next four days all were given good weather and better attendance than the same days last year.

matinee and evening, was the George Holmes rodeo, plus the cast of the Rina Tin Tin TV show. Loss of four performances to rain at the outset took a big cut out of the rodeo's potential.  
The appearance of a U. S. Marine drum and bugle corps with a crack drill team proved an outstanding free attraction.

Major interest of fairgoers was centered in a spectacular exhibit—"Georgia Today or Tomorrow"—a 43 by 34-foot, animated, was relief map of the State.  
Other highlights included a "Swap Day," on which fairgoers brought items to exchange or sell to other fair patrons.



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## THE FINAL CURTAIN

**FLANIGAN**—James, former concessionaire with a number of carnivals, October 6 in St. Louis. He was a member of the International Showmen's Association and a veteran of World War I. Burial was in Showmen's Rest, Memorial Park Cemetery, St. Louis.

**LANGE**—William C., 70, secretary of Hannah Amusement Shows, September 2, in Pittsburgh following a long illness. Survivors included his widow, Iris; a sister, Mrs. Emma Hess, and a nephew, L. G. Hannah.

**LIBOFSKY**—Harry, 66, father of Jackie Lee (Libofsky), piano recording artist and entertainer, September 27 of a heart attack in Philadelphia.

**McCALL**—Herbert William, former manager and owner of the old Al and Lois Bridge Players in Dallas, later known as the McCall Bridge Players, October 4 in Chicago after an illness since December 4, 1955, when he suffered a stroke. He built his first theater in Drumright, Okla., years ago and in 1915 built the Liberty Theater in Oklahoma City. Survived by his widow, Frances Abrams McCall, and four sisters, Mrs. Elizabeth Forbes, Mrs. Eleanor Boudy, Mrs. Anne Wolfe and Mrs. Margaret Arming. Services October 9 at his home in Bluefield, W. Va.

**NOCH**—Michael, 51, president of the International Alliance of Billposters and Billers, October 9 of a heart attack during a meeting of Local 94, of which he had been business agent for 14 years. He was general manager of the United

Billposting Company and formerly had been on the road for the Hagenbeck-Wallace and Ringling circuses. Survived by his widow, Julia; a son, George; a daughter, Mrs. Rosaling Russell, and a brother, William, who formerly billposted for the aforementioned shows. Interment in Woodmere Cemetery, Detroit.

**VALDON**—Dan, 75, who performed a slide for life from theater balconies to stages in the days of vaudeville, October 1 in Chaffee Nursing Home, East Providence, R. I. Altho his real name was Daniel Sullivan, he and his wife, the late Thora Theroux Valdon, were known internationally as the Flying Valadons. She died in 1946. Valdon, a native of Newport, R. I., tutored under the Great Lynch, one of the greatest slack-wire performers

of the 1890's. His wife, prior to their marriage was with the Lassard Troupe, acrobats. The couple did juggling, acrobatics, bike, unicycle and wire acts. Valadon is survived by a daughter, Mrs. Lora Saunders, Washington, and a sister, Mrs. Mary Ellen Somers, Alhambra, Calif. Burial was in Notre Dame Cemetery, Pawtucket, R. I.

## BIRTHS

**MILLER**—a son, Richard Ralph II, October 2 in St. Catherine's Hospital, Brooklyn. Parents are Richard and Norman Jean Miller, cook-house and concession operators on Penn Premier, Ken-Penn, Amusements of America and other Eastern carnivals.

**PORTEMONT**, a son, John Terry, recently to Mr. and Mrs. Johnny Portemont, co-owners of Johnny's United Shows.

## UNDER THE MARQUEE

Omer Kenyon, advance man for the Josef Meir Black Hills Passion Play, was in Chicago last week and headed for Atlanta. . . . **Bennie Fowler**, who died recently, was with Crawford Comedians and then Barnes, Hagenbeck and Robinson; the Haag and Main shows as bandmaster, and Dan Rice, Dailey Bros., Sparks and others as agent. Mrs. Alice Fowler lives at Montgomery, Ala., where a son, Ben Frank Fowler also resides. A second son is **Robert Fowler**, a master sergeant in the Marine Corps and stationed at Twenty-Nine Palms, Calif.

**Albert Spiller** and his seal act are still with the Atayde circus in Mexico, recently opening a stand at Acapulco. . . . **Bob Atterbury**, of the Atterbury high wire act and helicopter act, was hopping last week from Toronto, where he was with the Hamid circus, to California.

From Kelly-Miller, Glen J. Jarmes writes that Deacon and Dave McIntosh had a workout, on the trip from Middlesboro, Ky., to Morristown, Tenn., that included four clutch replacements, one transmission and two brake jobs and three blown tires. . . . Visitors on the show included Dick Lewis, Dick Kriel, Frank Robinson, and a Cristiani group including the Hugo Zaccchinis, Al Yoder and Paul Cristiani. . . . **Dick Scatterday**, has been on the sick list. . . . **Oklahoma Shorty Scheerer** and **Chief and Tillie Keys** have been doing the Wild West concert. . . . **Red Compton** is the assistant on canvas for Keller Presley. . . . **Pete Smith**, superintendent, is losing sleep trying to lay out the small and hilly Tennessee lots. . . . **D. R. Miller** and Assistant Manager **Glen J. Jarmes** figure that it takes 72 drivers to move show-owned and private vehicles.

**Sverre O. Braathen**, Madison, Wis., CFA, has authored "The Rise and Fall of the Circus Band," which starts in the October issue of The Instrumentalist magazine. . . . **Charles F. Miles**, Hagerstown, Md., has been elected State chairman of the CFA. . . . **Dick Lunsford** was injured in Greencastle, Ind., his home, and has just been released from an Indianapolis hospital to return home. . . . **Claude and Jeanne Arwood** and son will play an eight-day tour of Denver shopping centers, sponsored by a dog food company.

**Don Rey**, with Rudy Bros.' Circus, writes that **Slivers and Jo Madison**, with five elephants, have joined the show. . . . **Dorothy Berg** is handling the seal act while **Dick** is catching and training wild seals for an aquarium in Ocean Beach, Calif. . . . **Peewee**, formerly of the Malko Troupe, has joined the Flying Deislors. . . . **Ernie (Blinko) Burch**, **Harry Ross**, **Frankie Cain** and **Arden Beecher** are the clowns. . . . **Beecher** was seen in a restaurant putting a quarter into a juke box, waiting for the cigarettes which never came out.

**Charlie and Beverly Allen** have just closed the season with Al Martin in Greenfield, Mass., and will open at Ivanhoe, Minn., for the University of Minnesota school shows. The Allen's daughter, Kay, has been added to the act, working her cub.

Circus people who have just finished working on the picture, "Merry Andrews," included **Dick Anderson**, **Bobby Kaye**, **Eugenio Bogino**, **Carla Wallenda Bogino**, **Bob Lorraine**, **George Emerson** and **Walter Long**. . . . **Bobby Kaye's** guests recently included **Harold Hall**, **Harry Hammond**, **Paul V. Kaye**, **Jack Harris**, **Bob Lorraine** and **Harold and Eileen** (Continued on page 69)

## Board Sets Three Hearings on Amusements Wages in N. Y.

NEW YORK—First of a series of three public hearings on wage standards and conditions in the amusements industry in New York State will be held in Rochester Friday (25), it was announced Thursday (10) by Paul R. Hays, chairman of the New York State Amusement and Recreation Minimum Wage Board. The nine-member board, recently appointed by Industrial Commissioner Isador Lubin, is studying conditions in the industry in order to make recommendations to the commissioner concerning possible revision of the existing wage order.

The Rochester hearing will open

at 10 a.m. in the Assembly Hall of the Chamber of Commerce, 55 St. Paul Street.

A second hearing has been scheduled for Friday, November 1, at 10 a.m. in the Assembly Chamber of the State Capitol, Albany.

The third session will be in New York City at 10 a.m., Friday, November 8, in the auditorium of the Wendell Willkie Memorial Building, 20 West 40th Street.

Invitation has been extended by the board to all interested persons and organizations to attend these hearings and offer information and opinion on the subject, which will be given full consideration by the Wage Board.

## N. Y. RODEO WOES:

# Names Outpull Lower-Price Acts

NEW YORK—Roy Rogers took more than \$105,000 out of Madison Square Garden several years ago, and the event's efforts to match the drawing appeal of such a name with lesser-priced attractions have been unsuccessful ever since.

Rodeo business in New York has been steadily declining. Trying to lure all ages, the Garden this year booked in the Lone Ranger and Tonto with their horses Silver and Scout, the dog Lassie, the Promenaders square dance group, and the Valkyries, fem Roman riders.

Turnouts were down from last year, which was down from the year before, which was down from the year before that. Also down is the amount of time devoted to competitive events, with 80-85 minutes, scarcely more than half the running time of the two-hour, 40-minute event, being so occupied.

The bareback bronk riding, calf roping, saddle bronk riding, steer wrestling, Brahma bull dogging, and wild horse race, take up only six minutes more than Lassie (18 minutes), the Lone Ranger and Tonto (15 minutes), Promenaders (10), barrell race (5), quadrille on horseback (5), grand entry (5) and Roman riders (14).

What it has meant is that, with the exception of competition and

a fast-paced attraction like the riders and square dancers, the atmosphere in the big hall is oppressive when the TV stars take over. Many kids were delighted to see Lassie put on a poison act and crawl, twitching, over the floor, and to listen to the Lone Ranger's Indian greeting and watch his gun twirling, or to see Tonto and Scout follow a trail. But just as many appeared more interested in twirling their souvenirs and looking for something to eat.

**6 P.M. Sundays Good**  
Thru it all, attendances continued to drop, with only a couple of encouraging notes. Weekends continued satisfactory, and the 6 p.m. show seemed to be a solution to diminishing turnouts for Sunday nights. The extra 10 a.m. show on Columbus Day (12) was building to be a stiff on the basis of advance sales.

On opening night there were liberal plugs thrown out for Lassie's Campbell Soups sponsor and the Lone Ranger's General Mills backers, but this kind of thing did not continue long into the run.

The show indicated it would end profitably, but the attendance woes hung heavy over the place all during the engagement. If the return of a big name artist would pull it out of the doldrums, it was felt, some moderation of guarantee and percentage demands would be required. In any event, it was conceded, the programming of competitive events alone would not produce a financial winner. The best box-office medicine of recent years has been top-name cowboy movie stars, but these come high. Smatterings of lesser-priced attractions have shortened competitive time. The problem continues to be a simple one to state, but a difficult one to resolve.

Announcing this time was handled by Chuck Parkison, D. J. Gaudin and Buck LeGrand did the clowning, James Cimmarron's band backed the show, and Everett Colburn again provided stock. Manager was the veteran Frank Moore, aided by Lillian Marchmont. Purse money topped \$100,000.

## Refrigeration Show Announced

CHICAGO—Tenth Air Conditioning and Refrigeration Exposition, managed by George E. Mills, will be at the International Amphitheater here November 18-21. More than 250 exhibitors will show 7,500 items.

## Dayton Sports Show Tells April Dates

DAYTON, O.—Annual Sports and Boat Show will be at the Fairgrounds Coliseum here April 6-13, under management of Ward Collopy, director of Miami Valley Outdoors, Inc.

## FOR SALE—3 FEMALE INDIAN ELEPHANTS

Approximately 7 years old. Broken 3 years. Gentle, healthy. Do a standard pedestal 3-act. All do single act also. Two broke to work in harness as a team or single. One broke for howdah. Have all trappings, head pieces, harness, 32-ft. ring-curb, 3 all-steel bull tubs, steel plank walk, all-metal howdah and airliner-type loading platform, new this season. Drop frame bull van semi with modern stateroom. Chevrolet Tractor. All equipment in excellent condition. These 3 elephants have been performing as a free act and working grandstand shows for 3 full seasons on the Don Franklin Carnival. Work super markets and TV shows in winter. Reason for selling—This act has been over the same route of fairs for three seasons and our route is the same for 1958. Can be inspected at our winterquarters, Fairgrounds, Seguin, Texas, after Oct. 17. Price for all, including transportation, \$17,500.00. No leases, deals, propositions or correspondence. If interested, come and see them work out.

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Refugio, Tex. (Fairgrounds), through Oct. 17. Starting Oct. 20—Home Address: 207 Carolwood, San Antonio, Tex. (Phone: Diamond 2-7722).

STATEMENT REQUIRED BY the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233), showing the Ownership, Management and Circulation of The Billboard, published weekly at Cincinnati, Ohio, for October 1, 1957.

1. The names and addresses of the publisher, editor, managing editor and business managers are: Publisher, The Billboard Publishing Company, Cincinnati, Ohio, Editor, R. S. Littleford Jr., New York, N. Y., Managing Editor, R. S. Littleford Jr., New York, N. Y., Business Managers, E. W. Evans, Cincinnati, Ohio; W. D. Littleford, New York, N. Y.  
2. The owners are: The Billboard Publishing Company, 2160 Patterson St., Cincinnati, Ohio; Mrs. Marjorie D. Littleford, Ft. Thomas, Ky.; R. S. Littleford Sr., Trustee, Ft. Thomas, Ky.; R. S. Littleford Jr., Port Washington, L. I., N. Y.; W. D. Littleford, Roslyn Estate, N. Y.; Jane L. Stegeman, Ft. Thomas, Ky.; Mariana W. Littleford, Roslyn Estate, N. Y.; Marjorie L. Ross, Ft. Thomas, Ky.; L. M. McFeury, Ft. Thomas, Ky.  
3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.  
4. Paragraphs 2 and 3 include, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.  
5. The average number of copies of each issue of this publication sold or distributed, thru the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was 57,346.

Sworn to and subscribed before me this 30th day of September, 1957.  
(Seal)  
E. W. EVANS, Business Manager.  
LAWRENCE W. GATTO,  
Notary Public, Hamilton County, Ohio.  
(My Commission expires July 15, 1959)

## GRACE MARIE (Toni) HANLON

In loving memory always. To a mother and wife who gave all that she could give. She gave her life that her daughter might live.

MISS NOLA PATRICIA HANLON  
A. W. (PAT) HANLON  
October 13, 1956

## In loving memory of PAUL R. LEMERY

who passed away  
October 9, 1956  
"Gone, but never forgotten."

Shirley R. Rodriguez

IN MEMORY  
of our  
Precious Mother  
MRS. WALTER LONG  
October 15, 1952  
Mildred and Elizabeth



# PARKS-KIDDIELANDS-RINKS

OCTOBER 14, 1957

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

THE BILLBOARD

63

## ROLLER RUMBLINGS

### Biz Off to Okay Start At Mammoth Gardens

DENVER—Fall business is off to a good start at Sigman's Mammoth Gardens, according to General Manager Jack Boyer, who says that the two beginner classes are already nearly filled and school has been in session less than two weeks. Mammoth also is conducting bronze dance classes and special classes in other phases of skating in preparation for a winter season of intra-regional meets.

Mammoth was leased to local booker LeRoy Smith last week for a rock and roll show. The show was less than 45 minutes old when Boyer glanced toward the ceiling and saw smoke coming from the at-

tic. Quick action on his part emptied the building of nearly 500 patrons. He climbed to the roof and doused a growing fire with buckets of water, with resultant damage of only a few slightly burned rafters.

Boyer said that the staff is going all out with a big fall promotion campaign that includes mailed literature and invitations to several hundred clubs, church groups, social and fraternal organizations and youth groups.

These efforts are paying off, for already party schedules are being filled for November and December. Theme of the campaign is based on the slogan, "A Family That Plays Together, Stays Together."

Mammoth also offers free group skating classes on Saturday and Sunday afternoons in basic skating practice. Carl Mantello, a captain stationed at Lowry Air Field here, has been added as part-time floor man at Mammoth, where he learned to skate 12 years ago.

#### Gary Rinks Affected

By "Rights" Proposal . . .

GARY, Ind. — A civil rights ordinance providing harsh penalties for discriminatory treatment on account of race or color in theaters, skating rinks and all other places of amusement was presented to the Gary City Council on September 30. Offered by Councilman Terry Gray, it would affect rinks, roadhouses, bathrooms, rest rooms, theaters, concerts, cafes and all other places of amusement. A building in which such prejudicial treatment takes place is a public nuisance, the ordinance stipulates, and the owners, agents or operators could be deemed guilty of maintaining a public nuisance. Violations would be punishable by fines of \$100 to \$200 for each offense.

#### Conn. Rollerries on Fall Schedules . . .

HARTFORD, Conn.—Hartford Skating Palace is advertising public skating nightly from 8 to 11, with exception of Mondays and Wednesdays, which are available for private parties. The rink is also open Saturday, Sunday and holiday afternoons from 2 to 5 p.m.

Mid-City Rink, Norwalk, Conn., is operating Mondays (Bargain Night), Wednesdays, Thursdays, Fridays, Saturdays and Sundays, 7:30 to 11 p.m., with children's sessions on Saturday and Sunday afternoons. A door prize is awarded at every children's session. In addition, the rink offers special rates

## Fire Hit Park At Providence

PROVIDENCE — The cellar and first floor of Roger Williams Park Casino were damaged by fire last week. The blaze was confined to the cellar, but the first floor had to be broken thru in order to permit water to be directed onto the flames.

The spot has rides and concessions as well as the Casino, a two-and-a-half story building. The fire resulted from a short circuit. Park superintendent Martin Noonan said a new floor would have to be installed and cellar joists be replaced.

## SUCCEEDS PRICE

### R. G. Graves Named Glen Echo Manager

WASHINGTON — Robert A. Graves has been named manager of Glen Echo Park here, it was announced last week by the Baker Bros.' management. Graves succeeds Gerald Price, who left the position in late August.

Graves is related to the park owners and has been active at the park in various capacities in recent seasons. Earlier he was an accountant with General Electric for

25 years, working out of New York and Schenectady, N. Y.

Graves said that no decisions have been made yet about improvements at the park for next season but that the matter probably will be taken up by the Bakers in Florida this winter.

Price has been active in the NAAPPB and this year was chairman of the insurance committee and vice-chairman of the program committee. He resides in Silver Springs, Md.

## Magic Mountain Stock Sales At Denver Top 500,000 Shares

DENVER—More than half a million shares in common stock of the Magic Mountain Amusement Park have been sold in less than 12 weeks. This report from Thomas J. Knuckles, executive director of the Hathaway Investment Corporation, follows on the heels of the letting of the contract for the first building on the 400-acre site 12 miles west of Denver.

Claude M. Hathaway, president of the stock underwriting company, pointed out that the common value of \$1 per share means that half a million dollars has been raised by stock issue. He emphasized that stock sale is confined entirely to Colorado.

Final selection of the site was reached early this summer following zoning problems over the original location. Stock was withdrawn from the market until the controversy was settled and when final approval was received on the rolling hill land west of Denver at the intersection of national highways 6, 30 and 40, the stock was once more offered for sale.

#### Only Stock Park

Knuckles stated that Magic Mountain is the only amusement park in the country to be financed by the sale of stock to the general public.

News stories and pictures at

for birthday parties, clubs and organizations.

#### Sessions for Housewives, Toddlers at Eastway . . .

AMARILLO, Tex. — Tuesday morning housewives' skating sessions, 10 to 11:30, and Thursday morning tiny tot toddle periods are recent innovations at Ace Holmes' Eastway Roller Rink here. The rink's schedule of monthly skating parties got off to a fast start with a successful back-to-school event in September, followed by a hard times party October 4. The latter featured games and prize awards for costumes. In recent months a new ceiling and additional heaters were installed in the rink.

## ROLLER SKATES

Everything for the Rink. Agents for Chicago Skate Co. **WARNOCO** Route 2, Box X Greeley, Colo.

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least once a week in the daily papers help play up the stock-selling feature of the park. Repeated invitations thru the local press invite the general public to drive out to the site of the park and watch the work in progress. Heavy emphasis on the staff of technical men, engineers and planners coming from Disneyland helps establish the fledgling park as an opportunity for small investors.

Engineering offices have been set up in a large mansion in the residential district of the city. Nearly a dozen rooms are given over to displays, miniature working models, scale models and colored pictures that depict the new park. Large panoramic pictures help boost the art work price upwards toward the \$25,000 mark for these engineering displays that are open to the public for conducted tours of the sales-engineering offices. A guest register is provided at the end of the tour and gives sales representative of the investment firm, names and addresses to follow up as potential stock buyers.

The first stock issue will total three and a quarter million, according to Knuckles.

## FOR SALE

Flying Scooter, \$6,000.00; Toonerville Trolley with 200 ft. of track, \$1,200.00. Both rides in A-1 condition in Park. 2 Electro-Freeze Machines, 5-gallon capacity, \$450.00. Write **BOX 87, North Dartmouth, Mass.**

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Miniature Train—12 gauge, gas engine and coaches, plus track, \$750.00 complete. Contact **FAIRYLAND VILLAGE** Box 321 Saratoga Springs, N. Y. Phone: 1920

**KIDDIE CAR RAILROADS** Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. **M. K. FRANK**, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 8th Ave., Pittsburgh, Pa.

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## 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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841 Swarthmore (Phone: Parkview 1-5395 or Parkview 5-8827), University City 24, Missouri.

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## Big Weekend Hikes R-B's Cow Palace \$\$

Ringling Grosses \$115,000, Registers Turnaway; Joe Horwath Replaces Bale

SAN FRANCISCO—A strong finish, with a turnaway, put the gate for Ringling Bros.-Barnum & Bailey Circus far above the early guesses on its six-day run at the Cow Palace here. The gross was \$115,603.

Friday night (4) began the string of heavy-money performances. It

was near full in the 12,500-seat arena. On Saturday the afternoon and night shows also were near capacity.

Sunday afternoon (6) turned in a hefty turnaway at the Cow Palace. The 5:30 p.m. Sunday show also came thru with better-than-expected attendance, estimated at 9,000 persons.

Visiting at San Francisco was Luis Yanez, of Mexico City, who will handle promotion of the circus during its 32-day stand in Mexico.

Joe Horwath, until recently with the Gil Gray Circus, has joined Ringling to take over the tiger act, which has been worked by Trevor Bale. Bale is booked for a tour of South Africa with a circus.

## Japan Tour By Fernandez Set for March

HONOLULU—E. K. Fernandez will take a circus to Japan in March, using some of the acts held over from the 442nd Infantry circus in Honolulu.

Among the acts that were held over to play fair dates for Fernandez and also appear in his Japanese-American circus, were Clayton Behee's Flyers, Wally Ross Ponies and Elephant, George Frazer's Comedy Lion, and Casagrande's Performing Baboons from Argentina.

## Henson Opens Nov. 1

SPRINGFIELD, Tenn.—Henson Bros.' Indoor Circus opens at Springfield, Tenn., November 1. Owner-Operator W. E. (Shotgun) Page intends to play Tennessee, Kentucky and Alabama on sponsored phone promotions and school dates.

## Kelly-Miller to Close Nov. 3; Tennessee Wet

LENOIR CITY, Tenn.—Al G. Kelly & Miller Bros.' Circus is scheduled to close its season November 3 at Nashville, Ark. Show moves from there to its quarters at Hugo, Okla. Season of 28 weeks will have covered 11,000 miles in 19 States.

In Tennessee last week the circus bucked rain, mud, hills and small lots. Business was light in the afternoons and good at night.

Marysville, Tenn. (30), had a good afternoon and straw night. Athens, Tenn. (1), gave a fair afternoon and a big turnaway at night. It was compared with a big crowd that Roy Acuff drew there two years ago. Ticket wagons were closed a half hour before show time. Big business came despite a rain. About 1,000 were turned away. Thoughts of giving a second show were dropped because of the muddy lot and work that awaited the circus in moving.

Cleveland, Tenn. (2), had another soft lot. The big-top spool truck sank in mud as it came on. Elephants retrieved it and the entire show then was gillied. Menagerie was side-walled. Weather continued bad, but the afternoon had a one-third house and the night was three-quarters.

In Dayton, Tenn., Thursday (3), the circus had constant rain and a late arrival. However, the afternoon house was one-third capacity and night was near full.

Harriman, Tenn., Friday (4), had one-third and two-thirds houses in more rain and mud. Small lot allowed no parking space. Only unit going downtown was Scatterday's six-horse hitch and bear wagon.

## Polack Shifts to Texas; Wash., Ore. Crowds Good

PHARR, Tex.—After a 2,500-mile shift in locale, Polack Bros.' Circus (Western) entered the final phase of its 1957 season with three dates in Texas' Lower Rio Grande Valley. Where the show previously had played Harlingen only, this year's schedule called for two days there (26-27), two in Brownsville (28-29) and one in Pharr (30) for the McAllen area.

Six days were allowed for the trip to Harlingen from Eugene, Ore. In contrast to this record distance were jumps of 25 miles to Brownsville and 55 miles to Pharr,

both made overnight, for a total of 10 performances in three spots during five days. The first four days produced packed matinees and good night houses, and two overflow crowds at Pharr gave the show its biggest single day of the season. These were the final outdoor dates of 1957.

Preceding the long hop to Texas, the last quarter of show's 24-week tour of the Far West produced consistently good business. Earnings at Eugene substantially topped those of last year. The biggest increase of the season was registered at Seattle, where majority of the nine performances were capacity or turnaways.

Three-day stand in Washington's tri-cities—Kennewick, Pasco and Richland—drew good crowds, following the huge attendance at the Pacific National Exhibition, Vancouver, B. C., that totaled upward of 125,000 during 26 performances of the 11-day run.

En route to Vancouver from California, stops were made at Reno, Nev., and Klamath Falls, Ore. Reno sustained its status as one of Polack's strongest four-day stands, pace for the eight performances set by the opening matinee fed by the Western Pacific's 12-car special train and by bus caravans from a 200-mile radius. All four shows at Klamath Falls were packed.

Because of a switch in dates at Denver to three weeks later than originally scheduled, show goes there from lower Texas by way of Odessa, then returns to the Lone Star State at San Antonio.

## Tommy Scott Closes Oct. 26

LENOIR CITY, Tenn.—The Tommy Scott Show ends its current season here October 26. Billed as Tommy Scott's Smokey Mountain Jamboree, show features country and western, rock 'n' roll and circus performers. It reports a good season.

Performers include Tommy Scott, Frankie Scott, Sandra Scott, Scottie Lee, Gaine Blevins, Smilin' Bobo; Jimmie Wayne, fire eater; the Great Kanerva, circus acts, and Rudy Preston.

the trip taking four hours because of hills.

A clear day but a soft lot was the set-up for the show Saturday (5) at Clinton, Tenn. Each house had two-thirds of capacity. Sunday afternoon-only schedule at Lenoir City (6) had a half house. Lot was far out and small. Weather was poor and a one-way road made traffic and parking a problem.

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Work in Ohio 52 weeks a year. No get-rich-quick deal. Interested in Men satisfied with \$150 weekly commissions. Daytime drunks, spectacular failures, itinerants, don't answer. We've enough trouble. Collect calls accepted from names listed below. No fares advanced. We've been all through that. Write  
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10 S. Spring St., Springfield, Ohio, or  
Phone Fairfax 2-8970.  
Bud Snyder, Stanley Paul, Jerry Dickinson, Freddie Meyers, Allen Tobell, please call. CHARLEY PARKER, nee Davis, important, phone me.

**4-PHONEMEN-4**  
Christmas deal. Tx and ads; top sponsor; plenty of taps. No drunks. No collects.  
**Call MANAGER**  
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To sell advertisements and tickets on the Labor Temple 3rd Annual Year Book and Ball. All profit will go for buying Xmas baskets and clothes for the needy families. This is our 3rd year—plenty of taps. No advance, no collect calls, no drunks. Deal to start October 21. First come—first served.  
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Acts of all descriptions for week of November 17, also Phonemen for Battle Creek office ready to open, also Advance Agent who can book Auspices for phone deals.  
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Title of Show \_\_\_\_\_  
Kind of Show \_\_\_\_\_  
Owner \_\_\_\_\_  
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Winter Quarters Address \_\_\_\_\_  
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**GIVE TO DAMON RUNYON CANCER FUND**

**ELEPHANT TRAINER**  
Wanted for Big Babe. All winter's work doing acts, riding children in community center. (O'Dell, contact.) Must be sober at all times and drive. Nice sleeping quarters. References exchanged. Wire or call  
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Wanted for all winter's work. Book and Tickets. Please, no curiosity calls, no collect calls.  
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Year-round work in Connecticut.  
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**RONALD BETZ**  
Emergency Request—Won't you or your Mother please contact this office again by phone or telegraph collect as soon as possible in connection with the trial of the case in Hartford in the near future against your Father involving accident of November 15, 1951? Please place a personal call for Mr. Walsh, Mr. Leanak or Miss Crane, c/o The Maryland Casualty Company, 490 Capitol Ave., Hartford, Conn. Phone: Jackson 5-3119.

**Phonemen—Husband and Wife Teams Promoters With Crows**  
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Top Sponsors, booked solid, all winter in warm climate. Call  
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Good Sponsors in Pennsylvania and Ohio. Call  
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For Xmas edition of Labor Paper. Experienced Men only. All year 'round work. Commission basis.  
Telephone: Webster 3-1359, Detroit, Mich.

## Vivienne Mars Plans to Retire

SAN ANTONIO — Vivienne Mars, librarian of the Harry Hertzberg Circus Collection at the San Antonio Public Library, has announced that she will retire effective November 1.

Mrs. Mars, during her 15 years with the Hertzberg Collection, prepared it for library use, and assisted hundreds of circus people, press agents, advertising agencies, authors, publishers, movie producers and radio-TV producers in research on circus material. No successor has yet been named.

## 3 Shows Book San Antonio

SAN ANTONIO—This will be a big circus year for San Antonio. Clyde Beatty will be the first, appearing at the Bexar Coliseum grounds October 15.

The Polack Shrine Circus will open a week's stand in the Municipal Auditorium on October 21.

Then, for three days, beginning November 29, the Ringling Bros. and Barnum & Bailey Circus will hold forth at the Bexar County Coliseum.

Irv Romig has purchased a kiddie ride and animals and plans to open Ricky the Clown's miniature circus museum and animal stockade, while still doing the TV show in Detroit. . . . Jim Forrest, CFA, of Hartford, Conn., is in Europe and has caught the Billy Smart, Lord George Sander, Chipperfield, Medrano, Schumann, Benneveis and Scott circuses.



## Danbury Upped 8% With 146,139 Paid

DANBURY, Conn.—A paid total of 146,139 persons saw the Great Danbury Fair, for an increase of about 8 per cent over last year. Good weather thruout the run ended abruptly Sunday (6), when rain struck the grounds at 5 p.m. This prevented a possible all-time record, but 24,378 had entered by then, more than 1,000 better than last year's closing day. The nine-day event pulled 153,121 in 1954.

Operating with a \$1.50 gate, one of the steepest anywhere, Manager John Leahy jammed the grounds again with colorful figures, signs and structures, and offered his daily midway parade. Virtually everything mobile took part in the

march, which wended thru the crowded streets and, Pied Piper-like, wound up before the crowded grandstand. Floats, portable animal cages, farm units, live animals, bandwagons and other units participated.

Paid attraction on the opening Saturday and Sunday was Buck Steele's Wild West Show, and for the closing weekend Jack Kochman's Hell Drivers. The mid-week performance of Steele's Frontier Days was free.

Of the 8,500 school tickets passed out by Leahy for Friday (4), 5,984 were returned at the turnstiles. Some veterans also entered free, but generally the gate system was extremely tight, with uniformed guards manning the turnstiles.

Next year's fair will be offered September 27 thru October 5, again encompassing two Fridays and two Saturdays.

## Skowhegan Sets New Barns, Paved Midway

SKOWHEGAN, Me.—Three new cattle barns have been authorized by directors of Skowhegan State Fair, Roy E. Symons, general manager, reports. They will be 115 feet long with facilities for exhibiting 70 head of cattle. They will supplement six other barns in use on the grounds. Considerable other work is slated.

The race horse paddock adjoining the pari-mutuel betting paddock will be moved to a new location on the northern end of the fairgrounds in the area of the horse barns. Also decided on is purchase of additional acreage adjacent to the fair, if arrangements can be followed thru with the present owners.

The fair will have 2,000 feet of new chain link fencing in front of the grandstand next season, Symons said.

New blacktopping is in store for the midway area. Having been started this year, it is to be extended until the entire midway has been treated. Present surfacing is tar.

### Extensive Track Work

The fair's track, a major aspect of the operation, will eventually be moved slightly north and west, widening it in the process. This will permit opening a new entrance gate on Madison Avenue, which is on U. S. 201, the highway to Quebec, and the development of a large new parking area. Tunnels would be built under the track to give access to the infield and eliminate the accident hazard of traffic across the track.

Also set for the 1958 fair is erection of a new facade to the agricultural building which houses grange, farm and FFA exhibits. Discussion are being held on whether to cover the stage for next year or let this project go for awhile. The improvement is in addition to the usual repairs and maintenance which occupies a crew early in the spring.

## Petersburg, Va., Draws 101,040 For New Record

PETERSBURG, Va.—Southside Virginia Fair drew a charmed week of weather and wound up with a 101,040 attendance record, nearly 5,000 better than last year's 96,222. It was the second year the revived event ran under Lions Club sponsorship.

Avoidance of rain here was phenomenal. A wet weekend cleared just prior to the fair, and the event was followed by a three-inch down-fall the day after it closed, Sunday (6). With rain pelting the mid-Atlantic States, it rained here all day Sunday (29) and into Monday, clearing in time for Jack Kochman's Hell Drivers to be offered before 903 persons. Scheduled for the first time on a Monday, the well-promoted thrill show helped elevate a usually low-attended Monday to a new record.

Inclement weather set in again Tuesday morning but stopped in time for the beauty contest finals, along with a fashion show, military band concert from nearby Fort Lee, and a barber shop male choral group of 50. Brenda Lee Bowman won the top award as Maid of Virginia before a capacity crowd. She received an all-expense trip for herself and companion to New York and the British West Indies.

Contest semi-finals held a week previously at local high school had 48 contestants from various areas of the State. With schools and city offices closed a half-day on Wednesday, the fair racked up another record with 23,441 passing thru the turnstiles. The fair had its usual strong Thursday night and a good attendance Friday, which was set aside as County School Day. Saturday, usually largest day of the week, found the grounds packed early with a free-spending crowd that stayed until rain started falling lightly at 10 p.m. Heavy rain continued thru Saturday night and Sunday, hampering Amusements of America tear-down.

Midway had 34 attractions, under management of John and Morris Vivona, and grossed 15 per cent more than a year ago. Com-

(Continued on page 70)

### NO REASON:

## Waco, Tex., Gate, Receipts Decline 10%

WACO, Tex.—The Heart of Texas Fair closed its seven-day run here Friday (4), with most departments off about 10 per cent and no one able to explain the reason.

Othel Neely, manager, said the weather was excellent and promotion was the biggest on record, yet attendance, attractions in the Coliseum and midway grosses were all off nearly 10 per cent. Fair officials, in view of drought-breaking rains and the highest cattle prices in year, had expected an excellent run.

Featured attraction in the building was a Tommy Steiner rodeo, featuring Eddie Dean, for four nights and one afternoon. Only two performances drew good turnouts, with the others weak. One of the few successful offerings of the week was a rock 'n' roll show Thursday night (3), which played to a good crowd. The cast included Paul Anka, Fats Domino, Chuck Berry, Laverne Baker, the Bobbettes, Johnny and Joe, and Paul Williams' ork.

Friday night's offering of a variety show headed by Jim Lowe, Homer and Jethroe, the Commodores and Randy Brown, failed to pull.

E. D. McCrary's 20th Century Shows, playing here for the last time, was off approximately 10 per cent on rides and shows. Neely reported. The show will be disbanded following this fair.

## Fresno, Calif., Fair Gets Away Strong

Clocks 107,347 Gate in Three Days; Execs Mull Six-Day Run Extension

FRESNO, Calif.—Attendance at the Fresno District Fair spurted ahead with a total of 107,347 thru Sunday (6), the first three days of the scheduled event. The mark was 18,456 ahead of the same period in 1956 when the total for the full 10 days was 273,788.

The fair was scheduled to close Sunday (13). At press time, however, a canvass of the exhibitors and concessionaires was being made to learn if the fair could be extended six days because of the pari-mutuel employees' strike at the Tanforan track near San Francisco. The only pari-mutuel racing in California from October 4-12 was at the fair, which signed its union contract last February, when it expired. T. A. Dodge, fair manager, said that the fair would have to be run intact and that the racing alone could not be extended. Pari-mutuel handle here was on the upgrade with the Saturday (5) total close to \$300,000.

The fair this year offered more free entertainment than ever before. The grandstand evening shows with an added admission were discontinued and replaced with free horse shows, junior tractor driving and quarter - midget racing. The only grandstand attraction for which an admission was charged beyond the front gate was the Jack Kochman thrill show that appeared Saturday evening and Sunday matinee and night (12-13).

Free vaude shows in the outdoor theater were again featured with the booking by Russ Stapleton of Fanchon & Marco in Hollywood. The first five days, Friday (4) thru

Tuesday (9), featured Lenny Gale, emcee; Barbara Morris and seals; Virginia O'Brien, vocalist; The Linares, wire act; Conn and Mann, comedy, and the Four Fredianis, acrobats. The second segment of the show line-up was Jack Marshall, comic and emcee; The Maxwells, acrobats; Rufe Davis, hill-billy patter; Jacqueline Hurley, acrobat; The Madcaps, musical group, and the 3 Rudells, comedy. Earlene Smith of F&M handled the shows for Stapleton during the changeover.

"Dancing Waters," managed by Alfred Osborn, made its initial appearance here. Business steadily increased from the opening day, despite the location off the main promenade. The unit closed the season here. Booked as an independent attraction, admission was charged.

The John A. Strong Circus was a free attraction, playing to good crowds and to packed groups on the two kids' days Tuesday and Wednesday. During the moppet days, Stapleton brought in Bob Bonnie, Rookie Lewis, Eddie Emerson, and Popo de Bathe to clown near the gates.

Concession business was up, reflecting the increase in attendance. Jimmy Lynch's eating concession did strong business on the fair midway. Candy business with Pearl Archer with salt water taffy and fudge in one commercial building and John Marzolino in another both reporting business ahead of last year. Alex Freedman, who had novelties thruout the grounds, said his sales were well ahead of 1956. George Charboneau increased his candied apple and cotton candy stands to six for the run.

Crafts Shows, with the Scrambler as the feature, along with 23 major and 21 kid rides were on the main midway and in a separate section for the kids. Pete Kortez' Side Show played the carnival midway. The Crafts organization had two more rides than in 1956 and 80 concessions, which was reported to be fewer than a year ago.

Ed Paine and Lee Perryman of the California State Fair & Exposition staff visited the grounds on Monday (7).

## Kentucky State Net Estimated at 160G

LOUISVILLE — The 1957 Kentucky State Fair showed a profit of \$160,498, about \$4,000 more than last year, according to preliminary figures released last week by Clyde Reeves, executive consultant to the fair board.

The profit, Reeves pointed out, is "preliminary in the strictest sense

of the word" and final figures will not be available until next month. He said that the increase was made despite a decline of close to 27,000 in attendance at the big exposition.

In reviewing the 1956 fair, Reeves reported that total income last year was \$1,901,122, of which \$582,292 represented a carry-over. Total expenditures for that fair were \$1,639,000.

Total amount available for the 1958 fair was estimated by Reeves at \$1,867,88. Total expenditures, he said, have been estimated at \$1,617,808.

Action on what use to put two one-acre plots of ground on each side of the Preston Street entrance, has been deferred. Two drive-in restaurants are understood to be interested in the site. It was also disclosed that legislation may be necessary before a proposed hotel could be built on the fairgrounds.

## Fem Manager Heads Calif. Association

PLACERVILLE, Calif.—Goula Wait, secretary-manager of the Amador County Fair in Plymouth, Calif., and said to be the only woman fair manager in the State, has been elected chairman of the Mother Lode Fairs Association. She succeeds Carl T. Mills, secretary-manager of the Calaveras County Fair and Jumping Frog Jubilee in Angels Camp, Calif.

Guy W. Davenport, El Dorado County Fair secretary-manager, was named vice-chairman and secretary. Mills was elected delegate to the Western Fairs Association convention in Fresno, Calif.

The 60 managers and directors of fairs in the Mother Lode area expressed concern that the continuing strike of pari-mutuel employees may seriously affect fairs' income this coming year.

## Illinois State Grosses 433G

SPRINGFIELD, Ill.—Receipts at this year's Illinois State Fair were \$422,538.62. Stillman J. Starnard, State Director of Agriculture, announced last week.

This topped the 1956 figure by \$31,845.73.

## New Fencing Is Scheduled At Topsfield

TOPSFIELD, Mass.—Plans for next year's Topsfield Fair include more than a mile and a half of fencing all around the grounds, replacing old fencing and the addition of lavatory facilities.

Manager Paul Corson says alterations to the flower building will enlarge its capacity and improve the appearance. This year's fair offered a new premium high of \$15,000 for cattle, poultry, 4-H, home arts, flowers and fruit exhibits. Indoor space was sold out. E. H. Burr's Playtime Amusements and Gene Dean, of Salisbury, reported excellent results in their midway operations.

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## Dallas Midway Ops Look to Big Days

Early Day Spending Slow as Usual; Round-Up, Rotor, Bolsters Line-Up

DALLAS — Midway and concession business at the 1957 State Fair of Texas at mid-week was marking time and looking forward to the fair's usual big second weekend.

Opening day, Saturday (5), was good all the way round, up from the previous year, with rides, shows, foods and novelties all going strong, according to midway superintendent Fred Tennant Jr. Sunday (6) was down some, but the weekend averaged out very nicely, Tennant said. Monday (7) and Tuesday (8), always light days, ran true to form.

The big weekend, with two college football games, elementary school day and the traditional

crowds of country folk, was expected to be as good as usual, in spite of lagging fair attendance to this point mainly due to a mild flu epidemic.

Permanent rides on the midway have been bolstered with a Round-Up and the Velare Bros. Rotor for the fair.

Clif Wilson brought in a strong line-up of shows for the fair, including Art Noble's Midgets, Art Converse's Circus Side Show, Dick Dillon's Mechanical City, Earl Walsh's Matchstick Cathedral, Charles Fogle's Jungle Monsters, Charlie Taylor's Cotton Club Revue, Bernie Landis' Caribbean Capers, Austin Detlinger's French Casino, Mike Miller's Streets of Paris, J. W. Thomas' country and western music show, Happy Dot Blackhall the Fat Lady, Bill Dunsin's Big Dog and Little Horse and A.W. McAskill's palace of wonders.

Desplinter brothers have the novelties at the fair.

## Sun Shines On Olson In Montgomery

Ride, Show Gross Jumps 15 Per Cent In First Four Days

MONTGOMERY, Ala.—Hit by weather in their three previous stands, Birmingham, Tupelo, Miss., and Chattanooga, Tenn., the Olson Shows caught good weather here at the South Alabama Fair.

At least the weather thru Thursday (10), fourth day of the six-day event, was good, and there was promise of more of the same kind of weather for the closing two days.

Ride and show receipts for the first four days were up 15 per cent, slightly higher, percentage-wise, than the fair's attendance.

The Alabama State Fair, Birmingham, played the previous week, was on the receiving end of rain on three of its six days and the Olson ride and show gross was down 8 per cent for the full run.

## Gooding Up Despite Atlanta Weather

ATLANTA — Rain the first two days of the Southeastern Fair here failed to keep ride and show grosses of Gooding Amusement Company below '56 levels in the first seven days of the 11-day event.

At the close of business Wednesday (9), seventh day, the Gooding operation showed receipts up about \$8,000 over those for the comparable period last year.

Higher per capita spending was given credit for the increase.

Show personnel took time out Wednesday (9) to give a party at the Shrine Crippled Children's Hospital here. Talent from shows on the midway appeared before the youngsters, all of whom were gifted with stuffed toys, games, refreshments, cotton candy, candy apples, etc.

Hal Eifort, Gooding general manager, and other Gooding staffers were assisted in staging the

party by Jack Duffield of Thearle-Duffield Fireworks, Inc., Chicago, who presented the fireworks here.

Visitors to the midway included Paul Olson, manager and co-owner of the Olson Shows; G. W. (Bill) Wynne, manager of the Mid-South Fair, Memphis, Al Dorso of the Cetlin & Wilson Shows and show owners Shan Wilcox and Johnny Keef.

## 20th Century Winds Up at Waco Fair

WACO, Tex.—E. D. McCrary's 20th Century Shows wound up its fair season here at the Heart o' Texas Fair Friday (4) and the show was dissolved.

During the past several months, Owner McCrary sold the bulk of the show to various other owners, retaining several rides that he will operate next year.

W. A. (Junior) Schafer, owner-manager of Schafer's Just for Fun Shows, recently purchased the Round-Up, five kid rides, much show equipment, the Motordrome and the front entrance. Three of McCrary's major rides will tour with the Schafer show next year.

Frank Gaskins, 20th Century general agent, was also scheduled to move to the Schafer show following the close of the run here.

## PCSA Ladies Net \$125 From Dinner

LOS ANGELES — The past presidents of the Ladies' Auxiliary of the Pacific Coast Showmen's Association netted \$125 from a turkey dinner served last week in the clubrooms. The new facilities, recently installed, were used for the first time.

Helen Vaughn presided at the regular meeting in the absence of President Berta Harris, who was at the Fresno, Calif., fair. Members off the road include Betty G. Coe, Nine Levine, May Snobar, Elsie Kennedy, Katherine Doolan and Sue Cummings. The sick list included Jessie Loomis, Lillabelle Williams and Jetta Clancy.

## Alex Freedman To End Tour At Ariz. Fair

SAN FRANCISCO—Freedman Concessions, novelty firm headed by Alex Freedman, ended its California fair season in Fresno Sunday (13) and prepared to play its final stand at the Arizona State Fair in Phoenix.

During the year, the firm bought the novelty supply business of the late Phil (Trader) Horn here. The name of the firm has been changed to Freedman Novelty Company. Freedman also assumed contracts of the firm for novelties on the West Coast Shows as well as fairs. Novelties were also handled on some dates played by Foley & Burk Combined Shows.

New contracts assumed during the year included California fairs at Turlock, Stockton and Ventura.

The Freedman organization also supplied novelties at the California State Fair and Exposition in Sacramento for the sixth consecutive year. The Multnomah County Fair in Gresham, Ore., was also supplied from fence to fence, with West Coast Shows on the midway.

Conflicting dates caused a shuffling of personnel. Donna Freedman handled Bakersfield, Ventura and San Jose for the firm. Morry Levy, who has been associated with the firm for a number of years, handled Angels Camp, while Freedman had the stands day-and-date in Las Vegas, Nev.

## Olson, Gooding Raise \$9,000 for League

BIRMINGHAM — The Showmen's League of America will receive \$5,000 as a result of a fund-raising jamboree on the Olson Shows during the recent Alabama State Fair here.

The sum is believed to be the largest ever raised on a show for any outdoor showmen's organization.

Paul Olson, manager of the show; Al Sweeney, president of the league, and Bill Carsky, the league's second vice-president, comprised the committee in charge.

Two past-presidents, J. W. (Patty) Conklin of Brantford, Ont., and Maurice (Lefty) Ohren, of Chicago, were on hand to assist in the preliminary arrangements and both contributed generously.

Held in the girl show top, the show end of the program was staged under the direction of Gene Vaughan and Roxaine, producer and principal, respectively, in the revue on the Olson Shows.

Benny Gross was the auctioneer. Mrs. George Polo was in charge of making up the packages which were sold at the auction.

ATLANTA — A jamboree Wednesday night (9) on the Gooding Amusement Company midway at the Southeastern Fair here netted \$4,000 for the Showmen's League of America.

Another jamboree, also for the benefit of the league, will be held on the Gooding show at either the Savannah or Jacksonville fair, Hal Eifort, Gooding general manager, said following the jamboree here.

The Gooding goal, he added, is *(Continued on page 69)*

## Ruback Ends '57 Season

SULPHUR, La.—Alamo Exposition Shows will wind up its fair season here Saturday (19) and all equipment will be moved to San Antonio winter quarters.

Jack Ruback, owner-manager, said several men will be kept in winter quarters to plan work for a full crew that will move in early in April. At that time, shows, rides and gear will get a good going-over in preparation for the San Antonio Battle of Flowers to be held April 21-26.

Mr. and Mrs. Johnny Portemont—co-owners of Johnny's United Shows, recently became the parents of a son, John Terry Portemont.

## SOGGY SPOTS

### Mud, Rain Curb Grosses in East

NEW YORK — With the final weeks of the Eastern fair season lying just ahead, carnivals are more anxious than usual for good weather. The reason is the dismal weather in the Mid-Atlantic States for several weeks, which burst into rainfall over the Carolinas and parts of Virginia last week.

Scarcely any of the Seaboard's fairs escaped rainfall. The openings at Fayetteville, Charlotte, Greensboro and elsewhere were washed out, and the dampness extended well into the week thruout most of the area. Richmond's Atlantic Rural Exposition had favorable weather thruout the week, but the Cetlin & Wilson Shows had to leave a lot made soggy by late inclemency.

The Petersburg, Va., fair miraculously got rain before and after its week, giving the Amusements of America a good run. Not as lucky were the James E. Strates Shows in Charlotte and World of Mirth Shows in Greensboro, as well as truck shows in other spots, all of whom suffered rain at least on

Monday and Tuesday (September 30-October 1).

For many of these shows, particularly the early-opening ones which had drawn a summery spring this year, it was a comedown. *(Continued on page 69)*

## Page No. 1 Unit in WQ; Second Show Still Out

SPRINGFIELD, Tenn.—Page Bros. No. 1 unit is in the barn here, with the No. 2 show, under C. R. Lenard, still completing a few late stands. Both units will ultimately be wintered here, according to W. E. Page, owner-manager.

Scheduled to be added to the ride lineup of No. 2 for next year are a Merry-Go-Round and Roller Coaster. The first show will be strengthened with an Octopus and Caterpillar, Page said.

Destinations of various personnel on the No. 1 unit was as follows: Mr. and Mrs. Page, here

in winter quarters; Leroy Crandell, Steve Johns and Norman Littlefield, No. 2 unit; Boy Baldwin, Russellville, Ky.; Jimmie White, Ruleville, Miss.; Eli Johns, Monroeville, Ala.; Mr. and Mrs. Stanley Johnson, Tampa; Jim Brooks, Huntsville, Ala.; Mr. and Mrs. Toney Rocco, Madisonville, Ky.; Mr. and Mrs. Jim Shroat, Mr. and Mrs. Howard Piercy and Murry Broad, Tampa; Mrs. Ethel Settle, No. 2 unit; Bob Wilkins, Monroe, La., Mr. and Mrs. Ray Campbell, Roodhouse, Ill.; Paul Thomas, Frankfort, Ky., and Harry Smith, Grand Junction, Colo.

## Market Sales O.K. in Winston

WINSTON-SALEM, N. C. — Showmen who keep an eye on market returns in this tobacco area found a lot to take heart from last week. The market here set one-day sales records on a couple of days, and forecasts were for mounting prices.

On Friday (4), for instance, the local market did its biggest one-day total of the season. Some 1,715,682 pounds of leaf changed hands for \$939,966. The weekend prior to the Mount Airy and Winston-Salem fairs, Penn Premier Shows was at the former, and World of Mirth at the latter.

## St. Louis Fems Meet Oct. 24

ST. LOUIS — The Missouri Show Women's Club will open its fall season at an October 24 social, Clara Campbell, publicity chairman, announced. Another social will be held October 31.

First business meeting will be held November 7 at 8 p.m.

Ida McCoy, who has been confined to a hospital all summer, is reported on the mend.

Harley Pearson writes he cut up jackies with a host of midway and ex-midway folk on a recent visit to Salt Lake City. Included were R. D. (Mac) Collins, Farrars from Foley & Burk, Sam Albright and Max McCollin.



# MIDWAY CONFAB

Betty Real cards from Miami that sister Muriel Danfi is back in Will Rogers Memorial Hospital with a broken collarbone, and would like to hear from friends. Seen along concessions row at the Waterloo (Ia.) Dairy Cattle Congress were Blackie's cookhouse, Lewiston's ball game, Evans' three stores, Stewart's jewelry, Leonard's popcorn, and Holden's Roman targets and five galleries, according to Ray Buttons.

Rita Ray closed with Bill Chalkias' Side Show on King Reid Shows and is touring the South doing a single. Dick King is talker. Charles and Clara Hines, photo ops on Johnny's United, recently bought a new 33-foot Sparton house trailer to replace their old one that was demolished. Eddie and Florette Hall, of that same show, are sporting a new 35-foot American house trailer.

Frances Deemer, for many years on Royal American reports she's almost completely recovered from a recent illness but will remain at her Miami home for the remainder of this season. . . Mrs.

William T. (Mickey) Collins, wife of the show owner, was guest of honor at a recent surprise birthday party given her by personnel of the show. Feature of the party table were two large cakes decorated with replicas of the show served to more than 200 guests. Hostesses included Mrs. E. W. (Slim) Wells, Mrs. James Hirshberger, Ruth Williams, Mrs. Angie Conroy, Mrs. Johnny J. Jones, Mrs. James Harrison and Mrs. Mendil Lemish.

Visitors to Southside Virginia Fair, Petersburg, included Mr. and Mrs. John H. Marks, Willie Lewis Marks Shows; Farland E. Moss, Chase City (Va.) Fair; William E. Finch, Danville Fair; G. C. Rawlings, Fredericksburg Fair; Dudley T. Fortin, manager, California State Fair; Mrs. Josephine Sheppardson and Art Frazier, Siebrand Bros.' Shows. John Lamar, doctor on the former Johnny Jones Exposition and now associated with the Miami Institute of Technology, came up to act as assistant to fair Manager Ralph Lockett for the week.



# ROSS MANNING SHOWS

CARTHAGE, N. C., WEEK OCTOBER 21-26

Followed by

**FORT BRAGG, N. C., SOLDIERS' FAIR, OCTOBER 30 TO NOVEMBER 9**  
ON ARMY GROUNDS—65,000 MEN PLUS FAMILIES

**NOTE:** We are limiting the amount of Concessions at Fort Bragg. Those playing Carthage, N. C., will be assured space at Bragg.  
**CONCESSIONS:** All Hankies, Pitches, Eats, Drinks, Novelties, Photos. No gypsies.  
**RIDES:** Spinaroo, Rock-o-Plane, Kid Rides, Dark Ride.  
**SHOWS:** Grind Shows.

WRITE—WIRE—CALL  
**ROSS MANNING**  
Georgian Hotel or Fairgrounds, Athens, Ga.

# PENN PREMIER SHOWS

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**NORTH CAROLINA STATE COLORED FAIR, WINSTON-SALEM, N. C., OCT 21-26; followed by JONES CO. FAIR, TRENTON, N. C., OCT. 28-NOV. 2.**

- CONCESSIONS** Can place Bear Pitch, Glass Pitch, Monogram Hats, Water Games, American Palmistry, Ball Games and all types of legitimate Concessions. Can also place Ice Cream, Custard and other Eating Stands for this big date. Space limited, and deposit required.
  - SHOWS** Can place all types of Grind Shows. Especially Snake Show, Monkey Show, Animal Circus, Bottle Show or any Shows not conflicting. Can place Acts for Circus Side Show. Can place good clean Colored Girl Shows for this date.
  - RIDES** Can place Flying Scooter, Caterpillar, Fly-o-Plane, Rock-o-Plane, Live Pony Ride or any Rides not conflicting with what we have.
  - HELP** Can place Wheel Foreman and other useful Help on Rides who drive semis.
- Address all mail and wires to LLOYD D. SERFASS, Owner, or HARRY (BUSTER) WESTBROOK, Business Manager. PENN PREMIER SHOWS, Laurensburg, N. C., or phone the Hotel.

**FOR SALE**  
2 Grind Shows; 2 Midget Cattle, 26" high, perfect. Also 3 Anteaters, male, female and baby. Contact  
**WALLY MILLER**  
Care Olson Shows  
Beaumont, Tex.

**FOR SALE**  
**CHEAP**  
Immediate Delivery.  
1—1946 Super Rolltopplane with Fruehauf Trailer .....\$1,000.00  
1—1946 Spitfire with 1947 Grammm Semi .....\$1,500.00  
1—18x40 Bingo with P.-A. Set, etc. (no top), and Fruehauf Van .....\$750.00  
Contact  
**DON HILLIARD**  
Fairgrounds, Selma, Alabama, this week.

**Southland Tour Shows**  
Want for Cotton Spots, Hanky Panks. Need Photos and Grab, also small Grind Show  
**JOHN WELCH, MGR.**  
Manila, Ark., this week; Osceola, Ark., next week.  
P.S.: Helen and John, contact.

**FOR SALE**  
Allan Herschell 10-Car Kiddie Ride, excellent condition, \$1,500.00 for quick sale.  
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OUT ALL WINTER  
RIDE HELP: Want Wheel Foreman, Kiddie Ride Foreman. Must be licensed semi drivers. AGENTS: For Pea Pool, Pan Game, Glass Pitch, Bear Pitch.  
CONCESSIONS: Want Age and Scales, Bumper, Slum Blower, String Game. Join on wire.  
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**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 \_\_\_\_\_

## First Convention Bureau Nearing 50th Anniversary

ATLANTIC CITY—Sixty-five conventions should bring 60,000 persons here during October, November and December. The larger groups include the American College of Surgeons, October 13-18, with 9,000 expected; the New Jersey Education Association, November 7-9, with 6,000, and the Retail Paint and Wall Paper Distributors, November 22-25, 3,000. Seven of the organizations have large expositions in connection with their meetings.

Instrumental in bringing much of this business to the resort is the Atlantic City Convention Bureau, the nations first such business-getting organization, which will celebrate its 50th anniversary March 28.

The bureau, which has been a pattern for others thruout the country, sparked the opening of the Convention Hall in 1929. Of all the large conventions that gather in this country from time to time, only the Republican and Democratic national conclaves have failed to meet here.

**Bargains In Rides, etc**  
Carving Machine, carves 4 Merry horses at one time, no skill needed, cost \$10,000; sacrifice, \$2,000. Super DeLuxe Roll-o-Plane with complete safety cables, etc., \$3,000; 2 abreast A. H. Spillman model 16-car Auto Racer Ride, 18 kiddies, the best, \$1,650; Parker six closed cage Ferris Wheel, 36 kiddies or 12 adults, all steel, a dandy, \$1,850; round end special Scooter Building or Speedway for Hot Rods, 36x70 steel 1/4 gauge floor, plus ceiling, etc., a steal at \$2,500; Swan Swing, 12 kiddies, \$750; Electric Train Engine, 4 cars, track, etc., \$500; drive Yourself Gas Cars at \$300 ea. Westinghouse 30 KVA Light Plant on truck, AC 110-220 volt, \$2,250; also 30 kw, DC 110 volt on trailer, \$850. Will also trade.  
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**CAPELL BROS.' SHOWS**  
Want Agents for Pin and Count Stores, Girl for Ball Game. Have opening for Cookhouse and a few Hanky Panks. Out all winter. Wire  
**BOB CAPELL, MGR.**  
Mammoth, Ariz., this week; Sells, Ariz. (Indian Celebration) follows.

**RIDES FOR SALE**  
7-Car Tilt, good used condition, set up here for your inspection, \$5,000.00; 32-ft. two abreast Merry-Go-Round set up here for your inspection, \$4,000.00; Tennessee junior size Train, 4 cars and engine, 4 cylinder gas engine, 450 ft. of track, \$1,200.00; Walzer Calliope, \$1,000.00; Double Loop-O-Plane, \$500.00.  
**R. E. THOMAS**  
3005 W. 66th Springfield, Mo.  
Phone No. 67720

**MUST SELL**  
BECAUSE OF OTHER BUSINESS  
Small Carnival complete with very good route in Northern Wisconsin and Upper Michigan. Contact  
**GREASER AMUSEMENT CO.**  
Dorchester, Wis. No phone calls.

**\$50.00 REWARD**  
For information leading to recovery of '56 Ford Convertible, blue and white, serial and motor number M6UC141764, believed to be in possession of person working carnival in Texas, Arkansas, Missouri area. All replies strictly confidential. Contact R. F. ROBERTS, 902 Tampa St., Tampa, Fla. Telephone 24989.

**PAGE COMBINED SHOWS**  
Want for Brunswick, Ga., Fair, Oct. 21-26. This is an outstanding Fair with 2 big children's days. Bringing children in school buses. Followed by Starke, Fla., Fair, Jacksonville, Fla., Colored Fair.  
Want Stock Concessions of all kinds, Novelties, Name-On-Hats and nice Penny Arcade. Also Custard, Chocolate Dip, Pronto Pups, Waffles and Lemonade.  
SHOWS: Motordrome, Wild Life, Funhouse or any nice family type Show.  
RIDES: Scooter, Scrambler, Rocko-plane and Dark Ride. Al Wallace, contact.  
Those joining now will be given first preference in our Winter Fair Route opening middle of January. All replies to  
**BILL PAGE**  
Fairgrounds, Douglas, Ga.  
P.S.: Now booking space for Jacksonville, Fla., Colored Fair.

**KINGSTON, N. C., FAIR**  
OCT. 21-26  
Auspices Junior Chamber of Commerce, first show in 10 years  
RIDES: Can place Spinaroo, Scrambler, Roundup, Twister and Helicopter.  
SHOWS: Want Wild Life, Animal, Grind Shows, Jig Show with own outfit and Penny Arcade.  
CONCESSIONS: Place Custard, Photo, High-Striker and legitimate Concessions of all kinds.  
**L. I. Thomas, Mgr., Thomas Joyland Shows**  
Roxboro, N. C.

**GEORGE CLYDE SMITH SHOWS**  
EMPORIA, VA., FAIR  
Want Ball Games, Pitch-Till-You-Win, Cork Gallery, Fish and Duck Pond, 6-Cats, Buckets, Swinger, Age and Scales, Novelties and Penny Arcade. Want Side Show, Snake Show and Wild Life. Want Agents for office-owned Hanky Panks.  
**All replies GEO. CLYDE SMITH SHOWS**  
Ahoskie, N. C., Fair this week; Emporia, Va., Fair next week.

**MIGHTY INTERSTATE SHOWS**  
Want for Coffee County Fair, Elba, Ala., Oct. 21-26; Geneva County Fair, Samson, Ala., Oct. 28-Nov. 2, and Fairs through Nov. 16. All winter's work in Florida.  
SHOWS: Penny Arcade, Side Show, Funhouse, Grind Shows of all kinds.  
RIDES: Will book one or two more Flat Rides.  
RIDE HELP: Foremen and Second Men for all Rides. Must drive.  
CONCESSIONS: All Concessions open. Open midway. All replies  
**H. B. ROSEN**  
Pike County Fairgrounds, Troy, Ala.



**Greater JACKSONVILLE FAIR**  
**AGRICULTURAL and INDUSTRIAL**  
**CATOR BOWL**

**NOV. 14 TO NOV. 23**

**ON THE MIDWAY**  
**CETLIN & WILSON SHOWS**

**DUVAL COUNTY'S ONLY ANNUAL AGRICULTURAL FAIR AND LIVESTOCK EXPOSITION**

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**GREATER JACKSONVILLE FAIR ASSOCIATION**  
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**GORILLA SHOW**

Featuring the World's Only Athletic Apes Which Challenge All Comers in Boxing and Wrestling Matches

The only show on the road with bona fide live Gorillas, not chimps. Also a collection of 10 Chimpanzees.

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**"AT LIBERTY"**  
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**AVAILABLE FOR 1958 SEASON**

To the Show Who Offers the Best Bid Over and Above the Following Minimums—

**\$150.00 Per Day for One FREE Show Daily**  
 (Bigger Crowd Puller Than Big Name Free Acts)  
 Plus Free Privilege for Gorilla Show for Season.

**GREATEST CROWD PULLER OF THIS DAY AND AGE. ONLY ATHLETIC SHOW OF ITS KIND IN THE WORLD. HAS BEEN IMITATED BUT NEVER DUPLICATED.**

Bids close Dec. 31, 1957. Right reserved to reject any and all bids.

**NOELL, Box 396, Tarpon Springs, Florida. Victor 29461**  
 (Phone calls after December 1st)

**Pacific Coast Showmen's Association**

**LOS ANGELES** — The club opened its winter season of meetings Monday night (7) with Bob Downe, president, and H. D. (Bob) Matthews, secretary, on the rostrum. Four new members welcomed into the organization were Edwin Lang, Kenneth Gitelson, Fred Palt and Thomas Simmons.

President Downe called upon several members and visitors to speak, including Ben Morrison, Sam Coomas, E. W. (George) Coe, Toney Martone, Earl Stolze, Harry Seber, George Surtees, Tony Spring, John Falzett, Steve Vaughn and Curly Cummins.

**COMING EVENTS**

**Alabama**  
 Chickasaw—Celebration and Indian Powwow, Nov. 28-30. Walter B. Fox, P.O. Box 147, Mobile.  
 Dothan—National Peanut Festival & Fair, Oct. 14-19. Mrs. C. C. McEachin Jr.

**Arizona**  
 Buckeye—Helzapoppin' Rodeo, Oct. 19-20. American Legion.  
 Phoenix—Annual County Fair, Oct. 20. Women's Aux., St. Joseph Hospital.  
 Phoenix—Fall Flower Show, Oct. 23. Sierra Vista Garden Club.  
 Phoenix—Annual Rose Show, Oct. 31. Rose Garden Club.  
 Phoenix—Chrysanthemum Show, Nov. 16. Washington Garden Club.  
 Phoenix—Horse Show, Nov. 23-24. Ariz. Horse Lovers Club.  
 Phoenix—Commercial Rabbit Show (Fairgrounds), Dec. 7-8. Commercial Rabbit Assn.  
 Phoenix—Christmas Flower Show, Dec. 7-8.  
 Tombstone—Hellorado Celebration, Oct. 18-20. Chamber of Commerce.  
 Wickenburg—Rodeo, Nov. 28.

**Arkansas**  
 England—Fall Festival, Oct. 14-19.  
 Little Rock—Colored Festival, Oct. 21-26.

**California**  
 Los Angeles — Great Western Livestock Show, Nov. 29-Dec. 4. A. M. Mathews.  
 Oakland — Do-It-Yourself Show (Expo. Bldg.), Oct. 17-27.  
 San Francisco — Grand Nat'l Livestock Expo. (Cov Palace), Nov. 7-10. Nye Wilson.  
 San Francisco—San Francisco Rodeo, Nov. 1-10. Nye Wilson.  
 Twenty-Nine Palms—Twenty-Nine Palms Rodeo, Oct. 19-20. R. L. Kley.  
 Victorville—Victorville Rodeo, Nov. 16-17. Bob Angel.  
 Visalia—Visalia Rodeo, Oct. 19-20.

**Florida**  
 Cocoa—Cocoa Home Show, Nov. 22-24. A. Stern, National Press Club, Washington 4.  
**Georgia**  
 Dawson—Peanut Festival, Oct. 14-19.  
 Gibson — Centennial, Oct. 27-31. E. M. Griffin Jr.

**Illinois**  
 Chicago—Int'l Livestock Expo. & Horse Show (Amphitheater), Nov. 29-Dec. 7.  
 Chicago—Chicago Rodeo, Oct. 9-20. M. M. Thayer.

*(Continued on page 82)*

**There's Good Reason Why MORE and MORE CARNIVALS Large and Small Advertise in The Billboard's CAVALCADE of FAIRS**

**Far-Reaching Readership** Distributed as Section II of the Big, Annual Outdoor Convention Special to the entire weekly Circulation . . . and many additional copies sent to Newsstands throughout the country.

**Special FREE Distribution** to every Fairman, Parkman and Outdoor Showman attending the Outdoor Meetings in Chicago.

**Special FREE Distribution** to individual Fair Secretaries and at State and Regional Fair Meetings throughout the country during December, January and February.

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Page after page of Special Feature Stories, with appropriate illustration of great interest to every Fair Secretary and Board Member.

Statistical Directory of Fairs giving Dates, Attendance and other important Facts and Figures.

Directory of Still Date Facilities showing Grandstand Capacity, Plant Availabilities and other pertinent information.

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 HOLLYWOOD 28, CALIF. 1520 North Gower St. Phone: Hollywood 9-5831



## Winter Fairs

**Arizona**  
Phoenix—Arizona State Fair, Nov. 2-11. George N. Goodman.

**Florida**

Arcadia—DeSoto Co. Fair & Livestock Expo. Jan. 13-18. A. G. Erickson.

Bartow—Polk Co. Youth Show, Dec. 5-7. W. P. Hayman.

Blountstown—Calhoun Co. Fair & Livestock Show, Oct. 21-28. Thomas B. Jones.

Bradenton—Manatee Co. Fair, Jan. 27-Feb. 1. Harper Kendrick.

Brooksville—Hernando Co. Fair, Nov. 6-9. H. J. Brinkley.

Callahan—Northeast Fla. Fair, Oct. 23-26. H. O. Stratton.

Clewiston—Sugarland Expo. Jan. 28-Feb. 1. D. G. Pearcy.

Dade City—Pasco Co. Fair, Jan. 15-18. J. F. Higgins.

De Land—Volusia Co. Fair, March 3-9. Lee Maxwell.

Eustis—Lake Co. Fair & Flower Show, Jan. 10-15. Karl Lehmann.

Florida Springs—Suwannee River Cattle Show, Feb. 19-21. L. C. Cobb, Trenton.

Fort Myers—Southwest Fla. Fair, Feb. 3-8. Robert Hippelheuser.

Inverness—Citrus Co. Fair, Nov. 11-16. Quentin Medlin.

Jacksonville—Greater Jacksonville Ind. & Agr. Fair, Nov. 14-23. Ted Chapeau.

Kissimmee—Kissimmee Valley Livestock Show, Feb. 19-23. O. L. Partin.

LaBelle—Hendry Co. Fair, Jan. 28-Feb. 2. Frank Polhill.

Largo—Pinellas Co. Fair & Horse Show, Feb. 25-March 1. J. H. Logan.

Live Oak—Suwannee Co. Fair, Oct. 21-26. Paul Crews.

Madison—North Fla. Livestock Show & Sale, Feb. 24-25. O. R. Hamrick Jr.

Marianna—Jackson Co. Fair & Livestock Expo, Oct. 21-26. W. W. Glenn.

Miami—Southeast Fla. & Dade Co. Youth Show, Jan. 18-26. Ralph E. Huffaker.

Ocala—Jr. Livestock & Poultry Show, Oct. 14-15. Louis Gilbreath.

Ocala—Southeastern Fat Stock Show & Sale, March 3-7. Louis Gilbreath.

Orlando—Central Fla. Fair, Feb. 24-March 1. C. T. Blackford.

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. E. Frenkel.

Plant City—Hillsborough Co. Jr. Agr. Fair, Dec. 12-14. D. A. Storms.

Plant City—Fla. Strawberry Festival, Feb. 17-22. Fred W. Nulter.

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. G. T. Huggins.

Tallahassee—North Fla. Fair, Oct. 29-Nov. 2. Lloyd Rhoden.

Tampa—Fla. State Fair, Feb. 4-15. J. C. Huskisson.

West Palm Beach—Palm Beach Co. Fair, Jan. 24-Feb. 1. Lamar Allen.

Williston—Levy Co. Fair Assn., Oct. 28-Nov. 2. W. C. Farrell.

Winter Haven—Fla. Citrus Expo, Feb. 15-22. Robert J. Eastman.

## TENSION EASES

# Little Rock Fair Ends With 163,296

LITTLE ROCK — A strong finish, ascribed to lessened tension in this city over school integration, enabled the six-day Arkansas Livestock Show to wind up its run Saturday (5) with attendance down only 8,000 from last year.

The gate count was announced at 163,296 by Clyde Byrd, fair manager. Attendance last year was 171,372.

Paid attendance receipts were off about \$3,000, Byrd said.

The early days of the fair, particularly the opener, were hard hit by the uneasiness in the city over the segregation issue. Attendance climbed each day after the opener as no incidents over the issue occurred on the grounds, and turnouts were strong in the closing days as the public gained confidence that there would be no incidents on the grounds.

The rodeo, which featured Gene

Autry and Gail Davis (Annie Oakley of TV fame), finished on a strong note, with four of the last performances in the Coliseum playing to capacity.

The building seats 6,470 but seats were added to up the capacity to 6,600 for the closing performances—and four of the shows in the home-stretch were sell-outs. Early performances had been hit by the fair's then lower attendance.

For the rodeo's 11 performances, the gross nevertheless topped by 15 per cent the receipts for the rodeo in here last year.

Ride and show receipts of the Royal American Shows were pruned back sharply in the early days because of the lower attendance but picked up sharply in the last half of the run, and the Royal finished with what Byrd termed a ride and show gross "only slightly under last year."

## UNDER THE MARQUEE

• Continued from page 62

Voise. . . . Recent visitors of Bob Lorraine included Gene Lewis, Paul V. Kaye, Joe Hodgini, Harold Ronk, Albert White and Mingo.

Freddie Freeman, of the Ringling show, writes that Bob Tops has returned to the show and clown alley. . . . Eugene Nocks and Aurila Canistrelli were married in Pomona. . . . Jackie Bostock had a birthday and gave a party. . . . Visitors included the Fredonia Troupe, Josephine Berosini, Alex Konyot, Jimmy Douglass, Gallagher, Harold Simmons, Manfred Freish, Evalyne Kent, the Palacios, Paul Kaye, Pifka and Brenda, Slivers and Jo Madison, Mrs. Edward Silbon, Edna Millette, Jim Coffey, Tommy Upton, Buff Brady Jr., Harry Hammond, Alf Landon, Loretta LaPearl, Elithia Clarke, Bert Sheldon, Del and Babs Graham and Faye Chaney. . . .

Brother Severin John, of the Christian Brothers Winery, Napa, Calif., took 60 Ringling show people from San Francisco to Napa in chartered buses for a guided tour thru the winery. All were served dinner and given gifts.

Buckles Woodcock, who had three Paul Kelly elephants out most of the season, has joined the Carson-Barnes show where Billy Woodcock has the elephants. . . . Kitten and Gabby Wendt have just closed summer dates with Al Martin and Ray Beudet and are going

to play the Houston Shrine show for Orrin Davenport. On Thanksgiving Day they will have their sway pole on the circus float in the Macy parade.

Roba Collins and Slim McCoy caught the Hagen show in Bonne Terre, Mo., and visited Robert Couls and Bob Stevens. . . . Don Marcks caught the Sello Bros.' Circus in Edmonds, Wash. . . . Bud Carrell is in Lennox Hill Hospital, New York. . . . Hazel King caught the Beatty show in Denton, Tex., and visited with Jimmy O'Dell, George Werner, Edna Antes, Red Maynard and the Herb Webers.

Clown Eugene H. Sinclair is in Annie Penn Memorial Hospital, Reidsville, N. C., after a heart attack and would appreciate mail. . . . M. F. Goff visited Bill Kay of the Polack Western unit in Odessa, Tex. . . . Claire and Tony Conway caught the final performance of "Big Top" and then visited Tanit Ikao, Bobo Zoppe, Joe Basile, Al and Joyce Vidbel, Nate Eagle, Frank Cooksie, Dottie Williams, Vanessa and Joe Trosey in Trenton.

Among the people on the New Jersey State Fair show were Jack Joyce and Charles Petersons. . . . Beatrice Dante and her chimp are back in Tampa after closing fair dates in Ontario, and she is busy outfitting a new bus.

## Eastern Grosses

• Continued from page 66

Following a satisfactory season made more profitable by mild weather in April and May. The late-openers knew the frustration of sitting out some potentially good days in the fair season, after missing out on an unusually dry and pleasant springtime.

Hopes were for a good crack at some major dates ahead for the Big Three railroads—Raleigh for James E. Strates, Columbia and Winston-Salem for World of Mirth, and Spartanburg for Cetlin & Wilson. Truck shows as well had the same outlook at stake, altho proportionately lower in terms of earning potential. A continuation of the wetness would put a rough finish on what has shaped up all year as a winning season.

Shows, Inc. Robertson said that the fair received more for the contract this year than ever before when it was booked on a percentage against a guarantee.

## Gooding Benefit

• Continued from page 66

to raise an additional \$2,000 or a total of \$6,000 for the Chicago club.

A highlight of the jamboree here was a combination of a bid and contributions of \$1.27 in memory of the late John Gallagan. The sum was raised on a package contributed by the Gallagan Concession Company.

Jack Duffield, the league's first vice-president; Charlie O'Brien, Gooding unit manager; Morris Lipsky, league past president; and Concessionaire Harry Ross assisted Eifort in arrangements for the show, which was held in the girl show top.

Chick Franklin, Gooding press agent, was the auctioneer. Talent was drawn from Charlie Taylor's Rock and Roll Revue, the Joy Purvis-produced Copa Club Revue, and Bill Chalkias Side Show, all with the Gooding show, and also included Rip Masters and George Holmes from the fair's grandstand show.

## GEORGIA STATE FAIR

Oct. 21 thru 26, Macon, Ga.

## SOUTHWEST GEORGIA FAIR

Oct. 28 thru Nov. 2, Albany, Ga.

## GREATER JACKSONVILLE FAIR

Gator Bowl, Jacksonville, Fla., Nov. 14 thru 23

We can place Bear, Bird and other pitches for this fair. All pitches open.

WANT: Legitimate Merchandise Hanky Panky Games and all Eating & Drinking Stands.

All big Fairs until Nov. 23d.

All Address

## CETLIN & WILSON SHOWS

This Week Spartanburg, S. C.

## TIDEWATER FAIR—SUFFOLK, VA., NEXT WEEK

Booking Concessions and Shows for the largest Colored Fair on the Eastern Seaboard. Fair now under the management leading civic leaders which assures a bigger and better fair. For space contact

## STEVE DECKER—BEAM'S ATTRACTIONS

FAIRGROUNDS, HENDERSON, N. C.

Shows play the enlarged Amelia, Va., Fair, Oct. 28-Nov. 2

## U. S. MOBILE HOMES

NEW AND USED

### TRAILERS OF EVERY DESCRIPTION

PLEASURE—TRAVEL—COMFORTABLE LIVING—15-20-25-30-35-40-45.

15' to 50' in Lengths—8' - 10' Wide—1 to 4 Bedrooms.

TRAVEL TRAILERS WITH TANDEM WHEELS. We Accept Trades.

See BOB McCLURE WITH-IT & FOR-IT

2750 N. W. 79 Street

Miami, Florida

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# SHANK BROS. SHOWS

**WORLD'S CLEANEST MIDWAY**

## CONCESSIONS WANTED

### JACKSON CO. FAIR, MARIANA, FLA.

**WEEK OCTOBER 21**

Foremen for Major Rides. Also Ride Help.

# \$200.00 REWARD

For information leading to location of '48 Chev. Tractor with van type Fruehauf trailer containing #5 Eli Wheel. Last seen September 29 between Cherokee, N. C., and Sandersville, Ga. All information held in strictest confidence.

**Selma, Ala., Week October 14**

or

**SHAN WILCOX**  
c/o ATTORNEY PAUL M. CONAWAY  
6 Washington Block, Macon, Ga.

# C. C. (SPECK) GROSCURTH PRESENTS

# BLUE GRASS SHOWS

**WANT FOR JENNINGS, LA., FAIR, WEEK OF OCT. 21; FOLLOWED BY BILOXI, MISS., FAIR, WEEK OCT. 28, AND FLORIDA FAIRS UNTIL NOV. 16.**

**CONCESSIONS:** Hanky Pank, Prize Every Time Games of all kinds.  
**SHOWS:** Any good Grind or Bally Show that caters to ladies and children.  
**HELP:** Foremen and Second Men for 12-car Scooter and Twin Wheels and all other Major Rides. Must be licensed semi drivers. All wire

**C. C. GROSCURTH, General Mgr., Blue Grass Shows**  
Alexander, La., all this week.

## JAMES H. DREW SHOWS

**EARLY COUNTY FAIR AND PEANUT FESTIVAL, BLAKELY, GA., OCT. 21-26;**  
**DAY COUNTY FAIR, PANAMA CITY, FLA., OCT. 28-NOV. 2.**

Can place Merchandise Prize-Every-Time and Outright Sales Concessions. Want capable Electrician to join at once. We have transformers. Want experienced Ride Men. Must be licensed drivers. Note! If you drink, please don't join this show. Can place Shows, Grind and Bally, that do not conflict with what we have.

**ALL ADDRESS THIS WEEK, WIRE WESTERN UNION, QUITMAN, GA.**

## BENNY WOLFE Amusements

**40TH ANNUAL GREENVILLE CO. COLORED FAIR**  
GREENVILLE, S. C., OCT. 21-26—2 BIG KID DAYS—2  
HORSE RACES — FREE ACT — FIREWORKS

**McCORMICK, S. C., COUNTY FAIR AND LIVE STOCK SHOW**  
OCT. 28-NOV. 2—2 KID DAYS—2  
FREE ACTS — FIREWORKS — CAR GIVEAWAY  
—THEN SOUTH ALL WINTER—

All Concessions open for these two outstanding Fairs, Eat and Drink Stands.  
Can place big Cook House—place Mitt Camps.

**Wires to BEN WOLFE**  
THIS WEEK, BENNETTSVILLE, S. C.

## RALEY BROS.' COMBINED SHOWS

*"Cleanest Midway On Earth—No Grift Anytime"*

**WANT FOR BERKELEY COUNTY FAIR, MONCK'S CORNER, SOUTH CAROLINA, OCT. 21 TO 26; THE GREAT LORIS FAIR, LARGEST IN SOUTH CAROLINA, OCT. 28-NOV. 2**

**RIDES:** Scramblers, Octopus, Tilt, Rolloplane, any Ride not conflicting.  
**SHOWS:** Want family-type Shows with or without equipment.  
**CONCESSIONS:** Any stock-type Concession, Eating Stands. Can use Agents for Hanky Panks.

All wire or phone Hemingway, South Carolina, this week; then as per route.

## WANT FOR MIAMI, FLA., DISTRICT

ALL WINTER'S WORK—OPENING SECOND WEEK OF NOVEMBER

Will place Rides that will not conflict. Can use two or three Kiddie Rides (Bartel wire). Will book only legitimate Concessions (no racket, new law around here). What have you? Wire, no phone.

**LEO BISTANY**  
c/o Miami Showmen's Association, 1799 N. W. 28 St., Miami, Fla.  
P.S.: Frank Ross, wire.

## Petersburg Draws Record 101,040

• Continued from page 65

mercial Exhibit Building had 33 spaces sold.

### Rock 'n' Roll Clicks

Grandstand attractions, in addition to Kochman and Maid of Virginia contest, included Hawkshaw Hawkins and a "Grand Ole Opry" unit that drew sparse attendance for two days and nights. North Carolina Cloggers for a matinee and evening performance also attracted light interest. NASCAR stock races Saturday afternoon filled half the grandstand. Fantabulous Rock 'n' Roll Show from the Shaw agency, which was penciled in for one performance Saturday night, drew the largest grandstand crowd of the week. Show featured the Coasters, Lula Reed, Sonny (Long Gone) Thompson and orchestra and 27 performers. A second performance would have had to be given, except for the late rain. Fireworks Corporation of America, under Tony Vitale, presented the fireworks.

Fair is under operation of the Petersburg Lions Club Civic and Charity Corporation, a non-profit organization set up within the local Lions Club. Ralph Lockett, general manager, stated that with the initial cost incurred last year in building of necessary equipment and improvement to fair plant behind them, the Lions would show a healthy profit from this year's operations. Dates set for 1958 will be September 29-October 4. Dr. William B. Russell is president of the fair board, with William G. Ritchie, secretary, Agricultural Director; Gilbert C. Martin, vice-president, and W. R. S. Curtis, treasurer.

## Rogers Hits 160G

• Continued from page 58

drop perhaps \$20,000 on the rodeo but instead netted almost that much.

Moreover, it picked up a thumping increase at the outside gates, and on the grounds other segments of the fair benefited. The Siebrand Bros.' Shows on the midway turned in the biggest ride and show gross in the history of the fair.

Pari - mutual betting for the afternoon horse races jumped to 848, the previous record.

Only the night grandstand show—a bill of circus and vaude acts—suffered, but the fair management had expected this but had decided to present such a show rather than darken the grandstand.

## Video Toys

• Continued from page 58

reruns, with Ideal buying one-third of the time and production for a 90-minute show. Originally budgeted for 40,000 dolls, the production has been spoken for by so many distributors that capacity was expanded by sidetracking other items in favor of Shirley Temple.

The early bonanza expected to be reaped thru this campaign will be watched by merchandising observers after the first of the year, when Screen Gems comes out with a fairytale show starring the 31-year-old Shirley Temple as narrator. Ideal doesn't expect that the conflict will cause kids to lose interest in its younger star, and has options on 16 other Temple films to show next year.

The merchandising is big time, and an important part of manufacturers' and wholesalers' operations. With millions of kids forming loyalties for a long list of video characters, there will be no shortage this winter of things to buy thru which to identify themselves with their favorites. Prices range from pennies thru silver money and high into the greenbacks. When buyers start looking for their Christmas purchases, the stores will be ready.

## Danville Crowds

• Continued from page 58

aerial display, and this approach has done away with the pall of smoke that had been settling over the track and grandstand in recent years. Tony Vitale had the pyros again.

Fair admission was raised to \$1 for adults and 50 cents for kids about five years ago when a free grandstand show was decided on. This year's show, Gus Sun "Ice Frolics," has been nicely attended due to weather which is warmer than the fair is accustomed to in the evenings, Finch said. First days were a regular Indian summer with crowds staying late.

## Dallas Gate Lags

• Continued from page 58

ing good business. Thrillcade had five performances on opening day. The fair's exhibit line-up was regarded as the best looking and strongest in the history of the expo and all exhibit buildings were being given a big play.

Wednesday (9) was Dallas Day and a good late afternoon and evening crowd was on hand. Friday (11) was to be elementary school day with pupils due to be turned loose from school to help build the fair's crowds. A football game between Southern Methodist and Missouri also was scheduled Friday night in the Cotton Bowl.

Saturday (12) the nation's No. 1 football team, Oklahoma, takes on Texas in a traditional fair grid classic. The bowl's 75,000 seats have been sold out for weeks and this day should be the pivot of a powerful weekend being followed by the fair's big second Sunday always a day that brings in the folks from the forks of the creek.

## Winston Big

• Continued from page 58

Saturday afternoon. World of Mirth Show was on the midway, with fireworks nightly.

A new admission policy for the grounds is the rise from 75 cents to 85 cents, with the inclusion of free parking. Reception to this change has been good, Bolton said.

In its first seasons, the Coliseum floor was occupied by commercial exhibits, and the exhibits extended to the corridors upstairs, behind the seats. The Coliseum is built with seats and floor beneath ground level, covered by a quonset roof. Some 35 booths were provided for by the new arrangement this year.

Premiums this year total \$26,500, the highest amount ever offered here.

## FOR SALE

G-16 Limited—2 engines, 2 coaches, 1 observation coach, 1/2 mile track, treated ties, 2 signals. Good condition, \$22,000 value. Real bargain if sold at once.

**HARRY W. HENNIES**  
9705 Katy Road Houston, Tex.

## FOR SALE

G-16 Limited—2 engines, 2 coaches, 1 observation coach, 1/2 mile track, treated ties, 2 signals. Good condition, \$22,000 value. Real bargain if sold at once.

**HARRY W. HENNIES**  
9705 Katy Road Houston, Tex.

## WANTED

Late Model  
**TILT-A-WHIRL SCRAMBLER**

Must be in A-1 condition. Pay cash. Write  
BOX 87, North Dartmouth, Mass.

## Wanted if priced Right

ADULT AND KIDDIE RIDES. Roll-a-Whirl, Laughing Mirrors, Glass and Fun House, Long Range Gallery, Auto and Jeep Cars, Air-o-Planes. Also wanted in New York State: Picnic Grove or small Amusement Park. Cash if price is right. FRED ALLEN, 1400 Brewerton Rd., Syracuse 11, N.Y. Phone: Glenview 4-3000.

## FOR SALE

36-ft. Allan Herschell 30 horsepower Merry-Go-Round, like new. Also 6 Hodges Hand Cars, 500 ft. track, like new. Real bargain if sold at once.

**HARRY W. HENNIES**  
9705 Katy Road Houston, Tex.

## Wanted-Wanted-Wanted

Rides that can get the money—Coaster, Tilt, Scrambler, Scooter, Octopus, Rolloplane, or what have you? Ferris Wheel Foreman and Scaleman wanted. Shows of all descriptions except Girl Shows. Concessions—Hanky Panks, Grab or Cook House, Long Range, or what have you. For the Northeast Florida Fair at Callahan, Fla., Oct. 22 to 25; two more to follow. Wire

**LE GRAND AMUSEMENTS**  
Jacksonville Beach, Fla.

## GIRLS

• Dancers  
• Acts  
• Musicians  
• Waitresses

For Winter Season's Work.  
**Contact: Tommy Thomas**  
**CLUB MARDI GRAS**  
Key West, Florida  
Phone 69417 after 9:00 p.m.

## FOR SALE

1 7-tub Tilt-a-Whirl, A-1 mechanical shape, including two Trailers. \$4,500.00  
1 8-tub Flying Scooter (Dipsy Doodle) with Trailer ..... \$2,000.00  
1 1950 Chevrolet Tractor, Saddle Tanks, good rubber ..... \$300.00

The prices on above equipment is cash. No deals. Can be seen at 132 Elm St., Morenci, Mich. Phone 5571.

**Glen D. Wyble, Owner**

## WANTED

**NOVELTY & COTTON CANDY AGENTS**

to work Rodeo, Saturday, October 19, in Gator Bowl, Jacksonville, Florida. October 20, Baseball Park, Atlanta, Ga.

Apply: **A. HYMES**  
General Delivery or Western Union  
Spartanburg, S. C.

## RALPH R. MILLER

**Wants Immediately**

Capable Electrician for G.M. Diesel Light Plant. Can use any Stock Concessions for Morgan City, La., Fair week Oct. 21. Can place Ride and Concession Help.

**Ralph R. Miller & Jack O'Haver**  
Allamands, La., this week.

## \$100.00 REWARD

For information on present location of **RAY ODELL FARMER** and **S. L. VIERS**

Information confidential. Call collect. **BONNIE JAY or TOMMY ALFORD**  
Andrew 2-3616  
Grand Prairie, Tex.

**Thank You**  
**JOHN & MARY MALONE**

Concession Department, Morris Hanum Shows, for your SUPER BUICK RIVIERA purchase.

*"Save Money With Johnny"*  
**JOHNNY CANOLE**  
Phones: WI 3-0003 or WI 4-9347  
Altoona, Pa.

## GIRLS! GIRLS!

Going in for the winter? Come on to St. Louis. Steady job, easy work, good pay.

**TONY**  
819 Club, 519 Market St., St. Louis, Mo.



# The Billboard

## GIFT MERCHANDISE SECTION

### Wholesale Gift headquarters

#### HOT CHRISTMAS MERCHANDISE ITEMS

To learn which merchandise items the wholesalers and jobbers are betting on to be their best sellers this Christmas, The Billboard has surveyed more than 1,000 representative firms in this field. The items listed below are the ones they believe will be the hottest. For the names and addresses of firms who can supply you with any of these items described below, send a self-stamped, addressed envelope to:

**The Billboard Buyers Service**  
Department  
2160 Patterson Street  
Cincinnati 22, O.

**1. Miracle Bowl.** Attractive plastic-colored bowls containing soil-less growing material and plant food seeded with Western wild flowers and vines. \$1 each retail.

**2. Jack and the Beanstalk.** Gift boxed, plastic bowl containing fast-growing miracle beans which sprout quickly when dampened. Color story book free with each bowl. \$1 retail.

**3. Razor Planer.** A hand-operated tool converting razor blades into a handy plane for use on wood, leather, linoleum, plaster, etc.

**4. Leather Handbags and Wallets.** An assortment of women's handbags, different sizes, styles and shapes. Hand-carved, properly tanned, and laced. Available in natural or antiqued brown.

**5. Jewelry Items.** Wide variety of necklaces, bracelets, key chains, rings and ankle bracelets. Impressive items for concession ops.

**6. Drinking Bear.** Ten inches tall, operates on two regular batteries, pours beverage from bottle into cup, gulps twice emptying the

cup and then repeats. Liquid is self-circulating.

**7. Religious Items.** Bibles, crosses, jewelry, bracelets and necklaces, earrings sets, rosaries, desk and memo sets, pictures, tapestries, wall plaques and lamps.

**8. Dolls.** High-heel vinyl-type ballerinas, brides and bridesmaids with accessories such as earrings, hose, lingerie. Stuffed pandas, chimpanzees, tigers, etc.

**9. Cribbage Set.** Molded plastic cribbage set, available in seven attractive colors. Retail \$2.50, \$15 per dozen.

**10. Klip-Plak.** A kitchen gadget used to hold kitchen towels, pot holder, hosiery drier, etc. \$3.60 per dozen.

**11. China Cups.** English bone china cups and saucers packaged

in one dozen assorted per box. \$18 per dozen.

**12. Plush Bears.** Thirty-two-inch, cotton stuffed, assorted colors. \$20 per dozen. Thirty-two-inch super bear. \$21.75 per dozen.

**13. Musical Jewel Chest.** Decorated with inlaid mother of pearl, hand painted, and velvet plush lined. Also has vanity mirror and lock and key.

**14. Pen and Pencil Set.** Waterman labeled set also includes cuff links, tie bar and money clip to match the pen and pencil set. \$2.50 each.

**15. Pearl Trio.** Three-row, simulated pearl necklace, bracelet and earrings. Gift box. \$7.20 per dozen.

**16. Stools.** Close out of 1,500  
*(Continued on page 72)*

#### The Billboard Buyers Service

2160 Patterson St., Cincinnati 22, Ohio

Please ask the distributors or manufacturers, whom we have indicated by circling their corresponding code number, to send us information on their products in The Billboard's "Hot Christmas Merchandise Items" listings.

#### ITEM NUMBERS

1	2	3	4	5	6	7	8	9	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31	32	33	34	35	36	37	38	39	40	41	42
43	44	45	46	47	48	49	50	51	52	53			

Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



IF YOU ARE INTERESTED IN  
**MEXICAN IMPORTS**

Please Read This

ALL HAND TOOLED MEXICAN PURSES AND WALLETS  
★ MEXICAN TARNISH PROOF RINGS ★ HAND  
PAINTED SKIRTS ★ 100% WOOL JACKETS ★ ZARAPES  
★ ALL SIZES ★ MEN'S HAND TOOLED BELTS ★  
And many more items too numerous to mention.

**IMPORTED FISHING AND HUNTING KNIFE**



This Bowie Knife with tooled cowhide leather sheath is individually made by Mexican craftsmen. Eagle head, hand engraved. Handle also has genuine horn inserts. Each knife has a different Mexican design. This over foot long and nearly 2" wide blade knife is priced so low that it will prove to be your fastest seller and biggest profit maker.

**\$24.00 in Dozen Lots Only. F. O. B. El Paso.**  
Sample \$2.95 ea. postpaid.



**MEXICAN JACKETS**

100% Wool in All Colors. Available in "Dancers" or the embroidered styles, in all sizes and colors.  
Dancers, sizes 34-40  
**\$6.90 each**  
Embroidered, sizes 34-40  
**\$5.90 each**  
Sizes over 40, \$1.00 extra. Also available in children's sizes at various prices.  
Special Prices to Jobbers.



**BEAUTIFUL HAND PAINTED MEXICAN SKIRTS**

A marvelous number that will prove to be your fastest seller and biggest profit-maker.  
**\$3.90 ea.**  
SPECIAL PRICES  
On quantity lots.

All prices F.O.B. El Paso. 25% dep., bal. C.O.D. Send for Free Catalog.

**MEXICAN FLOWER BAGS**

**BEST SELLER TODAY**

No.	Each
70—6"x8"	\$6.90
71—7"x10"	7.90
72—8"x12"	8.90

Hand Tooled—Roomy inside  
—Two Zippers—Billfold and Coin Purse — Adjustable Shoulder Strap — Glove Compartment—Hand-Laced Edgings. COLOR: Red, Brown, Luggage or Natural.



**MEXICAN REVERSIBLE PURSES**

Special Price in Dozen Lots.

Two Sizes

6"x9"	\$ 8.90 ea.
7"x10 1/2"	10.90 ea.

If one only \$1.00 extra



MILADY

Milady actually gets two different color purses in one. Just turning the flap around, she will have a different color purse. Made in many different color combinations.

THE BEST MERCHANDISE AT LOWEST PRICES ★  
Ask for Free Catalog

All prices F.O.B. El Paso, 25% dep., bal. C.O.D.

**PEARL SALES CO.**

P. O. BOX 675

EL PASO, TEXAS

Send for Free Catalog which contains a select group of additional Mexican imports at attractive low prices.

**Hot Christmas Merchandise Items**

Continued from page 71

stools. Packaged. In dozen lots, \$2.25 each. Single, \$2.50.

17. Fluorescent Signs. Color-glo signs, size 11 by 14 inches. Christmas signs and business signs ready made.

18. Phony Faucet. A plastic faucet, regular size, attaches to any smooth surface by means of a suction cup; also Phony Door Knob.

19. Able Mable. A hand-painted flesh-colored plastic figure made into a useable screw driver.

20. Beating Hearts. Christmas greeting in colorful box containing a 4-inch plastic heart that beats. Operated by spring motor.

21. Moccasins. Men's women's, children's and infants' papoose moccasins. Also ladies' hand bag to match the moccasins.

22. Travel Iron. Both AC and DC, weighs one and one-half pounds. Includes carton and cord. Sample, \$2.75 each. One dozen, \$2.50 each. Two dozen, \$1.95 each.

23. Hotplate. Portable hotplate, five inches in diameter on top. Both AC and DC; weighs one and one-quarter pounds, includes carton and cord. Sample, \$2.50 each. Dozen, \$2.25 each. Two dozen, \$1.75 each.

24. Discovery Perfume. Start-cut one-half ounce crystal bottle. Comes gift boxed and pre-ticketed \$10. Sample, \$1. Dozen, \$8.40. In half gross lots, \$7.50 per dozen.

25. Christmas Cards. Fifty large-size cards and envelopes. Four by six size, French folds. Come assorted. Sample, \$1; dozen, \$8.40. Half gross lots, \$7.50 per dozen.

26. Pastime Puzzles. A boxed set of assorted challenging puzzles for all age groups; 98-cent retailer.

27. Life-of-the-Party Set. A large boxed set of laugh-provoking party and fun novelties for all ages. \$2.98 retailer.

28. Rack and Revolving Rack Deal. An assortment of joke, trick, magic and fun items for all ages on a rack with header.

29. Jewelry. Complete line of engraving jewelry and novelties.

30. Miracle Cross. A beautiful cross with Lord's Prayer and 12 hand-set stones, attractively boxed. \$4.50 per dozen.

31. Perfume. Quarter-ounce bottle. Comes in a gold-foil box. Ideal for giveaway promotion; 12 1/2¢ each.

32. Carving - Steak Knife Set. Complete nine-piece set, with black ebony, contour-shaped plastic handles and gold-plated, finger-protector bolsters. Stainless steel blades.

33. Perfume. Half-ounce Twinkle perfume, packaged in a large oval crystalline acetate container. Christmas boxed.

34. Secretary Wallet. Includes writing pad and six retractable ball-point pens in assorted colors. 60¢ each. In gross lots, \$83.

35. Watches. Also a complete line of appliances, household goods, jewelry, premiums and toys. Free price list available.

36. Pushcards. Just in time for the holidays.

37. Cooker-Fryer. Copperclad automatic with overglass cover; 5 1/2-quart capacity. Approved by Underwriters' and Good House-keeping; \$39.95 retailer. Sample, \$7.50 each. \$6.75 in lots of six.

38. Stud Box. Stetson made. Contains six different sets. Im-

(Continued on page 74)

**RUBBER REINDEER INFLATES**

13"	\$ 1.80 dz.
19"	4.20 dz.
24"	6.00 dz.
36"	13.00 dz.



**METAL SANTA ON SLED**

\$2.50 dz. \$28.80 gr.

**HOPPING FUR DOGS**

\$3.00 dz. \$35 gr.  
HOPPING FUR CATS w/butterfly \$3.25 dz. 36 gr.



**RUBBER INFLATES**

12" Rubber Horses	\$1.25 dz.	\$13.50 gr.
14" Rubber Horses	1.80 dz.	21.00 gr.
19" Rubber Horses	3.60 dz.	42.00 gr.

**INFLATES**

w/squawker and bow tie; elephants, donkeys, horse or monkeys.

\$1.80 dz. \$21 gr.



**BALLOONS:**

Spiral Balloons, stretched	\$5.50 gr.
Rudolph, red nose balloons	7.50 gr.
Kat Balloons w/Santa print	6.50 gr.
15 Paddle w/Santa print	5.50 gr.
Tiger Cat	7.50 gr.

**PLASTIC FUR TRIM SANTA**

With bell on elastic, \$1.75 dz.; \$20.00 gr.; Fur trim Santa, red flannel suit, \$1.80 dz.; \$21.00 gr.

**SPECIAL**

3-way Hurricane Lantern with Santa Claus \$4.50 dz.

Batteries for same, 2 doz., \$1.20.

Terms: 1/2 deposit w/order, balance COD.

**SCHATTUR NOVELTY CO.**

144 Park Row New York 7, N. Y.  
Phone: Cortland 7-8986

**Attention! Agents, Distributors, Salesmen**



**Genuine Leather Billfolds**

\$5.40 per doz.

All-Leather Billfold with Inside Zipper, Secret Pocket, Removable Passcase, Card Folio, Assorted Colors and Leathers.

**JEWELLED WATCH SET**

Matching Cufflinks and Tie Bar. Automatic Pencil and Pen. In Beautiful Gift Box.

\$5.00 ea. in lots of 6 \$5.95 Sample Postpaid

Sorry, we do not have a catalog or price list available. 25% dep., bal. C.O.D., F.O.B. Chicago.

**ACCURATE SALES CO.**

5935 W. Roosevelt Rd., Cicero 50, Ill.  
Phone: OLYmpic 6-1889 or BISHOP 2-3242



**GENERAL MERCHANDISE—BEST IN PRICE AND SERVICE**

10-Pc. Magnetic Screw Driver Set Complete with Rack, Ea.	65¢
7-Pc. Same as Above. Packed 50 to a case. Per case	\$20.00
10-Pc. Flex Handle Socket Set, Ea.	70¢
Adjustable Metal Ironing Board. Nationally Advertised, Ea.	\$4.25
Nationally Advertised Bathroom Scale, Ea.	\$3.15

Write for FREE Price List

Appliances • Dinnerware • Blankets • Giftware • Portable Electric Drills • Saws • Hand Tools • Wrench Sets of all Varieties.



**TROUBLE LIGHTS**

Made with all-copper wire.

25 foot	\$ .85 ea.
50 foot	1.25 ea.
100 foot	2.00 ea.

Flood Lights with 9 1/2" Reflector \$1.45 ea.  
50-Foot Cable, Neoprene Jacket, 14 gauge 2.40 ea.  
100-Foot Cable. Same as above 3.75 ea.  
25% dep., bal. C.O.D., F.O.B. Chicago

**SHELDON CORD PRODUCTS**

3549 W. 5th Ave., Chicago 24, Ill.  
Phone: NEVada 2-3898

**STUFFED TOY SPECIALS!**

28" TAFFETA BEAR, bagged	\$15.00 dz.
28" All Plush Quality BEAR	\$27.00 dz.
42" Taffeta Bozo CLOWN, bagged	\$16.50 dz.
36" TAFFETA CLOWN, bagged	\$12.00 dz.

24" TAFFETA CLOWN-DOLL	\$6.50 dz.
17" LAZY BABY DOLL	\$5.00 dz.
13 1/2" PEASANT DOLL, colorful	\$6.00 dz.
3" STUFFED DOGS	75c dz.

No Extra Charge for Samples  
48 PCS. 1 doz. each of 4 above items. \$18.25

F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. FREE: NEW colorful brochures—400 plush & carn. items.

**ACE TOY MFG. COMPANY**  
536 Broadway, N. Y. C.  
WA 5-3234

**DIRECT FROM Costume Jewelry Manufacturer**

Miracle Prayer Crosses, boxed	Per Doz. \$4.25
Men's 3-Rhinestone Rings, boxed	2.75
Ladies' Rhinestone Adj. Rings, boxed	3.00
Ladies' Bridal Ring Set, individually boxed	5.00
Tailored & Rhinestone Earrings	1.50
DeLuxe Hollywood Styled Earrings	3.00
Scatter Pins, boxed	3.00
Bracelets, tailored	3.00
Necklace, Earring Sets, boxed	6.50
Pin Earring Sets, boxed	6.00
Necklace, Bracelet & Earring Sets, boxed	Each 1.00
5-Piece Sets—gold plated, beautifully boxed	Each 1.75

SEND FOR FREE CATALOG  
48 Illustrated Pages.  
25% Deposit on C.O.D.'s.

**PACKARD JEWELRY CO.**  
48 W. 25th St., Dept. B, N. Y. 10, N. Y.



# CHRISTMAS SPECIALS — REAL MONEY MAKERS



## SANTA CLAUS SALT & PEPPER SET

Beautiful red and white colors.

**\$4.50** per dozen



## MEN'S 6-PIECE JEWEL SET

Retractable Ball Point Pen, Money Clip, Cuff Links and Tie Bar. Colors, black and white. Silk lined Gift Box.

**\$1.25** per set



## MEN'S 8-PIECE WATCH SET

New and exciting Watch with Suede Band, Cuff Links, Tie Bar, Money Clip, Pen & Pencil Set. Metal silk lined Gift Box. Colors—Black & white.

**\$6.00** per set

## LADIES' 5-PIECE GENOVA WATCH SET

Watch & Expansion Band to match. This also includes Necklace & Earrings exquisitely styled. Beautiful plastic hinged leaf-like box which can be used as candy dish.

**\$6.00** complete set

**\$69.00** per doz. sets

Sample Set, \$7.00



## SPECIALS

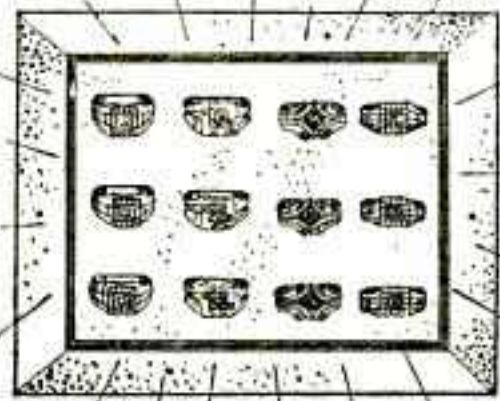
- Ladies' Petite Enamel Lighters per Doz. .... \$6.00
- Novelty Gun Lighters, per Doz. .... 6.00
- Automatic Girly Lighters, per Doz. . 4.50
- Men's Enamel Pocket Lighters per Doz. .... 5.00
- Men's Water Thin Puffer Watches, Boxed, Each ..... 6.00
- Ladies' Fancy 7 Jewel Watches, Boxed, Each ..... 8.00
- 7 Piece Men's Watch Set, Including Eversharp Pen & Pencil, per Set 6.50
- Ten Commandments Bracelets, per Doz. .... 3.50



## MUSICAL JEWEL BOX

4"x5"x6 3/4"—All hand painted, velvet lined with back mirror included. Key with each box

**\$3.75** each



## MEN'S VERY FINE BARODA GEM STONE RINGS

Full of life—eye appealing. All stones full of brilliancy. Gold Tone/Satin Finish. Ass'd. styles, complete with Ring Tray.

**\$6.00** per dozen



## HARRIS SPECIAL

4-PIECE CAMEO & BRILLIANT STONE JEWELRY SETS

Necklace, Earrings & Flexible Bracelet to match, 24 kt. gold plated. Satin lined Gift Box.

**\$12.00** dozen  
**\$1.50** sample set

## MEN'S JEWELED GOLD TONE WRIST WATCH

Expansion Band to match.

**\$4.00** each  
**\$45.00** doz.



## LADIES' GOLD TONE WRIST WATCHES

With Expansion Band to match.

**\$4.50** each  
**\$51.00** per doz.

Add \$1.00 each for sample Watches.



## CHROME LIGHTER AND PEN SET

Roson Type Lighter and Retractable Ball Point Pen and Pencil to match—Gift Boxed.

**\$8.50** per dozen



## MEN'S WATERMAN SET

Men's 7-piece Waterman's Retractable Ball Point Pen Set complete with Cuff Links, Tie Bar and Money Clip. 24 carat gold plated. Metal silk lined Gift Box.

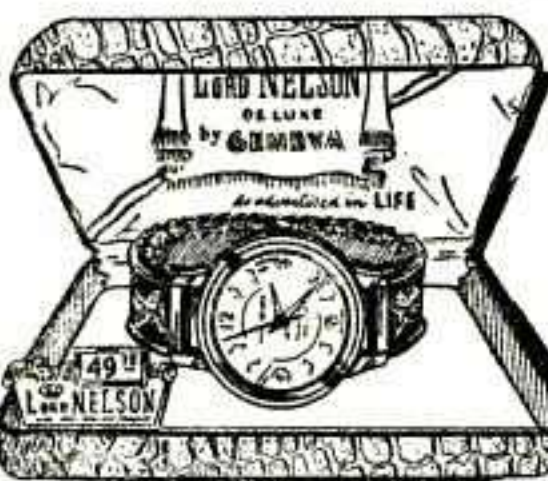
**\$2.75** per set



## LADIES' 6-PIECE WATCH SET

Including Retractable Rhinestone Studded Pen, Necklace, Earrings, Watch and Band to match. These sets come in ass'd. colors—pink, blue, black & white—in metal silk lined gift box.

**\$6.50** per set



## Lord Nelson, Windsor & Mercury waterproof, shock-proof, anti-magnetic MEN'S WRIST WATCH

With split second hand, stainless steel back and combination leather and metal Expansion Band. Advertised in Life magazine. Boxed with \$49.75 price tag.

**\$6.50** each Sample **\$7.50** postpaid  
**\$72.00** per doz.



## MEN'S FIVE PIECE CUFF LINK AND ALL METAL PEN SET

Gift Boxed ..... **\$10.80** per doz.



## MEN'S 11-PIECE WATCH SET

Consists of yellow Goldtone Watch with metal Goldtone Expansion Band to match, Retractable Ball Point Pen & Pencil Set, Wallet, Goldtone Pocket Lighter, Cufflink & Tie Slide Set, Money Clip & embossed, hinged silk lined box. Service guarantee included.

**\$7.00** set complete

SAMPLE SET **\$8.50** postpaid

## SPECIAL



## FLASH! PEARL SET

**\$8.00** per doz. Sets

Colors—White, pink, blue and multi-color. TREMENDOUS VALUE

Sample Set \$1.00



## 7-Pc. MEN'S WATCH SET

Includes Cuff Links—Tie Slide—Pen & Pencil—Watch & Expansion Band to match. Advertised in Life magazine, powerful seller. Choice of Key Chain or Metal Gold Tone & Pencil Set. Tremendous value.

2 Year Service Guarantee  
**\$5.00** per set **\$57.00** per doz. sets

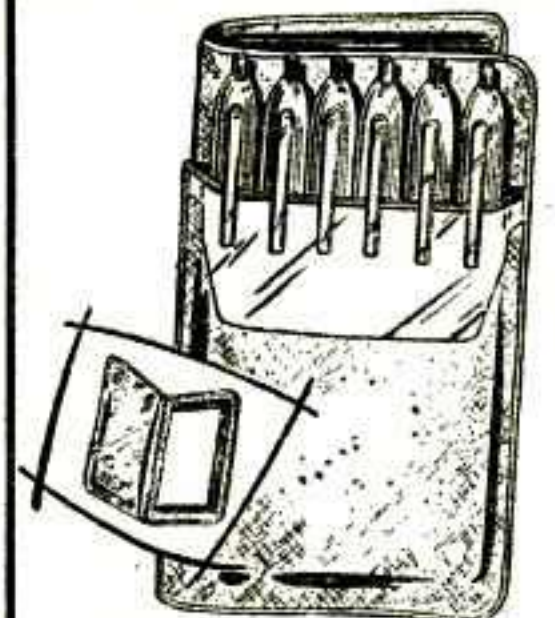
Sample Set, \$6.00

## Fully Automatic CHROME POCKET LIGHTER



**\$4.00** per Dozen

**\$42.00** per Gross



## SEASON'S GREATEST VALUE

Most Sensational Pen Deal in Years. SIX PEN POCKET SECRETARY SET — Including:

- (1) Six Retractable Ball Point Pens, Gold Polish Metal Tops, Assorted Colors. Red, Green and Blue Inks.
- (2) Leather Grain Vinyl Pocket Secretary, handsomely styled and durable with built-in pocket for credentials.
- (3) Standard Memo Pad, handy & replaceable. This set is popular with every man both in business and socially.

All Pens Fully Guaranteed.

Specially Priced, **\$7.00** per doz. Sets  
Sample Set \$1.00 Postpaid.  
**\$81.00** per gross



## The NEW MIRACLE CROSS & CHAIN

With magnified Lord's Prayer in center of Cross. Each Cross in beautiful box. Assorted colored Stones. This makes a beautiful and practical gift.

**\$5.00** doz.



## MECHANICAL JUMPING FUR DOG

Large Size—Very Beautiful Colors—Individually Boxed

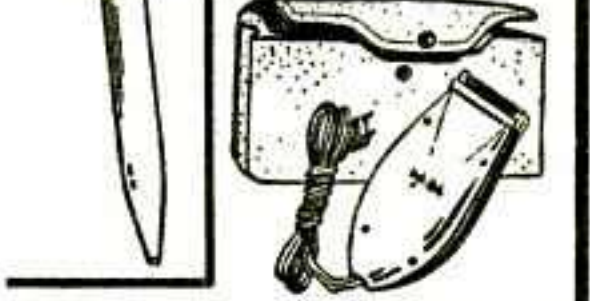
**\$3.50** per dozen

**\$36.00** per gross

## Lord's Prayer Cathedral Pen

Read the Lord's Prayer magnified thru lens at top of Pen.

**\$6.00** per doz.



## ELECTRIC DRY SHAVER

Ideal for Men and Women

**\$21.00** Dozen

Sample **\$2.00**

With guaranteed ticket and price tag.

25% deposit required—money order or cash

We Ship Same Day We Receive Order. We Ship All Over the World

# HARRIS NOVELTY COMPANY

1102 ARCH ST. THIS IS OUR ONLY STORE PHILADELPHIA 7, PA.

Phone: Market 7-9848—WA 2-6970

Send for Latest Catalog



# Cel-Max Smash Hits

FOR PROFITABLE CHRISTMAS SELLING

*New, Sparkling Different*

## Boxed Costume Jewelry Sets

**\$13<sup>20</sup>**  
DOZEN

High-style—fashion designed! 5740 Series. Sparkling hand-set stones in exquisite sets... Earrings • Bracelet • Necklace, beautifully gift boxed! Assorted styles and colors—every one a top seller! Sensational profits!

WRITE FOR NEW CATALOG

### Waterproof Watch Matching Jewelry Wardrobe

**5-Pc. Set \$7<sup>95</sup>**

17-Jewel Watch Set, \$8.95  
Gold plated case—New Style Waterproof 7-Jewel Watch, hand-assembly styled... reconditioned like new! Smart band! Matching cuff links and tie bar! Satin-lined gift box!  
25% cash with all orders. Balance C.O.D. All merchandise shipped F.O.B. Memphis.

### Latest Style! Ladies Watch Set

★ Distinctive, High-fashion 7-Jewel Watch reconditioned like new!  
★ Necklace • Earrings • Ball Point pen  
★ In Lifetime all-steel Gift box

**\$7<sup>95</sup>**

Sell the new Glamorous look—reap a harvest of easy profits! Order at least a dozen!

*Dazzling Brilliance*  
BEAUTIFULLY BOXED  
**Rhinestone Watches**  
**\$7<sup>95</sup>**  
17-Jewel, \$8.95

Rebuilt like new—GUARANTEED like new... in latest style rhinestone or plain cases! Smart stretch band... famous-make movements. Tremendous money maker!

CEL-MAX, Inc.  
582 So. Main St.  
MEMPHIS, TENN.

## Hot Xmas Items

Continued from page 72

ported stones; \$39.95 retailer; \$3.25 each in lots of six. Sample, \$4 each.

39. Automatic Electric Skillet. Square, full 10<sup>5</sup>/<sub>8</sub>-inch, heavy gauge polished aluminum with cover; \$39.95 retailer; \$6.25 each in lots of six. Sample, \$7.50.

40. Ties. The latest in men's neckwear; \$6 per dozen.

41. Ladies' Nylons. First quality; \$5.25 per dozen.

42. Stretch Sox. Men's socks, \$3.75 per dozen.

43. Mama Doll. All rubber, rooted hair and closing eyes. Assorted color and style dresses. Individually boxed. \$36 per dozen. No samples.

44. Bingo. Supplies and equipment.

45. All-Purpose Knife. Eight-inch blade, with Pakka wood handle. Cuts frozen meats, hard bread even bones. \$21 per dozen.

46. Lighters. Windproof lighters, smart and modern looking. Sample, \$1. In dozen lots, \$9.

47. Musical Jewel Box. Two-tiered jewel box, hand-decorated top, with Oriental scene, mirror, brilliantly lined and compartments that open with tassel handles.

48. Mexican Flower Bags. Hand-tooled genuine leather bags featuring roomy inside, two zippers, adjustable shoulder strap, glove compartment, hand lacing at the edges. Comes in red, brown, luggage and natural colors. 6-inch by 8-inch size is \$6.90 each; 7-inch by 10-inch size is \$7.90 each, and 8-inch by 12-inch size is \$8.90 each.

49. Aly the Gator. A genuine stuffed and preserved alligator. Comes in four sizes, 15, 21, 26 and 30 inches. In lots of 100, 15-inch size is 75¢ each; 21-inch size is 90¢ each; 26-inch size is \$1.25 each, and the 30-inch size is \$2 each.

50. Zip-Spreder. Spreader and container for butter, margarine, peanut butter, jellies, icing, etc., which enables the user to spread a slice of bread with one zip. Made of durable plastic-nylon and plated stainless steel. Sample, \$1. In lots of a dozen, \$10; gross lots, \$9.60.

51. World's Smallest Lighter. Smaller than a postage stamp; all metal chrome finish. Can be worn on men's key chain or ladies' charm bracelet. \$2.75 per dozen, \$30 per gross; Key Chains are extra at \$1.50 per gross.

52. Sweater Clip. Engravers' special. \$5.25 per dozen, \$60 per gross.

53. Grand Champion Bank. Automatic reproductions in natural colors of Hereford cattle. Sizes 7 by 10 and 8 by 15, a \$1.98 retailer, 7 by 10 size, \$7.20 per dozen; 8 by 15 size, \$14.40 per dozen.

**Best in Merchandise Service & Price**

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14 assorted Lamps complete with cord and bulb. Individually boxed.

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MEN'S STRETCH SOCKS—3 Pairs to Poly Bag—One Size Fits All—Washes Easily—Dupont Nylon—Guaranteed First Quality—Our Best Seller of the Year. \$3 Price Tag.

**\$9.00** per doz. Individual Sample \$1.00.

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**NEW PRICE \$42.95**

6 Asst. Men's **WATCHES**  
With Expansion Band, Ladies' with Cord Band.  
GRUEN—WALTHAM—BENRUS—BULOVA—ELGIN.  
Sample Watch \$7.95.  
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Only 1x1<sup>3</sup>/<sub>8</sub>-in. Over 200 pages. Illustrated. Black over-leaf cover, gold printed. ENGLISH PROTESTANT OR SPANISH CATHOLIC EDITION. Send 25¢ for samples of both. Either style; 80¢ dozen, \$6.70 per 100. \$50.00 per 1000. F.O.B. Detroit Johnson Smith Co., Detroit 7, Mich.

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Sell on Sight to Stores, Homes, Offices, Clubs—at 50¢ to \$2 each! ORDER SAMPLES TODAY! (Postpaid)

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- 6 Ultra-Blue Tinted Signs, 11x14 ..... 1.00
- 15 Ultra-Blue Christmas Signs, 7x11 ..... 1.00
- 15 Ultra-Blue Religious Signs, 7x11 ..... 1.00
- 15 Ultra-Blue Store Signs, 7x11 ..... 1.00
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**PROVEN MONEY MAKERS** **64¢** ea. In 1/2 gross lots **\$8.40** Sample Doz.



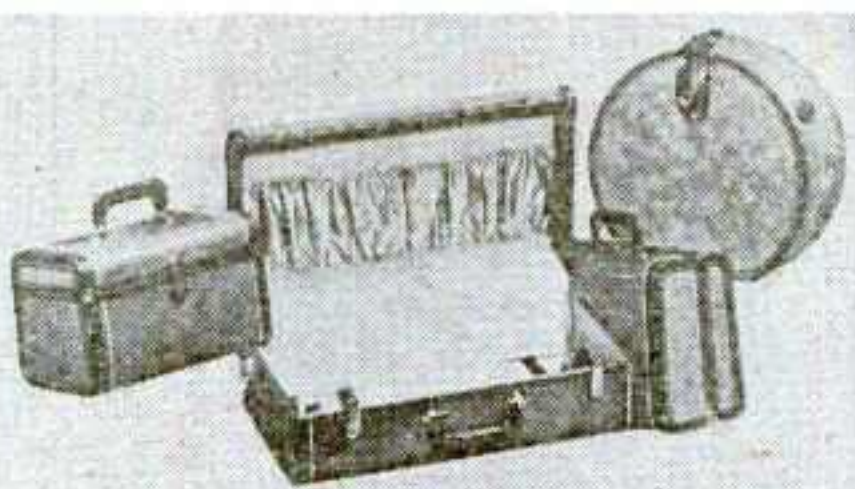
**FANCY EM-BOSSED BILL-FOLDS \$7.50 SELLER**  
Complete with removable pass case with eight transparent picture windows. Each wallet has a zippered bill pocket. Each dozen comes in assorted embossed designs. Gift boxed.

**PROMOTIONAL GENUINE LEATHER WALLETS (\$5.00 SELLER)**  
Each wallet has a removable pass case and zippered bill pocket. The pass case has eight transparent windows. Assortment consists of styles shown above in fast-selling colors. Gift boxed.  
**52¢** ea. In 1/2 gross lots **\$6.75** Sample Doz.

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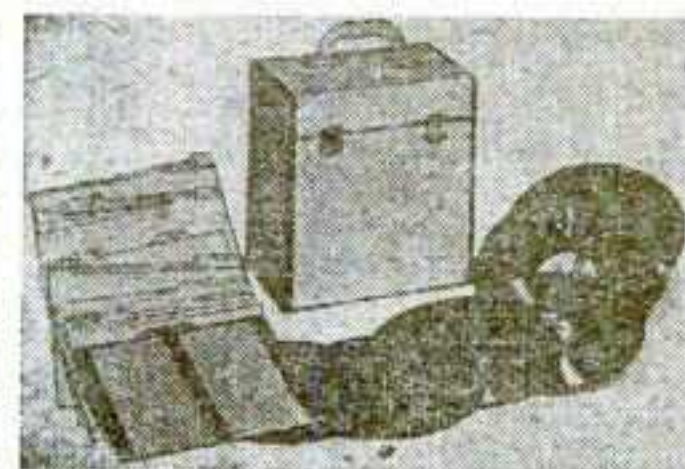
**AIR-FLIGHT LUGGAGE**  
Exclusively by Standard

**4-PC. COMPLETE SET**  
List \$54.95  
**\$15.88** ea. set in lots of 3  
Sample 4-pc. Set \$16.95



4-piece Set consists of large 28" Pullman Case, 21" Weekend Case, extra large Train Case and roomy 14" Hat Box with carrying strap. Latest nationally advertised Airplane Luggage material that resists scuffing, scratching, staining, peeling, cracking or fading. So strong you can stand on it! Newest tapered style—streamline design! Reinforced metal edging seals tightly when closed—completely dustproof and waterproof! Fully quilted rayon-lined interiors with pockets and tie-tapes. Contrasting Bumper Edges. Extra strong, stitched-thru binding. Rustproof nickel-plated hardware and locks. Train Case has full mirror in lid and plastic tray. **FULLY MATCHED 4-PIECE SET**, both inside and out, available in Alaska White, Desert Tan or Arctic Blue.

**3-Piece Airplane Luggage Set without Hat Box** Complete Set **\$13.88** ea. in lots of 3 Sample \$14.95



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IN CARRYING CASE  
**ALL NEW!**

Sensational offer. We have purchased assortment of 10" 78 RPM & 7" 45 RPM records from Decca, RCA Victor, Columbia, Mercury, etc. Packaged in non-duplicating units, 25 records to a package. All current or recent popular titles featuring famous vocalists, bands, 50 popular songs; two-tone green record carrying case, record index.  
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Large cut size 18"x25". 100% Miracle Dupont Orlon Fibre Filled. Bright blue or rose linen finish ticking. 100% WASHABLE! Super soft, light as a cloud! Won't lump up. Non-allergenic. Guaranteed. One pair in pillow bag.  
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### 7x35 BINOCULAR

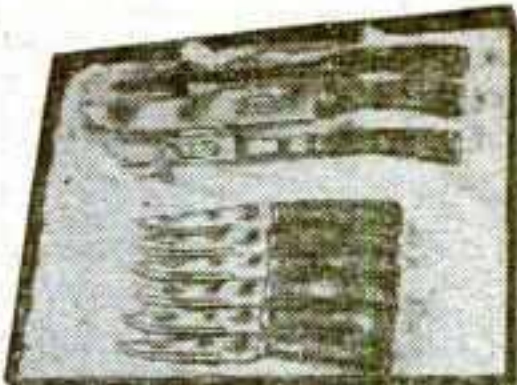
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Perfectly matched, polished all-horn handles. Micro-serrated tip knives. Guaranteed stainless, forever sharp blades **Full Hollow Ground**. Chrome plated bolsters. Consists of 6 Steak Knives, Carving Knife, 2-Tine Fork. Honing Steel. Hinged gift box.  
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**85¢** ea. in lots of 24 Sample **\$1.00**

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Straight up and down movement on this quality lighter plus simulated alligator—all around!  
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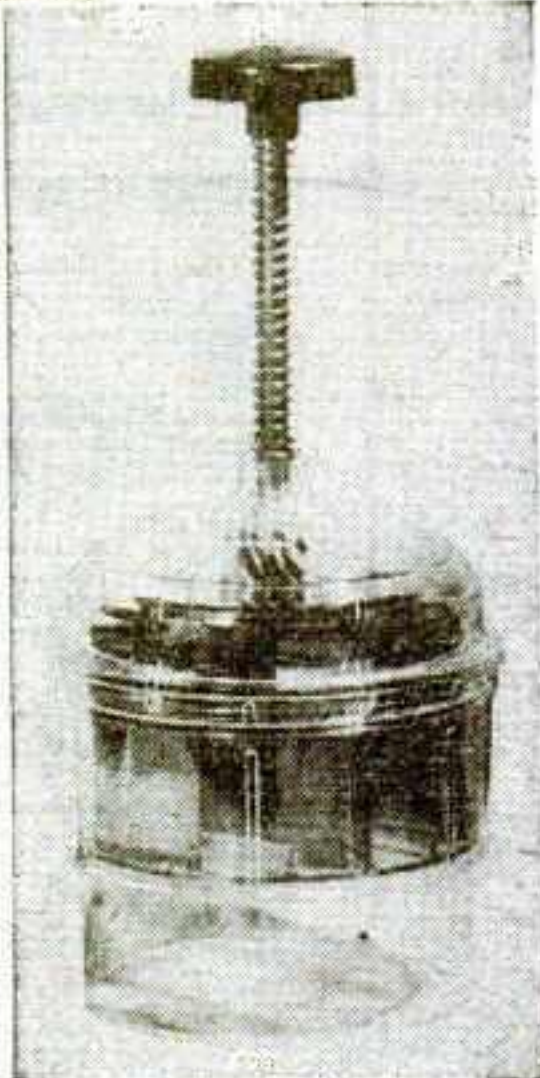


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1. Six Stainless Steel Cutting Edges
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4. Cuts All Food in Seconds With Each Tap of the Handle
5. Fully Factory Guaranteed

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## PIPES FOR PITCHMEN

By BILL BAKER

**THE CHOP-O-MATIC...**  
Albuquerque, N. M., for the Roy food chopper, manufactured by food chopper, manufactured by Popeil Bros., Chicago, bowled them over at fairs this year, according to firm officials, who said that many gadget workers in the business latched on to the item during the past season. Workers are now booking the item into top stores for the Christmas holidays. The Popeils say that a Chicago Woolworth store had \$5,000 and \$6,000 weeks with the item last year, and that the demonstrator anticipates topping those figures this year.

**BILL HOWES...**  
vet pitchman of Hamilton, Ont., is a patient in Veterans' Hospital, Buffalo, and would like to hear from gadget worker Cal Stroud.

**AL FLOCC...**  
who put in a lucrative season on the West Coast purveying novelties at fairs, recently jumped into

Albuquerque, N. M., for the Roy food chopper, manufactured by Popeil Bros., Chicago, bowled them over at fairs this year, according to firm officials, who said that many gadget workers in the business latched on to the item during the past season. Workers are now booking the item into top stores for the Christmas holidays. The Popeils say that a Chicago Woolworth store had \$5,000 and \$6,000 weeks with the item last year, and that the demonstrator anticipates topping those figures this year.

**CHARLEY CORTOT...**  
master of the cake decorator pitch, is back in his home town of Cincinnati after a season of fairs which he termed generally excellent during a recent visit at the pipes desk. Charley and his wife, Mildred, who works with him, opened their Chefmaster decorator demonstration Monday (7) in a Cincinnati store. Their stay probably will last thru the Christmas season, to be followed by a winter hiatus at their Florida home. Charley still is somewhat handicapped by an accident which occurred at the recent Indiana State Fair, Indianapolis, worked by the pair following a successful stand at the Hamburg (N. Y.) Fair. On Labor Day in the Hoosier capital Charley reached under the counter for a supply of instruction books and in doing so cut the back of his hand

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The Latest Men's Neckware \$6.00 per doz.  
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World's largest merchandiser of Carded Necessities will start you in profitable wholesale business in your territory, calling on stores of every kind. Eye-catching counter displays automatically sell famous Layman's Aspirin novelties, hundreds of other daily demand repeat items at 5¢ to 25¢.  
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Fast selling BABY "PAPOOSE" MOCS: Indian styled Baby Moccasins, hand laced and hand beaded by our factory in OLD MEXICO. They come carded 12 to a card display. Packed in transparent and durable plastic bags. Excellent gift item for babies. Soft leather. Colors are assorted. Sizes—0, 1, 2, 3. Sizes are marked on bottom of soles and visible. Ladies', girls' and children's soft sole mocs. Hand laced, hand beaded in attractive colors. Packed in transparent plastic bags. Soft leather.  
Women's sizes, 4-9 Girls', 10-3 Children's, 4-9  
All sizes are readily seen as they are marked on bottom of sole and are visible through the bags.  
Pouch Bags, Indian style, hand laced and beaded. Assorted colors in soft leather. Write FOR FREE CATALOGUE. **ATTENTION, JOBBERS, WHOLESALEERS—WE HAVE A SPECIAL SET-UP FOR YOU. IMMEDIATE RESPONSE GIVEN FOR REQUEST OF CATALOGUE AND PRICE LIST.**  
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Included  
**FREE**  
Boxed necklace, bracelet and earrings FREE with any order of \$25.00 or more from WEINMAN'S. Limited time only.

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**BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES**  
Guaranteed LIKE NEW!

**Choice Lot 6 FOR \$49**  
All famous makes — complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95.)

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(Sample \$8.95)

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Comb. Real Fur & Plush Life-Like Colorful Rubber Face, Pearl Collar... **\$42.00** dz.  
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Asstd. Colors...  
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Send for our free literature illustrating the largest line of traffic stoppers ever manufactured under one roof. Make your place stand out like a sore thumb. You get attention with Myrlo products.  
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**FANTASTIC VALUE!**  
(Wholesale Only)  
WATERMAN PEN AND PENCIL SET, \$2.50 ea. These retail for \$25 per set with stoned cuff links, money clip, tie-bar, pen and pencil in beautiful silk-lined metal hinged gift box. Each set marked Waterman 24K gold plated and \$25 price tag. Once in a lifetime buy, \$2.50 per set. Also salesmen wanted. Send \$2.50 for sample. Excellent for premiums, gifts, mail order, etc. Fantastic value: "BENRUS WATCHES," \$10.50 ea. reg. \$49.50 ea. ril. Also other adv. brands, \$3.25 ea. up. Ridiculous prices! all new. **PAUL COHEN CO.,** 881 Broadway, N. Y. C., cor. 19 St.

on a sharp obtrusion, severing tendons of the ring and little fingers. Following first aid administered at the fairgrounds hospital, Charley was sent to the city hospital where the hand was put in a cast which was just recently removed. Mrs. Cortot carried on at Indianapolis and did very well, tho handicapped by Charley's incapacitation. With the big Eastern States Exposition at Springfield, Mass., coming up, the Cortots got by a tough spot via an agreement with Leslie and Ginny Gordon, who were working a competitive gadget at Indianapolis. Ginny, a real lifesaver, according to Charley, drove the Cortot's trailer to Springfield and the Bloomsburg (Pa.) Fair that followed and worked Cortot's gadgets for a split of the net. Needless to say, Cortot was extremely grateful to the Gordons, who are now hibernating in a new home bought recently near Detroit Lakes, Minn. In summing up the outdoor season, Cortot said the fairs this year were on a par with those worked by him during the banner season of 1956. "While there may be some isolated instances of poor pitch grosses at fairs," he said, "most of the pitchers with whom I have compared notes have labeled the 1957 fair season a good one."

**SELL TO UNCLE SAM!**  
That's how I made \$20,000 a year selling junk jewelry to the U. S. Government without ever leaving home. Send me your name and I'll show you how I did it.

Learn at home in one evening. This is the most fantastic way of "selling" you ever heard of because you never have to make a "sales pitch"—any time or anywhere.

With my Plan you do all your selling by mail—to one customer—the United States Government. Even here there is no "selling." Uncle Sam is eager to buy all the old junk jewelry you send in at the established price of \$35.00 AN OUNCE for the gold in it.

Just follow my Plan and you can walk down any street in your town and come home with \$50 in gold in your pocket—not just one day, but every day in the year no matter where you live—small town or big city. If you want to make money like this, just let me know. I'll tell you where to find the gold—how much to pay for it—how to test it and how to mail it to Uncle Sam, who will pay you \$35.00 AN OUNCE SPOT CASH for all you send in.

You will be following the very same plan that I used when I was making \$20,000 a year. Everything I send you now is free and no salesman will call to try to sell you anything. Just put your name and address on a postcard and mail it to me. I think you'll say this is the most fabulous way of making big money a salesman ever dreamed of. Leslie Patton, 335 W. Madison St., P-1910, Chicago 6, Illinois.

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WORLD'S SMALLEST PISTOL  
Complete with choice of LEATHER HOLSTER or CAPS  
TERRIFIC DOOR OPENER!  
Little Atom is available in CAPS MUST BE SHIPPED AIRWAY EXPRESS  
Also available in leather and cuff links... beautifully gift packaged.

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28" Plush Bear ..... \$24.00 per dz.  
25" Plush Bear ..... 22.50 per dz.  
Men's Ident Bracelet ..... 3.60 per gr.  
Large Folding Fan ..... 3.60 per gr.  
Plastic Police Whistles ..... 1.50 per gr.  
25% deposit if not known, bal. C.O.D.  
Orders Shipped Same Day Received.  
WE CARRY A COMPLETE LINE OF CARNIVAL SUPPLIES.  
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COMPLETE LINE FOR FAIRS AND CHRISTMAS SALES. SEND FOR CATALOG. Same day shipments.  
**SAMUEL B. POCKAR CO.**  
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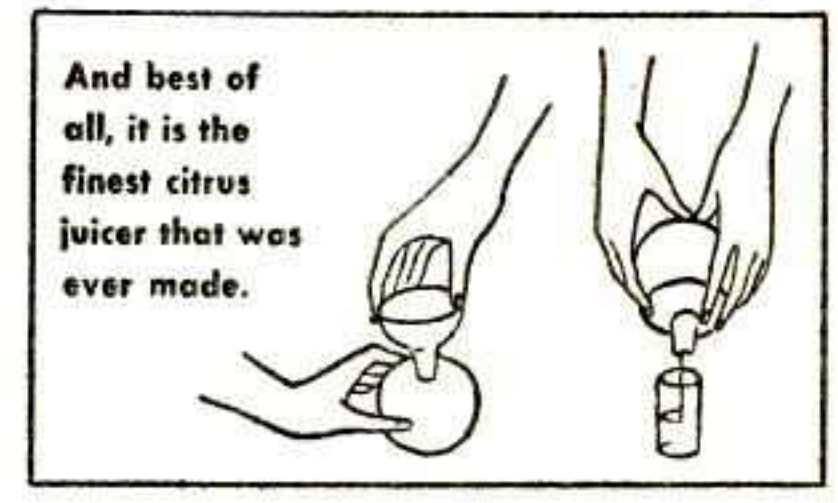
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Patent Pending

**BRAND NEW** multi-purpose gadget makes spectacular demonstration with proven results. Retail price: 59c each, 2 for \$1.00. Worked at three Midwest fairs with sales of \$400 to \$500 per day, which is phenomenal volume for a low-priced item. Terrific long mark-up. Pitch is easy to learn with a no-labor demonstration. Ideal for female demonstrators.



And best of all, it is the finest citrus juicer that was ever made.

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Next to Chop-O-Matic, this will be the No. 1 item for this Christmas season. Now is the time to make your bookings if you want a top store. Samples and demonstration script together with prices, available to recognized demonstrators upon request.

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Aly is a Genuine Alligator Stuffed and Preserved. Aly is so unusual he attracts attention everywhere. Over 500,000 sold to date. A natural for any Carnival or Fair.  
In 100 lots:  
15 inch ..... \$ .75 each  
21 inch ..... .90 each  
26 inch ..... 1.25 each  
30 inch ..... 2.00 each  
**ORDER TODAY!**  
Write for Catalog Sheets on other Alligator Novelties.  
**PAN-COAST BAGS, INC.**  
30 N.E. 17th St. Miami, Florida

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The **PARACHUTE SHOOTER**  
This is a good item for demonstration  
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This Acme Parachute for the last 24 years has been one of the most fascinating and fast moving Toys ever offered to the trade. Made as economically as possible by a company with experience and with tried and proven materials. It is simple and foolproof in operation. Can be used indoors as well as outside.  
**THIS IS A GOOD HOLIDAY NUMBER**  
1-A Parachute packed in red and green foil tubes.  
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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** Doz. **\$30.00** Gr.  
Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.  
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**5,000 LAMPS** FAST SELLERS BIG PROFITS  
Table Lamps, \$24.00 to \$30.00 per doz.  
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25% with order, balance C.O.D.  
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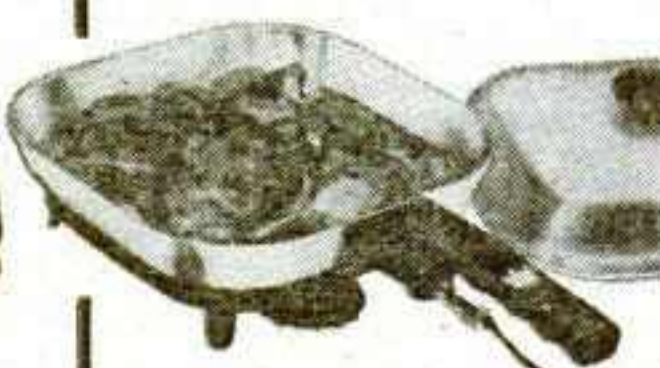
### EXECUTIVE STUD BOX by STETSON

6 different, unusual Sets. Imported Stones. 24 Kt. Gold Plated. Smart Designs. Attractively Boxed. Advertised in Life. Retail Price \$39.95. \$3.25 ea. in lots of 6. Sample \$4.00 ea.



### WATERMAN'S 6 PC. PEN AND STUD SET

Smooth-Writing Ball Point Pen. Propel-Repel Fluid Lead Pencil Converts to Ball Point Pen. 24 Kt. Gold Plated. Jeweled Money Clip, Stud Set, Tie Clip. Retail Price \$15.00. Attractively Boxed. Advertised in Life. \$3.00 ea. in lots of 6. Sample \$4.00 ea.



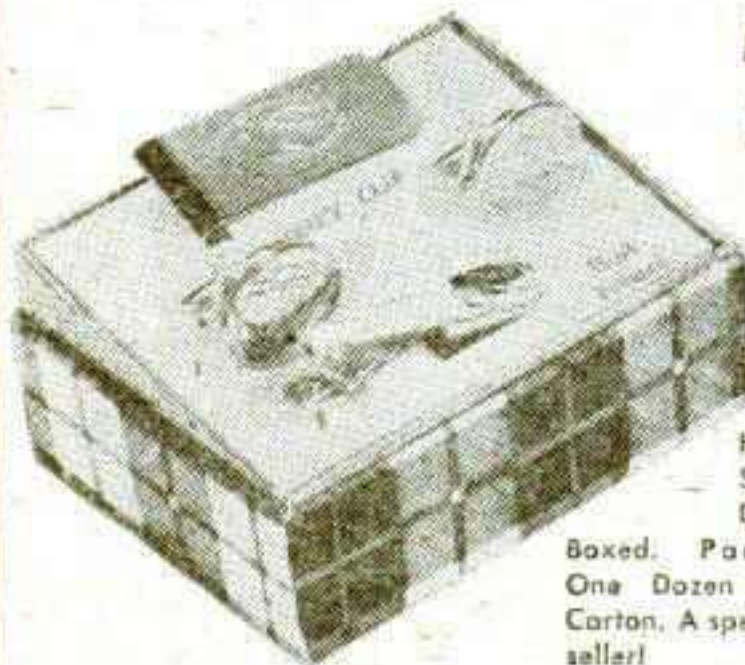
### AUTOMATIC ELECTRIC SKILLET

Full 10 1/2" Square. WESTINGHOUSE Thermostat. Heavy Gauge Polished Aluminum. Big Capacity. Retail Price \$39.95. One-Year Written Guarantee. Sure-Seal Aluminum Cover. Silicons Treated "No-Stik" Cooking Surface. Fast Heating. Molded No-Slip Handle with Cooking Guide. \$6.25 ea. in lots of 6. Sample \$7.50 ea.

WRITE FOR FREE WHOLESALE PRICE LIST

Terms: 25% Deposit, Balance C.O.D., F.O.B. Chicago  
**LOOP STAR SALES**  
1543 N. Milwaukee Ave., Chicago, Ill.

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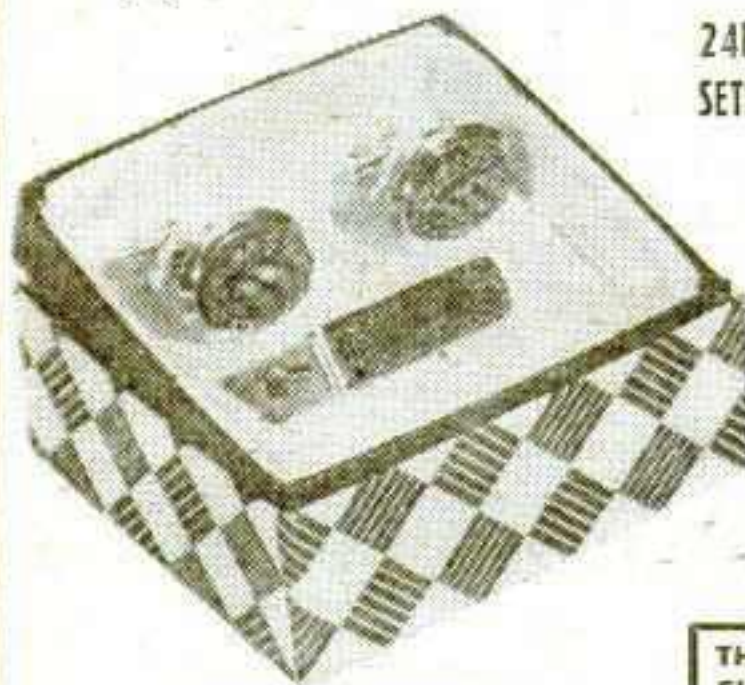


### FABULOUS \$1 RETAILER

- 4 PIECE TAILORED SET
- ★ CUFF LINKS
- ★ TIE CLASPS
- ★ MONEY CLIP

Hand Polished in Gold or Silver. Beautiful Assorted Designs. Individually Gift Boxed. Packaged One Dozen to the Carton. A spectacular seller! **\$6.75 DOZ.**

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### 24K GOLD PLATED 3PC. SETS—IMPORTED STONES

12 gorgeous styles — one piece of each to the dozen. Individually Gift Boxed. Must see to Believe this value. **\$9.00 DOZ.**

Terms: Minimum order 2 doz. 25% deposit, balance C.O.D., F.O.B. N.Y. unless noted.

THESE STONES ARE NOT CHEAP OR PLASTIC BUT ARE JEWELER'S ITEMS.



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Immediate Shipment Satisfaction Guaranteed

VISIT OUR LARGE NEW SHOW-ROOMS—OVER 2000 OTHER STYLES—COMPLETE JEWELRY LINE—LOW LOW PRICES

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# Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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

#### Parcel Post

- Andrews, E. D. (2 magazines, 20¢)
- Aldorf, James
- Allen, Roy (Specs)
- Anderson, Mrs. Rolae
- Lee (Piffi Girl Show)
- Anderson, Robt. Burns
- Andrews, Peber
- April, Arthur J.
- Archer, Louis P.
- Aunt Mary's Home-Made Fudge
- Baggett, Mrs. Betty
- Barnes, Tommie C.
- Ray, Doris
- Beck, Thos.
- Beckwith, Jarard
- Bell, Jimmie
- Bennett, Earl R.
- Bernard, Victor J. & Mrs.
- Black, Mrs. Addie L.
- Black, Woodrow
- Bogino, Lidia
- Bona, Raymond
- Bonner, Ernest R.
- Boseley, Lake
- Boytton, Cornelius F.
- Boytton, Elizabeth
- Brandon, John
- Brady, F. J.
- Brod, Mrs. Gladys
- Bruna, Mrs. Einoo
- Grace
- Buchanan, Mrs. Thos.
- K. (Pat)
- Bullock, R. T. (Bob)
- Burk, Ben
- Butler, Marcella Lee & Francis
- Camp, John & Mrs.
- Campton, Mrs. Laura
- Carawan, C. L. & Mrs.
- Carney, Bill & Bee
- Carter, H. R.
- Chisholm, Donald J.
- Clark, Hubert & Mrs.
- Cook, Chas. A.
- Cook, Clarence (Glass Pitch Concession)
- Cook, Madison
- Cost, Jack
- Cox, Jofan G.
- Critzer, Walter B.
- Cullivan, Phillip
- Curly & Penny
- Dawlela, Anna Louise
- Davis, Julia
- Day, Daniel W.
- Day, H.
- Decoste, Romains A.
- Del Grosso, Daniel
- DeLap, Robt.
- DelMar, Lisa
- DelRio, Carman
- Delano, Charlotte C.
- Delawater, Leroy
- Denike, Harold & Mrs.
- Dewshur, M. J.
- Myers, Robin D.
- Dondineau, Mrs. Jerry
- Dondineau, Mrs. Rosemary
- Dorsey, Dan
- Douglas, E.
- Dover, Al (Shorty)
- Dunn, Chester A.
- Endy, Ralph
- Engelking, Herbert
- Evans, Ray
- Feerer, Anne
- Fineman, David
- Fisher, Jack
- Flint, Geo. B.
- Flake, Mrs. James
- Wm. G.
- Fortner, Donald H.
- Frank, Rocky
- Gallo, Gen. & Opal
- Garvey, Bill
- Geller, Carol
- Gentry, Harry Owen
- Gentry, Tony
- Gilmore, Louise
- Guinea, Morris
- Gilsson, Johnny & Therese
- Goodman, Wm. J.
- Graham, Preston
- Grant, Allen
- Grant, C. W.
- Gray, Carol
- Green, Johnny
- Griffin, Robt.
- Hackitt, Edw. J. & Mrs.
- Hall, E. W. (Gulf Breeze Trailer)
- Hannah, Bobby
- Hanson, Jos. Osgood (Doc)
- Harbin, Frank
- Hardy, Mrs. Betty
- Harrell, N. N.
- Harrison, D.
- Harrod, Mrs. Carla
- Sue
- Hays, Mrs. J. W.
- Hazelwood, Howard
- Helman, Mrs.
- Henderson, Mr. (60)
- Jim Henson's Show
- Hendrix, C. W.
- Hepler, Henry D.
- Hermann, Al J.
- Hilburn, Dick
- Hill, Edna & Monk
- Hitchcock, Ernest N.
- Hitti, John (Blacky)
- Holden, Goody
- Holter, G. (Organist)
- Hood, W. E. & Mrs.
- Hope, Joe Martin
- Hornby, Vernard
- Howie, Freddie
- Hubbard, Betty
- Iler, Fred (Shorty)
- Ivey, James W.
- Ivey, Mrs. Lillian
- Jackson, Elwood
- Jackson, L. C.
- John, Nid.
- Johnson, Harry Lee & Mrs.
- Johnson, Johnnie
- Johnson, Mike R.
- Johnson, Mrs. Joyce
- Johnson, Willis M.
- Joseph, Frank & Peter
- Joseph, Herman
- Keffer, Carl E.
- Kelly, Mrs. Edith
- Kelly, Ronald S.
- Kemp, Robert
- Kibbey, T. D.
- Kimble, Guy
- King, Luka
- Knight, Barbara
- Looise
- Kalppenberger, Jack
- Kobacker, Robt.
- La Breche, Mrs. Frieda
- La Morris, W. F. (book—20¢ dup)
- Lall, Ben
- Lallor, Ray & Mrs.
- Lane, Mrs. Betty Nina
- Lange, Iris
- Laren, Frank
- Larson, Erik R.
- Lawson, Frank & Mrs.
- Leasure, C. C.
- Lee, Sandra
- Levine, Ben & Mrs.
- Levine, Max
- Lewis, L.
- Lorranger, Leo
- Loveless, William H.
- Lyle, Leslie
- Lyman, Carl C.
- McCarthy, Alvina
- McCaslan, Mack
- McGinley, Frank
- McClarin, Frank & Mrs. (10¢)
- McDonald, K. J.
- McLaughlin, William
- McLeondan, Leou
- McSpadden, John
- Manck, Milton
- Mann, Eddie
- Mack, LeRoy E.
- Manley, H. A.
- Manly, Dick
- Manning, J. F. & Mrs.
- Manslein, William W.
- Martel, Pierre Edward
- Martens, Mrs. Aima
- Martin, Brian G.
- Mason, Norma
- Mason, W. A. Ray
- Maxwell, Mrs. Jimmie
- Mercer, Ned
- Merrill, Mrs. Speedy
- Miedema, Siemna E.
- Miller, Eddie
- Miller, Ephrim
- Miller, Frank
- Miller, Mr. L. A.
- Miller, Paul H.
- Miller, Sharon
- Moore, Jerry
- Mullenbach, Mike
- Murray, Bob
- Murray, Edw. & Norma
- Myers, Robin D.
- Neal, Jimmy & Mrs. Neese, Cathy
- Negus, Robert
- Newcomer, Lewis E. & Carene
- Nichols, Albert L. (Mike)
- Niday, R. B. & Mrs.
- Nolan, William
- Nolle, Irwin E.
- O'Connor, Daniel
- William
- O'Dare, Lynn
- O'Hara, Dorothy
- O'Neil, Mrs. Edw. L.
- Oddi, Joseph
- Ogilvie, Ben
- Orneallas, Joseph G.
- Oswald, Anthony
- Owens, Ralph W.
- Palmer, Kitty
- Pannebaker, David E.
- Pannebaker, Mrs. G. D. (sm. pkg. 5¢)
- Pelham, J. Henry J.
- Perkins, John
- Petty, Cathy
- Phinney, Margaret
- Porter, Dwight (Jim)
- Price, Sheila (Sylvia?)
- Price, Teddy
- Price, Wesley R.
- Pridmore, T. A.
- Prusick, Chester
- Radtig, G. G.
- Ramsey, C. G.
- Reed, Marion W.
- Reid, Robert R.
- Reiley, R. S.
- Reynolds, Robert
- Shorten, Siemna C. (60 S. & S. Amuse. Co.)
- Showalter, Harold H.
- Simmons, Charles
- Sinclair, Charles
- Smith, Harold
- Snook, Shirley
- Sparks, Stanley
- Stacy, W. A. (Sparkle)
- Stanley, Steve & Emma
- Stephenson, Onzy
- Stevens, Bill
- Stevens, Frances & Mrs.
- Stokes, Bob
- Stokes, Steve
- Strickland, William (Bill)
- Strother, J. B.

- Strothmeyer, Charles (Chuck)
- Watson, Edward
- Stolz, Lloyd & Lady Pauline
- Sutton, Shorty
- Swank, Harry & Ruth
- Swarmer, George
- Tan, George
- Tavucier, Forrest (Frenchy)
- Taylor, Jimmy Lee
- Taylor, William (Lanky)
- Thames, Clarence & Mrs.
- Theador, Raymond
- Thomas, Jack
- Thompson, Carl F. (Freak Animal Show)
- Thomson, Mrs. Jacklyn
- Travis, Jimmy
- Tray, Jimmie
- Vaughn, Percy E.
- Vanteen (Magician)
- Vernon, Michael L.
- Vinicky, Antonin & Ingeborg (Toni Smaha)
- Vogt, Robert
- Von Ritter, Eva
- Walker, Theodore
- Wandol, Johnie
- Warner, John
- Weinberg, Morris
- West, Walter
- Westfall, Mary
- White, Flash
- Williams, Bettis
- Williams, Jean
- Schwartz
- Williams, Joe & Jim
- Humphreys
- Williams, L. L.
- Wilson, Mrs. Ann
- Wilson, Patricia Ann
- Hahn
- Wilson, Dick
- Wiss, Mrs. Dolly
- Wozniak, Mrs. F. J.
- Wyatt, Jack & Mrs. (Jack Wyatt's Scotch Lads & Lassies)
- Yoder, Floyd & Mrs.
- Young, Al
- Zamichowski, John
- Ziemann, Mrs. V.
- Zimmer, Mike
- Zimmerman, Abs

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

- Andrus, Winfield
- Aspell, Simon
- Bowlegs
- Byres, Whitley
- Cannon, Harry E.
- Demetry, Peter
- Derlor, Harry
- Gallion, Bob
- Kalb, Fred
- Lall, Ben
- Lee, Joe
- Maris, Sarah
- Masters, Joe
- Muse, Charles E.
- O'Dea, Shannon
- Orton, Myron
- Palitz, Sam
- Parsons, Chuck
- Sayers, Roy
- Phillips, Goody
- Prasson, Ruth
- Smith, Russell E.
- Viado, Robert
- Vinaloro, Michel
- Weiss, Sylvia
- Zingo, James

### MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Anderson, M.
- Duane, C.
- Emmizer, Arthur J.
- Grusheski, Heidi
- Peace, Martin Floyd
- Pisel, Jim Anthony
- Potter, Henry P.
- Rice, Ruth
- Sayers, George
- Taylor, Thomas John
- Walden, James Owen
- Yeager, Jack Elliott
- Zimmer, M. M.

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- Dannenber, L. M.
- Mortensen, Arthur H.
- Polack, Bessie E.
- Ackley, J. W.
- Allen, H. S.
- Ames, Jack Sr.
- Anthony, Milo
- Balsewice, Peter
- Barnes, Mrs. Virginia
- Bennett, Elbert Max
- Bennington, Dora
- Black, Joe
- Bloom, William
- Briely, Sunny
- Brownell, William H.
- Bumgardner, Mr. & Mrs. Lee
- Burge, Lloyd
- Burton, Leon H.

#### Parcel Post

- Dannenber, L. M.
- Mortensen, Arthur H.
- Polack, Bessie E.



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Yellow gold finish — anti-magnetic — with expansion band and 2-year guarantee. 17-J. Ladies' or Men's Watches, \$14.95 each. 25-Jewel Men's Watch, \$17.50. Any style push cards available; also tip books and jar tickets.

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Gold finish. White brilliant center. Red or Green sides.

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Set with 3 all-white brilliant cut rhinestones or white center, red sides, gold finish.

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ONE issue of this SENSATIONAL NEW magazine can save you MORE MONEY than the cost of the ENTIRE subscription! You can BUY BETTER, CHEAPER, NEWER THINGS EVERY MONTH OF THE YEAR! Today, when your dollar buys so little, you absolutely need every single issue of BARGAINS in order to get the MOST FROM EVERY PENNY YOU SPEND. Each issue carries HUNDREDS of Bargain offers . . . many times SO EXTRAORDINARY that it's hard to believe that THEY'RE GENUINE! Buying BANKRUPT, CLOSEOUT, SURPLUS BARGAINS, and buying at WHOLESALE PRICES can save you from 40% to 80% or MORE on every dollar you spend! THIS MAY BE HARD TO BELIEVE, BUT IT IS THE TRUTH!

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Here's what subscribers say about "BARGAINS" after receiving their copies!

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**PLUS MANY OTHERS!**

THE ABOVE LETTERS WERE NOT SOLICITED IN ANY WAY OR MANNER — ALL ARE IN OUR OFFICE FILES! They are the enthusiastic reaction of subscribers after seeing their first copies of BARGAINS!

**You Can Make FANTASTIC, ALMOST UNBELIEVABLE PROFITS Buying Up Bargain Merchandise CHEAP and Selling It CHEAP**

Thousands of smart Agents, Salesmen, Mail Order Dealers, Store Owners are subscribers to "BARGAINS." They want to know WHERE TO BUY BEST in order to sell at LOW prices for BIG PROFITS! NO REASON why you CAN'T DO THIS VERY SAME THING! Special features and articles in BARGAINS give you valuable tips on HOW to sell these bargains for BIG PROFITS even if you haven't any experience along this line. As you know . . . EVERYBODY is looking for bargains these days. In fact . . . this type of merchandise is about the ONLY kind being sold in tremendous volume.

**UNIQUE "Subscribers Shopping Service" Enables You to Buy BIG Name Merchandise at TREMENDOUS SAVINGS**

You won't find this feature in ANY OTHER MAGAZINE. ONLY "BARGAINS" has it! "BARGAINS" negotiates bargain offers in famous merchandise at LOW WHOLESALE PRICES and then offers them to its SUBSCRIBERS (ONLY) at NO PROFIT. In other words, you can buy valuable merchandise at the same prices (sometimes even lower) than some dealers are paying! This SINGLE feature of "BARGAINS" is WORTH THE LOW SUBSCRIPTION price a DOZEN TIMES OVER! Yet this is but ONE FEATURE among at least a DOZEN DIFFERENT, EXCITING FEATURES to be found in "BARGAINS" EVERY MONTH.

**"BARGAINS" is the ONLY Type of Big Tabloid Publication IN EXISTENCE**

Search your news stands high and low YOU WON'T FIND ANOTHER PUBLICATION LIKE IT! "BARGAINS" is available through subscription only. It is the ONLY tabloid monthly publication IN EXISTENCE that actually lists bargains in BANKRUPT, CLOSEOUT, SURPLUS merchandise bargains EVERY MONTH. Bargains SO RARE, SO SENSATIONAL, SO TERRIFIC that you will BLINK YOUR EYES IN AMAZEMENT! Little wonder that so many subscribers are writing such enthusiastic letters after receiving their first copies! (See testimonials at left.)

**SAVE Up to \$1000—EARN Up to \$3000!!**  
We HONESTLY believe it is possible for YOU—within a year's time—to actually EARN UP TO \$3,000—or more—and to actually SAVE up to \$1,000 or more on your purchases by reading "BARGAINS" every month! WANT PROOF? See some exciting testimonial letters at the left . . . or BETTER STILL . . . PROVE THIS FOR YOURSELF . . . BY SUBSCRIBING!

**YOUR Subscription Will Automatically Include the Big Christmas 1957 Issue!**

In time for the BIGGEST Buying and Selling Season of the year comes the BIG SPECIAL HOLIDAY ISSUES! Every issue just PACKED FULL of RED HOT Holiday Specials that will actually STRETCH YOUR DOLLAR! Imagine being able to buy \$1.00 worth of merchandise at 15¢, 25¢ or 35¢! The Cost? Less than 18¢ PER MONTH—SEE OUR AMAZING MONEY-BACK-IF-NOT-PLEASED OFFER BELOW!

**\$2.00 PER YEAR—12 big issues!**  
REGULAR PRICE \$3.00

- Special 10-Day Offer to Obtain 10,000 New Subscribers
  - Yes, just \$2.00—17¢ per month is all you need pay!
- YOU Must Be Delighted With Your First Issue or You Can Have Your Money Back!**

**Here's a FEW of the Many Bargains as Were Published in "BARGAINS"!**

- PENCILS, 57½¢ per 144 pencils!
- 25¢ Rudolph Reindeer Brooches, 2¢ each!
- Plastic TOY GUNS, 2¢ each!
- \$1 MUFLERS, SCARFS, 12½¢ each!
- Double Edge Razor Blades, \$1.50 per 1000 blades!
- LADIES' APRONS, 6¼¢ each!
- \$2.50 WALLETS, 30¢ each!
- \$1 val. Billfolds, 15¢ each!
- \$1 Kiddies' Handbags, 3¢ each!
- CIGARETTE HOLDERS, \$1 each!
- BUTTONS, 25¢ per 144!
- Brand-new Phono Records, 78 & 45 RPM, 7¢ each!
- 69¢ INSECT REPELLANT, 5¢ each!
- New 20" T.V. Picture Tubes, \$21.95 each!
- Famous brand \$18.75 Perfume, \$1.00 each!
- 49¢ Xmas Window Decoration Sets, 10¢ per set!
- \$1 to \$3 Hard Cover Books, 20¢ each!
- \$200 Govt. Surplus Typewriters, \$23.00 each!
- 50¢ Everyday Greeting Cards, 7½¢ per box!
- 25 card asst. Xmas Cards, 11¢ per box!
- \$1.95 Men's Silk Ties, 12½¢ each!
- \$1 value Personal Name Tapes, 72 for 40¢!
- 39¢ Under-Arm Deodorant, 2¢ jar!
- \$1.00 Automatic Card Shufflers, 9¢ each!
- NEW HAIRNETS, ½¢ each!
- \$1.75 Rudolph Kiddies' Toiletry Sets, 35¢ each!
- \$15.00 Electric Percolators, \$5.00 each!
- \$5.50 Lucite Hairbrushes, 65¢ each!
- New Bobby Pins, 70¢ per 700 pins!
- \$10.00 Men's Toiletry Sets, 60¢ each!
- Calendar Wrist Watches, \$5.00 each!
- POSTAL SCALES, 7½¢ each!
- \$2.98 Horseshoe Game Records, 30¢ each!
- CHRISTMAS SEALS, 25¢ per 1000!

**PLUS HUNDREDS OF OTHER SENSATIONAL BUYS!**

Above list merely illustrates type of bargains usually found in this paper. Lists naturally change from month to month.

LET'S FACE IT . . . Claims, promises are easy to make on paper. You may or may not believe all that we say here about "Bargains." But can you beat a money back offer AS IRONCLAD, AS STRAIGHTFORWARD AS THIS . . . YOUR MONEY BACK IN FULL IF THE

FIRST ISSUE THAT YOU RECEIVE DOESN'T PLEASE YOU! No quibbling about it either. YOU MUST BE DELIGHTED WITH YOUR FIRST ISSUE OR YOU CAN HAVE YOUR MONEY BACK IN FULL. That's as FAIR a guarantee as ANY FIRM can make.

Join this pleased and friendly group of subscribers today—by return mail  
**YOU WON'T REGRET IT!**

**TOWER PRESS, INC.**

P. O. BOX 591 LYNN 87, MASSACHUSETTS

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Box 591, Lynn 87, Mass.

O.K. Here's my \$2.00 for 1 year subscription.  
Rush me first copy!

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

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Headquarters for Xmas Party Merchandise  
**25" MAMA DOLL**  
All rubber, coated hair and closing eyes. Assorted colors and style dresses. Individually boxed.  
**\$36.00** Per Dozen F.O.B. Chicago  
No Samples—1 dozen minimum order. Packed dozen to the carton.  
**OPEN SUNDAYS TILL 3 P.M.**  
25% deposit, balance C.O.D.  
We Carry a Complete Line of Xmas Toys, Ornaments and Gifts

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Order Today

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**TERRIFIC FOR CHRISTMAS  
REALLY BEAUTIFUL IMPORTS**

Genuine German Beer Steins  
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Send for FREE IMPORT CATALOG Every Item a Genuine Overseas Import.

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THE NEW SENSATIONS FOR 1957-8 LIFETIME COIN PURSES—MITE MIDGET



Now you can make more profit than before. The famous Mite Midget zipper purse celebrates its million sales record with this reduction in price.

3 1/2 inch size reduced to \$3.75 doz. 4 1/2 inch size reduced to \$5.75 doz.

Jobbers' Prices on Request



Large Shoulder 10"x7" SPECIAL \$ 6.75 each 6 1/2" Tooled Clutch Bag SPECIAL 10.80 doz.

All Our Products Are Made From Top Quality GENUINE WESTERN COWHIDE LEATHER Not To Be Confused With Imitations.

ORDERS FILLED SAME DAY RECEIVED

Open account to well-rated concerns; otherwise send money order plus 25c for postage and handling with order.

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- E1-Tailored Earrings, Asst. Gr. \$18.00 E2-Stone Earrings, Asst. Gr. 21.00 E3-Pierced Hoop Earrings, Gr. 8.50 E4-Stone E-Rings, Etc., Asst. Gr. 12.00 T1-Tailored Tie Sets, Bxd. Dz. 3.00 T2-Asst. Tie Sets, Bxd. Dz. 5.75 T3-Ties/Scarves, Carded, Dz. 1.25 T4-Wall Crucifix, Bxd. Dz. 4.50 C1-Cufflinks, Carded, Dz. 1.25 O1-Odd Lot Neck & Bracelets, 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 W3-Gent's W.P. & Ex. Bd. Watch 6.50 W4-Men's Stone Dial Watch 7.50 P12-Men's 10-Piece Watch Set 7.50 P13-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

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Largest assortment of Plated Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders. Includes postage with prepaid orders.

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A DOLLAR BRINGS "COMEDY GUIDE," the entertainer's handbook with an unlimited wealth of comedy material plus "Intro" file, the MC's best pal. Show-Biz Comedy Service (Dept. BB-37), 1613 East 29th St., Brooklyn 29, N. Y.

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100 NIGHT CLUB GAGS, \$1. ORIGINAL material. 500 Gags, \$3; 300 Gags, \$2. Eddie Gay, 242 West 72nd St., New York 23, N. Y.

23,000 PROFESSIONAL GAGS, ROUTINES, ad lib., doubles! 1,800 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. oc14

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EARRINGS—ASSORTED STONED AND tailored, \$6 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. oc14

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JOKERS FUN SHOP—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co. Akron 14, Ohio. oc28

FAMOUS MFR. CLOSEOUTS

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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. oc14

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CHRISTMAS DISPLAY—REINDEER, Camels, Sheep, Donkeys, Llamas. Write for details. Trefflich's, 228 Fulton St., New York.

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 161, Biscayne Annex, Miami, Fla. Phone: NEWTON 4-7888. oc28

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CHIMPANZEES, BREEDING PAIR. IM-possible deliver until November. Baby not for sale. Irah Watkins, Route 2, Box 262, Tampa, Fla. oc14

LIONS—2 FEMALES, 1 MALE, 14 YEARS old, \$250 each; 1 Orangutan female baby, \$175; 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.

MALE LION, 2 YEARS, WRESTLES, obeys, very good shape. Trailer Cage and Permanent Cage. Reasonable, make offer. Don French, Radio Station KTSa, San Antonio, Tex.

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GORGEOUS BRIDAL GOWNS—QUALITY \$18 to \$100. Money-back guarantee. Mermaid Sales, 1906 Mermaid Ave., Brooklyn 24, N. Y. ch

FOOD AND DRINK CONCESSION SUPPLIES

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. de9

FORMULAS

ANY FORMULA, \$3; FORMULA CATALOG and manufacturing treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

FOR SALE SECONDHAND GOODS

100 MINIATURE GOLF CLUB PUTTERS—Used 5¢ each, \$1.50. Buffalo Outdoor Specialty, 67 Eiler, Route 2, Greenville, Ohio. Phone: Lincoln 7-3341.

FOR SALE—SECONDHAND SHOW PROPERTY

A.B.T. GUNS, 6 PERFECT 30,000 SHOT. Tubes, paint, hose, cost \$600; take \$75. Manning, 6303 Ave. J #41, Galveston, Tex.

BUILD ILLUSION FROM OUR PLANS: Coffin Blade Box; Lensless Fishbowl; Buzz Saw; No-Middle-Myrtle; Burned Alive; Four Escapes; Six Platform Illusions; Four Bigger Illusions; 10 Showhow Stunts; \$3 Each Group. Free Catalog; Brill, Box 875, Peoria, Illinois.

FOR SALE—A DEMONSTRATOR CALLIOPHE complete, first \$1,000 takes it. Phone 5345, 1 ring. Cozatt Organ Co., Danville, Ill.

FOR SALE—36 FT. MERRY-GO-ROUND. 24 Wooden horses, need filling and painting. All moving parts, good brass, good 3 Horse Electric Motor. For very little money. This machine can be put in A-1 shape. Would cost new \$13,000. Will take \$2,600. James Barber, 280 East Congress, Coolidge, Arizona.

FOR SALE—PORTABLE ROLLER RINK. Complete, running, Tent 50X120. Long Range Evans Shooting Gallery, Jerry Hines, 1337 Morse Ave., Sacramento 20, Calif.

HITLER'S \$35,000 PERSONAL ARMORED Limousine touring Texas. Greatest attraction and money maker. Best offer over \$3,500 lays. Prospect Associates, Box 183, Souderton, Pa.

TENT STAKES, "FORD AXLES," 1,500 stock, \$1 each. F.O.B. Dallas. G. B. Wilburn, 1321 2nd Ave., Dallas, Tex. oc28

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details. \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. oc21

WHIP FENCES, NEW, \$45 EACH. BLOCK and falls, electric clocks, turnstile, Whip parts, shoes, ticket box, Ferris Wheel cable and parts. Hovell's Garage, 804 Jamaica Ave., Brooklyn 8, N. Y. oc14

WILL SELL COMPLETE OUTSTANDING Photo Gallery, 3 stuffed animals, Comics. I paid \$1,500. See at Rodeo, Chicago, Oct. 9-20. Grove's, 1439 N. Clark St., Chicago.

INSTRUCTIONS BOOKS & CARTOONS

A PLEASING, DYNAMIC SINGING AND speaking voice can be yours. Self-training records. Thrilling details! Canfield, 2018-3 Fifth Ave. South, Minneapolis 4, Minn. no11

LEARN SIGN PAINTING AND ADD TO Income. Earn while learning. Travel for profit. Stanley Lettering, 410 So. Western, Springfield, O.

MAGICAL APPARATUS

NEW 152-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature transistorized radiophones for mentalist easily concealed. Brochure prices on request. Nelson Enterprises (Dept. 16), 336 South High, Columbus, Ohio. no4

MISCELLANEOUS

BEAUTIFUL CHRISTMAS CARDS—25 folders, your names imprinted on each. Only one dollar postpaid. Order now. Vogue, 5434 Cologne Ave., St. Louis 16, Mo.

BINGO SUPPLIES OF ALL KINDS—BLOWERS, Cages, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, O.

BMI PUBLISHER AND RECORDING COMPANY now compiling new catalog. Solicit original material. Will reply to all manuscripts sent to Jupiter Music Enterprises, Box 406, West Covina, Calif.

FLASHY PROFESSIONAL TATTOO OUTFIT. Also full length Photo Booth with scenes and props. Send pictures if interested. Can be seen at 323 1/2 Croesus St., Blioxi, Miss. Tattoo Studio.

"I DON'T FEEL ME IN YOUR HEART ANY MORE." EU 329077E. 40 large towels, \$6.95. Cecil James, P. O. Box 929, Indio, Calif.

THE GRIT—AMERICA'S GREATEST FAMILY Weekly Newspaper. Sports, comics, and the best news. Sample copy 10¢, three months' trial subscription, 90¢. Spencer A. Stine, Box 5353, Seat Pleasant, Md.

YOUR NAME IN HEADLINES ON STAND-ard newspaper page, 3 different, \$1. Not over 36 letters each. Headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Hartford, Conn. oc21

M. P. FILMS & ACCESSORIES

SMALL MOVIE OUTFIT, COMPLETE; FOR sale cheap. Fred Keely, Church View, Virginia.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—VIOLIN. 1647 JACOBUS Stiner in Abram Probe Opentunum. White. Elza O. Fitzwater, Route 2, Greenville, Ohio. Phone: Lincoln 7-3341.



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MEN'S JEWELLED WATCH. With Rich Black Swede Band. One-Year Written Guarantee. \$3.25 ea. in lots of 6 Sample \$4.00. Watch with Expansion Band \$3.50 ea. in lots of 6 Sample \$4.00. Men's Watch Sets. \$4.75 in lots of 6 Sample \$5.50. Costume Jewelry—4-Piece Sets. \$12.00 per dozen Sample \$1.50. Beautiful 4-Pc. Rhinestone Sets. Colors of White—Blue—Amber. \$30.00 per dozen Sample \$3.00. 25% dep., bal. C.O.D., F.O.B. Chicago. We carry a complete line of Appliances • Premiums • Jewelry • Toys • Household Goods. Write for FREE Price List. Open Sundays. When in Chicago Visit Our Modern Showrooms. ABBOT SALES 833 W. Roosevelt Road Chicago 8, Ill. Phone: MONroe 6-1718.

BINGO Supplies & Equipment. Fly Weight Paper Sheets. 5x7 Heavy Weight Card. 7x8 Automatic Finger Tip Cards. Electric Blowers and Flash Boards. KENO We are now in full production on Keno Cards—Keno Gooses and Keno Balls. Immediate shipment.

JAR DEALS. Push Cards • Sales Boards • Roll Tickets. For Complete Profit-Making Information on Jar Deals and Tickets. Write Today for FREE Catalog Wholesalers Only. ACACIA PRINTING CORP. 2855 N. Clark St. Chicago 14, Illinois Phone: WEllington 5-2344

Quick Photo Invention! PDQ CAMERA. Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER Camera. PDQ CAMERA CO. 1846 W. Cortez Chicago 22, Ill.

PERSONALS. ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic religion. Paulist Instruction Center, Dept. B, 2 Columbus Ave., New York 23. ch-mp. FEEL LOW? GOOD THOUGHT FOR TODAY, send St. Box 2333, Santa Fe Springs, California. oc21. MASSAGE, REDUCE & RELAX. SCIENTIFIC treatment. Joseph Koyilla, JU 6-6300, New York City. oc28.

PHOTO SUPPLIES DEVELOPING—PRINTING. COMIC FOREGROUNDS AND BACKGROUND. Direct-Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 8 Mo. 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-ftn.

PRINTING. ALWAYS FASTEST SERVICE—QUALITY 3-color posters! 14x22 window cards, \$8 hundred; 17x26 size, \$12.50 hundred. Tribune Press, Dept. 457, Earl Park, Ind. de23. 125 8 1/2 x 11 LETTERHEADS AND 125 6 1/2 Envelopes, four lines. \$2.50; 1,000 Business Cards, \$2.75. Hickman & Hickman, Box 202B, Coalgate, Okla. oc21. 200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.95, black or blue ink. Mallo 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-165, Chicago 32, Ill. oc28. GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk #22-B, 307 North Michigan, Chicago 1. ch-oc28. WANTED AT ONCE—5,000 SALESMEN. Does \$250 weekly interest you? A brand new national advertised item, the Sound Husher. The little sound husher is a new type remote control switch which clips to phone base and reduces the TV volume to a whisper when phone is in use. It's national advertised. Send \$2.25 for sample and details. Tennessee Valley Development, Box 17, Oak Ridge, Tenn.

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. TATTOOING—I WILL TEACH YOU HIGHLY profitable profession: Make \$100 a day. Have business of your own. Travel. Complete licensed course, all supplies, professional secrets, designs, etc. Free information. Milt Zels, 728-A Leslie, Rockford, Ill. np.

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. LEAD ALTO MAN—WANT GOOD ALL around musician; salary according to ability. Traveling commercial band, steady work, guaranteed salary. Cut or no notice. Bandleader, 3374 N. Ingleside Dr., Norfolk, Virginia. oc21. MUSICIANS—ALL CHAIRS, TRAVELING band, guaranteed salary. Must read and cut shows. Write or wire: Band Manager, 3574 N. Ingleside Drive, Norfolk, Va. Phone: Lowell 5-6351. SCRIPT WRITER FOR CANADIAN MAN and wife comedy TV series. Address all correspondence to Lake & Associates, 652 Howe St., Vancouver 2, B. C., Canada. 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.

MISCELLANEOUS. AVAILABLE FOR ALL TYPES OF INDOOR Shows and Events: Wilma Lee and Stony Cooper with the Clinch Mountain Clan, stars of the "Grand Ole Opry" and Hickory Records; The Mansfields, American's foremost sharpshooting family; The Ortons, outstanding sharpshooting, archery, knife-throwing act; The Los Larabees, whips of the Argentine; Archie Royer's Western Revue of sharpshooters, educated horses, mules, performing dogs, monkey; Chet Roth's Parade of Magic; Dick Carson, star of radio, stage, records and screen, America's Cowboy Blues Yodeler; also Lee Webb and His West Virginia Pals. Available as single or combined units. Contact Frontier Attractions, 422 West High Ave., New Philadelphia, Ohio. oc14. BOOKED SOLID TILL FEBRUARY 1, 1958. Magic with doves. Write The Kardwells, 82-45 135th St., Kew Gardens, L. I., N. Y. oc28.

GLASSBLOWERS DESIRE WINTER LOCATION in Fla. This is good clean entertainment suitable for any tourist attraction. Available after Nov. 1. Write Box C-239, c/o The Billboard, Cincinnati 22, Ohio. HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F Diehl, Route 3, Staunton, Va. je2 58

MUSICIANS. AT LIBERTY—PIANIST, SINGLE, READ, fake, shows, all essentials, fine rhythm. Box C-240, c/o The Billboard, Cincinnati 22, Ohio. COMMERCIAL LEAD, ALTO OR TENOR, double Flute, ad lib. Clarinet, Bass Clarinet, read shows well. Name experience. Consider combo or hotel work only. Write or wire Eddie Beau, Taycheedah, Wis. GUITARIST, DOUBLING BASS, VOCALS, white. Flashy solos, good beat. Prefer commercial combo. Cut first night, no notice. Join immediately. Phone: Justice 2-8372. Mr. Cleo Scroggins, 1420 1st Ave., West, Kennebec, Wash. HAMMOND ORGANIST—DANCE, ENTERTAINMENT, old timers, available now. Write Maurice Lambert, 921 Trinity Ave., New York 56, N. Y. oc14. HAMMOND ORGANIST, PIANIST, SOLO OR accompanist, wants location. Family, own organ and Leslie speaker, college man, dependable. Jim Hills, 729 East Rusholme St., Davenport, Iowa. oc28. PIANIST—WHITE; READ, FAKE, SHOWS; Latin, society, etc. Location only. Union Hyman Zimmer, 725 Duval St., Key West, Florida. oc28. PIANIST AND GUITARIST (DOUBLING bass), male, white, ages 28, 35. Neat, sober, reliable. Modern, commercial dance style; both sing. Will join group immediately or work duo. Travel or location, consider all offers. Phone Justice 2-8372, 1420 1st Ave., W. Kennebec, Wash. PIANO MAN—AVAILABLE IMMEDIATELY. Commercial piano and vocals, group vocals or solo. Have car. This ad due to mistake in last week's issue. Bob Leeds, c/o General Delivery, Gilroy, Calif. TOP-FLIGHT BINK ORGANIST AVAILABLE. Thoroughly experienced. Sober and dependable. Will locate anywhere. Write to Box C-237, c/o The Billboard, Cincinnati 22, Ohio. oc14. TROMBONIST, 21 YEARS OLD, SOME EXPERIENCE. Wants job with territory band or small combo that travels; any offer considered. Aaron Swank, 120 Canal St., Newcomerstown, Ohio., or phone 8-8463. WOMAN ORGANIST—EXPERIENCED IN cocktail lounges, dining rooms, dancing, floor shows, Hammond organ, Leslie speaker, beautiful wardrobe; union. Anyplace. Would join group. C. Watson, 216 E. Burnett, Long Beach, Calif. oc14.

PIANIST—WHITE; READ, FAKE, SHOWS; Latin, society, etc. Location only. Union Hyman Zimmer, 725 Duval St., Key West, Florida. oc28. PIANIST AND GUITARIST (DOUBLING bass), male, white, ages 28, 35. Neat, sober, reliable. Modern, commercial dance style; both sing. Will join group immediately or work duo. Travel or location, consider all offers. Phone Justice 2-8372, 1420 1st Ave., W. Kennebec, Wash. PIANO MAN—AVAILABLE IMMEDIATELY. Commercial piano and vocals, group vocals or solo. Have car. This ad due to mistake in last week's issue. Bob Leeds, c/o General Delivery, Gilroy, Calif. TOP-FLIGHT BINK ORGANIST AVAILABLE. Thoroughly experienced. Sober and dependable. Will locate anywhere. Write to Box C-237, c/o The Billboard, Cincinnati 22, Ohio. oc14. TROMBONIST, 21 YEARS OLD, SOME EXPERIENCE. Wants job with territory band or small combo that travels; any offer considered. Aaron Swank, 120 Canal St., Newcomerstown, Ohio., or phone 8-8463. WOMAN ORGANIST—EXPERIENCED IN cocktail lounges, dining rooms, dancing, floor shows, Hammond organ, Leslie speaker, beautiful wardrobe; union. Anyplace. Would join group. C. Watson, 216 E. Burnett, Long Beach, Calif. oc14.

PARKS & FAIRS. ANIMAL ACTS & VARIETY NOVELTY Acts of all description. Phone H-1196. Address: 2015 Oliver St., Variety Artists, Ft. Wayne, Ind. OUTSTANDING TRAPEZE ACT—AVAILABLE for outdoor, indoor events. (Platform required outdoor.) Flashy paraphernalia, real act; for literature, details, address: Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone: Eastbrook 3312.

VOCALISTS. FEMALE VOCALIST—EXPERIENCED, young and attractive. Good wardrobe; sings pops, standards, blues. Prefer small combo. Consider other offers. Available Oct. 7. Margie Sheeley, Masonville, Iowa. oc14. LADY JAZZ AND POP SINGER, WHITE, wants Chicago engagements. Clubs, conventions, lodges, records, etc. Box 909, The Billboard Publishing Co., 188 W. Randolph, Chicago 1, Ill. oc14.

IT'S A BEST SELLER! Everybody Wants It... We Have It. SECRETARY WALLET with Writing Pad and 6 RETRACTABLE BALLPOINT PENS in assorted colors. 14K gold-plated clip or with 6 two-toned pens. Both sets write in red, green and blue ink. COMPLETE SET 60c. Sample Dozen—\$12.00. Sold in 100 sets only or save by ordering in gross lots. \$83.00 Gr. Two-toned pens in beautiful color combinations. Silver-tip refill. Only \$15.50 Gr. Money order, check or 25% deposit on COD's required. COASTLINE PEN CO. 23 West 38th Street, New York 18, N. Y. BRyant 9-2757. Formerly Cosmo Pen Co.

SALESBOARDS. LOWEST PRICES ALWAYS. 1000 25c Charley Board... Prof. \$50.00 \$1.59. 1000 5c Double Fin... Prof. 24.00 1.69. 1440 5c Barrel Board... Prof. 18.00 1.69. 1440 10c Barrel Board... Prof. 36.00 2.25. 1000 25c J.P. Charley Tk. Prof. \$52.04 \$2.25. 1000 5c J.P. Boards... Prof. 24.00 2.55. 1000 5c J.P. Girls Boards Prof. 28.00 2.79. Ticket Deals, etc. DELUXE SALES CO., BLUE EARTH, MINNESOTA

Xmas Signs—Big Profit. Big Selection Proven Sellers. Day-Glo and Tinsel Beauties. Retalls fast 50¢ to \$2 ea. Order Samples Now! 4 1 1/2 x 14 Tinsel \$1.00. 5 2 1/2 x 14 Day-Glo Tinsel 2.00. 100 Ass. (50 ea. size) 23.00 (Samples Postpaid, USA). KOEHLER ADV. CO., ARCADIA, MO.

AT LAST AN AUTOMATIC SELLS LIKE WILDFIRE DEMONSTRATORS PITCHMEN—PROMOTERS. NO MORE INK STAINED POCKETS. BUILT IN MEMORY REMEMBERS. WHEN YOU FORGET! WORKS LIKE MAGIC! NO CLICK! CLICK! NO SPRINGS TO LOSE... NO PARTS TO BREAK OR JAM... WIRE—WRITE—PHONE SYNDICATE—STORES—BOOKED. Now being demonstrated and can be seen in F. W. Woolworth Stores in New York City. Sell Piggy Bank two-in-one refill at 69c and give a silver tip refill and the Automatic Pen as an Advertising Sample. Proven Pitch Available. Buy Direct from Mfr. Contact MR. McCUEN, PYRAMID SALES 307 West 79th St., New York, N. Y. Phone: SU 7-6600.

They'll Look... and Look Again!! They'll Laugh... They'll BUY! New... profitable... fast-selling! Top quality electric clock with backward dial (see photo). A great gag for taverns, amusement rooms, wacky gifts. Make 50% profit—(cost \$7.95) sell for \$12.95. \$7.95 ea. del'd. lots of 6 or more. SAMPLE \$8.95 del'd. L. & M. SALES CO. 322 No. Cedar Lake Rd., Minneapolis 5, Minn. NEW "BACKWARD CLOCK" Perfect for the Tavern, Amusement Room, Gift Giving.

Amberine Unbreakable Combs for DEMONSTRATIONS. THE ORIGINAL. Reg. in U. S. & Canada Pat. Off. Available Direct From Manufacturer. Price List on Request. Stock on hand. Orders Shipped Day Received. Send \$1.00 for Sample Set. "AMBERINE" 2020 F Street, South Belmar, N. J.

Big Money for DISTRIBUTORS—AGENTS—PITCHMEN—DEMONSTRATORS. Be first in your locality with the MIRACLE "DOUBLE CUT" ALL-PURPOSE KNIFE. Brand new import, first time in U.S.A. Patented diamond cut teeth and scalloped serrations. Cuts frozen meats, hams, roasts, fowl, sausage, hard bread, cheese... even bones... with ease. Forged of extra high carbon stainless steel, this knife is guaranteed to stay sharp for years. NOTHING LIKE IT—UNRIVALED FOR ALL KITCHEN TABLE SLICING AND CUTTING. Handy 8-inch blade with genuine Pakka Wood Handle. Retail for \$3.50; worth twice the price. Retailers, Meat and Frozen Food Distributors, Chain Stores, Housewives, Gift & Premium Buyers and many others will buy this knife. Christmas Gift Buyers are buying increasing quantities. Genuine profit opportunity for men selling quality goods that repeat. Jobbers Price, per dozen, \$21.00. Send \$2 for sample postpaid and sales plan. If special volume outlets, save time and give details. H. MEINHARDT & CO., INC. Importer 4333 N. Pulaski Road Chicago 41, Illinois



# NEW!

Our Greatest Novelty Hits in 43 Years!



**Holds by Suction Onto the Craziest Places!**

This is it! The surprise novelty that wows 'em! Plastic faucet in chrome plate looks absolutely real. Holds by suction cup onto any crazy object. Stick it on autos, furniture, doors, etc. Good for a million laughs. Each on plastic-covered card. No. 677 ..... Doz. **\$7.20**



**PHONY DOOR KNOB**  
Brass-plated plastic realistic Knob. Holds by suction. Puzzling laughter. Each on card with comic hang tags. No. 676 ..... Doz. **\$7.20**



**ABLE MABEL**  
Real screw driver with shapely, hand-painted figure handle. No. 674 ..... Doz. **\$5.00**



**"HEART BEAT" XMAS GREETING**  
Sensational box novelty with heart that actually beats as you open box. Operates by spring motor. No. 525 ..... Doz. **\$7.20**  
Also "To My Sweetheart," No. 522, "Birthday Greeting," No. 521, and others.

All prices F.O.B. Chicago. Add 25c per dozen for postage on sample orders only.

**H. FISHLOVE & CO.**

"Since 1914 Manufacturers of Novelty Hits That Amuse"

714 N. FRANKLIN STREET

CHICAGO 10, ILLINOIS

## XMAS SPECIAL!



Order Today! Don't Be Disappointed  
**4-Piece Boxed Set**  
-1242F1  
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**\$27.00** Doz.

This is the greatest money maker of the season! Not 3 but 4 beautiful matched pieces. Delicate filigree design in silver finish with choice of ice blue or crystal stones. Sunburst motif copied from expensive original. First time available at this low price. Beautifully gift boxed.

Over 500 items in our new catalog. Please ask us for one with your order.

Open Sundays Till Christmas

When in Philadelphia, stop up and see our new modernized showrooms.

**SUPERIOR JEWELRY CO., 740 Sansom St., Phila. 6, Pa.**

## COMING EVENTS

Continued from page 68

**Indiana**  
Evansville—Evansville Rodeo, Oct. 17-20.  
**Louisiana**  
Baton Rouge—La. Livestock Show & Horse Show, Nov. 7-10, W. M. Babin.  
Buras—Orange Blossom Festival, Dec. 6-8, Frank Ferguson, Gen. Del., Amite.  
Crowley—International Rice Festival, Oct. 17-18, A. L. Stoessel.  
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. Martinville—All Saints Celebration, Oct. 28-Nov. 3.  
Tylertown—Wathall Co. Livestock Show, Oct. 21-23, Ansel Estes.  
**Maryland**  
Timonium—Eastern Nat'l Livestock Show, Nov. 18-23, Joseph M. Vial.  
**Massachusetts**  
Boston—Boston Rodeo, Oct. 16-27, Walter A. Brown.  
**Mississippi**  
Byrum—Festival, Oct. 20-25.  
**Missouri**  
Kansas City—American Royal Livestock Show & Horse Show, Oct. 19-26, C. M. Woodard.  
St. Louis—Firemen's Rodeo (Arena), Nov. 5-10.  
St. Louis—St. Louis Rodeo, Nov. 5-10, Tom Racks.  
**Nevada**  
Carson City—Admission Day Celebration, Oct. 31.  
**New Mexico**  
Artesia—Eddy Co. 4-H & PFA Livestock Show & Sale, Oct. 24-26, Richard & Marek.  
**North Carolina**  
Tabor City—Yam Festival, Oct. 14-19.  
**North Dakota**  
Minot—Minot Rodeo, Oct. 17-20, Pearl Cullen.  
**Oregon**  
Portland—Portland Motor Show, Nov. 23-Dec. 1, Duane Hennessy, Mgr.  
**Pennsylvania**  
Harrisburg—Pa. Livestock Expo. (Farm Show Bldg.), Nov. 12-15.  
**South Carolina**  
Clover—Armistice Celebration, Nov. 4-11.  
**Tennessee**  
Somerville—Payette Co. Livestock Show, Oct. 18, G. W. Stroup.  
**Texas**  
Alton—Coastal Bend Livestock Show, Oct. 24-26, Rose M. Martin.  
El Paso—Southwestern Sun Carnival, Dec. 27-Jan. 1.  
Pasadena—Pasadena Livestock Show & Rodeo, Oct. 21-26, J. D. Rogers.  
Tyler—Texas Rose Festival, Oct. 17-20, Frank Bronaugh.  
**Utah**  
Ogden—Golden Spike Nat'l Livestock Show, Nov. 15-20.  
**Virginia**  
Kenbridge—Tobacco Festival, Oct. 14-19.  
Richmond—National Tobacco Festival, Oct. 18-19.  
**Washington**  
Vancouver—Vancouver Mum Show, Oct. 26-27.  
**CANADA**  
Ontario  
Toronto—Royal Winter Fair, Nov. 16-23, G. S. McKee.

## HARRY KELNER & SON

50 Bowery, New York 12, N. Y.



Original Alps Rollover Mechanical Cat ..... Doz. **\$4.00**

Alps Mechanical Jumping Colored Fur Dog ..... Doz. **3.00**

#12 Mouse Head Balloons ..... Gr. \$ 6.00  
Stretched Spiral Balloons ..... Gr. 6.00  
Extra Large Workers ..... Ea. .50  
Rubber Reindeer, large ..... Doz. 6.50  
Dangling Squeak Bears ..... Gr. 18.00  
Mech. Drummer Bear ..... Doz. 7.20  
Romping Puppy ..... Doz. 7.20  
Walk Dog w/Shoe ..... Doz. 6.50  
Boy on Bike ..... Doz. 3.00  
Santa on Bike ..... Doz. 3.50  
Walk Cat w/Ball ..... Doz. 6.50  
#16 Polka Dot Balloons ..... Gr. 5.00  
Giant Workers ..... Ea. .50

No Catalog. Send \$10.00 for Samples. Best Sellers.

One-Half Deposit Required

## CHINA TABLE LAMPS

with FIBER GLASS SHADES



Hand-painted 24 K gold decorations, decorated lustre finish. Comes in gorgeous assortment of styles and colors. **\$2.95** ea. In doz. lots. Sample \$4.50 prepaid.

16-Piece Dinner Sets, 25 kt. gold, \$2.50 per set. Write for Catalog.

2000 China decorated modern and traditional lamps and shades, complete ..... \$2.00 ea. 1500 Boudoirs as above ..... \$1.00 ea.

25% dep., bal. C.O.D., F.O.B. Chicago.

**CAMBRIDGE PRODUCTS CO.**  
1451 W. Irving Park Rd. Chicago 13, Ill.

## Grand Champion BANKS



### GRAND CHAMPION SELLER!

REPEAT ORDERS COAST TO COAST! AUTHENTIC REPRODUCTIONS IN NATURAL COLORS. IDEAL FOR MANTEL PIECE, DESKS, DESKS, ETC. THESE BANKS ARE ATTRACTIVE, GOOD DETAIL AND COLORING. NOW AT THESE NEW LOW PRICES:

YOUR COST ONLY **\$14.40** per doz.

Size 7x10—Your cost only \$ 7.20 per doz.  
Size 8x15—Your cost only \$14.40 per doz.

WE PREPAY FREIGHT ON ORDERS OF 2 DOZEN OR MORE. State number of each wanted and enclose check with order.

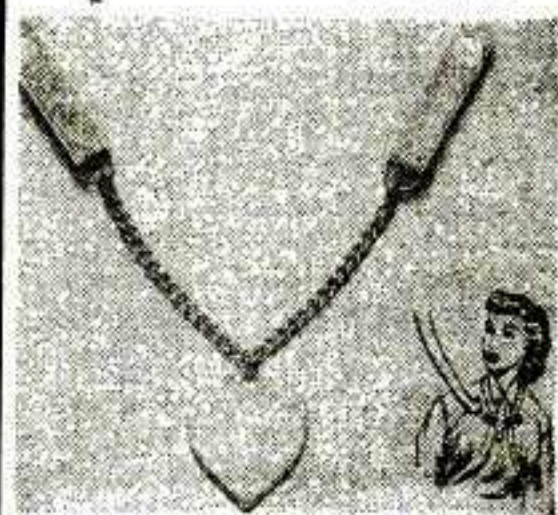
Also available 10" long, 6" high. Your cost only \$7.20 per dozen.

MAIL ORDER TODAY!  
**NEBRASKA ART STATUARY COMPANY**  
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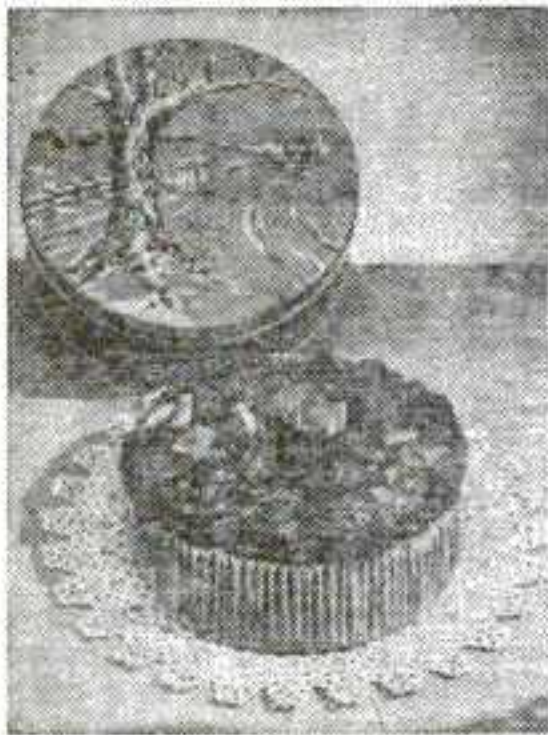
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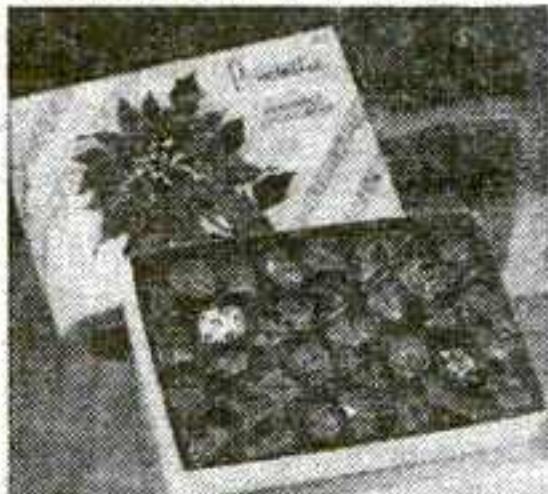


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With Matching Expansion Band \$3.50 each in lots of 6 or more.  
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## Union Racketeering Is Dealt Crushing Blow by N. Y. Court

Justice Coleman Blasts Local 531; Denver, RCIA Officials Hail Verdict

NEW YORK—Union racketeering in the New York juke box field was dealt a near-fatal blow Wednesday (9) in New York Supreme Court when Justice Samuel C. Coleman handed down a permanent injunction against Local 531 of the United Industrial Unions and the following co-defendants: Al Cohen, Harold Kaufman, Sam Obernik, Charles Walker, Crescent Amusement Devices, Inc.; McCann Amusement Machine Company, Inc.; Morris Barra, Joseph Barra; Circle Amusement Devices and Jomor Music & Amusement Service.

Plaintiffs were the Music Operators of New York, the Retail Clerks' International Association, AFL-CIO, Local 1690; several operating firms and RCIA and Local 1690 officials.

The plaintiffs had charged the defendants with organizing a paper union for their own personal interests and for the purpose of destroying the recognized juke box union in the area, Local 1690.

Justice Coleman's decision follows:

### The Decision

"This is not a labor dispute as the defendants assert it is. On the contrary, it is a controversy that arises from the efforts of individuals acting under the guise of a fictitious union, but really in behalf of owners of juke box machines.

"These efforts were intended to have owners of bars and grills where juke boxes have been installed, remove them and replace them by juke box machines owned by those in whose behalf the individuals were working. The so-called union had no mechanics or service people who would be prepared to take over the servicing of the machine; and the methods to obtain 'co-operation' of the owners of the bars and grills by 'pulling out the plug' of the machine already there was a startlingly un-

(Continued on page 86)

## N. Y. Ops Name Harry Kelly as Business Mgr.

SYRACUSE—Harry Kelly, one of the dean's of the automatic phonograph industry, has been named business manager of the newly formed New York State Coin Machine Association.

Kelly had been with the J. P. Seeburg organization for 21 years, serving as a district manager until recently. He left the organization when the firm discontinued its practice of working thru district managers.

Kelly's territory had been New York State, outside the New York City area; New England and part of Pennsylvania. The new business manager has been in the coin machine industry three years short of a half century. At various times he has been a repairman, operator, salesman and district manager.

### New Members

First project for Kelly will be to build up the membership of the organization. He will concentrate on areas of the State where local organizations do not exist. Where they do exist, the local groups will attempt to sign their members to the State organization.

Kelly begins working this week in the Buffalo area. Eventually he will visit all sections of the State. After the recruiting drive is over, he will concentrate on administrative chores.

## Dime Play Nears 50%: Cincy Ops

CINCINNATI — Local operators are optimistic over substantial inroads made by dime play in this city during the past several months.

Current estimates are that close to 50 per cent of the city's locations have converted, and predictions are that the figure will reach 85 per cent before the end of the year.

The figure takes on more meaning when compared to six months

(Continued on page 86)

## GARY OPS

### Reaction to Jazz: 'From Hot to Cold'

By JOE KLEIN

This is a continuation of a series on juke box programming of tunes other than current pop hits. Previous issues of The Billboard have carried reports from Minneapolis, Detroit and Miami. The following is a report from Gary, Ind.

GARY, Ind.—Jazz, progressive and classical, is scoring a perceptible and, in some cases, phenomenal penetration in this community.

While the degree of its acceptance varies widely from zero plus in some locations to an astounding 90 per cent of the programming in others, it is in fluctuating demand everywhere, and the alert operator must serve it up as an accommodation even where its money-making possibilities are faintest.

### Negro Appeal

Jazz reaches its zenith in the teen-age communities inhabited by the city's 60,000 Negro citizens who make up about a third of the total municipal population.

Gary has two Negro operators. One of them, Thomas W. Horace, of the Horace Music Company, tells you that jazz is indispensable.

"It is," he says, "the life-blood of my business."

D. O. Harris, of the Harris Music Company, is somewhat less emphatic, tho in no way would he

underestimate the vast importance of jazz in programming.

In several of his locations popular music is ignored with dreary consistency, Horace claims.

At one spot, at least, he said, the demand for pops is almost nonexistent. Consequently, over 90 per cent of his programming is given over to jazz, blues and rhythm.

"But that's an extreme condition," Horace stated "By and

(Continued on page 89)

## OLD PHONOS SELL

### Distrib Markets Refinished Jukes

ST. LOUIS—Getting out of the rut in the matter of refinishing used phonographs either for return to location or resale is a policy which has paid excellent dividends for Joe McCormick, head of McCormick Distributing Company here.

McCormick, who was an operator himself for many years, as well as an accomplished mechanic before setting up his own distributing firm, has built up an outstanding reputation for clean, eye-appealing, reconditioned juke boxes which will fit into almost any location because of their appearance.

Very seldom does a phonograph remain on the sales floor for more than a week, even if it is an old model which most operators normally gaze upon with more than disfavor.

The reason can be found in the outstanding job of cleaning up the trade-in boxes for resale—standard practice by Harold Burro, McCormick's veteran mechanic and head of the service shop.

### Experiments

From time to time Burro has experimented with almost every conceivable cover for the surface of used phonographs, including brushed on and sprayed on paint, wood veneers, rough crackle finishes, and others. After considerable experience with various types, however, he eventually settled upon a tough, durable plastic paper which, applied in decalcomania fashion, has opened up a new world of phonograph appearance. The specialty paper—applied by

## WURLITZER TO NAME 3 COAST DISTRIBUTORS

NORTH TONAWANDA, N. Y.—The Wurlitzer Company is negotiating with three separate distributor organizations to represent the firm in Southern California according to Robert Bear, Wurlitzer sales manager.

While final contracts have not been settled, Bear stated that Wurlitzer plans to have separate representation in each of three cities—Los Angeles, Fresno and San Diego.

### Former Rep

The entire territory was formerly handled for Wurlitzer by Sierra Distributing Company (The Billboard, September 23).

Bear stated the appointment of separate distributors was in line with a planned expansion in the area as well as to localize servicing facilities for operators.

## Atlas New Vending Distrib for Keeney

CHICAGO—Atlas Music Company, juke box and games distributor in Chicago, has been appointed distributor in the Midwest area for the vending machine products of J. H. Keeney & Company.

The addition of vending machines along with the recent addition of games to the Atlas line is a step in the company's diversification plan, according to Atlas official, Nate Feinstein.

Bill Phillips, Atlas sales staffer, will travel the territory representing the new Keeney line after an orientation period at the Keeney plant.

## MOA Directors Eye Miami for '58 Convention

Meet Nov. 10-17; Copyright Bill, TV Show on Agenda

MIAMI—Music Operators of America's board of directors will be looking over Miami as a potential 1958 convention site when the group meets here for their executive board meeting at the Sans Souci Hotel, November 10-17.

President George A. Miller stated the directors are highly interested in the facilities offered by the Miami hotels.

### Full Agenda

On the agenda for discussion is a television show, which has been in the negotiation phase for the past three months; a public relations program, offered by a national public relations firm in New York, and present copyright legislation.

Miller stated the directors would also vote on the replacement for Sidney H. Levine, national legal counsel, who died August 2.

Music operators in Florida and surrounding territories are being

(Continued on page 86)

## W. Va. MOA Sets Date for '58 Convention

CHARLESTON, W. Va.—West Virginia Music Operators' Association board of directors held a discussion of current operating problems and set the date for the group's 1958 convention at their regular monthly meet, October 7, at the Daniel Boone Hotel here.

The 1958 conclave is slated for October 3-4 at the Pritchard Hotel, Huntington. Program plans have not been decided upon.

### Attendance

The group's October 7 meet had almost perfect attendance, with only one director absent. Attending were: President, William N. Anderson; vice-president, Edward M. Oliver; vice-president, James Stevens; treasurer, Raymond Tabor, and executive secretary, Dana M. Hicks.

Directors: C. H. Flannery, J. H. Kiser, Joe Hunt, Loema Ballard, Dillen R. De Haven, Kenneth Mathew, R. A. Hall; sergeant at arms, Darris Derrick, and advisory council members John Wallace and James K. Hutzler.

## Capitol Named N. Y. Distrib For Rock-Ola

NEW YORK—Capitol Projectors, kiddie ride manufacturer and operator, this week was named New York distributor for the Rock-Ola juke box. Capitol's territory will include five boroughs, Westchester, Ulster, Sullivan, Nassau, Suffolk and Dutchess Counties and Lower Connecticut.

In charge of the distributorship will be Leo Willens and Sam Goldsmith. Ralph Hotkins will be in charge of the parts and service departments, which are being set up.

The showroom will be at 580 W. 52d Street, while the shop

(Continued on page 86)

## 22 Attend Chi Distribs Third Servicing Class

CHICAGO — Interest and attendance in Chicago's first service school set up jointly by four of the city's distributors continued to pick up momentum last week.

Attendance reached a high of 22 servicemen from 13 different operating companies and one distributing company, showing up for the school's third session at Atlas Distributing Company (Seeburg) Wednesday (9) evening.

### Class Size

The high attendance was almost an anomalous situation for the distributor sponsors of the school, who

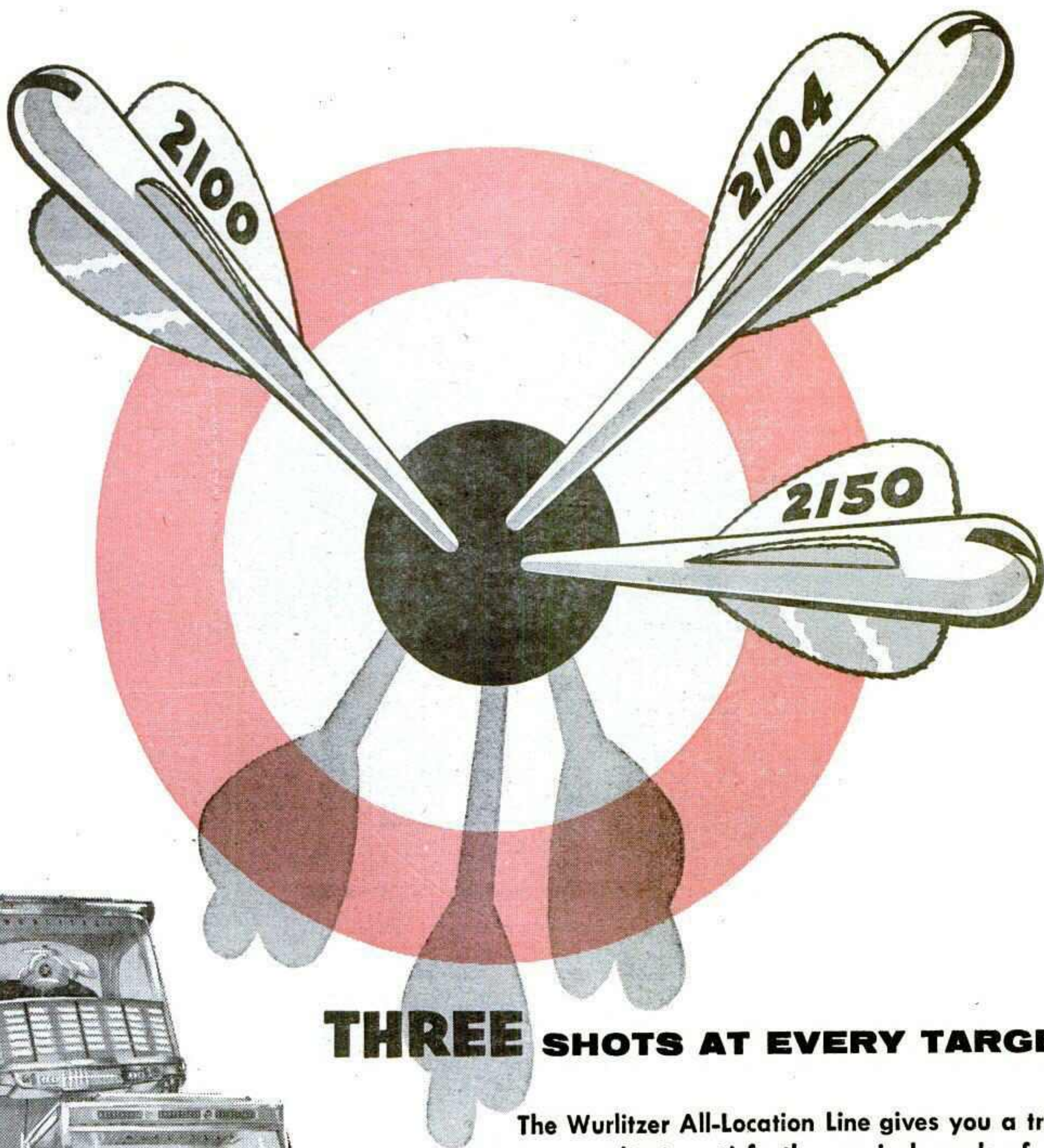
while pleased over operator enthusiasm, are nevertheless making every effort to keep classes small enough to permit individual attention.

But operator enthusiasm continues to pick up and a distributor spokesman stated the quartet would continue to hold classes indefinitely, until all servicemen from interested operating companies can attend.

The school was organized by distributors to alleviate the critical shortage of servicing personnel in

(Continued on page 86)





### THREE SHOTS AT EVERY TARGET

The Wurlitzer All-Location Line gives you a triple opportunity to satisfy the musical needs of any location. Every model features 50-cent play. Each has a record for increasing earnings wherever installed. Each, in its class, is priced to pay you a greater return than you could enjoy from any other phonograph.

# WURLITZER

## ALL-LOCATION LINE

SEE ALL THREE AT YOUR  
WURLITZER DISTRIBUTOR

THE WURLITZER CO.—NORTH TONAWANDA, N. Y.

ESTABLISHED 1856



104-Selection  
Model 2104

200-Selection  
Model 2150

200-Selection  
Model 2100



# RACKETEERING DEALT BLOW

Continued from page 84

conventional manner of obtaining union contracts with the owners of the machines.

"If the defendants were interested in legitimate union activities, and in obtaining collective bargaining agreements with the owners of the machines, there was no call to disrupt service of the old machines and to demand installation of others owned by different people. Union members, no matter to what union they belonged, could continue to service the machines already in place, no matter who owned them.

### "Special Interests"

"It is clear that the defendants do not constitute a bona fide union. Instead of having the interest of the employees at heart, they were obviously concerned with special interests, with organizing juke box machine owners. But in doing so they could not intimidate owners of bars and grills, or the association to which they belonged, or to attempt by primitive methods to disrupt relations between the owners of bars and grills, their association and the legitimate union to which the servicemen belonged and with which their owners and their association had a collective bargaining agreement.

"There will be a judgment for the plaintiffs against all defendants except Caggiano. The testimony at best puts him only on the fringe of the activities of the defendants, the rest is surmise."

### Caggiano Action

The reference to Caggiano concerns James Caggiano, who figures in another action brought by RCIA against Local 433, a game union. The local was accused of interfering with an RCIA trusteeship.

The original action in the juke box case began April 12 in New York Supreme Court. The plaintiffs sought to enjoin Local 531 from unlawful acts of picketing and intimidation.

It was charged in the complaint and in affidavits that Local 531 was organized for the purpose of

intimidating tavern owners and forcing them to remove the machines of the existing operators in favor of operators designated by the union.

### Picket Threat

The papers charged that in many instances representatives of Local 531 would go to the tavern owner and threaten him that unless his disconnected the juke box, his place would be picketed. The papers also charged that hundreds of circulars were sent out by Local 531 to owners of locations threatening picketing unless these owners used juke boxes which bore the label of Local 531.

The Music Operators of New York charged that this was not a bona fide union and that the acts of the defendants were illegal and in violation of MONY rights under its collective bargaining agreement with RCIA.

Albert S. Denver, MONY president, testified that a stabilized labor relationship existed by virtue of the collective bargaining agreement between MONY and the RCIA union.

### Threats Reported

Owners of bars and grills testified that they were threatened by Local 531 representatives. Caggiano, who was named as a defendant, was absolved because his connection with the alleged conspiracy was not shown.

Upon learning of the New York Supreme Court decision, Wednesday (9), Denver made the following statement:

### Denver Statement

"This decision by Justice Coleman is the most important decision that has been rendered during the 20 years of the existence of the Music Operators of New York.

"The decision is indeed a gratifying one to the association and the Retail Clerks International Association, AFL-CIO, and to all of us who have worked so patiently and hard over all these years to establish a clean, honest and responsible industry.

"Every now and then our industry has been the victim of undesirable and irresponsible persons who believed that this industry is an easy prey to extortion and intimidation. The owners of juke boxes have substantial investments in their business and we have always felt that it is important that standards of the industry be kept high.

### Principles Vindicated

"It is for this reason that we brought this action and fought the important issues in the court over a period of many weeks. Our principles have been vindicated by this decision.

"Our labor relationship with the Retail Clerks International Association, AFL-CIO, has brought about a stability which is most desirable and which, we hope, will continue. As the result of the collective bargaining agreement, the employees in our industry have been receiving wages and other benefits which are higher than most other industries.

"We must constantly keep guard lest persons with selfish motives, by illegal means and by masquerading under the name of a union, destroy and intimidate our industry.

### Added Responsibility

"This far-reaching decision by the Supreme Court places added responsibility upon the Music Operators of New York and the Retail Clerks International Association that we act in a manner which will continue to earn for use the respect of the courts and the public and to entitle us to the protection of the equity courts of this State.

"We will, of course, continue to be on guard and will continue to protect operators and tavern owners and owners of bars and grills

and other places where juke boxes are located from illegal activities, whether these illegal acts are committed by an organization masquerading as a union or any other group.

"My only personal regret is that the former attorney for the Association, Sidney H. Levine, who worked so conscientiously and diligently in this litigation, did not live to see the result.

"We congratulate the other attorneys who participated in this action, in association with Mr. Levine, who were Samuel Mezansky, trial counsel, and Sylvan H. Elias, of Vladeck & Elias, who appeared as attorneys for the Retail Clerks International Association, AFL-CIO."

### Union Statement

In a joint statement, Barney Schlang, president, and Drew Calland, secretary, Local 1690, said that "Justice Coleman's decision is a vote of confidence to the labor movement and a warning to elements who attempt to use the labor movement as a cloak for racketeering."

They added that "Local 1690 was organized to protect the interests of men employed in the juke box industry, while the paper union named in the injunction isn't even remotely interested in welfare of juke box employees.

"We will continue," they added, "to organize workers in this industry and maintain high standards which will benefit both employer and employee.

"The decision of Justice Coleman," they concluded, "should serve as a warning for all persons who attempt to blacken the name of unionism by using the labor movement as a front for illegal activities."

## Servicing Class

Continued from page 84

the city (The Billboard, October 7). It is being held weekly, on a rotating basis in each of the distributors' shop rooms. Classes are free with the distributors bearing all cost.

### Trouble Shooting

Wednesday's session at Atlas was devoted to the current line of Seeburg phonographs. Emphasis was on field service and trouble-shooting principles. Instruction was primarily from a "check and trouble shooting" chart furnished by the factory which detailed steps for checking any machine problems on an, "if this happens, look here," basis.

Each of the servicemen attending were furnished a copy of the chart as well as a small neon test lite, for checking circuits and the like.

Classes, running from 7 to 1 p.m., were conducted by Newel Bellamy Seeburg sales engineer. He was assisted by Atlas service manager, Frank Bach. Also present were Atlas officials Ed Ginsburg and Nate Feinstein.

## MOA Directors

Continued from page 84

invited to attend the national board meeting. The Florida music operators' association is also expected to meet in Miami at the time the board is in session, to be briefed by MOA officials on the activities of the national association.

William Blatt, chairman of the arrangements committee, is handling all details for hotel accommodations, meeting rooms and special entertainment for the wives of the directors during their stay in Miami. Operators or directors interested in attending the meet were urged to contact Blatt for reservations.

# Refinished Jukes Profitable

Continued from page 84

closely simulates the grain (transferred by a photographic process to the paper) of such hard woods as walnut, oak, birch and maple. Typical examples were two 1950 phonographs which were rolled into the showroom in mid-June.

Each was covered with a durable decalcomania finish simulating walnut with the grain running the long way across the front and down the sides, every piece precisely cut to fit so there was no apparent juncture between any of the sheets. Even upon close examination the two veteran machines looked factory fresh and inasmuch as both were early examples of hundred-choice machines, they sold quickly.

Displayed at the same time in a corner of the St. Louis distributor showroom was an even older model machine which Burro had patiently given a simulated Formica finish in the same mother-of-pearl grey used for counters in food service grills. In this case, exposed hardwood at the front of the cabinet had been given the natural finish, which harmonized appealingly with the pearl grey material on all other surfaces. Here again the box sold quickly.

Enthusied by the success which this refinishing program has brought about, McCormick and Burro expect that something like 85 per cent of their used-phonograph turnover in the future will be along these lines.

### Paint Used

Meanwhile, the shop makes use of paint in many variations as well. Most popular for pin games and phonographs has been a diamond-hard, heavily-drained paint which must be sprayed on the surface and which resists almost all chipping, burning, discoloration and other damage.

This material is used primarily for phonographs slated for older locations—where they are likely to undergo considerable abuse.

A typical paint job here, on a 10-year-old phonograph, consisted of first a coat of the yellow high-durability paint and then a series of green lines, run at odd angles over the yellow surface, which were applied by dipping the end of a stiff paint brush in a pot of green enamel and simply tapping the brush here and there over the entire surface.

### Wood Preparation

Along with these final appearance touches, Burro does just as elaborate a job on the wood before the paint is applied. This includes the filling in of all deep dents, scars and cracks with plastic wood, which is then sanded down flush with the grain of the original wood.

Where a phonograph has been abused by too much moisture and the hardwood surface has become dead, Burro doesn't hesitate to remove whatever area is necessary and hand-fit a new piece which will take his later paint job or decalcomania without difficulty.

Many mechanics shy away from this extra labor on the theory that

the paint job will cover it up. Both Burro and McCormick, however, believe that wood in poor condition will show through immediately no matter how many coats of paint are piled on, and that to the operator's experienced eye a complete freedom from blemishes and ugly scars spells quality.

### Want List

For the past several years, McCormick has kept up a want list-of coin machines which specific operators would like to add to their routes, and whenever there is a trade-in of a desired machine he notifies the pertinent operator. McCormick never releases the machine, however, until it has undergone one of Burro's painstaking refinishing operations. Then, the machine will naturally bring a better price, provide better satisfaction for everyone concerned, and will be good for many more years of service.

## Capitol Named

Continued from page 84

will be at 556 W. 52d Street. The first shipments of 120-selection Rock-Olas arrived this week.

The Rock-Ola New York distributorship had been operated by Herman Bros., Brooklyn operators. Before that Dave Stern's Seacoast Distributing Company had been the New York outlet. Stern is distributor for Northern New Jersey.

Negotiations for the Capitol acquisition of the Rock-Ola franchise had been going on for six months between Dave Rockola and Ed Ristau of Rock-Ola and Willens and Goldsmith for Capitol.

## Cincy Dime Play

Continued from page 84

ago, when a survey by The Billboard indicated that only 10 to 24 per cent of the locations were switched to 10-cent play.

According to Leonard Goldstein, T & L Distributing Company, an 85 per cent conversion figure by the end of the year is almost certain.

He points to increase in takes everywhere by operators who have made the change, this is despite a general drag for all types of business thruout the area.



Eyes see faster . . . ears hear truer . . . hands move surer, swifter with the coin to play the big take SHOWBOX "H-200." Now at your distributor's!

AMI Incorporated 1500 Union Ave. S. E., Grand Rapids 2, Michigan originator of the automatic selective juke box in 1929.

**Oldest ONE-STOP record service**

**ALL LABELS • ALL SPEEDS**

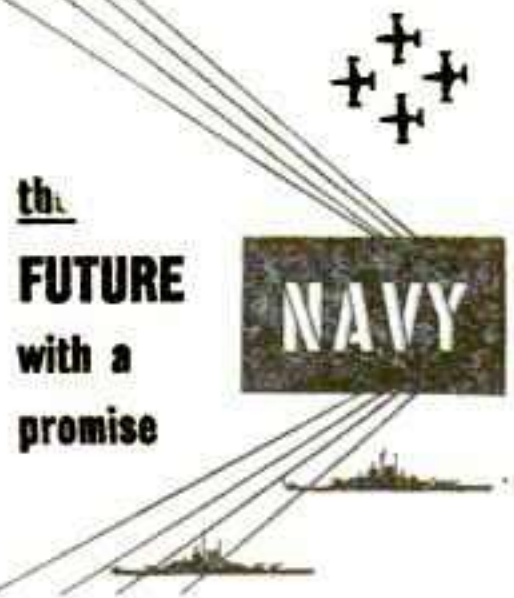
45 RPM 78 RPM  
**55¢ 60¢**

EP'S  
**80¢**

LP'S \$2.47 \$3.09 \$3.69

- Free title strip service
- No extra charges
- C.O.D. or check & postage with order

**THE MUSICAL SALES COMPANY**  
140 W. MT. ROYAL AVE. BALTIMORE, MD.



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Save time, effort and money. Send in coupon today.

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Yes, I want ( ) copies of The Music Record Programming and Buying Guide at \$1 each. My remittance is enclosed. Please rush to:

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Company Name .....

Street Address .....

City..... State.....



**Milwaukee**

By BENN OLLMAN

The World Series slowed up the coin machine business of veteran operator George Schroeder: "We didn't get any service calls during the games. Everybody was either watching them on TV or listening to them on the radio." Recent placement of several of the long bowlers has shown gratifying results, according to Schroeder. Schroeder's routeman Danny Karoleczak went on his first duck hunting trip of the season.

Dick Zimmerman is the new routeman on the P. & P. Distributing Company roster. Zimmerman formerly worked for Midwest Novelty, and then ran his own small string of music and games equipment prior to joining forces with P. & P. . . . Takes are down somewhat from last year's figures, according to Ray Lax, of Ray's Amusement Company. He blames some of the decline on baseball. "The World

# Coinmen You Know

Series did us no good," he says.

Premium goods are selling in greater volume to operators, claims Sam Cooper, of Paster Distributing Company. "It is due in some part to the growing interest in the long bowlers," he states. . . . Operators stopping in at the Mercury Records headquarters for new wax included Elmer Schmitz and Hilbert and Andy Waterman, Wisconsin Dells.

Harry Jacobs Jr. and Reid Whipple, Wurlitzer factory service engineer, last week made a 1,000-mile swing thru Northern Wisconsin and Upper Michigan territory calling on operators. Whipple conducted brief service-school sessions with route servicemen while Jacobs handled sales chores. "A terrific week," says Jacobs.

Mary Humiston, P. & P. Distributing Company disk buyer, is ill from the flu. . . . Jim Skiba, Music Mart, reports that one-stop disk volume has been holding up nicely despite the baseball fever and the flu. . . . Shopping for juke box wax last week at the Music Mart were N. Tompkins, Tompkins Coin Machine, Manitowoc, and representatives from Mel's Coin Machine, Green Bay, and Chirp Sales, Kewaunee.

**Jackson, Miss.**

George Sammons, president of Sammons-Pennington Company, Memphis, Seeburg distributor, was seen on a swing thru Mississippi recently calling on operators. . . . So was Jack Canipe Jr., vice-president of Consolidated Amusement Company, Wurlitzer distributor. . . . Frank Steed, partner in Steed & Hearn Music Company, Clarksdale, is going into the cigarette vending business. He recently bought a route and is buying new machines to enlarge it.

W. A. (Red) Bustin, Bustin Amusement Company, Moorhead, Miss., was ill for two weeks. He's back on the job now. Bustin is adding some new 200 juke to his route. . . . So is Pete Manos, PM Music Company, Greenville.

Billy Bledsoe, Chicot Amusement Company, Lake Village, Ark., reports collections have shown a good increase since he went on dime play several weeks ago. . . . Buch Buchanan, service manager of Fairway Amusement Company, Columbus, returned recently from a two-week vacation in Colorado. He called on a lot of coinmen there and learned about their operations.

Abe Malouf, Malouf Music Company, Greenwood, is expanding his cigarette and chewing gum routes in Greenwood and Natchez, Miss. He owns, besides Malouf Music Company, LeFlore Music Company, Greenwood, and Adams Music Company, Natchez. He is also adding some 200 juke boxes to his routes.

E. J. Tirey, Tirey Music Company, Isola, is getting his route in shape for the big fall harvest season. His is mostly a country route and his best season is during the fall. . . . Carlton Collins, Crystal Amusement Company, Grenda, says his route will be 100 per cent 45 r.p.m. before January 1. . . . Guy Taylor, Taco Amusement Company, Oxford, was glad to see University of Mississippi open its doors. It snapped his slow summer business back to good activity.

Mahon Jones, Jones Music Company, Holly Springs, is recovering from a slight heart attack. His daughter, Mary, 21, who graduated last June from college in California, has been driving him around. . . . E. E. Steed, Automatic Amusement Company, Tupelo, is spending some time on his chicken farm.

Al Busby Jr., former operator of Ole Miss Music Company, Oxford, has closed his operation there and moved it to Memphis. He joined with George Smith in Memphis and formed Smith & Busby Music Company. . . . Bert Shives, Yazoo Novelty Company, Yazoo City, is a big promoter of dime play since his conversation several months ago. He has had a 25 to 30 per cent increase.

Mississippi operators in Jackson or Memphis for business in recent weeks included: Pat Harrington, Houston Music Company, Houston; Eddie Barnes, Eddie's Music Service, Greenville; Paul Maucelli, Paul's Amusement Company, Greenville, and Don Wallace, Wallace Amusement Company, Columbus.

Also Lee Treft, Delta Vending Company, Cleveland; Manuel Nassar, Nassar Music Company, Shelby; O. H. Rushing, Rushing Amusement Company, Philadelphia; George Fraley, Macon Music Company; Henry C. Smith, Dyess Music Company, Greenville; Carl King, King Amusement Company, Leland; Joe Tierce, Tierce Amusement Company, Greenwood; Richard Kelso, Kelso Music Company, Cleveland, and Austin Johnson, Central Music Company, Cleveland.

**Denver**

By BOB LATIMER

Mrs. Alma Doran, former owner of Doran Nut Sales, Inc., distributing to bulk vending operators thruout the Western States, has announced sale of the firm to Sandunes Investment Company, oper-

*(Continued on page 89)*

**SEEBURG OWNERS** Model B thru VL-200

**50c EXTRA PLAY BONUS MEANS LARGER COLLECTIONS!**

**THE ROYAL 50c UNIT AVAILABLE WITH NATIONAL REJECTOR And IMPROVED COIN SEPARATOR.**

**Tested—Thousands in Use!**

Not a Kit—Install on location in minutes. No Wiring, Soldering, Drilling.

**ROYAL MFG. CO.**  
1360 Howard St., San Francisco 3, Calif.  
Please send Royal 50c Unit for Seeburg model \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**Now only \$49.50**

50 120 200 SELECTION MODELS  
A  
**ROCK-OLA**  
FOR  
EVERY LOCATION

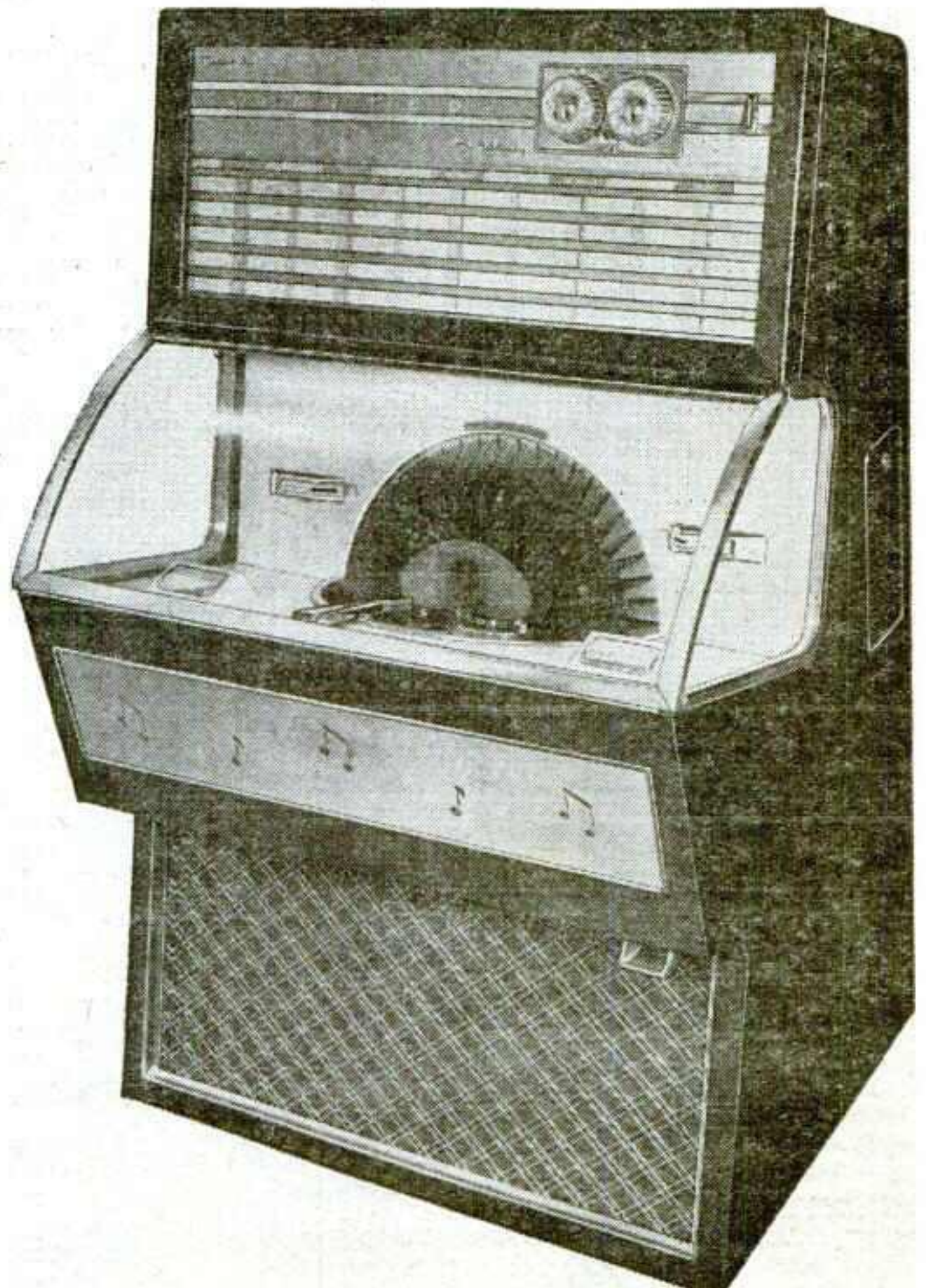
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SOUND  
INVESTMENT"

**UNITED'S  
Hi-Fidelity  
Phonograph**

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CABLE ADDRESS: UMCORP





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 7, 1957)

### MUSIC MACHINES

	High	Low	Mean Avg.
<b>AMI</b>			
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	149.00	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	750.00	375.00	650.00
Model F-120 (54) 120 sel., 45 RPM	695.00	525.00	595.00
<b>ROCK-OLA</b>			
120 Comet	\$495.00	\$175.00	\$495.00
1428 (48) 20 sel., 78 RPM	99.50	49.50	95.00
1434 (50-51) 50 sel., 78 RPM	300.00	149.50	225.00
1434 Fireball	195.00	175.00	195.00
1436 A-(53) 120 sel., 45 RPM	295.00	145.00	259.00
1438 (54) 120 sel., 45 RPM	465.00	395.00	425.00
1446 Hi-Fi 120 sel., 45 RPM	725.00	625.00	695.00
<b>SEEBURG</b>			
M-100-A (9/49) 100 sel., 78 RPM	\$515.00	\$149.00	\$175.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	340.00	395.00
M-100-C (5/52) 100 sel., 45 RPM	545.00	45.00	495.00
HF-100-G (9/53) 100 sel., 45 RPM	700.00	550.00	595.00
HF-100-R	725.00	615.00	696.00
100-W (9/53)	595.00	575.00	575.00
Seeburg Sicum 200 Set	795.00	275.00	675.00
<b>WURLITZER</b>			
1015 (46) 24 sel., 78 RPM	\$ 95.00	\$ 39.50	\$ 65.00
1100 (47) 24 sel., 78 RPM	75.00	50.00	60.00
1250 (50) 48 sel., 45 or 78 RPM	145.00	95.00	129.50
1400 (51) 48 sel., 45 or 78 RPM	195.00	139.50	195.00
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
1550-A (53) 104 sel., 45-78 RPM Mix	695.00	425.00	545.00
1700 (54) 104 sel., 45 RPM	775.00	175.00	595.00
<b>PINBALL GAMES</b>			
<b>BALLY</b>			
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
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	260.00
Palm Beach (7/52)	105.00	35.00	65.00
Palm Springs (11/52)	90.00	29.50	65.00
Spote 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	75.00
Yacht Club (6/53)	60.00	43.00	60.00
<b>CHICAGO COIN</b>			
Basket Ball Champ (10/49)	\$195.00	\$125.00	\$175.00
Saddle & Turf Club Model (10/53)	275.00	175.00	225.00
<b>GOTTLIEB</b>			
Arabian Knights (11/53)	\$165.00	\$100.00	\$150.00
Chinatown (10/52)	65.00	45.00	65.00
College Daze (8/49)	50.00	50.00	50.00

	High	Low	Mean Avg.
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	65.50
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
Grand Slam (4/53)	110.00	75.00	110.00
Guys & Dolls (5/53)	75.00	60.00	75.00
Gypsy Queen (2/55)	210.00	165.00	185.00
Happy Days (7/52)	65.00	45.00	60.00
Harbor Lites (2/56)	250.00	175.00	225.00
Hit 'n' Run (3/52)	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
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
<b>UNITED</b>			
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)	195.00	65.00	110.00
Stars (6/52)	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
<b>WILLIAMS</b>			
Army & Navy (10/55)	\$ 60.00	\$ 50.00	\$ 60.00
Big Ben (9/54)	115.00	90.00	115.00
C. O. D. (9/53)	75.00	75.00	75.00
Colors (11/54)	135.00	125.00	125.00
Dealer '21' (2/54)	125.00	65.00	110.00
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 O (2/54)	125.00	59.50	99.50
Nine Sisters (1/54)	95.00	95.00	95.00
Palisade (7/53)	55.00	55.00	55.00
Peter Pan (4/55)	150.00	140.00	150.00
Pinky-5 Ball (9/50)	60.00	60.00	60.00
Quarterback (10/49)	79.50	75.00	75.00
Race the Clock (1/55)	185.00	150.00	185.00
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
<b>SHUFFLE GAMES</b>			
Advance Bowler (CC) (5/53)	\$199.50	\$ 95.00	\$100.00
Banner (U) (8/54)	325.00	155.00	240.00
Bonus Bowler (K) (3/54)	190.00	75.00	125.00
Bonus Score Bowler (CC) (4/55)	395.00	275.00	345.00
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

	High	Low	Mean Avg.
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)	245.00	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) (1/51)	40.00	40.00	40.00
Fireball (CC) (11/54)	150.00	115.00	150.00
Flash (CC) (9/54)	335.00	145.00	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 (U) (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	85.00
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
<b>ARCADE EQUIPMENT</b>			
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—Telecola; U—United; W—Williams; Wa—Walling.			
ABT Challenger (5/46)	\$ 30.00	\$ 25.00	\$ 25.00
Air Raider (K) (4/8)	225.00	125.00	125.00
Atomic Bombers (M)	125.00	125.00	125.00
Auto Photo (AP)	1795.00	1795.00	1795.00
Balloonamat (Capitol P) (1/55)	295.00	295.00	295.00
Basketball (G)	225.00	150.00	225.00
Basketball (CC)	195.00	155.00	195.00
Basketball Champ (CC)	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48)	145.00	75.00	105.00
Big Inning (B) (47)	129.50	65.00	85.00
Big Top (G) (6/54)	395.00	315.00	



Table with columns: High, Low, Mean Avg. Items include Shoe Shoe, Shoot the Bear (S), Shooting Gallery (Ex), Sidewalk Engineer (W), Silver Bullets (Ex), Silver Gloves (M), Six Shooter (Ex), Sky Gunner (G), Sky Gunner (CC), Sky Rocket (G), Sportland (Ex), Sportsman (K), Standard Metal Typer F S, Star Series (W).

Table with columns: High, Low, Mean Avg. Items include Supmarine (K), Super Home Run (CC), Super Jet (CC), Telequiz (T), Treasure Cove (Ex), World Series (W), Zingo (U).

VENDING MACHINES

Table with columns: High, Low, Mean Avg. Items include Acorn 5c or 1c, Columbus 1c Bulk, Du Grenier (11 Col.), Du Grenier Tab Gum, Electro (8 Col.).

Table with columns: High, Low, Mean Avg. Items include Master 1c & 5c Bulk, Mills Candy (5 Col.), National 930, National 950, Northwestern 39, 1c, Northwestern 33 Ball Gum, Northwestern 49, 1c, Northwestern Deluxe 1c & 5c, P X (8 Col.), P X (10 Col.), Rowe Candy (8 Col.), Rowe Crusader (8 Col.), Silver King 1c, Silver King 5c, Stoner Candy (6 Col.), Stoner Candy (8 Col.), Uneda Model E (8 Col.).

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 16—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.
October 21—Westchestre Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
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.

Reaction to Jazz in Gary

Continued from page 84

large, our people are like other people. They like good music and they are no different from others in being intrigued by some novel personality like Elvis Presley, who is very popular at our locations. Then they like semi-classical music. But there can be no denying: Jazz is a big thing around here.

Dime Play

Incidentally, Horace finds little value in EP's. He likes the straight dime arrangement. (Gary is wholly on dime play.)

"There is tremendous competition for Negro locations," Horace said. "All operators want them, and for an obvious reason. Our people are known for their liberal-ity."

Horace was quick to explain that the nine-to-one disparity between jazz and popular music, as indicated by that one location, does not represent a general condition.

"Musical tastes in Gary are far more evenly balanced," he said.

Harris shares that opinion. He does not feel that it is good business to concentrate comprehensively on any one type of music. At both Negro and white locations, he restricts jazz to about 20 per cent of his plays on smaller equipment.

"The general pattern of my programming," he said, "is this: The bigger the machine, the more jazz. On my 200's, I increase jazz to about 40 per cent."

With some rare exceptions, music appeals to all alike, regardless of race, Harris declared. He thinks that jazz has a universality of appeal.

"Jazz is a good field," Harris stated. "Money can be made in it. But like everything else to sell well, it has to be good. You'll make money with good jazz. There are jazz numbers that I found profitable to leave unchanged on location for two years. In some instances, I changed the disks only because they were worn out."

Money Maker?

Among others who believe that jazz is an essential part of programming is Victor Ostergren, president of the Automatic Equipment Owners' Association of Indiana.

"It's a necessity," he said, "but it's not a money maker."

Who likes it? "The young, of course," Ostergren answers. "Not all the young, but many of them. They will ask for it and you're expected to give it to them."

On his 200's, Ostergren said that he devotes about 10 per cent of his program to jazz.

Jazz Costly

Ostergren added that some operators are abandoning jazz largely for two reasons: First, they are confused by its use on new equipment; secondly, jazz records, mainly available in album forms, are too costly.

"Places where jazz goes over are so rare that they stick out like a sore thumb," said Frank Witeckl, another Gary operator. "That's the case, at least, in my field of operation. But most operators use it to some limited extent. About 2 or 3 per cent of my plays are jazz."

EXPERT'S ADVICE

Lists Dime Conversion Tips for Ops

MEMPHIS—The general manager of a large music and game operation in Paducah, Ky., came all the way to Memphis last week to get some first-hand information on dime conversions from a man regarded as an expert in the field by local operators.

The man is George Sammons, president of the local Seeburg distributorship. And his work in pioneering dime play among Arkansas, Mississippi and Tennessee operators has produced some axioms of conversion that are worth listing.

In outlining his system to R. L. Taylor, general manager of Central Music Company, Sammons gives several tips that have proved effective for other operators.

First is the public relations aspect of the move. One item found very effective by operators in various cities was a cartoon, run as an ad in the local papers.

The cartoon shows items such as the telephone, cigar, shoe shine and other items as humans. A big nickel is crying. A candy bar marked 5 cents is beside the nickel and the nickel is saying, "Well, the phonograph is going to a dime. You (the candy bar) are all I have left."

The ad explains the necessity for the conversion and thanks the public for their business in the past.

Chart

Sammons also gave Taylor a chart showing the increase in operating costs. The chart covers the period from 1939 to 1954, and points out that nearly everything has gone up some between 1954 and 1957.

Included in the chart were increases in things operators have to have to be in business—phonographs, records, telephone, trucks, gasoline, repairmen and route men, office overhead and other things.

Sammons also supplied Taylor with information on extended play records and the need for using them at the outset of the conversion, as well as mimeographed information on "The Right Way and the Wrong Way" to make dime conversion.

COINMEN YOU KNOW

Continued from page 87

ated by J. Roger Musick, Denver. Service to operators will continue "as usual," according to Musick.

George P. Dikeau, president of Dikeau Bros., wholesale candy and tobacco distributors in the Denver area, has purchased a three-story building at 1826 Welton Street

from Peter S. Demis for \$35,000. Dikeau supplies cigarette venders, bulk candy and nut venders in Colorado, New Mexico, Wyoming, Utah and Nebraska. Roy Emge, formerly of Pittsburg, Kan., has announced purchase of a 32-stop phonograph route from Robert Ellimore.

COIN MARKET PLACE The National Exchange for Coin Machine Personnel, Products, Services and Opportunities. CLASSIFIED ADVERTISING

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 20¢ a word—Minimum \$4.00.

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ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Help Wanted

EXPERIENCED JUKE BOX MECHANIC—Call John J. Di Stefano, 339 Squire Rd., Revere, Mass. Re. 8-8265.

Used Coin-Operated Equipment

CIGARETTE, CANDY VENDING MACHINES; reconditioned, refinished, guaranteed like new. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. de30

"CLEARANCE"—25 1/2 A.B.T. Challenger Guns, like new. Price \$25 each. Floor stands, \$4.50 each. Winston, 1265 Broadway, New York.

FOR SALE—4 9-COLUMN NATIONALS, Models 930 & 950, \$75 each; 2 10-Column Electro, \$100 each; 2 11-Column Nationals, \$175 each. Seloto Novelty, Inc., 1909 8th St., Portsmouth, Ohio. Ph. El 3-4179. oc28

ROWE CRUSADERS, CUT DOWN, ON 25¢ operation, \$50; 25¢ & 30¢ operation, \$70. Rowe Diplomat Consoles on 25¢ & 30¢ operation, \$60. Joy Automates, 108 E. Church St., Elmira, N. Y. Phone 6131.

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex, \$29.50 each, like new. Folders direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. no25

TWO STANDARD METAL TYPERS, GOOD condition, 10¢ play, ready for location, \$225 each. F.O.B. T. E. Beck, 7746 Broadway, San Antonio, Tex.

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

Unless credit has been established.

20 VEND RITE 5¢ COOKIE MACHINES, 10 Victor Card, 5 1/2 Advance Sanitary, 1 10¢ Kleenex, 1 1/2 Candy Bar, 1 Movie, 3 Northwestern 1¢ and 3¢ Stamp, any of these \$15 each. Ten 1 and 5¢ Northwestern Vendors, 25 Advance Ball Gum with large globes and wall brackets, 10 5¢ Hot Nut, 10 Penny Silver Kings, any of these, \$7.95 each. Toledo outside Seale, \$50. Al Hoff, 1920 Rose, Baltimore 13, Md.

80 ARCADE MACHINES INCLUDING Deluxe Photomatic, Recorder, Standard Metal Typer, Neon Signs, etc., at reduced prices or trade for bonds or late 1957 automobile. Send for list and prices. J. W. Niles, 147 S. Negley Ave., Pittsburgh 6, Pa. Phone: Hilland 1-9750. oc14

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted. 49's, Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Bake, 609C Spring Garden St., Philadelphia 23, Pa. ch-Hr

CASH! HIGHEST CASH PAID FOR C.C. Blinks, Bull's-Eyes; United Genco, Williams Guns and Baseballs. Allied Coin Machine, 786 Milwaukee, Chicago 22, Ill. Or call: CA 6-2993. de3

METAL TYPERS AND BALLY KIDDIE Rides. T. O. Thomas Co., 1572 Jefferson Paducah, Ky. oc14

USED VENDING MACHINES WANTED—We will pay top price for your used Victor Toppers, Baby Grands, Acorn or Northwestern Gum and Capsule Machines. Write or call: Graff Vending Supply Co., 2817 W. Davis St., Dallas 2, Tex. np

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

NAVY a day to be proud of... When you receive your commission... and job on the line... of all officers in the Naval Reserve. If you are a college graduate, between 18 and 27, you may qualify for the Navy's Officer Candidate School. Visit your local Office of Naval Officer Recruitment for complete details on how you can serve your country as a commissioned Navy officer.

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WHAT'S NEW IN COIN MACHINES! WHAT ARE THEY GETTING FOR USED EQUIPMENT! WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING! Find out every week in The Billboard Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today! The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes [ ] Please send me The Billboard for one year at \$15 (Foreign rate, one year, \$15) 876 Name... Address... City... Zone... State...



## 150 Exhibitors Open NAMA Meet; Expect 6,000 to Attend

By FRANK SHIRAS

CHICAGO—The 11th annual convention of the National Automatic Merchandising Association at Convention Hall in Philadelphia expects to have more than 6,000 convention-goers looking over the products of 150 exhibitors reported at press time.

While the exhibits were to be opened on Sunday, first day of the convention, business sessions were to be opened Monday with an address by Frank J. Bradley, Automatic Equipment Corporation, Buffalo, general chairman of the 1957 convention.

Many of the exhibits are con-

siderably larger than those shown by the same exhibitors at last year's convention. A unique feature of this year's exhibits is the consolidation of them in the Convention Hall instead of having them on different floors as at last year's convention. Thus the convention-goer can be sure of seeing everything shown.

A panel discussion of broad operator problems and a dramatic presentation by Coca-Cola are slated to highlight Monday's business sessions. The panel, entitled "Prescription for Sound Growth," under the guidance of moderator Frank J. Bradley, will discuss the

general problems of expansion faced by owner-serviced, moderate-sized and specialized operators.

Coca-Cola is to take part once more in the convention with a sound-slide presentation entitled "The Multiple Man." Utilizing live acting as well as slides, the presentation outlines the best methods to use in the training of supervisors and routemen.

A follow-up panel discussion of the "Equipment Needs for the Future" panel at last year's convention is slated to highlight Wednesday's business meetings. Last year operators discussed what they felt was most needed in future vending machines. In this Wednesday's panel discussion, "Manufacturing for Automation," manufacturers are to outline their plans for vending equipment in conjunction with the needs operators expressed last year. The panel is not designed as a

(Continued on page 93)

## FTC Charges Atlas: False Advertising

Jenkins Denies Allegations: 'I've Done None of Advertising Mentioned'

WASHINGTON—Three Cleveland vending firms were charged by the Federal Trade Commission last week (10) with misrepresenting earnings to be made from servicing bulk vending machines made and sold by them.

Named in the FTC complaint were the Atlas Manufacturing and Sales Corporation, Atlas Enterprises and the American Products Corporation. Also cited were Wallace Jenkins, president; Frank Olzak, vice-president; and Phillip Schwimmer, attorney for Atlas Manufacturing and Sales Corporation.

'Deceptive' Advertising

The complaint alleges that Wallace Jenkins and Atlas Manufactur-

ing supply "deceptive" advertising and promotional material to Roland Jenkins, who, acting as distributor with Atlas Enterprises, places the ads in newspapers and furnishes literature to his salesmen.

Wallace Jenkins, however, denied the allegations. He said: "As far as I am concerned, I have done none of the advertising mentioned by FTC." He said that ads he has placed in trade magazines and literature he has regularly mailed out to operators and distributors are all ordinary price lists, photographs of equipment, and cost break-downs. What use is made of this material, he said, is out of his control. "They (FTC) will have to

(Continued on page 92)

## Distributor-Charm Mfg. Meeting Set for Philly

PHILADELPHIA—A meeting between representatives of the National Vending Machine Distributors, Inc., and four New York charm manufacturers is scheduled to be held during the convention of the National Automatic Merchandising Association here this week.

The actual date is not yet set. It will be an impromptu affair, with representatives of both sides getting together whenever the time is available.

The four charm manufacturers—Paul Price, Sam Eppy, Bob Gugenheim and Bill Falk—have engaged adjoining suites at the Benjamin Franklin Hotel for a joint showing of their wares.

Moe Mandell, representing the distributors, said his organization will have membership meetings Monday and Tuesday (14-15) at the Benjamin Franklin in preparation for the meeting with the manufacturers.

The two groups will discuss differences regarding the manufacturers' selling policies. The distributors maintain that they should be entitled to a quantity discount and that their services to the manufacturers warrant such a discount.

The manufacturers counter that operators account for most of their sales and that any preferential treatment to distributors would be unfair to the operators.

## Continental Sues Rowe for \$1 Mil; Charges Piracy on Cigarette Unit

By AARON STERNFIELD

NEW YORK—The Continental Vending Machine Corporation is suing the Rowe Manufacturing Company for \$1,000,000. Continental charges that Rowe pirated its cigarette machine design and falsely advertised it as an exclusive. Continental seeks to enjoin Rowe from making and selling the machine.

The suit, filed on the eve of

the National Automatic Merchandising Association convention which opened in Philadelphia Sunday (13), was instituted in New York State Supreme Court.

It brings into direct conflict the two giants of the automatic merchandising industry. Rowe, the nation's largest manufacturer of vending machines, is a subsidiary of the Automatic Canteen Company of America, which grosses more money in its operations than

any other operating firm in the nation.

Continental's rise in the automatic merchandising field has been meteoric. In two years the firm has become a leading cigarette machine manufacturer and is on the threshold of making a full line of vending machines. Continental Vending is a subsidiary of Continental Industries.

Robert Z. Greene, president of

(Continued on page 98)

## News in Brief

Officers Elected at Confab of Mich. Cigarette Assn. . . .

September convention in Detroit of Michigan Tobacco & Candy Distributors' Association saw re-election of William Dean, Dean Bros. Tobacco Company, Pontiac, president, and heard a speech on vending by Frank J. Start, industrial caterer. Start, Michigan supervisor for Nationwide Food Service, Chicago, emphasized the integral part vending machines play in employee feeding in a chain of plants his organization services. New officers of MTCDA, in addition to Dean, are Louis Fontana, Fontana Bros., Detroit, first vice-president; Warren Ayres, Vendo Cigarette Service, Detroit, re-elected second vice-president; Frank McDermid, Mac & Avery Company, Saginaw, re-elected third vice-president; Paul Ghinelli, Capital Vending Company, Lansing, re-elected secretary-treasurer, and Michael R. Spaniolo, re-elected executive secretary.

Milk Venders Installed on N. Y. State Thru-Ways . . .

Milk venders have been installed along New York State's thruways. Purpose is to make it possible for drivers to stop for milk break without having to enter restaurants. It is also hoped the venders will increase sale of fluid milk, thereby helping New York dairymen. Program has full support of Gov. Averell Harriman.

Nat'l Rejector Branch Office Opened in August in Detroit . . .

National Rejector branch office was opened in Detroit in August. It services the Michigan and Ohio area which formerly was handled thru the Chicago branch. The same facilities are said to be offered in the new branch. Clarence Cukor, formerly manager of the Toronto branch, has been appointed new manager. Assisting is Greg Quante, serving in capacity of service engineer.

Rochester, N. Y., Coca-Cola Expands Full-Line Vending . . .

Coca-Cola Bottling Corporation, Rochester, N. Y., purchased Paramount Vending Service of same city, thereby increasing its full-line vending operations. Coca-Cola in Rochester got into full-line vending over a year ago with coffee, candy and cigarettes. Most of Paramount's locations are in industry. Coca-Cola building addition to its plant to house Paramount division.

Intro New Eastern Electric Sandwich Vender at NAMA . . .

New 200-capacity, hot-cold sandwich vender to be introduced at NAMA convention by Eastern Electric, Inc. Called the Vendiner, machine uses Lunch-O-Mat's radar range hot food principle. Vender can also handle plate-type food selections, says Eastern. Sandwiches or plates, held under refrigeration, are heated in 15 or 17 seconds for former, up to 30 seconds for latter. Price is approximately \$2,200. Measures 72 inches high, 40 inches wide, 32 inches deep.

Mr. Robot Venders Produced By Glascock Bros. Company . . .

Part of assets of Mr. Robot, Inc., taken over by Glascock Bros. Manufacturing Company, Muncie, Ind. Glascock is making the Mr. Robot bulk milk vender and a chocolate shake machine. Deal became effective September 23, according to John Drum, executive vice-president of Glascock. Previously Glascock produced premix venders and dispensers for Coca-Cola on exclusive basis. NAMA convention will see display of new Glascock line. Raymond L. Eddy, the new projects engineer for Glascock, is director of engineering and development work on the two new venders. Promotion of dairy vender sales will be handled by Jack Howe, former president of Robot. Bird Kelley, general sales manager of Glascock, will direct over-all sales.

Canadian Vender Assn. to Participate in NAMA . . .

Canadian Automatic Merchandising Association to hold a meeting during NAMA convention. Will also maintain hospitality suite in Benjamin Franklin Hotel. Association plans second annual convention in Montreal early in May. First was held in Toronto during summer.

Victor Slates New Vender Models for Production . . .

Due to start production this month on new models is Victor Products Corporation, Hagerstown, Md., and Ranson, W. Va. Pre-mix venders, dispensers, freezers and post-mix cup machines are slated for production. Roy M. Small, vice-president in charge of manufacturing, said firm's plants in Maryland were temporarily shut down for changeover.

Miscellaneous News From Around the Country . . .

New district offices in San Mateo, Calif., opened by M & R Dietetic Laboratories, Inc. Offices set up last month by Billy Johnson, newly appointed Western district manager. . . . Joseph Matichek appointed by W. M. Cramer Company as salesman in Wisconsin and Upper Michigan. Cramer is a confectioners manufacturer representative located in Chicago. . . . Eric Dunn, European market representative of vending machine manufacturers, to retire because of illness. Business will be taken over by Yves Delbars and SEMBA, latter a company with headquarters in Paris. . . . Stanley Rheeling Sr. appointed national sales manager of Austin Packing Company, Baltimore. Rheeling formerly with American Home Foods and Apco. . . . Philip Morris, Inc., to use cigarette vender as main part of new Marlboro commercial. . . . Coca-Cola transferred Erroll (Joe) Eckford from Baltimore branch to executive offices in Atlanta.



# COINMEN YOU KNOW

## Detroit

By HAL REVES

Roy Small, conciliator of the United Music Operators, and Mrs. Small, both caught the flu. . . . Martin (Barney) Burke, who operates as the Brown Amusement Company, formerly located on the east side of Detroit, has moved out to Southfield Township, in the new Northwestern suburban area. . . . Maurice J. Feldman, Central Coin Machine Exchange, reports business very good with the new six-

pocket pool tables. "I'm working hard right now because I want to get away this winter, Feldman says.

"We're keeping very busy; sales have been very good for



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Vacuum Plated

Lots of 1,000 ..... \$10.00 M  
Lots of 5,000 ..... 8.75 M

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Lots of 1,000 ..... \$6.00 M  
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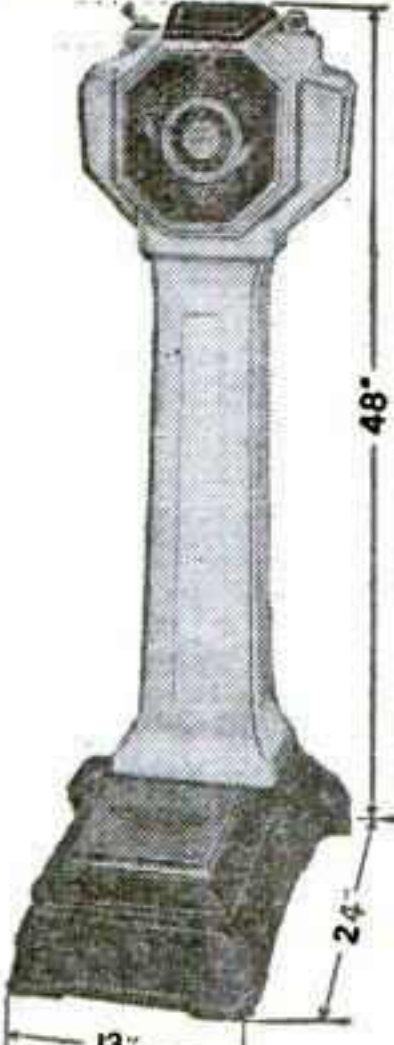
us," is the optimistic note sounded by Joseph Auton, manager for King-Pin Equipment Company. . . . Joseph Kanterman, who operates the K & S Company, an amusement game route, in partnership with Joseph Siwak, is adding a number of new pool tables, which he enthuses about as "the newest trend in the city."

James Kitzen, serviceman for Hutchison Vending, has been vacationing near Charlevoix in Northern Michigan. The boss, Samuel Roy Hutchison, worked extra to fill in the added duties on his far-

spread diversified route. . . . Chester Hill, partner with his father, Carl Hill, Hill Vending Service, has been ill with a severe cold. He

reports the company is concentrating on diversification in major vending. Less emphasis is to be placed in the future upon bulk vending in which they have long been leaders here.

Frederick A. Grinoli, who operates the Brentwood Music  
*(Continued on page 93)*



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24"  
13"

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**\$13.25**

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Write for your copy today.

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INSIST ON **STAR BRITE BALL GUM**

**Save Money!**

Featuring:  
**Cramer's "KING" 3/8" SOLID BALL**

in special flavors

- Sour Grape ● Sour Cherry
- Hot ● Banana ● Regular

to profitably rotate your fills

Also 210-170-140 BALL GUM

Ask your distributor to stock Cramer's "Star-Brite" for you!

**CRAMER GUM CO. INC.**

150 Orleans Street  
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Member of National Vendors' Assn.

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest price: anywhere—compare.

STONER, 8-COLUMN CANDY, 160 capacity, prewar model \$110.00

STONER 6-COLUMN CANDY, 102 capacity, prewar model . . . 80.00

STONER 8-COLUMN CANDY, 160 cap., postwar changemaker. 175.00

ROWE 8-COLUMN CANDY, 120 capacity . . . . . 70.00

NATIONAL CANDY, 9-column . . . . . 90.00

ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. . . . 85.00

EASTERN ELECTRIC CIGARETTE, 8-col., all coin, 25c & 30c . . . 85.00

EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c . . . 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

**NATIONAL VENDING SERVICE CO.**

308 Furman St. Brooklyn, N. Y. TRIangle 5-1857

**VICTOR STANDARD TOPPER 1c BALL GUM VENDOR**

**\$13.25**

each

\$12.75 Each 100 or more

25-lb. case 210 best grade gum for only \$1.00 with purchase of 4 Victor vendors (any model). Order as many deals as desired.

**FOOTBALL**

Have a million dollars' worth of Fun and a ball of gum for every penny.

**\$19.75**

each

Holds 12 lbs. of 210 Ball Gum.

Write for free 32-page Coin Machine Catalogue.

One-third deposit on all orders.

**PARKWAY MACHINE CORP.**

715 Ensor St. Baltimore 2, Md.

**WANT OFFER!**

**600 NEW CHEWING GUM VENDING MACHINES**

Takes Pennies or Dimes. Can be converted to other uses.

Mackley, 104 Worth St., N. Y. 13

**HERE'S ANOTHER BUTTON HIT!**



**Recording Star Buttons**

FAN CLUB BUTTONS



**BILL HALEY FAN**



**FRANKIE LANE**

and many others

ATTENTION, BULK VENDING OPERATORS!

**Green Duck Now Offers You a Hot, New Series of Fast-Selling Buttons . . .**

★ ★ RECORDING STARS ★ ★

If you failed to cash in on our sensational series of Davy Crockett and Elvis Presley buttons, DON'T MISS "RECORDING STARS."

**OPERATOR PRICES**

1000 Buttons . . . . . \$12.50 M  
5000 Buttons . . . . . 10.00 M

Please send cash with order. For complete details and samples write your distributor or

**GREEN DUCK COMPANY**

1520 W. Montana St. Chicago, Ill.  
Phone: Lakeview 5-7100

the new **OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



oak



**oak's "GOLD MINE" tab gum selector**

Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.

contact your DISTRIBUTOR or

West Coast Factory Sales Office  
**OPERATORS VENDING MACHINE SUPPLY**  
1023 So. Grand Avenue, Los Angeles, California

East & Midwest Factory Sales Office  
**M. J. ABELSON**, Phone: AT 1-6478  
2033 Fifth Ave., Pittsburgh, Pa.

**OAK MANUFACTURING CO., INC.** 11411 Knightsbridge Ave., Culver City, California

Baseball Vendors

See us at the Ben Franklin Hotel while you're attending the NAMA Show in Philadelphia.

The small fry as well as grown-ups will stand in line waiting to drop pennies into this exciting and colorful vendor which delivers a ball of gum with every pitch . . . and every penny. Attractive front shows emblems of 16 American and National League ball clubs.

- Three-view showcase display window attracts attention
- Proven trouble-free mechanism and flipper
- Size: 14" high, 10 1/2" wide, 9 1/2" deep
- Packed two machines to a shipping carton

Vendor Holds 15 Lbs. of 210 Ball Gum

Takes in . . . . . \$31.50  
Cost of Gum . . . . . 4.50  
Pay Location 25% . . . . . 7.88  
Your Profit is . . . . . 19.12

CONTACT YOUR NEAREST DISTRIBUTOR

Birmingham Vending Co.  
540 Second Ave. N., Birmingham 4, Ala.

Graben Vending & Coin Machine Corp.  
1246 Washington St., Boston, Mass.

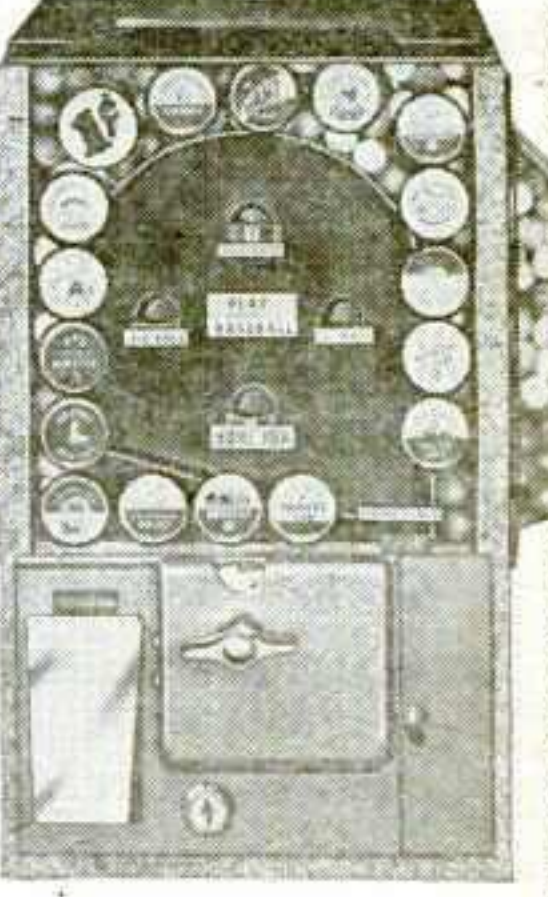
Northwestern Sales and Service Co.  
446 W. 36th St., New York 18, N. Y.

Vendors Distributing Co.  
682 Madison Ave., Memphis, Tenn.

KING & COMPANY

2700 W. LAKE STREET CHICAGO 12, ILL. EXCLUSIVE DISTRIBUTOR

BIG PROFITS



FAST PLAY



**MANDELL GUARANTEED USED MACHINES**

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c B.C.	6.50
Columbus 1c Bulk	6.50
Silver King 1c B.G. or M.C.	7.45
AST Guns	30.00
Acorn, 1c or 5c	9.50

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	.49
Pistachio Nuts, Large Tulip	.57
Pistachio Nuts, Vendor's Mix	.43
Pistachio Nuts, Sheik	.46
Cashew Whole	.58
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 320 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.38
Jelly Beans	.32
Licorice Gums	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.43

Rain Blo Gum, 60 ct.	.38
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.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D. STAMP FOLDERS, Lowest Prices. Write

There Are Big Profits in

**GUM**

Get Your Share With **Northwestern**

**TAB**

You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 34th St., New York 18, N.Y.  
LOngacre 4-6467

**FTC Adv. Charge Vs. Atlas**

Continued from page 90

prove that we supplied this advertising," he stated.

Roland Jenkins who is the son of Wallace Jenkins, has been distributing bulk venders made by his father's firm. He made the practice of furnishing supplies of bulk

Hershey-ettes with the machines. His distributing company, Atlas Enterprises, was also cited in the FTC complaint, and he has replied that the advertising and promotional material used is either true or incorrectly interpreted by FTC.

**Hershey Charge**

FTC alleged, for example, a false association with the Hershey Company in Atlas Enterprises' advertising and that an inflated income was suggested to prospective operators. Roland Jenkins said that he only distributed Hershey-ettes with the bulk Venders because they were proving quite successful, and that the matter ended there.

He said further that operating incomes put in his advertising were quite possible, depending upon how many machines were on location. His advertising did not specify a given income from a given number of machines, he said. When prospective operators contacted him they were given a complete breakdown of costs and normal profits.

He also gave examples of claims challenged by FTC which he considers true. It is true, he said, that only working capital is invested by the operator, that locations are easy for him to obtain, and that he doesn't have to engage in any kind of selling activity.

**Sales Kit**

Roland Jenkins said he prepared a sales kit which was used for a general sales presentation. Many of the FTC complaints, he said, were taken from parts of the sales kit which never played an important role in the advertising program.

Wallace Jenkins stated that

**"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. Holds in handle permits hanging or stringing. Load your machines and brush in profits! Order today.

**\$6.50** per M

See the "Goofy" Toothbrush and Paul Price's terrific new Ring on display at the Benjamin Franklin Hotel during N.A.M.A. Show, Philadelphia.

Labels available at your distributor or:

**paul a. PRICE co. inc.**  
55 Leonard St., N.Y. 13, N.Y. COrtland 7-5147-8

**VICTOR'S PLAY BALLS BASKETBALL and the New FOOTBALL**



Holds 12 lbs. of 210 Ball Gum.

**\$19.75** ea.

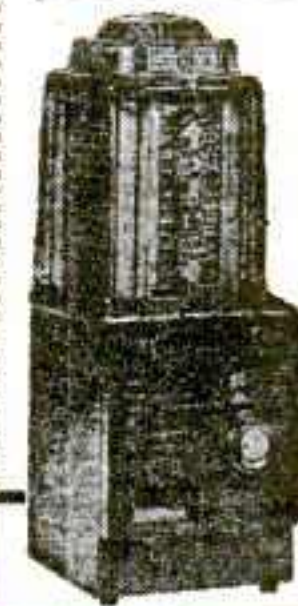
Net profit \$15.30 from each filling.

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

**Northwestern® VENDERS**



are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the **NORTHWESTERN 5c PACKAGE GUM VENDER**. For full information on our complete line of profit-making venders write to—

**THE NORTHWESTERN CORP.**  
27102 ARMSTRONG ST. MORRIS, ILL.

**SUCCESSFUL VENDING REQUIRES:**

The availability of quality merchandise which most people buy at frequent intervals; inexpensive trouble-free machines which can be economically and quickly serviced and a fair margin of profit.

**IT'S NEW! IT'S TERRIFIC!**

Animated, Beautifully Colored **FLICKER PICTURES** Can be used in bubble gum or capsule machines. AVAILABLE AT YOUR DISTRIBUTOR

**\$15.00 per M**

**M. J. Abelson**

2033 Fifth Avenue Pittsburgh 19, Penna. ATLantic 1-6478



See **FLICKER** Pictures on display at the Adelphia Hotel during N.A.M.A. Convention.

GIVE TO DAMON RUNYON CANCER FUND

**Attending The NAMA SHOW Philadelphia**

See us and our sensational new Ring at the **BEN FRANKLIN HOTEL**

**Karl Guggenheim**  
33 UNION SQUARE  
N.Y.C. 3, N.Y. • AL 5-8393



**VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25** Each

\$12.75 Each 100 or more

30 day money-back guarantee if not satisfied

1/3 deposit on all orders Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL TRADE-IN OFFER. As High as \$6.00 Per Machine on VICTOR TOPPERS Send Us Your List.**

**VEEDCO SALES CO.**

2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

American Products Corporation, the third firm cited in the complaint is solely owned by him and has been in the jewelry business for the past year.

The parties involved are granted 30 days to file an answer to the complaint. A hearing is scheduled for December 17 in Cleveland, before an FTC hearing examiner.

**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 perfume.

OUR 25th YEAR!

**SHIPMAN MFG. CO.**  
LOS ANGELES 23, CALIF.

**T. V. TUBE TESTERS**

Self-service, available under nominal monthly rental plan. Also top name brand T.V. tubes at attractive discounts for do-it-yourself trade.

**Box 125, The Billboard**

1564 Broadway, New York 36, N. Y.

**ROCKING HORSE**



**VACUUM PLATED**

Lots of 1,000 ..... \$11.50 M

Lots of 5,000 ..... 10.00 M

**PLASTIC**

Lots of 1,000 ..... \$6.00 M

Lots of 5,000 ..... 5.00 M

**LOGAN DISTRIBUTING CO.**

916 N. Milwaukee Ave. Chicago, Illinois

**VENDING MACHINES — Parts, Supplies, Ball Gum, all sizes; 1/2 Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hershey's, 320 or 620 ct., Candy-Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. KING & CO., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.**

**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  
**GRAFF VENDING SUPPLY**  
2817 W. Davis Street  
Dallas, Texas

**Ball and VENDING GUMS**

LOW Factory Prices

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct. .... 27c lb.  
Chicle Ball Gum, 120 ct. .... 35c lb.  
Chlor-o-Vend Ball Gum ..... 40c lb.  
Chlor-o-Vend Chicks, 320 ct. .... 40c lb.  
Chicle Chicks, 320 & 520 ct. .... 36c lb.  
Bubble Chicks, 320 & 520 ct. .... 27c lb.  
Tab (short stick), 100 ct. .... 38c box  
3-Stick Gum, 100 packs ..... \$1.90

**F.O.B. Factory 150 Lb. Lots AMERICAN CHEWING PRODUCTS 33 YEARS OF MANUFACTURING EXPERIENCE 4th & Mt. Pleasant • Newark 4, N. J.**



**Anchors Aweigh!**

You're off to a career with a future... a Navy career! Become a seagoing specialist.

**NAVY**



**CHARMS—Miniature Cigarette Lighter—It Works!**

Will vend with 210 ball gum. Body designs: Chrome, Plaid & Mesh. Packed one dozen to a box. \$2.50 per doz.; \$27.50 per gross. Full cash with order. We pay postage. Immediate delivery guaranteed.

**EVCO MERCHANDISERS**

397 Cortland Ave. San Francisco, Calif.  
Leon "Hi-No" Silver, Gen. Mgr.



**A TERRIFIC COUNTER GAME!**

Tried and proved for greater action... with play appeal that means sure, steady profits!

Be first in your territory with this winner, right at the start of the big-interest-in-basketball season.

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.

**ACE MANUFACTURING CO.**

1512 N. Post St. Spokane, Wash.

**GIMMICKS CHARMS CHARMS GIMMICKS**

**Two-Piece plastic ICE CREAM SODA CHARM**

To a Child's Taste in "Jello" Colors

**\$8.00** per 1,000 | IMMEDIATE DELIVERY  
In 5,000 lots

**SAMUEL EPPY & CO., INC.** 91-15 144th Place  
Jamaica 35 L.I. N.Y.



### COINMEN YOU KNOW

Continued from page 91

Company in Dearborn, has registered title to the General

Vending Company. He considers a possible expansion of business, but has not finalized plans. The firm has no connection with the former General Vending Company, which was a cigarette route operated by Jack Brilliant, now a shuffleboard operator in Oak Park.



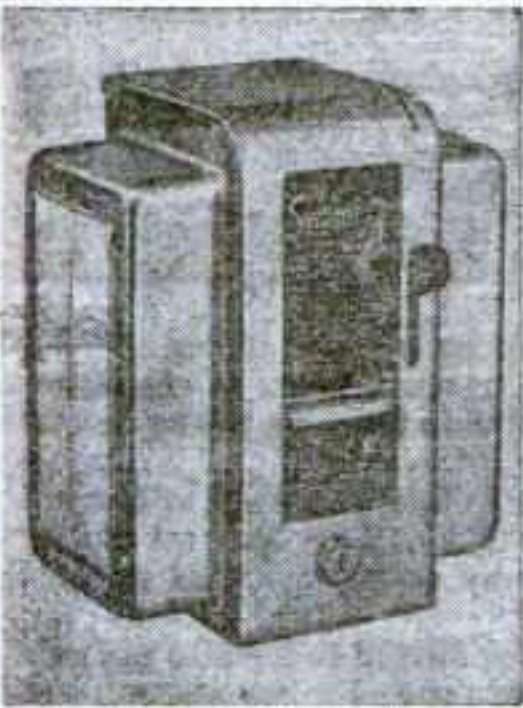
## STANDARD SPECIALTY

Now offering Victor's SUPER MART VENDORAMA

"Symbol of Progress in the Bulk Vending Field." U.S. Patent Pending. Write for complete details and prices. Our specialty is helping more operators make more money.

STANDARD SPECIALTY CO.

1028 44th St. Oakland, Calif.



### HAVE YOUR OWN COPPER MINE!!

In Every Restaurant Location You Go Into The SWAMI and MADAM X 1c Fortune-Telling Napkin Holders Have the GREATEST Location Possibilities of ANY Coin Machine Ever Made.

Reports from Operators indicate the earnings are TERRIFIC. Re-orders are coming in regularly—which is Proof of Satisfaction

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

North Sacramento, Calif.

### 150 Exhibitors

Continued from page 90

rejoiner to the operators but as a co-operative effort between manufacturer and operator in the working out of problems in equipment design.

The convention has two speeches on the agenda by men not directly associated with NAMA. On Tuesday morning, Rev. Laurence H. Hall, rector, St. Paul's Episcopal Church, East Cleveland, O., is to give an address entitled "Humor, a Business Asset." Reverend Hall is a native of England and tho a member of an English theatrical family, chose the ministry instead of the stage.

The second guest speaker of the convention is Rex Paxton, director of public relations, Sutherland Paper Company, Kalamazoo, Mich. He will give the closing address of the convention on Wednesday with the speech, "The Challenge of Expanding Opportunity."

Paxton has a broad background in sales and advertising, and trav-

els over 70,000 miles a year giving speeches to industrial and trade groups. He is a member of the Speakers' Bureau, National Sales Executives and the Public Relations Society of America, among many other organizations of an industrial and civic character.

### J. SCHOENBACH

For Victor Vending Corp. Machines, Parts, Globes Charms, Merchandise Supplies 1645 BEDFORD AVE., BROOKLYN 25, N. Y. President 2-2900. PHONE or WRITE FOR PRICES.

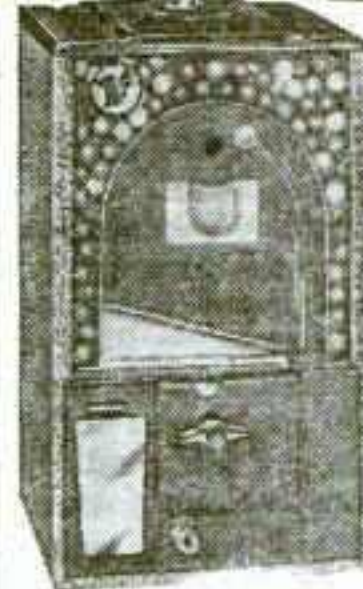
### OPERATORS!

Enjoy Big Profits! Place on consignment in retail stores. Make up to \$100.00 a month per location. Complete forms & information, sales & marketing plans, etc. Write, Wire or Phone Now!!

### BESTEST

Tube Testing Co. 19963 Livernois Ave. Detroit 21, Mich. Phone: Diamond 1-2316

GIVE TO DAMON RUNYON CANCER FUND



### Accurate DIAMOND 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 Compos.

STANDARD SPECIALTY CO.

1028 44th Avenue Oakland 1, California

### FINEST RECONDITIONED VENDORS

- Victor Capsule Machines ..... \$ 8.95
- Victor Rocket Machines ..... 8.95
- Advance Comb Machines ..... 12.95
- Atlas 1c & 5c Chiclet Pch. .... 9.95
- Atlas 1c & 5c Ball Gum ..... 10.95
- Model V, B. G. Wheel ..... 8.95
- N. W. 10-Col. Tab Gum Machine 19.50
- 2-Col. Card Machine, 3 for 5c. . 19.50
- 3-Col. Shipman Stamp Machine 22.50
- 2-Col. Stamp Machine ..... 12.50
- Asstd. Counter Games ..... 19.50
- (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. Hol Nut ..... 22.50
- Dufrenoir, 6-Col., 1c Tab ..... 14.50
- Mills 6-Col., 1c Tab ..... 17.50
- Factory Reconditioned "Popcorn Sez" Machines ..... 125.00

Send for 1957 Catalog-Mdse. List! All Machines Completely Checked and Ready for Location. Order With Complete Confidence. 1-3 Dep. Bol. C.O.D.

### Rake Coin Machine Exchange

609-A Spring Garden St. Philadelphia 23, Pa. LOmbard 3-2676

### SCHOENBACH STAMP VENDORS Folder Type



#### ATTRACTIVE OUTSTANDING

Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) \$24.50 ea.

3 Col. Vendor \$32.50 ea.

#### STAMP FOLDERS

Very Low Prices.

1/3 With Order, Balance C.O.D.

### J. SCHOENBACH

Distributors of Advance Vending Machines 1647 Bedford Ave., Brooklyn 25, N. Y. President 2-2900

### VICTOR'S NEW FOOTBALL

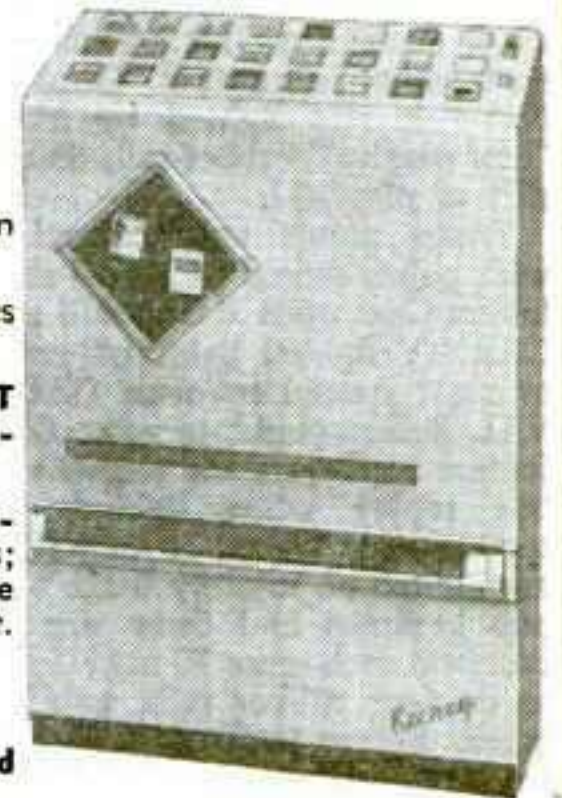
NOW IN PRODUCTION Fast Action! Bigger Profits! \$19.75 Packed & Sold EACH 2 to Carton. F.O.B. Chicago. VICTOR VENDING CORP. 5701-13 West Grand Ave. Chicago 39, Illinois Mfrs. of Famous Line of TOPPER Vendors

## 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

### AZTEC

#### DIAMOND RING!!!

Catch the eyes of the kids and the admiration of the adults.



... it's really going over!

- Brilliant Rhinestone Solitaire
- Gold Vacuum Plated
- Three Different Sizes

\$15.00 per M \$13.50 per M for 5M or more

Send 35¢ for SAMPLE KIT OF CHARMS

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



### The PENNY KING Company

2538 Mission Street, Pittsburgh 3, Penn World's Largest Selection of Miniature Charms NATIONAL SALES HEADQUARTERS FOR ATLAS-MASTER MACHINES

### YOU'LL FIND MANY OF YOUR CHRISTMAS GIFT NEEDS

in the Big CHRISTMAS MERCHANDISE SECTION Starting on page 71 this issue



Be sure to look over the large array of gift and premium products, attractively priced, in this Section.



### ONLY THE BILLBOARD—

among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.

### MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today Saves you more than 20% on newsstand price

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes  Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15) 837

Name .....

Address .....

City .....

Occupation .....

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!



## N. Y. C. Mulls More Favorable Law

NEW YORK — City council here is considering an amendment to the licensing bill which would give greater flexibility to amusement game operators and decrease the license cost for Arcade operators.

The current law requires that the location pay a license fee of

## Bally to Ship Second 5-Ball In New Line

CHICAGO — Bally Manufacturing Company this week will ship distributors the second in the firm's new line of five-ball pinballs.

Shipments of "Carnival" are scheduled to get underway Friday (18).

A five-ball game, it is adjustable to three-ball play, is designed to be played by either one or two players for one or two coins, and is available with a nickel or dime coin mechanism. It's equipped with four new type flippers.

Twelve targets are arranged in groups of six on each side of playfield, each target hit advancing a spell-name feature "Carnival." Name is also lighted by hitting "lites carnival" rubber-rails on each side of playfield.

Bonus points are accumulated with points scored with skill shots; letters Carn open Bonus skill gate; CARNIV lighted lights either left or right special rollover; CARNIVAL lights special targets. Other features: rollovers and targets score one replay when lighted; 100 targets score 100 when lighted and are lighted on mystery basis; three pop bumpers and three standard bumpers each score 10 men lighted as do four rubber rails, two rollovers. Rotary totalizers show total score.

## Standard Fin. Tops \$2 Billion Volume Mark

NEW YORK — The Standard Financial Corporation, which specializes in factoring for the automatic phonograph, amusement game and vending machine industries, has passed the \$2 billion mark in volume of financing.

Symbolically, the conditional sales contract which put the firm over the mark was sold by Rudd-Melikian, Inc., manufacturer of vending machines. Of late, vending machine firms have constituted a substantial share of Standard's business.

The \$10,000 check, representing the sales of 10 coffee machines by Rudd to one of its franchised distributors, was presented by Theodore H. Silbert, Standard president, to Edward A. Wiler Jr., assistant treasurer to Rudd-Melikian.

"It is particularly appropriate, Silbert said, "to have financed our two billionth dollar during the current year which his the 25th anniversary of the founding of our company." He added that the firm's original resources were \$1,000.

The firm maintains offices in Chicago, Los Angeles, Atlanta, Dallas, Elmira, N. Y., and Rome, Ga. The main office is in New York.

\$50 a year for each game type. This fee, of course, is actually paid by the operator.

Under the existing law, if an operator removes a shuffle game from a location and substitutes a gun game, he pays \$100 in license fees for one location. If in the course of the year he pulls the gun game for a pool table, the location will have cost him \$150.

**Arcade Fees**  
On Arcades, the owner must pay \$50 for each game category, with virtually every game being considered another category. The proposed amendment would put a ceiling of \$250 on Arcades and define an Arcade as a place with five or more amusement machines.

The existing licensing requirements have discouraged operators from experimenting with new games and switching equipment, particularly just before license renewal time in March. An operator could keep a shuffle game on location from March 15 to March 14, and if he substitutes a gun game on March 14 (the day before license renewal time), he is tagged with an extra \$50.

Under the proposed amendment, introduced by Councilman Treulich, one \$50 license fee would cover the location for a year on all games, providing that the location had less than five games. If it had more than five games, it would be considered an Arcade and subject to a \$250 license fee.

The city council has reserved judgment on the proposed amendment and has it on the agenda for its next meeting.

## Williams Bows Reno, 5-Ball Match Play Pin

CHICAGO — Reno, a new five-ball pinball with match play feature, was announced by Williams Manufacturing Company last week.

Match play feature enables player to match his score with a number that lights up on backglass after play is ended.

A single player unit, it features a card-playing theme. Three cards—A, B and C—on backglass sport light-up symbols. Hitting star or ace-jack rollovers lights up corresponding symbols on backglass. Special scoring is made by lighting up two special rollovers. Both stars and ace-jacks have carryover feature. Action by two cyclonic kickers, two flippers "jet-action" bumpers. Available for nickel or dime play or with twin chutes. Second chute adjustable for three, four or five plays for quarter. Equipped with all-steel door; National slug rejector.

## United to Debut Shuffle Shortly

CHICAGO — United Manufacturing Company announced last week that its forthcoming return to shuffle game production will get underway within two weeks.

United announced its plans to The Billboard early last month (September 16 issue).

## Ken Knauf

### Operating Without U. S. Games a Crashing Bore



LONDON — "We wish that you fellows in the United States would do something on your part . . . we've done nearly all we can over here."

That's how John Singleton, secretary of the Amusement Caterers' Association, British trade organization, summed up the coin machine import situation here.

While American motion pictures and other amusements are widely evident about London town, U. S. coin games, as luxury items, cannot be imported due to Britain's trade restrictions.

Through the efforts of the German coin machine industry, German machines are available in limited quotas for British import, and thus most new games here are German-made. The "strings" were pulled in Germany.

English coin games, located principally in Arcades in the cities and on the coast, are mainly pre-war models. While they are unusually diverting to Americans and other tourists, they are really old hat to the English public.

"One can't put on the same attraction and continue to profit by it, any more than could the cinema operator," said Singleton.

Any coin game that awards a prize is illegal under national law here. But non-excessive prizes, as small packs of cigarettes, are generally winked at. Greater latitude is shown in the coastal Arcades.

Pinballs, officially illegal in Britain, are allowed to operate with six-pence and cigarettes as booty. They are set up at city Arcades in batteries of as many as 30, mounted on embankments along the walls.

The ACA hopes to have the law altered to legalize pinballs and small cash awards on coin games within a few years. Then operators will at least have the satisfaction of being "on the up and up."

Most pinballs here are pre-war U. S. models. English manufacturers apparently have never been able to make quality pins at a low price. New machines bear a 30 per cent purchase tax which hurts sales.

A production run of 100 new machines of a type selling at 100 pounds sterling (\$280) or more would be considered well above average here.

The hoped-for import of American coin games could advance the British game trade 15 years in as many months.

## 1957 Indiana Anti-Pinball Law Headed for State High Court Test

The history of Indiana's regulation and enforcement of both pinballs that pay off and those that award free plays only is a history of official confusion. It is marked by a conflict of ideas between the State Legislature and the State judiciary. The following news article is one more chapter in that story of conflict. The Billboard next week will document this history in explaining how — despite the State's so-called tough anti-pinball law passed this year — pay off pins continue to flourish in the State.

INDIANAPOLIS — Indiana's 1957 anti-pin law is headed for another test—this time in the State's highest tribunal, the Supreme Court.

The appeal will be conducted by Grant County Prosecuting At-

torney Gene R. Johnson who sought clarification of the statute Monday in a conference with Attorney General Edwin Steers.

Johnson's action was triggered by a decision delivered last Monday (3) in Marion by Grant County Circuit Judge Robert T. Caine who ruled that the law was discriminatory and, therefore, unconstitutional. His opinion was coupled with an injunction prohibiting the seizure of pin equipment by the county's law-enforcement agencies.

Similar injunctions are in force in a number of the Indiana counties.

Judge Caine declared that the law is discriminatory in that it outlaws the use of free-play machines only in places "accessible to the public." He concluded, therefore, that where the possession of such equipment would be illegal in one location, it could be legal in another—on premises inaccessible to the public.

In a decision of last summer, the Supreme Court ruled that there was no violation of the 1955 law in the award of an unrecovered free play. That interpretation, however, was based on the 1955 law only without an evaluation of the 1957 Act.

## Blatt Advocates Single Coin Union, Association

NEW YORK — Teddy Blatt, veteran coin machine attorney and counsel for the Associated Amusement Machine Operators of New York, said the industry is being hampered by too many unions and too many associations.

Blatt told The Billboard that he advocates a single union and a single association for all elements of the coin machine industry. He cited the following anecdote:

A potential route buyer was about to close a deal with an operator for a route consisting of nine juke boxes, 11 games and three cases of cigarettes. Blatt represented the seller in the negotiations.

**6 Organizations**  
The deal fell thru when the potential buyer learned that if he

bought the small route, he would have to pay dues to the following organizations: Associated Amusement Machine Operators of New York, Music Operators of New York, Cigarette Merchandisers' Association and the game, juke box and cigarette unions. As an employer, he would have to pay dues to the three associations. As a serviceman, he would have to pay dues to the three unions.

Blatt maintains that a single association would have a healthy treasury and be able to do a public relations job for its members. A single union, he added, would be more equitable for both employer and employee.

Blatt said he is working on a plan for a single coin machine union in the New York area.

## Genco Begins Building Auto Arcade Piece

CHICAGO — A new Arcade piece, a toy electrically-powered automobile, was put in production by Genco last week.

The auto is powered by its own self-contained motor. Operation for forward and reverse is by a push-pull lever; steering is by means of a wheel with continuous turning action. It's equipped with dime coin chute.

Backglass of plastic enclosed cabinet shows map of U. S. with scoring lighting up at cities across the country. Scoring is by player manipulating car across trip-switches which score double or single points. Ramps are mounted along sides as hazards. Scenery includes backdrop of simulated Grant Park in Chicago.

Front plastic panel hinged at top to open fully; playfield lifts out to work on equipment. Mounted on legs. Price not available at press time.

## Witsen Opens Big Arcade

MIDDLETOWN, Pa. — Abe Witsen, president of the International Scott Crosse Company, opened his 21st and largest Arcade here Friday (11). The \$35,000 installation occupies a wing of the Middletown Farmers' Market, about nine miles east of Harrisburg.

The market itself is one of the largest in the nation, with a main building of 1,000 by 70 feet and five wings with 5,000 square feet each. One of these wings is de-

(Continued on page 99)

## Empire Bows Newsletter

CHICAGO — Empire Coin Machine Exchange mailed the first issue of its new monthly newsletter to customers in Wisconsin, Michigan, Illinois, Indiana, and Iowa last week.

A four-page bulletin, it's called "News of the Empire," and features articles of products it sells; a column by Gil Kitt, head of Empire; a coinmen column; a "service tip of the month" feature;

(Continued on page 96)



**WE WANT TO BUY**  
**WILLIAMS FOUR BAGGERS**  
 AND  
**WILLIAMS DELUXE BASEBALL 1957**  
 STATE QUANTITIES AND PRICE—WRITE OR PHONE  
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 Phone: Main 1-8751

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Seeburg Wall Boxes, V3WA, Dual Credit, 200 Selection. \$ 99.50	Wurlitzer 1900 Phonographs. \$795.00
Seeburg 100 Selection Chrome Wall Boxes ..... 45.00	Wurlitzer 2000 Phonographs. 895.00
Wurlitzer 1400 Phonographs. 135.00	AMI E-80 Phonographs ..... 350.00
Wurlitzer 1800 Phonographs. 675.00	Seeburg V-200 Phonographs. 695.00
	United 14-Ft. Bowling Alleys. 495.00

Immediate Delivery on Williams NAPLES and RENO;  
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Our successful RENTAL PLAN makes available for EXPORT a tremendous volume of late model equipment, including:

<b>GOTTLIEB</b> PINS <b>EXPORT!</b>	<b>SEEBURG</b> V-200's IMMEDIATE DELIVERY
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Don't Delay, Cable Comac Today!  
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**14-FT. BOWLERS ..... \$550**

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 JUNIPER 8-1814

**PARTS** Make us an offer! Call today!

MILLS CONSOLATION and Evans Jubilee Phono parts. Value \$298.00.	ROCK-OLA PHONOGRAPH PARTS for Master, Super, Standard, Deluxe, 1422 and 1426. Value \$1,321.00.
133 SETS OF BUBBLER TUBES for Wurl. 1015. Value \$280.00.	MODEL 850, 1015, 1100, 1250, 1400 Plastic, including dome and top and bottom plastic. Value \$1,050.00.
5,000 FEET OF 30-WIRE Coded Cable (Alpha). Value \$750.00.	53 MODEL 1536 ROCK-OLA, brand new, 20 record, 30-wire Wallboxes. Value \$265.00.
62 MAGIC GENIE BINGO KITS, terrific bargain. Value \$434.00.	

**INTERNATIONAL SCOTT CROSSE COMPANY**  
 SCOTT CROSSE COMPANY  
 1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.  
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Consisting of the following:  
 Dude Ranches, Surf Clubs, Hi-Fis, Varieties, Gayety's, Big Times, Gay Times, Broadways, Parades and Nite Clubs  
**CALL, WRITE OR WIRE**

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.

**TRIMOUNT** Remember IN NEW ENGLAND IT'S TRIMOUNT!  
 40 WALTHAM STREET BOSTON 18, MASS.  
 Tel. Liberty 2-9480

**Hirsh Coin Adds Venders to Juke, Game Operation**

WASHINGTON — Hirsh Coin Machine Corporation, long-time successful operator of juke boxes and pinballs in this area, is branching out into vending.

Roger Squitro, company secretary, said last week that while the initial venture is confined to cigarette vending, the reaction has been "extremely favorable" and may lead to the handling of other types of machines and products.

Cigarette venders have been on location only three weeks, but the success of the machines is "beyond expectation," Squitro says. About 25 machines have been placed so far—mostly in locations where Hirsh had other types of equipment. Various models of machines are being used.

Phil Mason, vice-president of the company plans to attend the National Automatic Merchandising Association convention in Philadelphia this week. He'll take a long look at the equipment on display with an eye to ordering machines for future expansion of the vending operation.

**The Bargain Counter**  
 Shopped and Ready for Location

**MUSIC WURLITZER**

SPECIAL • THIS WEEK ONLY

MODEL 1017 .....	\$ 35.00
MODEL 1015—	
Cobra Pickup .....	35.00
MODEL 1100 .....	50.00
48 SELECTION HIDEAWAY,	
45 rpm .....	90.00
MODEL 1700, 1 each .....	495.00
MODEL 1900, 1 each .....	665.00

**AMI**

MODEL B .....	\$ 55.00
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**SEEBURG WALL BOXES**

SEEBURG (CHROME) .....	\$ 40.00
WURLITZER 4851 .....	9.00
WURLITZER 3020, 48 Selec. .....	5.00
AMI 40 SEL. ....	2.95

**BINGOS**

SPOTLIGHT .....	\$ 30.00
CIRCUS .....	25.00
RIO5 .....	25.00
SINGAPORE .....	40.00
BALLY BEAUTY .....	40.00
BEACH CLUB .....	32.00

**SHUFFLE BOARD CONVERSION KITS, \$139.50**

**ARCADE**

CHGO. COIN TWIN	
HOCKEY .....	\$125.00
CHGO. COIN PISTOL .....	25.00
EXHIBIT SHOOTING GALLERY .....	55.00
BALLY CHAMPION HORSE. ....	265.00
SMOKE SHOP 9-COL. ....	
CIGARETTE VENDOR .....	45.00
TELEQUIZ with Film .....	65.00
SEEBURG BEAR GUN .....	85.00

**FIVE BALLS**

FLYING HIGH .....	\$ 65.00
SKILL POOL .....	45.00
NIFTY .....	20.00
ROSE BOWL .....	35.00
OASIS .....	20.00
SKILL POOL .....	40.00
CROSS ROADS .....	45.00
CIRCUS WAGON .....	230.00

**UNITED & BALLY 14 FT. BOWLERS \$575.00**  
 crated  
 1/4 down, balance C.O.D.

**Lew Jones** Distributing Co.  
 Exclusive Wurlitzer Distributor  
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**CHALLENGER PISTOL and STAND with \$39.95**  
 Aluminum Floor Stand and Bull's-Eye Target.  
 Write for Quantity Prices  
 WANTED: Davey Crockett Rifle and Bally Bull's Eye. Will Buy or Trade.

**READY FOR LOCATION—KIDDIE RIDES—COIN-OPERATED**

Williams Crane .....	\$165.00	Goatee .....	\$ 65.00
Williams Peppy (phono) .....	Write	Wild West Gun .....	65.00
Big Horse Ride .....	295.00	Sportland Gun .....	120.00
Space Ships .....	95.00	Star Gun .....	95.00

KIDDIE RIDES (Coin Operated). We Buy—Sell—Trade.  
 Send us your list and requirements.  
 Export Inquiries Invited. All Prices F.O.B. Chicago. All Phones: Uptown 8-1369.  
**CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois**

**BINGO MECHANIC WANTED**

**GOOD PAY NO DRIFTERS**

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**WRITE TO BOX 903**  
 The Billboard, 188 W. Randolph St., Chicago 1, Illinois

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<b>BINGOS</b>	<b>CIGARETTE VENDORS</b>		
Key West .....	\$375.00	Lehigh 12-Column (25-30c) .....	\$175.00
Big Show .....	325.00	Eastern 8-Column Elec. ....	85.00
Double Header .....	275.00	P.X. 8-Col., 30c .....	100.00
Miami Beach .....	145.00		
Gaytime .....	145.00	<b>ARCADE</b>	
Night Club .....	245.00	Chicago Coin Ski Ball .....	\$375.00
Broadway .....	225.00	Genco Deluxe Ski Ball .....	345.00
		Chicago Coin Tournament	
		Skee Ball .....	295.00
		Genco 2-Player Skill Ball .....	210.00
		Genco Rifle Gallery .....	175.00
		United Carnival Gun .....	175.00
		Genco Circus .....	475.00
		Chicago Coin Bull's-Eye Baseball. ....	245.00
		Wms. Four Bagger .....	285.00
		Genco Hi Fly .....	225.00
		<b>BOWLERS</b>	
		Chicago Coin, Bally, United	
		14 Ft. ....	\$550.00
		Un. Regulation .....	295.00
		Bally ABC .....	295.00

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Piccadilly .....	175.00
Delux Baseball .....	79.50
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Lozy Q .....	49.50

**1957 DELUX BASEBALL, NEW, \$395.00**

Write, Wire, Phone Your Order Today!

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In conjunction with our sales of games, we are now offering new GOTTIEB games on a rental schedule which every operator can afford. This will enable you to supply your trade with the best and latest games at all times, with practically no investment on your part.

Phone or come in and let us give you full details about our rental plan. This offer good only to operators in the southern half of Illinois and the eastern half of Missouri.

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Auto Photo, M 9.....	\$1,600.00
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### NOW DELIVERING

**AMI MODEL "H" 200, 120 & 100**

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- BALLY CIRCUS
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when answering ads  
Say You Saw It in The Billboard

### Empire Bows

Continued from page 94

and a feature on a particular personality in Empire's territory.

Kitt's column in the first issue reviews the growth of Empire. Says Kitt: "On September 3, we started our seventeenth year in the distributing business. I think it fitting at this time to start our new house organ "News of the Empire" of which this is Vol. 1 No. 1."

#### CORRECTION

Chicago Coin Bowling League, 11 & 14 ft., like new ..... \$775.00  
Keeneey Teen Bowler, 11 ft., like new ..... 695.00

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POOL TABLES

Complete with 1-to-10 Rotation Balls, Cue Ball, Rack, Cue Sticks, Shaker Bottle, Pear, Instructions, etc. **\$99.50 EA.**

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LIKE NEW! **\$550** plus crating

EASTERN ELECTRIC  
10-COL. CIGARET MACHINE

Will vend at up to 35¢ per package

LIKE NEW **\$135**

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**MONARCH** COIN MACHINE

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### We ONLY

Advertise  
What We Have  
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#### CONVERTED TO 45 R.P.M.

Cleaned—Checked  
LOOK & WORK LIKE NEW

AMI A .....	\$ 99.50
AMI B .....	145.00
AMI C .....	175.00
AMI D-40 .....	225.00

### COME AND GET IT SPECIALS

AS IS—BUT COMPLETE

<b>AMI</b> Each	
Thirteen A's .....	\$ 50.00
Nine B's .....	75.00
Four C's .....	100.00
Seven D-40's .....	150.00
<b>WURLITZER</b> Each	
Twenty-One 1015's .....	\$25.00
Four 1100's .....	50.00
One 750-E .....	25.00
<b>SEEBURG</b> Each	
Three 48's .....	\$35.00
One Colonial .....	15.00
<b>ROCK-OLA</b> Each	
Two 1422's .....	\$25.00
Two 1428's .....	75.00

ACT QUICKLY—ORDER TODAY  
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Send for Complete Lists

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Used Coin-Operated Kiddie Rides,  
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- Remote control
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- 60"x27"x18"
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- Distributorships Available



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### Look To The GENERAL For Leadership

AMI E120 .....	\$425	Chi Coin 6-Player TOURNAMENT	
AMI F120 .....	575	SKI BOWL .....	\$325
AMI G120 .....	650	DERBY DAY .....	225
AMI G200 .....	695	DRAGONETTE .....	175
Genco 2-Player OFFICIAL SKILL BALL .....	225	FRONTIERSMAN .....	175

### General Vending Sales Corp. Music Sales Co., Inc.

Biddle & Howard Sts. Phone: VERNON 7-4119 Baltimore 1, Md.

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NITE CLUB .....	\$250.00	GAYETY .....	\$60.00
BROADWAY .....	270.00	SURF CLUB .....	60.00
BIG TIME .....	110.00	DUDE RANCH .....	60.00
GAYTIME .....	125.00	HI-FI .....	60.00
MIAMI BEACH .....	125.00	PALM SPRINGS .....	60.00
VARIETY .....	70.00		

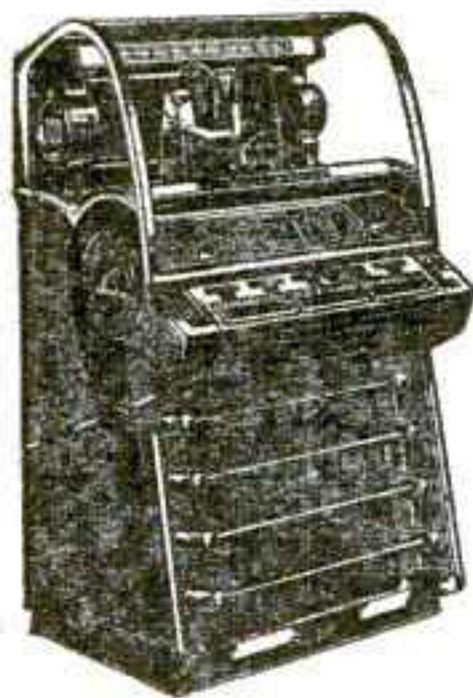
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V-200**  
(200 Selection)  
**\$849.50**

- Using Transistor Type Diode and Selection Switching WITHOUT TUBES.
- Completely Reconditioned and Re-finished by Factory-Trained Mechanics and Electronic Specialists.

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HF100R	.....	\$695.00
HF100G	.....	595.00
M100C	.....	499.50
HM100A (Hideaway)	.....	149.50

**AMI**

G200	.....	\$695.00
F120	.....	595.00
E120	.....	395.00

**WURLITZER**

1800	.....	\$595.00
1650	.....	295.00
1500A	.....	249.50
1400	.....	179.50

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MEIrose 4-3571

# COINMEN YOU KNOW

## Chicago

By FRANK SHIRAS

Four of Chicago's juke box distributors are enthusiastic over success of the operator service school started by the group recently. Responsible were Mike Spagnola, Automatic Phonograph Distributors (AMI); Ben Coven, Coven Distributing Company (Wurlitzer); Ed Ginsburg, Atlas Distributors (Seeburg) and Al

Stern, World Wide Distributors (Rock-Ola). Also pushing the school ideas was Earl Kies, Apex Music Company, whose service manager, Norman Dompke was said to have originated the idea.

Servicemen attending the classes are: Harry Goe and Paul Jacobs, ABC Music; Jim Massey, Gateway Music; Frank J. Chojnowski, Unique Music; Bud Hofert, Melody Music; Sam Di Piero and Manuel Espinoza, World Wide Distributors; Norman J. Dompke and Ed Reinke, Apex Music; Sol Marrano and Sam Nuccio, AA Swingtime; Ray Chmielewski Phonograph Service.

Wayne Hesh, Francis Weber, Andy Mesko, Harold Hogle and Rudy Ohl, A & H Entertainers; Leroy Cranshaw, Dan Gaines Music; Dale Miller, Music Time, Inc.; Joe Hamilton, Universal Music Company; John Cloherty, Northtown Music; and E. Chesney, Citywide Music Corporation... Phil Sparacino, who operates a large route of bulk venders sold part of his route in Champaign to Fred McCullom. Harry Bell bought another part in the South Bend area.

Sam Nuccio, bulk operator, recently moved into a new home... Another move: Rolfe Lobell, vice-president of Leaf Brand, who opened a residence in Highland Park... Paul Crisman, King and Company reports a pick-up in fall business for the bulk field in general... Richard M. Elisberg, local bulk operator, returned from a business trip up North.

Jack Nelson, Logan Distributors, reports his company will change location within the next 60 days. He is looking for a place large enough to make full use of his supermarket idea - long, broad aisles that an operator can push carts up and down with ease... (Continued on page 100)

MADE TO YOUR SPECIFICATIONS FOR DEPENDABLE, TROUBLE-FREE, SERVICE-FREE PERFORMANCE...

## 6-POCKET POOL TABLES

By **Valley**

Entirely New, Tested Mechanism! Exclusive Patented "Easy-Count" Scorer!

And for the Best Buy in **BUMPER POOL**® It's VALLEY, too, of course!

The Tables of "Cadillac Quality"

... built to insure years of profitable operating!

Write, Wire, Phone for Details Today!



**VALLEY SALES CO.**

Sales Affiliate of Valley Mfg. Co. 333 Morton Ave., Bay City, Mich. TWinbrook 5-8587

## SIDNEY H. LEVINE MEMORIAL FUND

To perpetuate the memory of his name and his accomplishments in the coin machine industry by providing assistance to individuals seeking a college education, or to further their education in any other manner.

Send Contributions to

Harry Rosen, c/o Sidney H. Levine Memorial Fund, Inc. 250 WEST 57TH STREET NEW YORK 19, N. Y.

## WANTED FOR CASH

Highest Prices Paid!

- 5 ACE HIGH
- 5 AUTO RACE
- 5 CLASSY BOWLER
- 5 DERBY DAY
- 5 HARBOR LIGHTS
- 10 RAINBOW
- 25 ROYAL FLUSH
- 25 MAJESTIC
- 15 SUPER JUMBO
- 15 JUBILEE

### DID YOU KNOW

that with almost no investment you can supply your locations with

GOTTLIEB'S SUPER NEW THRILLER  
2-PLAYER SUPER CIRCUS

HOW? Rent SUPER CIRCUS from us! Rental rates are reasonable—Delivery is good! Ask for details.

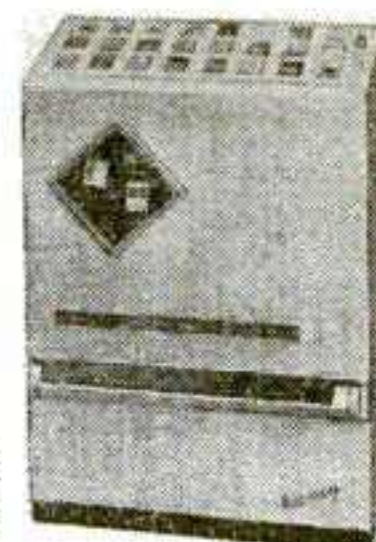
Write, Phone or Visit Us Now!

### Reconditioned 5-BALL GAMES

- SCOREBOARD, 4 PI. \$215
- WISHING WELL ... 185
- FRONTIERSMAN ... 185
- SWEET ADD-A-LINE 175
- GYPSEY QUEEN ... 170
- SOUTHERN BELLE... 170
- DIAMOND LIL ... 140
- STAGE COACH ... 135
- DRAGONETTE ... 135
- GOLD STAR ... 135

**NATIONAL COIN MACHINE EXCHANGE**  
1411-13 DIVERSEY BLVD. Phone: BUCKingham 1-6466 CHICAGO 14

# ATLAS IS DELIVERING THE KEENEY "22" DELUXE ELECTRIC CIGARETTE VENDER



Smart "Forward Look" styling with brilliant illumination gets and holds top locations... 22 Selections—accommodates all types of packages... shorts, longs and boxes... smooth trouble-proof electric operation protects bigger profits!

- ★ 539-Pack Capacity: Front Column, 264; Rear Column, 275.
- ★ 22 Selections, Pack and Matches Delivered quickly, Smoothly.
- ★ National Slug Rejector—A.B.T. Totalizer.
- ★ Meets All Pricing Requirements: 25¢, 30¢ and 35¢ Selections.
- ★ Ample Storage Capacity.
- ★ Choice of Colors and Finishes.

Easy to Service—All Parts Totally Accessible

## MUSIC and GAMES!

A.M.I. E-120	.....	\$425
SEEBURG 100-C	.....	525
SEEBURG 100-R	.....	675
WURLITZER 1400	.....	195
ROCK-OLA FIREBALL 78	.....	195
ROCK-OLA 1438 COMET	.....	445

## M-100A 45 RPM CONVERSION KIT

Easy to Install! Modernizes and brings phonographs up to top earning power!

**\$69.50**

BOWLING GAMES—POOL TABLES  
PIN GAMES  
All Makes and Models Available NOW!

PHONOGRAPHS STEAM CLEANED, RECONDITIONED, REFINISHED LIKE NEW!  
Terms: 1/3 Dep., Bal. C.O.D.



A Quarter Century of Service

**ATLAS MUSIC COMPANY**

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

# Bargain Prices!

## Davis Guaranteed Rebuilt Phonographs

Telephone or Wire Collect!

### PHONOGRAPHS

SEEBURG	
V200 with VL Selection Receiver	.....\$875
HF100R	..... 695
HHF100R (Hideaway)	..... 595
HHF100G (Hideaway)	..... 525

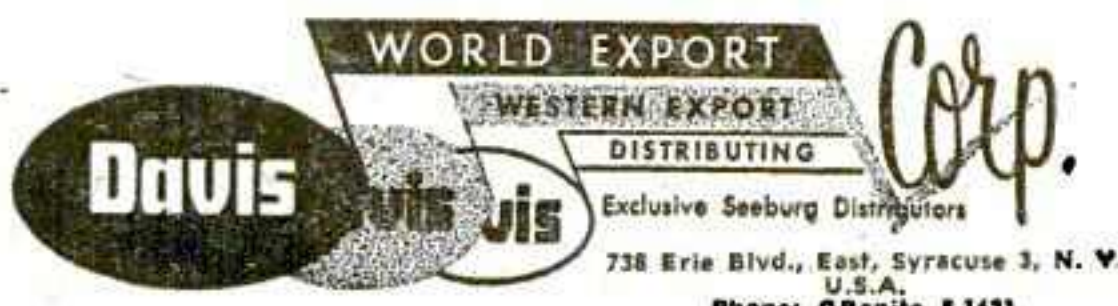
WURLITZER	AMI
1700F	.....\$515
1650	..... 225
1450	..... 150
1250	..... 115
H200 (like new)	..... WRITE
G200 (like new)	..... \$695
G120 (like new)	..... 650
G80 (like new)	..... 595
E120	..... 350

### WALLBOXES

SEEBURG	
3W1 (100 Selections, Chrome Covers, New Selection Buttons, Thoroughly Reconditioned)	.....\$49.50

WURLITZER	
5204 (104 Selections)	.....\$15.00
5204A (104 Selections)	..... 25.00
5205 (104 Selections)	..... 35.00
5207 (104 Selections)	..... \$45.00
4820 (24 Selections)	..... 20.00
4851 (24 Selections)	..... 25.00

Terms: 1/3 Deposit Required Cable Address: "DAVDIS"



when answering ads...  
Say You Saw It in The Billboard







### NOW DELIVERING

- BALLY A.B.C. TOURNAMENT, 12 1/2 & 14 ft.  
Bally Sun Valley, Bike, The Champion, Model T and Toonerville Trolley.
- ROCK-OLA PHONOS—120 & 200 Selection

Write or call for prices

#### ★★★ SPECIAL ★★★

- 1432 Rock-Ola, 80 Selection, 78 or 45 R.P.M. . . . . \$95.00  
Limited amount remaining
- 1434 Rock-Ola, 50 Selection, 45 R.P.M. . . . . \$145.00  
All machines cleaned, checked and ready for location.
- Like new A.B.C. Bally Bowling Lanes, 11 ft. . . . . \$560.00  
14 ft. . . . . \$575.00  
No extra charge for crating.

#### BINGO GAMES

- Variety . . . . . \$ 85.00
- Big Time . . . . . 125.00
- Big Show . . . . . 300.00
- Broadway . . . . . 250.00
- Showtime . . . . . 425.00

### CALDERON DISTRIBUTING, INC.

450 Massachusetts Avenue Phone: MErose 4-8468 Indianapolis, Indiana

# IT'S GOOD BY GOSH—BUY GENCO HOROSCOPE FORTUNE-TELLER

SEE IT AT YOUR GENCO DISTRIBUTOR  
KEEP "ON THE GO" WITH GENCO

## GENCO MANUFACTURING

Division of Chicago Coin Machine Company

2621 N. ASHLAND AVENUE CHICAGO 14, ILLINOIS

### Witsen Opens

Continued from page 94

voted entirely to the Arcade, with 100 pieces of equipment on location.

Games include the latest 14-foot bowlers, Skee-ball, shuffle games and the standard Arcade units. Three men are employed full time to run the installation.

#### Major Rides

Next spring, Witsen plans to add miniature golf and major rides outside the market.

Meanwhile, Witsen said his export business is at a record level with Lebanon and Syria buying bingos and pin games in large quantities and Germany opening up on shuffle games.

## EVERY GAME—EVERY TIME . . . WORLD WIDE!

### ALL NEW ROCK-OLA 1458 120 SELECTION HI-FI PHONOGRAPH

A Serviceman's Dream!

New Color Design! New Programming! Optional 50c Coin Play!

#### ARCADE

- Wms. DLX. 4-BAGGER . . . \$265
- United STAR SLUGGER . . . 265
- United SUPER SLUGGER . . . 248
- Wms. KING OF SWAT . . . 215
- Wms. BIG LEAGUE . . . 125
- Wms. CRANE . . . 125
- C.C. STEAM SHOVEL . . . 125
- Genco BIG TOP . . . 225
- Genco WILD WEST . . . 225
- United BONUS GUN . . . 210
- United CARNIVAL GUN . . . 155
- Genco SKY ROCKET . . . 195

#### PHONOGRAPHS

- ROCK-OLA 1454 . . . . . Write
- ROCK-OLA 1448 . . . . . \$575
- SEEBURG HF-100R . . . . . 695
- SEEBURG M-100C . . . . . 495
- SEEBURG M-100B . . . . . 395
- SEEBURG M-100A . . . . . 185
- A.M.I. F-80 . . . . . 485
- ROCK-OLA 1434, 50 Sel., 45 RPM . . . . . 175
- SEEBURG V-200 . . . . . 695

FISCHER 6-POCKET POOL—Like New—only \$175

WANT TO BUY ALL TYPE SHUFFLE ALLEYS  
Chicago Coin—Bally—United  
WILL PAY HIGHEST DOLLAR!

14' BOWLING ALLEYS LIKE NEW only \$545

#### BINGO GAMES

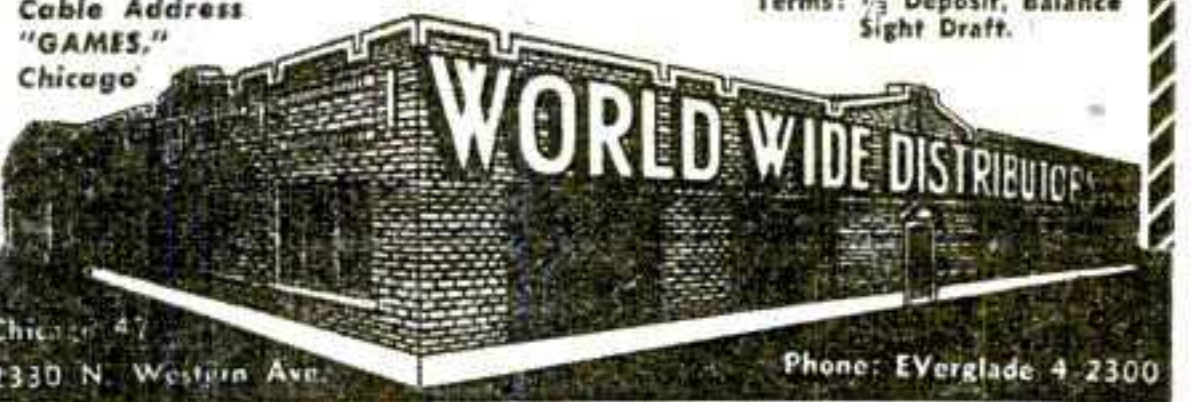
- BIG SHOW . . . . . \$295
- DOUBLE HEADER . . . . . 245
- PARADE . . . . . 235
- NITE CLUB . . . . . 255
- BROADWAY . . . . . 225
- BEACH BEAUTY . . . . . 185
- MIAMI BEACH . . . . . 135
- GAYTIME . . . . . 125
- BRAZIL . . . . . 225
- MONACO . . . . . 225
- STARBUST . . . . . 145
- STARLET . . . . . 125

#### 5-BALLS

- 2-PL. FLAGSHIP . . . . . \$325
- 2-PL. TOREADOR . . . . . 275
- 2-PL. MARATHON . . . . . 245
- 2-PL. GLADIATOR . . . . . 245
- 2-PL. TOURNAMENT . . . . . 225
- 2-PL. BALLS-A-POPPIN' . . . 195
- ACE HIGH . . . . . 285
- AUTO RACES . . . . . 245
- DERBY DAY . . . . . 210
- ARABIAN KNIGHTS . . . . . 125
- BLODDIE . . . . . 195
- CAPRI . . . . . 165

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47  
2330 N. Western Ave.

Phone: EVERglade 4-2300

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

### CONVERSION

FOR SEEBURG M-100 A  
MH-100 A

to 33 1/2 RPM to 45 RPM  
\$24.50 • \$69.50

F.O.B. Los Angeles

#### CALCOIN CORP.

11167 West Pico Blvd.  
Los Angeles 64, Calif.

### WANT TO BUY

## LATE BINGO GAMES

Must be in A-1 condition.  
No Junk Wanted.

Send Your List In at Once

#### MUST BE LATE GAMES

NEW!! Exhibit's

#### POP-GUN CIRCUS

Most Daringly Different Target Gun in 15 Years. It's New! It's Great! It's a Money Maker!

#### FRANK SWARTZ SALES CO.

515-A Fourth Ave., S.  
Nashville 10, Tenn.

All the news of your industry every week in The Billboard . . .

## NOW DELIVERING

- ▶ United's UPA-100 Phonograph
- ▶ United's Jumbo Bowling Alley
- ▶ United's Deluxe Bowling Alley
- ▶ Williams 6-Pocket Pools
- ▶ Williams Naples
- ▶ Williams Reno
- ▶ Genco's Lucky Seven
- ▶ Exhibit's Popgun Circus

## WANTED!

- ▶ SHUFFLE ALLEYS  
*United-Chicoin-Bally*
- ▶ BALLY BINGOS
- ▶ FIVE BALLS  
*Gottlieb-Williams*

ANY QUANTITY  
CASH OR TRADE



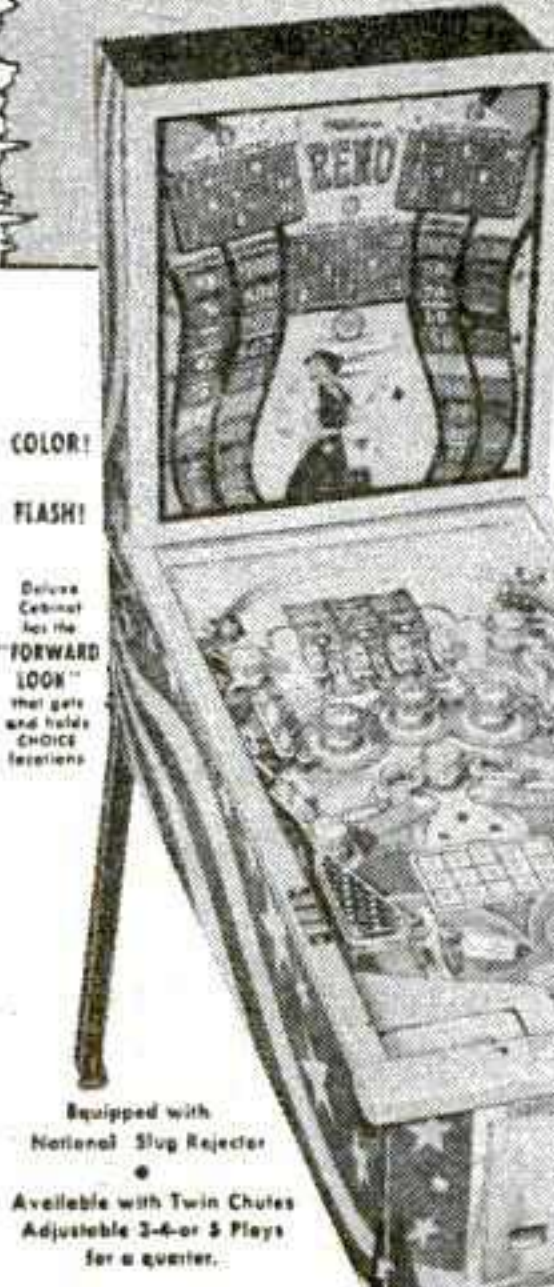
1/2 Deposit, Balance Sight Draft or C.O.D.

## Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

### ... ACTUAL LOCATION TEST REPORTS

## PROVE WILLIAMS RENO GREATEST 5-BALL MONEY MAKER OF ALL TIME!



**HITTING**  
★ ★ ★  
STAR ROLLERS  
and ACE-JACK  
relieves  
lines up the corresponding  
Stars and Ace-Jack on  
the bar for Black-Jack.  
Then, lines 3 top  
relieves alter-  
nately for  
"SPECIAL"

**HOLD-OVER**  
FEATURE  
carries  
Stars and Ace-Jack  
over from game  
to game.  
Pulls in coins on coin  
for Heavy Repeat Play!

**COMPLETING**  
ALL NUMBERS ON  
one of selected  
A-Bar or C CARDS  
fits hole for  
"SPECIAL"  
Completion of Each  
Selected A-Bar or C Card  
increases "Special"  
Value of its hole!

NEW "MATCH FEATURE" INCREASES PLAY!

Order RENO for RICH PROFITS!

NEW ALL-STEEL DOOR

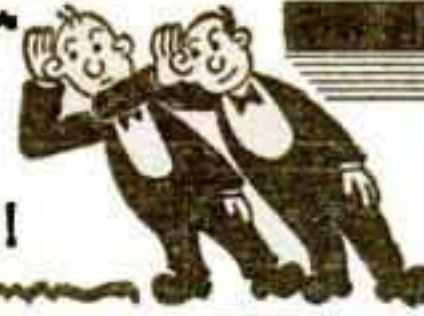


CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.





Your **FIRST** Call Gets You the Equip-  
ment—the Savings—the Service!  
For Action, Everyone Calls Us . . . **FIRST!**



**GREATEST BOWLING GAME IN HISTORY!**  
Chicago Coin's **16' CLASSIC BOWLING LEAGUE**  
★ GIANT SIZE 2½ LB. DUCK PIN BALLS—LARGER THAN EVER!  
★ GIANT SIZE REALISTIC PINS—LARGER THAN EVER!  
★ GIANT SIZE COLLECTIONS—LARGER THAN EVER!  
Now Delivering! **BE FIRST with FIRST!**  
Exclusive Distributor for Chicago Coin in N. Illinois  
and Indiana.

**NEW!! Exhibit's**  
**POP-GUN CIRCUS**  
Most Dazzling Different Target  
Gun in 15 Years! It's New! It's  
Great! It's a Money Maker!



**Importers!**  
BIGGEST AND MOST  
COMPLETE COIN  
MACHINE CATALOG!  
56 PAGES! FULLY  
ILLUSTRATED!  
Write for Your Copy Today!

**14-FT. BOWLERS**  
**FIRST-Conditioned**  
Chi Coin BOWLING LEAGUES  
United BOWLING ALLEYS  
Bally BOWLING LANES  
Exh. TRU-BOWLERS  
**FIRST Quality—FIRST Value!**  
Write, Phone for  
**SPECIAL PRICES!**

**FIRST-Conditioned**  
Chicago Coin  
**SKI-BOWL**  
6-PLAYER..... **\$325**

**WE NEED HUNDREDS**  
of Chicago Coin and United  
**SHUFFLE**  
**GAMES**  
Send Your List to Us Today!  
Cash or Trade  
We Pay Top Prices!

**SPECIAL!**  
**FIRST-Conditioned**  
Keeney CROSS COUNTRY .. \$210  
Exh. RINGER BALL ..... 110  
Chgo. Coin MIAMI SHUFFLE 65  
Exh. JUNGLE HUNT—Pistol 250  
Exh. SPORTLAND GUN .... 140  
Exh. JET GUN ..... 110  
United STEEPCHASE .... 105  
United COUNTY FAIR ..... 105  
Keeney DOMINO BOWLER .. 25  
Keeney CARNIVAL BOWLER .. 55  
Keeney 10-PLAYER ..... 55  
Un. SUPER SHUFFLE ALLEY 55  
Un. 10TH FR. SHUFFLE .... 55

**NEW-GAMES**  
Gottlieb SUPER CIRCUS  
Wms. NAPLES  
Marvel LUCKY HORSCOPE  
Genco LUCKY SEVEN  
Write for Special Price.

**POOL GAMES**  
Largest selection of **FIRST-CONDITIONED** equipment.  
Write for Listings and prices.

**Kaye Super Deluxe**  
**SLATE POOL GAMES**  
Finest mahogany cabi-  
net. Genuine Slate  
Top! Jumbo Plastic  
Bumpers!  
**\$215**

**BRAND NEW!**  
**NEW KAYE**  
**ELDORADO**  
**6-POCKET POOL**  
Luxurious Table for  
Finest Locations

**NEW VALLEY**  
**6-POCKET POOL GAMES**  
Slate or Regular Tops  
Write for Price

**COINMEN  
YOU KNOW**

• Continued from page 97

Also angling for a new location is Mike Spagnola, Automatic Phonograph Distributors. Nothing definite yet, but Automatic is known to be eying several prospective sites to alleviate their cramped quarters.

Bob Kantor, Confection specialties, Inc., in the hospital this week. . . Kurt Kluever, Rock-Ola sales official busy after the firm's recent introduction of two new models. Incidentally Rock-Ola will be entertaining their largest overseas distributor this week—Alfred W. Adickes, of Nova Apparate - Gesellschaft, Hamburg, Germany.

Vince Shay and Stan Levin, of All-State Coin Machine Exchange, in particularly good spirits. Stan in a big hurry over something. Vince waxing hot and heavy over current status of coin games in a torrent of words that would stop cold the most promising orator who ever rolled out the purple patches.

Joe Robbins, major-domo at Empire, looking especially fit after a long eight hours, looking something like the proverbial cat at that swallowed the canary, hinted that there will be additions to the firm's 21-man staff before long. Joe got a mystery phone call last week. He barked orders for a big sign that read "Go-Go White Sox." Joe is a firm believer in starting early. Head man Gil Kitt pleased over his new "baby," the firm's news-letter.

**MECHANIC  
WANTED**

Experienced in games and shuffle alleys. Excellent pay . . . steady inside work. Hours —8:30 to 5:00; Saturday—8:30 to 12:00.

Pleasant working conditions  
**WRITE TO BOX 910**  
The Billboard  
188 W. Randolph St.,  
Chicago 1, Ill.

**USED EQUIPMENT**

**UNITED and CHI COIN**  
**14 FT. BOWLERS**  
**\$545.00**

**6 HOLE SLATE POOLS**  
**\$235.00**

Genco 6 Pl. SKILL BALL .. \$325.00  
Wms. 6 Pl. ROLL A BALL . 325.00  
FUN HOUSE (4 Player) .. 250.00  
SNAFU ..... 140.00  
REGATTA ..... 135.00

**BINGOS**  
Cleaned and Crated. Call or Wire  
for Prices.

Coin Machine Exchange  
**UNIVERSITY**  
858 No. High St. Columbus 8, OHIO  
Tel: AXminster 4-3529

**SAVE MORE MONEY—  
MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

**FIRST** COIN MACHINE EXCHANGE, INC.  
1750 W. NORTH AVE. CHICAGO 27, ILLINOIS • Dickens 2-0500

**GOTTLIEB'S TWO PLAYER**

**SUPER CIRCUS**

featuring

**ROTO-TARGETS**



No doubt about it! Rotating targets are a new concept in skill shooting and timing that present an irresistible challenge to all players. This means more play, more coins and more profit!  
A brand new steel door and door frame discourages game abuse and

pilferage. Provides lifetime service.

Super Circus provides many other fine features such as 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!

World's largest manufacturer devoted exclusively to the design and production of amusement pinball machines!

**D. Gottlieb & Co.**  
1140-50 North Kostner Avenue • Chicago 51, Illinois

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

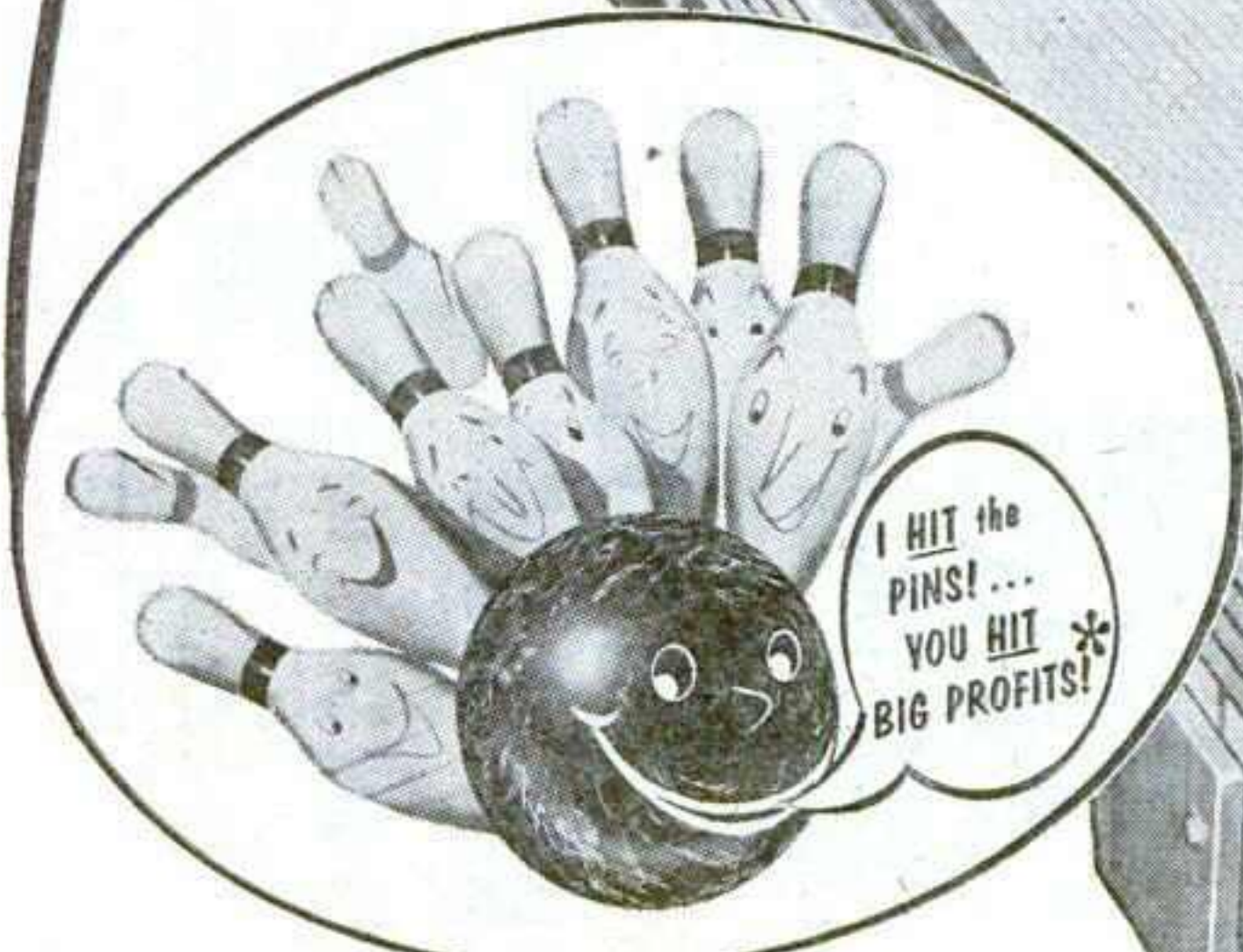
ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS



# SHATTERING ALL PROFIT RECORDS\*



chicago  
coin's  
*Classic*  
BOWLING  
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!

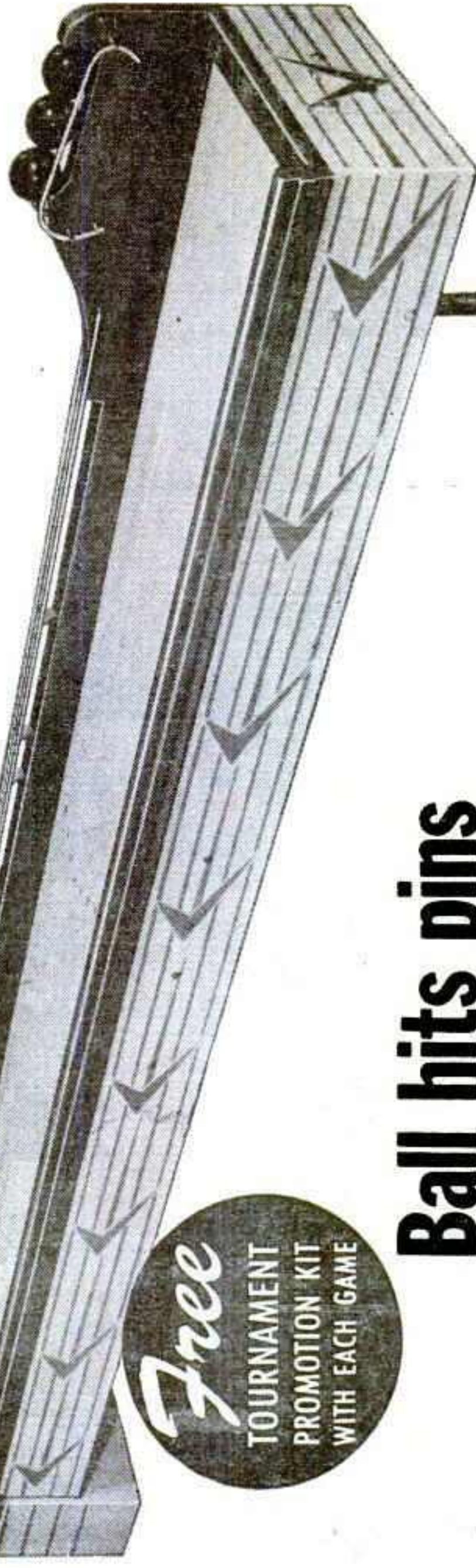
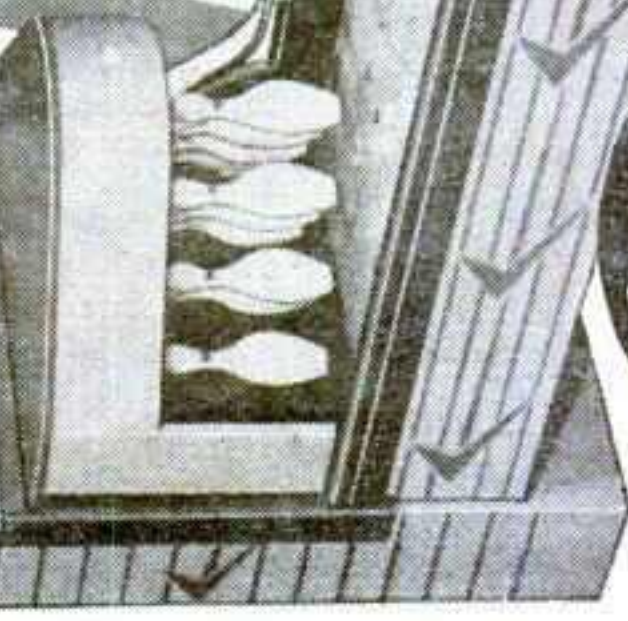
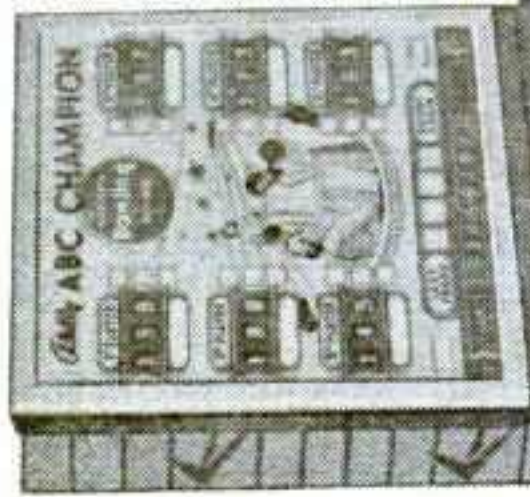
chicago coin  
machine  
Division of  
Chicago Dynamic  
Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS



**Big Balls! Big Pins! Big Earnings!**

# Bally® ABC Champion



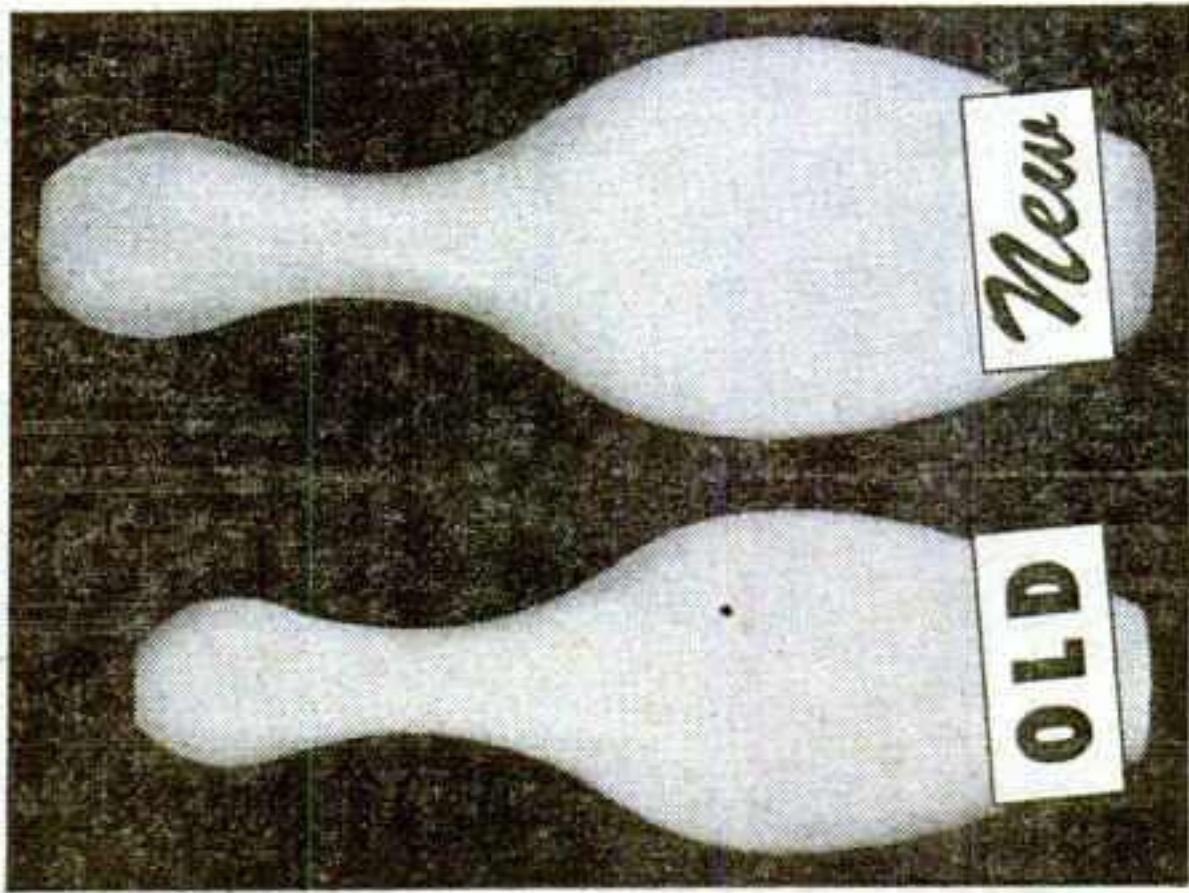
*Free*  
TOURNAMENT  
PROMOTION KIT  
WITH EACH GAME

## Ball hits pins

Hefy 4 in. ball actually plows into new fat giant pins . . . creating keenest bowling realism that stimulates continuous repeat play. Fastest pin-set, fastest totalizers, fastest ball-return add up to fastest flow of coins into cash-box. Get your share . . . get ABC CHAMPION today!

*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

*New*  
**GIANT PINS**



**4-INCH BALLS**

**QUIET RUBBER BALLS**  
(HARD BALLS AVAILABLE IF DESIRED)

**OFFICIAL  
BOWLING RULES**

**11 ft., 14 ft. and 18 ft. long**  
14 ft. alley sections may be purchased separately

**SECTIONAL CONSTRUCTION**

**NOW AT YOUR Bally® DISTRIBUTOR**  
**SUN VALLEY • ABC SUPER DE LUXE BOWLER • BALLY KIDDIE-RIDES**  
**BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS**



UNITED'S BRILLIANT NEW

# JUMBO

## BOWLING ALLEY

SCORES AND PLAYS EXACTLY LIKE REGULATION BOWLING  
1 TO 6 CAN PLAY



**NEW REALISTIC ACTION**  
BIG **4 1/2**" COMPOSITION BALL  
**HITS THE PINS!**  
(New Extra-Durable Pins)

**2 GAMES FOR 25¢**  
MEANS **"JUMBO" EARNINGS**  
**CREDIT UNIT**  
ACCEPTS UP TO 20 QUARTERS AT ONE TIME FOR FUTURE PLAY  
ALSO OBTAINABLE AS ONE GAME FOR 25¢  
CONVERTS EASILY TO REGULAR 10¢ PLAY!

**QUIET SAFE!**  
**NEW** Ball-Rack Design cuts speed and noise of ball return... prevents pinched or bruised fingers  
HIGHLY INSULATED PLAY BOARD AND CUSHIONED BACK BOX ASSURE EXTREMELY QUIET PLAY

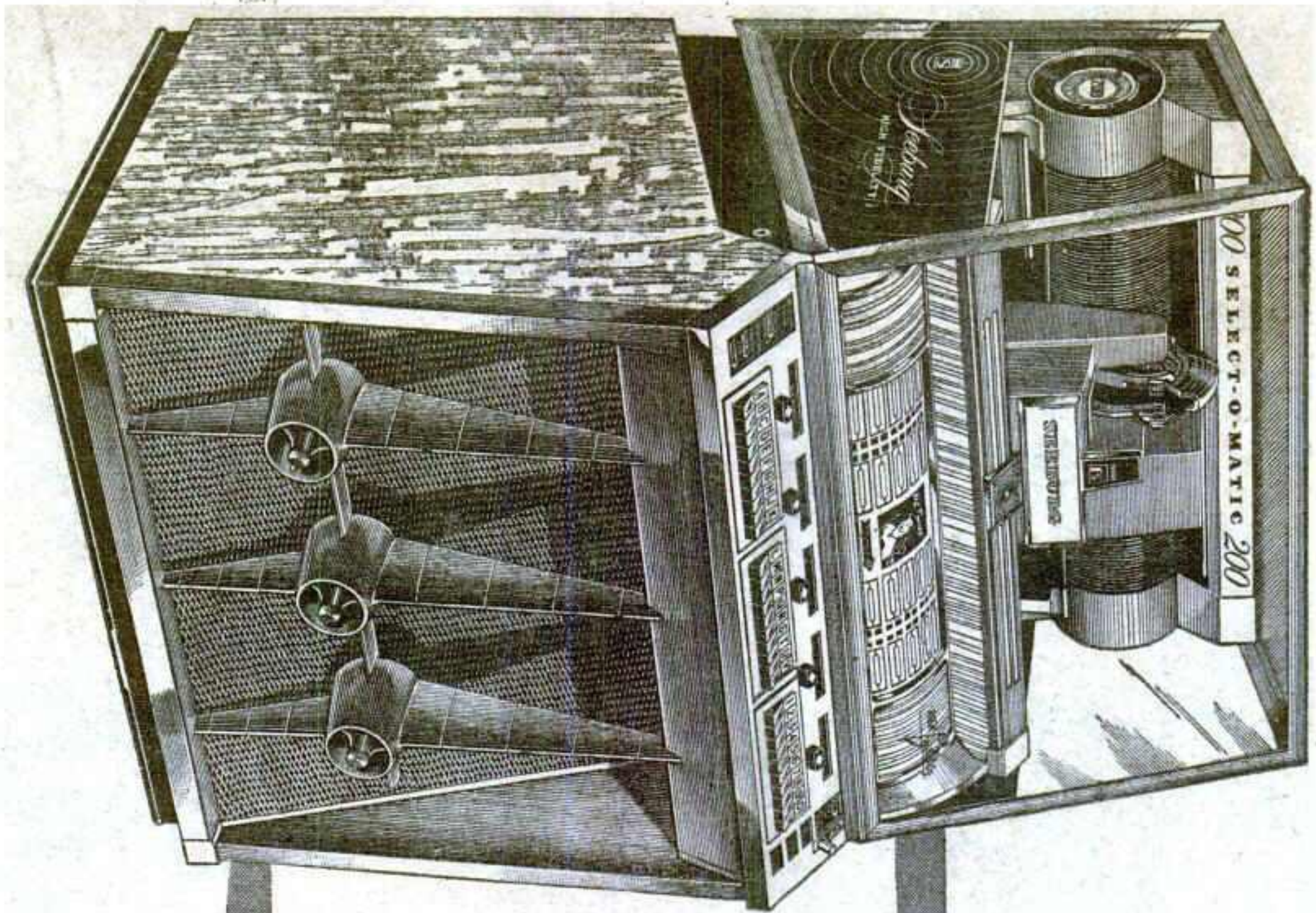
**NEW STYLE SLIM**  
STREAMLINED CABINET  
... lighter in weight  
... easier handling  
**"JUMBO"-STRONG**  
**New DROP-CHUTE MECHANISM**  
WITH NATIONAL REJECTOR on Pull-Out Drawer for Easier Servicing  
**ALL MECHANISM LOCATED IN BACK-BOX**  
with Hinged Insert for Easier Servicing  
**New LINK-DRIVE BALL-LIFT**  
Channel-Guided... Can't Jump the Track... prevents jamming

**UNITED MANUFACTURING COMPANY**  
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS  
SEE YOUR DISTRIBUTOR

**FOUR "JUMBO" SIZES**  
13 FT. LONG . . . 16 FT. LONG . . .  
EXPANDABLE WITH 4-FT. SECTIONS TO  
17 FT. LONG . . . 20 FT. LONG . . .

**New LOCKED-IN BALL GATE . . . Ball positively held back when game is completed**





When there's "music for everyone"  
there must be both singles and albums  
when there are both types of records dual pricing  
is the answer to profitable programming

- BECAUSE dual pricing**  
permits programming
- singles at one price
  - e. p. album records (2 tunes per side)  
at a proportionately higher price

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
**J. P. SEEBURG**  
Chicago 22, Illinois  
Division of Fort Pitt Industries, Incorporated

*America's Finest and Most Complete Music Systems*





**NO END IN SIGHT...!**

**A NEW RECORD ATTENDANCE IN 1957  
614,859**

Here in the Heart of the Billion-Dollar Magic Empire, you'll find the average income is higher per family than the national level . . . and every year it gets HIGHER!

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