

The Billboard

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OCTOBER 28, 1957 (ABC) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC)

U. S. Ice Shows Hit Global Spotlight

Blade Spectacles in Front Rank of Entertainment Industry's Exports

By TOM PARKINSON

FORT WAYNE, Ind. — Ice shows have joined movies and records as one of the front-runners among exports of the American entertainment industry.

The blade ballets are heralded throughout the world, especially in places where natural ice is never seen. And while it's probable that one form of ice show originated in Europe, the full-blown rink spectacle is made in America.

Most of it, as far as other nations are concerned, has been made in Miami and Minneapolis. Those are the home bases of the producers, George Tyson and President Morris Chalfen, of "Holiday on Ice."

It is "Holiday" that operates virtually all the American ice shows abroad. Chalfen returned to one of his domestic show units at Fort Wayne a few days ago after a swing thru Europe and the Middle East to see his foreign operations and to scout talent and territory for future shows.

Paris Up 52 Per Cent

In Paris "Holiday on Ice" just closed a run at the Palais des Sports and rolled up a tremendous 52 per cent increase over last year. That company will continue its annual junket to all the principal cities of Europe, with special emphasis on the Scandinavian ice centers.

But taking a beating business-wise and thereby illustrating the ups and downs and vicissitudes of world trouping has been the "Holiday on Ice" unit in Turkey. Recent world tensions there cut the business radically.

The Ankara company has some equally eventful time ahead of it. This Middle East unit will go to London, where it will be augmented by a task force of 10 skaters from the "Holiday" company that's just been in Macon,

Ga. Then the revised show will play the Christmas season at Wimbley Pavillion, London.

Chalfen some time ago purchased most ice shows and rights in Britain, but until now he has been content to continue the English companies as such. Now something new is in the air. For the first time an outside unit will be used there. This means it will be a regular "Holiday" revue-style of show rather than the traditional English pantomime variety of production. How it will take with British audiences remains to be seen.

Early next year the same unit will go to Lisbon, Portugal, and then to Tunis in North Africa. Tunis is a first-timer, and if experience is a guide it will bring forth tremendous business.

Meanwhile another "Holiday on Ice" is in Sao Paulo, Brazil, and is scheduled to make Morgevideo and Buenos Aires as the tour of South America goes on. Still another outfit is in Monterrey, Mexico, and will stay south of the border until Christmas time. This tour of Mexico is apart from the annual Mexico City stands by a domestic America-touring "Holiday" unit. Also playing Mexico City is the rival company, "Ice Capades."

Europe's Own Fade

Part of the problem in Ankara was that a Dutch ice show played there under canvas shortly before the American show arrived, thus diluting interest. Chalfen declares that his shows are superior in size and production to European shows and that the latter have been disappearing since "Holiday" went international.

It is Chalfen who says ice shows probably originated in Europe, but he points out that for the most

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BILLBOARD ADDS UNIQUE ALBUM SHOPPING GUIDE

NEW YORK — Something new has been added to The Billboard. It's "Audition," a special, slick-paper, full-color, monthly supplement. This "monthly musical shopping guide" — 16 pages of it — is bound into the center of this issue. It will appear in the last issue of each month.

The idea of "Audition" began with recognition by The Billboard's management of the need for a new selling force in the mushrooming album business—a selling force that could be effective at both dealer and consumer levels. And, in further recognition of the importance of album cover art, The Billboard sought a means of reproducing album covers with all the impact and excitement that color can create.

The idea of "Audition" grew with an exchange of ideas on the editorial level, after consultation with industry leaders. What does the dealer and the industry need? Will listings of new album releases satisfy a need? How about recorded tapes? Could the dealer use an end-of-month wrap-up of album reviews of top-flight merchandise? Would these same reviews stimulate the consumer to buy? Should best seller lists be included? Could it be produced inexpensively enough for the dealer to buy and distribute among his customers? These are only a few of the questions that needed answers.

The answers didn't come easy. But underlying all discussion and making the problem less difficult was the knowledge that "Audition" was unique and necessary. No single publication gave the dealer or the consumer complete new release information. No publication served

(Continued on page 18)

'Westward Ho!' TV Digs Rating Spurs Despite Reviews

'57 Entries Ride High & Handsome For Adult Six-Gun Pay-Offs

By BOB BERNSTEIN

NEW YORK — Had Horace Greeley been psychic, he would have said, "Go West, Young Rubican."

The new crop of adult Westerns has taken hold with a firm rein, despite bad reviews and a pre-season campaign of sports and gulfaws, while last year's entries are riding higher than ever. According to ratings of the early weeks of the new season, this program type is a sure buy in any time period on any night of the week.

Sunset Trailblazers

The October Trendex report puts every new Western ahead of the entry which occupied its slot last year and every return Western improved on its October-1956 score. Most of the new ones are making serious trouble for their competition, while the other program type accented this fall, musicals have made hardly a dent. Even the daytimers ("Texas Rangers," "Lone Ranger," etc.) are leading their time periods by healthy margins.

A breakdown of the blazing nighttime guns shows such happy figures as these for the debutants: "Maverick" has made a three-way race out of the Sunday 7:30-8:30 p.m. slot, pulling a 23.2 for ABC-TV against 12.9 for "Bachelor Father" on CBS-TV and 15.1 for "Sally" on NBC-TV, in the October 13 Trendex. Its second half-hour fell to 13.9 under the impact of Edsel's special (35.2), but still beat Steve Allen's 12.2.

"Maverick" on October 20 averaged a 17.4 with a 31.0 audience share, while CBS led with 23.0

and a 40.9 share for Jack Benny and Ed Sullivan and NBC trailed with a 13.6 and a 24.2 share for "Sally" and Allen. This closed the gap from 10.1 to 5.6 rating points, cutting in just two weeks the famed CBS Sunday night runaway down to a questionable lead.

Fast Draw for 'Gun'

"Restless Gun" got NBC off to a fast start in the October Trendex report, leading the Monday 8-8:30 slot with a 21.8 and a 40.6 audience share, against 17.3 for CBS' Burns and Allen and 6.8 for ABC's Guy Mitchell. Its predecessor in the slot last fall, "Adventures of Sir Lancelot," pulled half that rating.

"Sugarfoot" began by crowding CBS ("Name That Tune" and Phil Silvers) and NBC (Nat Cole and Eddie Fisher) with a 16.1 in the Tuesday 7:30-8:30 alternate week spot. Its latest Trendex gave it the top position with a 21.2 average against 17.8 for CBS and 13.2 for NBC. American Research Bureau figures give the show a 26.8 against 17.7 for "Tune" and a 25.5 against 22.1 for Silvers.

"The Californians" earned a promising 17.6 Trendex with a 31.8 audience share against 20.8 and a 37.7 share for CBS' "\$64,000 Question," while a World Series one-shot on ABC drew a 9.1. The new NBC entry Tuesdays at 10 p.m. has already eclipsed the top mid-season ratings of its predecessor (Kaiser-Arms roneg dramas), providing the first real challenge for "Question."

"Wagon Train" has similarly given NBC a sharp attack on another leader, "Disneyland," which lost early rounds this fall for the first time in three seasons. "Wagon" drew a 15.8 to lead the Wednesday 7:30-8:30 period, says the Trendex report, with Disney getting a 14.0 and CBS a 15.6 for

(Continued on page 2)

'Know-How' Gives Edge

FORT WAYNE, Ind.—While top-flight ice shows are an American innovation for the most part, this edge is largely in the know-how department.

Showmen are exporting lavish productions for the shows plus the technical skills and equipment for operating portable ice rinks, even in tropical countries.

But skaters, the personnel which takes part in not only foreign but also domestic ice shows, include many from other parts of the world. "Holiday on Ice" foreign units are peopled by persons from many nations. And such U. S. shows as "Holiday," "Ice Capades" and "Ice Follies" are featuring principals from such places as Canada, Australia, Germany and Scandinavia as well as the States.

NEWS OF THE WEEK

NBC-TV Execs Huddle on Shifts

In Programming in January . . . Top NBC-TV execs last week were huddling at a major East Coast resort to decide on impending shifts in network's program line-up in January. Up for consideration are major shifts in the 7:30-8 p.m. time periods. . . . Page 2

Prices on First-Run TV Films

Up 5-10 Per Cent Over '56 . . . Syndication prices this season have slid upward from 5 to 10 per cent over last year on top first-run product, with asking prices being met by stations enjoying bumper crop of national and regional sponsors buying telefilms. . . . Page 10

Industry Interest Focus

On Album Price Reappraisal . . . The concept of multiple pricing of album product in the disk business and a reappraisal of sales vs. profit theories are two areas currently drawing the sharp interest of industry. . . . Page 18

Publishers List Headaches In

Sheet Music Merchandising . . . Music publishers last week openly deplored current practice in merchandising of sheet music. Delays in shipments, lack of credit controls, 100 per cent return privilege for dealers and jobbers and lateness of sales reports listed as pressing problems. More creative cover artwork advanced as possible sheet sales hypo. . . . Page 20

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Audiences Go Trigger Happy

NEW YORK—Audience shares keep mounting for Westerns. ABC-TV's "Cheyenne" garnered the highest share of audience 43.3 per cent, of any Western in TV, according to its Trendex rating Tuesday (15). Last week the same network's "Adventures of Jim Bowie" also did mighty handsons for itself on the October Trendex report when it hit a 42.7 per cent share of audience. The "Cheyenne" share of audience was achieved against the first half of George Gobel on NBC-TV whose share was a 26.9 per cent, and CBS-TV's Phil Silvers Show whose share was 25.2 per cent.

Sunset Trailblazers in All-Out Race to Grab Adult Western Pull

Trendex Report Puts All New Entries Ahead of Last Year's; Holdovers Solid

Continued from page 1

"Lucy" reruns and Part One of "Big Record." ARB puts "Disneyland" ahead by 25.6 to 20.6, with CBS averaging a 16.5 and an October 16 Trendex gives ABC 18.6 and NBC 15.8, but the fact remains NBC has its strongest entry ever in that slot and threatens to capture it.

"Tombstone Territory" gave ABC its biggest rating in the 8:30 spot

Jaffe Has Two Shows, Clients

NEW YORK—Henry Jaffe has two major clients interested in two of his new major creations for the 1958-59 season. They are Metropolitan Life and the American Telephone & Telegraph Company.

The first project is a Bible series which would be based on the Ten Commandments. It would be co-produced by William Dieterle, the noted Academy Award Hollywood director. The other program would be a big name music show that would present different kinds of musical entertainment. Its emcee would be the Broadway song and dance man Eddie Dowling, who also has considerable acting experience. Both shows would probably be an hour in length and could be presented live or on film.

NBC in Buy Of 'Post' Pix

NEW YORK—NBC-TV has reportedly bought "Best of the Post" thru the William Morris agency for its January stockpile. The half-hour dramas, of which 18 are already in the can, are based on Saturday Evening Post stories by noted authors, including Thomas Wolfe, William Faulkner and Stephen Vincent Benet. The NBC deal is said to stipulate a minimum of 39 color stanzas and a co-production set-up for a possible 78 to follow.

Robert J. Euders, Post producer, is also negotiating with the web for the sale of his "Espionage" series, mystery vidfilm also repped by Morris, which in addition is peddling "Manhunt," another Euders property in the works.

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by debuting with a strong 17.2 against 17.7 for "Big Record" and 20.9 for NBC's "Father Knows Best." Berthed between the Disney show and the winning "Ozzie and Harriet," the Western could be a slot leader and pick up the whole ABC Wednesday schedule.

"Colt .45" also made a fine debut for ABC with an 18.0 Trendex rating and a 33.9 share, beating the NBC "Fights" with 11.1 and crowding CBS' "Lineup" with a 19.0. Tho the opener had unusual strength from the preceding Frank Sinatra special, it garnered about the best set of critical notices for Westerns this fall and looks powerful in the Friday 10 p.m. slot.

"Trackdown" opened with an 11.4 Trendex against 13.2 for "Jim Bowie," pitting CBS and ABC in the only direct Western battle of the evening schedules. "Trackdown" was up to a 13.7 and "Bowie" to a 16.0 in the calculations for October 18, with NBC's "Court of Last Resort" maintaining third place in each round.

"Have Gun, Will Travel" drew 16.3 against 16.3 for Lawrence Welk and 17.9 for Gisele MacKenzie in the Saturday 9:30-10 time, to give CBS a far more dangerous entry than its "Hey, Jeannie" of last year.

One network has a paraphrasing motto "You can be sure if it's a Western." Researchers there point out that the average rating of the lowest Western in prime time is higher than the general programming average by several points, Trendex, ARB or Nielsen. Also, that Westerns all stay within a close rating range, predictable after the early weeks and therefore attractive and safe for advertisers and their agencies.

Holdovers Hold Up

The virile debuts of the new crop haven't at all harmed the holdovers. "Gunsmoke," "Wyatt Earp," "Cheyenne" and "Zane Grey Theater" still hold healthy leads in their slots, while "Broken Arrow," "Wells Fargo" capture at least one out of two weeks.

NBC Execs Huddle On Shifts, Axings

NEW YORK — Top program executives at NBC-TV last week huddled in Atlantic City trying to decide what program shifts and cancellations should be made after the initial 13-week cycle of the new season passes.

Indications are that the web will make the most radical changes in its 7:30-8 p.m. strip so as to provide stronger lead-ins for its later programs. Among the 7:30 shows, NBC has been hurting because of the weakness of "Sally," Sundays; Nat King Cole, Tuesdays, and "Mark Saber" Fridays.

Switches are also said to be in the wind for two other 7:30 shows — "Price Is Right," Mondays; "Tic Tac Dough," Wednesdays, and "Suspicion," Mondays at 10. Among the shows whose future seems to be darkening is "Court of Last Resort," Fridays at 8; "People's Choice," Thursday at 9, and "Meet McGraw," Tuesdays at 9.

Some Shifts

The likelihood is that "Californians," now Tuesdays at 10, will be shifted into a 7:30-8 time period because of its kid appeal. Its Tuesday period may be occupied by "Sally," whose adult appeal is evident or Nat King Cole, who had the period during the summer and did well in it. "Price" may be shifted to Sundays 7:30.

"Suspicion," the Monday hour dramatic show, will probably be moved up at least a half hour, if possible, to give it a jump on "Studio One," its dramatic competition on CBS.

What new shows will replace those canceled is not known. NBC has only "Panic" stockpiled. The web is, however, also talking about programming some live programs as yet-unselected.

Store Chain Buys Big 'Tonight' Slice

NEW YORK — "Tonight" just racked up the best local sales of its career. Standard Humpty Dumpty stores of Oklahoma City bought every spot and adjacency for a period of one year on WKY-TV, here.

The cost is \$40,000. The buy begins today (28).

Ollie Treyz Due for ABC's Presidency

NEW YORK — Ollie Treyz is expected by insiders to be named ABC-TV president when the network's parent company, American Broadcasting Paramount Theaters, convenes its board of directors November 11. At the same meeting, James Aubrey Jr. is to be elected executive veepee in charge of operations at the web, reporting to Treyz. Treyz' current title is veepee in charge of the network.

Also in line for a promotion is Julius Barnathan, research manager, who will be made director of research. With the shift of Tom Velotta to the West Coast, Francis (Fritz) Littlejohn will head up the department for news, public-affairs and special events as administrative officer reporting to Vice-Presi-

PARR APPEARS IN FULL COLOR IN FACE ONLY

NEW YORK — Jack Paar appeared in color for 60 seconds last week, when his "Tonight" show aired two "blue" bits he didn't expect. A guest whose hobby is collecting amusing letters read this one addressed to a Congressman: "I am a virgin voter and would like to know how to do it. Would you please do something about this personally?"

The first surprise was Elsa Maxwell's discussion of what to do when you "lose your pants on the street." Her advice: "Step out of them and walk on." Paar recovered on camera and chalked it off to the hazards of doing an ad lib program.

Colgate Mulls ABC Day Buy

NEW YORK — Colgate-Palmolive is mulling an ABC-TV daytime buy of nine quarter hours for 26 weeks. The contract, which would go into effect November 18, calls for a quarter hour daily in the "Do You Trust Your Wife?" strip (4:30-5 p.m.) and four in the 4-4:15 segment of "American Bandstand." The latter buy would hold for "Lucky Lady" if the web inserts the giveaway series at 4 p.m., cutting "Bandstand" back to a 3-4 p.m. strip.

Colgate's interest stems from high "Bandstand" ratings in September and early October which indicate an exceptionally low cost-per-thousand, plus the strong showing the Kellogg "Fun at Five" strip at 5 p.m. is making. Both agencies are beginning to lift the rating of "Wife" in the middle time.

Offer Door Prizes At BPA Sessions

CHICAGO — RCA, Westinghouse and CBS will provide door prizes for promotion managers attending the second annual Broadcasters Promotion Association convention here November 1.

Fourteen radio-TV trade publications will serve as hosts for a cocktail party that night.

AT 8:30-9:30

New Entries Fail to Gain Vs. Standbys

NEW YORK — New entries failed to gain ground last Wednesday (23) against last year's winners in the 8:30 and 9:30 p.m. slots, according to Trendex. "Tombstone Territory" stood still on ABC-TV with a 15.8, with CBS-TV's "Big Record" at a 19.4, against "Father Knows Best," which increased its lead for NBC-TV to 22.6 and a 37.6 share of audience.

At 9:30, "Walter Winchell File" dropped to a 15.0 on ABC, with "Kraft Theater" status quo at 16.9 on NBC, while "I've Got a Secret" rose to 21.4 on CBS. The 7:30-8:30 battle continued to see-saw. "Disneyland" drew an average 20.0 for the hour against 19.7 for "Wagon Train," with CBS' combined "Lucy" reruns and "Big Record" trailing with 16.1.

The Tuesday night 7:30-9 p.m. ratings went ABC's way, with "Cheyenne" increasing its lead to a 24.2 over CBS' Phil Silvers with a 14.2 and NBC's George Gobel with a 15.2. "Wyatt Earp" earned a 25.2 at 8:30, against 12.9 for CBS' Eve Arden and 19.8 for Gobel.

B. Hope-Timex Fuss Backfires On NBC-TV

NEW YORK — The Bob Hope-Timex situations looks like a minor disaster for NBC-TV. Timex last Friday (25) bought half of the Bing Crosby "Cavalcade of Music" spectacular which it will share with Shulton Wednesday (11). The advertiser evidently has canceled a deal with NBC for two more Hope spectaculars this season.

The second Hope show was to be presented that same week on NBC, and the \$400,000 package, time and talent, is well along in rehearsal. The key factor that seems to have decided Timex to cancel is Hope's refusal to placate Timex. The sponsor asked Hope to make up for his appearance on the Frank Sinatra show with its Bulova cross plug, by giving something additional.

Hope refused even tho he was notified by NBC prior to his Sinatra appearance that he would be violating his contract by making the appearance. And the web has no legal recourse against Hope, because it is half-owner of his company.

Amoco Nixes 'Person' Buy

NEW YORK — Amoco's decision to expand its distribution into the Southwest has occasioned the January cancellation of its alternate week sponsorship of "Person to Person" on CBS-TV in the East. The Time-Life Corporation has an option until Monday to step into the Amoco breach but another sponsor is expected to pick up the property. Time-Life already is sponsoring the Friday 10:30-11 show nationally on alternate weeks.

Amoco shared its alternate week sponsorship with Hamm Beer in the Middle West. Amoco will use its TV budget to go heavily into spot TV and spot radio.

NEW FLAVOR

More Pilots Cooking in Program Pots

HOLLYWOOD—Program development kettle on pilots for next season is starting to bubble more and more. Most shows are still in script stage and many never will go before the bright lights, but some half dozen or so are now rolling off the assembly line weekly.

Warner Bros., quickly following up the horror-mystery trend, is scheduling an hour-long series titled "The House of Wax." James O'Hanlon has been assigned scripting chores.

Batjac Productions, in conjunction with George Jessel, is working on a series titled "Rescue." Malvin (Continued on page 16)

MCA Readies 'Caribbean'

NEW YORK — MCA-TV will probably place "Caribbean Adventure" into syndication late this year. The property will be produced by Brewster Morgan and Eugene Solow, the team that filmed "Dr. Hudson's Secret Journal." John Howard, the star of "Dr. Hudson," will also be starred in this vidfilm series.

The program will concern a young scientist exploring the Caribbean Islands and will be shot on location.

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PUT COMICS ON RADIO FARMS

NEW YORK — What TV needs, emcee Steve Allen feels, is a good "farm system" for TV comics—in radio. "Three or four years on radio," Allen told guests at the annual luncheon of The Pulse last week, "away from the pressure of ratings could give the young laugh getter and the new comedy writers a chance to get set before being moved into the firing line of TV." Too many comics, Allen felt, assume "the coloration of their environment" in TV and wind up as "sitdown Brooks Brothers types."

P&G to Push Hair Sprays

NEW YORK—Procter & Gamble is making its move in the already crowded hair spray field. The Billboard's New TV Spot Campaigns feature in this issue indicates that the advertiser is buying spots in every section of the country except the Southwest for its new Winterset hair spray.

The new feature of the P&G hair spray is the labels — to be called Winterset in the winter and Summerset in the summer, two presumably different products which will be geared for climactic conditions which effect hair.

The third spot in the hair spray field is now occupied by a new product, Adorn, which Toni introduced late this summer. This product has been catching on so fast that it is second in sales among the entire line of Toni products. Revlon and Helene Curtis have the front running hair sprays in this field.

Winterset will undoubtedly go national shortly. Benton & Bowles is the P&G agency for the product.

NBC to Try New Tests On Shows

NEW YORK—NBC-TV is experimenting with a new technique of testing programs. The network has signed with Cleve Backster Associates to work out ways and means of perfecting program. (Continued on page 16)

SHOWDOWN

CBS' Central Time Sked at Boiling Point

HOLLYWOOD—Showdown is shaping up at CBS-TV over net's programming of West Coast on Chicago rather than New York time, i.e., from 6:30-10 p.m. rather than 7:30-11 p.m.

Agencies have fought change ever since web was first revealed to be thinking about it (The Billboard, December 22, 1956) and incepted it last spring. Point has now been reached where harsh words are beginning to fly.

Programs that are most affected are those which fall into the 6:30-7 p.m. and 7-7:30 p.m. periods instead of 7:30-8 p.m. or 8-8:30 p.m. Included are "Leave It to Beaver," "Perry Mason," "Burns and Allen," et al.

Division of opinion between net and certain agencies has come to such a pass that Carnation is now threatening to pull "Burns and Al-

INTERCHANGEABLE USE

Industry Agrees to Standardize Tape Recording on Ampex Lines

HOLLYWOOD—Television industry in rare show of unity is agreeing to standardize TV tape recording along basic lines of Ampex specifications.

What this means is that, once production models are produced, tapes will be interchangeable from machines manufactured by one company to those of another. Industry thus averts the possibility of a race such as took place in the record field with 78, 45 and 33 1/2 r.p.m. disks. If such a race had been allowed to continue, tape recorded on one kind of machine might have been able to be played back only on one of same manufacture.

Effect will be felt most immediately in field of color tape. Exchange of patents between Ampex and RCA last week opens the way for manufacture of color adaptors for Ampex recorders. Howard Meighan, CBS vice-president, said that the network plans to be taping color within six months (The Billboard, September 23). John West, NBC-TV v.p., reports that he doesn't know when he'll have color adaptors for his two Ampex prototypes, but that RCA will undoubtedly supply them as soon as possible.

RCA, in its crash demonstration of tape in New York last week (several execs on the Coast received invitations at 11 a.m. for the 6 p.m. New York time showing), used a prototype machine of its own. It's to be emphasized, however, that this ran at 15 feet per second, the same speed as the Ampex machine, and that interchange of patents will result in further standardization of RCA machine with that of Ampex.

In other words, both Ampex and RCA will now manufacture VTR recorders and color attachments of same type on a competitive basis. Since both NBC and CBS back standardization plan, result is, in effect, to standardize the industry; any manufacturer coming in with a

recorder of different type or speed now faces, more or less, a "fait accompli."

Where does this leave Minnesota Mining and Manufacturing, only other company actively engaged in recorder development? One report has it that MM&M was about to unveil a high-speed color recorder, and that RCA demonstration was rushed in order to get the first punch in. MM&M, at any rate, still is the leader in the production of video tape.

Questioned about this facet, Neal K. McNaughton, manager of Ampex's products service division, said that, as far as he knew, no talks were now under way for an exchange of patents with MM&M.

What the price of the color attachments will be, he said, he does (Continued on page 16)

Moore Kicks Up Marlboro, CBS Hassle

NEW YORK — Carry Moore, who tossed a plug like a good emcee should for his Winston-sponsored "I've Got a Secret" in the midst of the plug-happy "80 Days" telecast last week, has kicked up a smokestorm between Marlboro and CBS.

Marlboro, a "Playhouse 90" participant with a minor commercial on the Todd "unspectacular," took basic exception to Moore's "When Mike Todd throws a party it looks good like a party should." It is reportedly demanding a make-good or rebate from CBS.

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

TWO ABC 1/2 HOURS

13 Shows Sketched In for Sunday Slots

NEW YORK — ABC-TV now has a total of 13 shows penciled into the two available half-hour periods on Sunday night. It's buyer's choice for January in the 8:30-9 and 9:30-10 slots.

Latest offerings include "O.S.S.," which Mennen Company and ABC

would like to move out of its present Thursday 9:30 p.m. berth opposite "Playhouse 90" and Ernie Ford. Mennen would like relief via an alternate week or few-week sponsor and the Sunday 8:30 spot. Another entry is "Sports Weekly," a web package, featuring Herman Hickman, Win Elliott, Russ Hodges and Howard Cosell in live sports chatter, interviews and film clips with commentary.

Other Sunday contestants are "Maggie," the Margaret O'Brien situation comedy; "Harbourmaster," the Barry Sullivan starrer now struggling on CBS-TV Thursdays at 8 p.m.; the proposed Orson Welles dramas, mixing live and film, and "Masquerade Party." Meanwhile, back at American Machine & Foundry, execs insist their "Bowling Stars" won't be shunted from its current 8:30 slot.

Decision Held

The Sunday schedule and rumored grand-scale shufflings on Monday and Saturday are being held up for the arrival of ABC's new programming veepee who will replace the rising Jim Aubrey.

None of the web deals in the works with packagers will produce a January entry. The first firm deal is "Tales of Frankenstein," which ABC and Screen Gems are co-producing, but the 39 half-hours won't debut till next fall. MCA-TV and MGM-TV negotiations will result, the network hopes, in at least one March or April entry to backstop a show which might slide after the January selling is over.



WGAL-TV Channel 8 LANCASTER, PENNA. NBC and CBS

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ADVENTURE



tpa's new plan is so practical...so profitable...so economical...you'll wonder how **tpa** can afford to reduce your program costs to nothing! The greatest sales-producing plan in television history results from combining the three tested adventure-action favorites shown below. To get the complete details for your TV program cost-slashing plan, wire or phone today.

STORY HOUR

**ENTERTAINMENT ACTION
FOR AT-THE-COUNTER
SALES ACTION!**

COUNT OF MONTE CRISTO

... Alexander Dumas' great classic! **CRISTO** outrates every syndicated program in Boston week after week (31.5, Pulse 10/56)! *The highest-rated program on any day at any time on New York's non-network stations!* In Buffalo, cost-per-thousand, only 54¢ for Pepsi-Cola and Bison Dairy! Atlanta (16.0), Birmingham (23.9), Dallas (13.8), Minneapolis-St. Paul (15.2), Norfolk (47.8), San Francisco (24.2), San Antonio (21.1), outrating top network shows! In Pittsburgh (30.1), again outrating Ed Sullivan, Disneyland, Roy Rogers, G. E. Theatre, M-G-M Parade, etc.! **CRISTO** ranks way up in the TOP TEN among all syndicated programs in the nation!

RAMAR OF THE JUNGLE

... starring Jon Hall! The first and still the only successful series of its kind in all television! Positive sponsor identification! Exciting, authentic production! Unlimited merchandising opportunities! Top syndicated show in Knoxville (37.5), outrating Ed Sullivan, I Love Lucy, Phil Silver, \$64,000 Question! 45.8 in Spokane! 13.2 in New York! 19.5 in Washington, D. C.! 12.6 in Los Angeles! 37.7 in Houston! 21.8 in Detroit! 24.5 in Columbus! 22.0 in Louisville! Outrates syndicated and network shows in original and repeat performances in market after market!

HAWKEYE and The Last of the Mohicans

... The "most memorable character in American fiction"! Based on America's classic of all time by James Fenimore Cooper! Within four months **HAWKEYE** nationally leaped to 4.5 points out of first place in the TOP 15 TV WEB SHOWS (Billboard, 3/1/57). Highest-rated syndicated program in Toledo; outranking all competition in highly-competitive Los Angeles, Seattle and Portland; first place among all syndicated series in Cincinnati; among top three in Columbus; fourth highest-rated syndicated program in the toughest market in the country, New York!



Television Programs of America, Inc.

488 Madison Ave., New York 22, N. Y. • PL. 5-2100

This One



9EST-362-72R9

Firestone Puts Recap on Old TV Program

NEW YORK — Reportedly at the "suggestion" of ABC-TV, Firestone Tire & Rubber is experimenting with a basic revamp of the format of the veteran "Voice of Firestone" series in the Monday 9-9:30 p.m. slot.

The face-lifting was tested out on viewers last Monday (21), with Clifton Fadiman hosting a show keyed around an "Old Vienna" theme. (See review of this telecast in this issue.)

Firestone has been on the spot with its show more than once. NBC-TV unceremoniously dumped the show a few seasons back, and ABC-TV grabbed it. Then, ABC turned on the pressure recently in an effort to clear time for a package with Sid Caesar, and moved the show to its present time slot. Now, ABC is said to be eyeing the show's relatively static format, and grumbling about its rating chances across from "Twenty-One" and the revamped Danny Thomas series on NBC and CBS, respectively.

The ad agency for the Viennese experiment was not, according to ABC, the regular agency of record, Sweeney & James. It was Campbell-Ewald, the Detroit agency with a large slice of Firestone billings, with ranking C-E execs reportedly personally supervising the production of the Fadiman-Hilda Cueden show.

General reaction to Firestone's efforts to jazz up the show with new production values has been good, with a strong chance that Firestone may make the format change-over permanent.

SARNOFF:

OK of Pay TV Means End of Free

NEW YORK — If pay TV emerges as a replacement for free broadcasting, "we, like the public, will have no choice but to follow the tide," says NBC President Robert W. Sarnoff. "The establishment of pay TV won't depend on public choice, because the viewer will be left no opportunity to decide between pay TV and free TV, according to Sarnoff. "Pay TV can succeed only by devouring free TV and could sweep away the nation's system of free broadcasting."

Local stations, the exec feels, would become "broadcast museums or public libraries" if a wired system is introduced and "acting against public interest" if they adopt a wireless system.

Shirley Temple 35 ARB in Pitt

NEW YORK — American Research Bureau coincidental figures gave the NTA Film Network's Shirley Temple premiere a 35.0 rating in Pittsburgh and Birmingham. The feature, "Rebecca of Sunnybrook Farm," garnered a 91.1 share of audience in Pittsburgh. Other ARB figures: 10.4 with a 31.5 share in New York, 17.5 with a 54.6 share in Los Angeles and 11.5 with a 47.1 share in Chicago.

A 13-city Trendex report gave the show a 14.2 average with a 46.5 share against a combined 16.3 rating for all competition. The picture, first of four Temple starters, was seen in 63 markets.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Computed by Univac and based on September 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 test 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.

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

3-Net Avg. \$3.73; ABC Avg. \$3.99; CBS Avg. \$3.33; NBC Avg. \$4.02.

1. LAWRENCE WELK (Dodge, ABC)	\$ 1.14
2. STUDIO ONE (Westinghouse, CBS)	1.42
3. ED SULLIVAN (Lincoln, Mercury, CBS)	1.56
4. CLIMAX! (Chrysler, CBS)	1.71
5. WELK'S TOP TUNES (Dodge, ABC)	1.76
6. GUNSMOKE (Sperry-Rand, L&M, CBS)	1.84
7. I'VE GOT A SECRET (R. J. Reynolds, CBS)	1.84
8. WEDNESDAY NIGHT FIGHTS (Miles-Mennen, ABC)	1.88
9. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS)	1.91
10. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Noxzema, Sperry, Sunbeam, NBC)	1.94
11. UNDERCURRENT (P&G, Brown & Williamson, CBS)	2.02
12. \$64,000 QUESTION (Revlon, CBS)	2.04
13. U. S. STEEL (U. S. Steel, Revlon, CBS)	2.07
14. CAVALCADE OF SPORTS (Papermate, Gillette, Toni, NBC)	2.13
15. WYATT EARP (General Mills, P&G, ABC)	2.20
16. AMATEUR HOUR (Hazel Bishop, NBC)	2.29
17. BEST OF GROUCHO (De Soto, Toni, NBC)	2.29
18. PERRY COMO (Noxzema, Kimberly-Clark, American Dairy, Sunbeam, Knomark, RCA, NBC)	2.30
19. ALFRED HITCHCOCK (Bristol-Myers, CBS)	2.33
20. PRIVATE SECRETARY (Lever, Shulton, CBS)	2.36
21. SPOTLIGHT PLAYHOUSE (Pet, S. C. Johnson, CBS)	2.37
22. TWENTY-ONE (Pharmaceuticals, NBC)	2.38
23. COUNTRY MUSIC JUBILEE (Amer. Chiclé, Wmson Dickie, ABC)	2.40
24. DISNEYLAND (American Dairy, Swift, American Motors, General Foods, General Mills, ABC)	2.46
25. G. E. THEATER (General Electric, CBS)	2.51
26. THOSE WHITING GIRLS (Max Factor, General Foods, CBS)	2.54
27. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS)	2.56
28. ARTHUR MURRAY (Bristol-Myers, NBC)	2.66
29. PERSON TO PERSON (Time, American Oil, CBS)	2.70
30. WELLS FARGO (American Tobacco, General Motors, NBC)	2.75
31. NAME THAT TUNE (American Home Products, Kellogg, CBS)	2.76
32. THE MILLIONAIRE (Colgate, CBS)	2.78
33. LUX VIDEO (Lever, NBC)	2.79
34. CHEYENNE (General Electric, Chesebrough-Ponds, ABC)	2.93
35. DESTINY (General Foods, Ford, CBS)	2.95
36. MEET MCGRAW (P&G, NBC)	2.98
37. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)	3.01
38. SRO PLAYHOUSE (American Home Products, H. Curtis, CBS)	3.04
39. STEVE ALLEN (S. C. Johnson, Greyhound, Pharma Craft, NBC)	3.04
40. LASSIE (Campbell, CBS)	3.05
41. THE WEB (P&G, NBC)	3.09
42. SCHLITZ PLAYHOUSE (Schlitz, NBC)	3.10
43. SUMMER PLAYHOUSE (Armstrong Cork, NBC)	3.10
44. FATHER KNOWS BEST (Scott, NBC)	3.11
45. CIRCUS BOY (Reynolds Metals, NBC)	3.13
46. DOUG EDWARDS NEWS (American Home Products, Brown & Williamson, Hazel Bishop, CBS)	3.17
47. ON TRIAL (Campbell, Lever, NBC)	3.22
48. PLAYHOUSE 90 (American Gas, Philip Morris, Bristol-Myers, CBS)	3.23
49. RICHARD DIAMOND (General Foods, CBS)	3.23
50. KRAFT THEATER (National Dairy, NBC)	3.26
51. PHIL SILVERS (P&G, R. J. Reynolds, CBS)	3.27
52. ROBIN HOOD (J & J, Wildroot, CBS)	3.27
53. BROKEN ARROW (Miles, Associated Products, ABC)	3.32
54. WAGON TRAIN (Drackett, Lewis-Howe, NBC)	3.32
55. RED BARBER (State Farm, NBC)	3.41
56. NAVY LOG (U. S. Rubber, American Tobacco, ABC)	3.47
57. OZZIE & HARRIET (Eastman-Kodak, ABC)	3.50
58. MY FAVORITE HUSBAND (American Tobacco, CBS)	3.51
59. BOB CUMMINGS (R. J. Reynolds, CBS)	3.52
60. LONE RANGER (General Mills, ABC)	3.53
61. MEET THE PRESS (Best Foods, NBC)	3.55
62. SUGARFOOT (American Chiclé, ABC)	3.55
63. YOUR HIT PARADE (American Tobacco, Toni, NBC)	3.60
64. OH! SUSANNA (H. Curtis, Nestlé, CBS)	3.64
65. DRAGNET (L&M, Schick, NBC)	3.66
66. GODFREY'S SCOUTS (Lever, Toni, CBS)	3.76
67. TELEPHONE TIME (Bell, ABC)	3.76
68. JIMMY DURANTE (P. Lorillard, CBS)	3.78
69. HIGH LOW (Ford, NBC)	3.85
70. GOODYEAR (Goodyear, NBC)	3.92
71. 20TH CENTURY-FOX (Revlon, U. S. Steel, CBS)	3.93
72. PEOPLE'S CHOICE (Borden, P&G, NBC)	3.96
73. HAVE GUN, WILL TRAVEL (American Home, Lever, CBS)	3.99
74. BURNS & ALLEN (Goodrich, Carnation, CBS)	4.03
75. MOMENT OF DECISION (Ford, ABC)	4.05
76. DATE WITH ANGELS (Chrysler, ABC)	4.06
77. SHOW FOR A SUMMER EVE (American Tobacco, NBC)	4.10
78. M. SQUAD (American Tobacco, NBC)	4.15
79. WEST POINT (General Foods, CBS)	4.23
80. LIFE OF RILEY (Lever, NBC)	4.27
81. THE THIN MAN (Colgate, NBC)	4.29
82. CROSSROADS (General Motors, ABC)	4.31
83. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	4.32
84. YOU ARE THERE (Prudential, CBS)	4.38
85. DOLLAR A SECOND (Pillsbury, Toni)	4.39
86. JIMMY DEAN (Hazel Bishop, CBS)	4.39
87. MYSTERY THEATER (Pabst, NBC)	4.40
88. BUCCANEERS (Sylvania, CBS)	4.48
89. WIRE SERVICE (R. J. Reynolds, ABC)	4.51
90. BOLD JOURNEY (Ralston, ABC)	4.62
91. ENCORE THEATER (Armour, Quaker, NBC)	4.64
92. RIN TIN TIN (National Biscuit, ABC)	4.65
93. PANIC (Max Factor, L&M, NBC)	4.72
94. MIKE WALLACE (Philip Morris, ABC)	4.74
95. THE BIG RECORD (General Motors, Armour, CBS)	4.75
96. CHARLES FARRELL (Lever, American Home, NBC)	4.82
97. BACHELOR FATHER (American Tobacco, CBS)	4.86
98. SGT. PRESTON (Quaker, CBS)	4.94
99. BEAT THE CLOCK (Hazel Bishop, CBS)	5.01
100. SALLY (Chemstrand, Royal McBee, NBC)	5.04

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

3-Net Avg. \$4.74; ABC Avg. \$5.13; CBS Avg. \$4.31; NBC Avg. \$5.00.

1. LAWRENCE WELK (Dodge, ABC)	\$ 1.08
2. ED SULLIVAN (Lincoln-Mercury, CBS)	1.44
3. WEDNESDAY NIGHT FIGHTS (Miles, Mennen, ABC)	1.60
4. STUDIO ONE (Westinghouse, CBS)	1.68
5. GUNSMOKE (Sperry-Rand, L&M, CBS)	1.78
6. CAVALCADE OF SPORTS (Papermate, Gillette, Toni, NBC)	1.87
7. WELK'S TOP TUNES (Dodge, ABC)	1.94
8. I'VE GOT A SECRET (R. J. Reynolds, CBS)	2.19
9. WHAT'S MY LINE? (H. Curtis, Sperry-Rand, CBS)	2.21
10. CLIMAX! (Chrysler, CBS)	2.25
11. JULIUS LA ROSA (Kimberly-Clark, Gold Seal, RCA, Noxzema, Sperry, Sunbeam, NBC)	2.28
12. COUNTRY MUSIC JUBILEE (Amer. Chiclé, Wmson Dickie, ABC)	2.40
13. ALFRED HITCHCOCK (Bristol-Myers, CBS)	2.44
14. AMATEUR HOUR (Hazel Bishop, NBC)	2.50
15. \$64,000 QUESTION (Revlon, CBS)	2.52
16. PERRY COMO (Noxzema, Kimberly-Clark, American Dairy, Sunbeam, Knomark, RCA, NBC)	2.56
17. G. E. THEATER (General Electric, CBS)	2.57
18. WYATT EARP (General Mills, P&G, ABC)	2.62
19. \$64,000 CHALLENGE (Revlon, P. Lorillard, CBS)	2.64
20. UNDERCURRENT (P&G, Brown & Williamson, CBS)	2.72
21. TWENTY-ONE (Pharmaceuticals, NBC)	2.74
22. BEST OF GROUCHO (De Soto, Toni, NBC)	2.75
23. PRIVATE SECRETARY (Lever, Shulton, CBS)	2.90
24. U. S. STEEL (U. S. Steel, Revlon, CBS)	2.91
25. STEVE ALLEN (S. C. Johnson, Greyhound, Pharma Craft, NBC)	3.04
26. RED BARBER (State Farm, NBC)	3.18
27. WELLS FARGO (American Tobacco, General Motors, NBC)	3.23
28. THE WEB (P&G, NBC)	3.23
29. SPOTLIGHT PLAYHOUSE (Pet, S. C. Johnson, CBS)	3.24
30. THE MILLIONAIRE (Colgate, CBS)	3.25
31. CHEYENNE (General Electric, Chesebrough-Ponds, ABC)	3.35
32. WAGON TRAIN (Drackett, Lewis-Howe, NBC)	3.36
33. MEET MCGRAW (P&G, NBC)	3.46
34. ARTHUR MURRAY (Bristol-Myers, NBC)	3.50
35. LUX VIDEO (Lever, NBC)	3.52
36. MEET THE PRESS (Best Foods, NBC)	3.55
37. PEOPLE ARE FUNNY (Toni, R. J. Reynolds, NBC)	3.59
38. SRO PLAYHOUSE (American Home Products, H. Curtis, CBS)	3.61
39. PERSON TO PERSON (Time, American Oil, CBS)	3.68
40. NAME THAT TUNE (American Home Products, Kellogg, CBS)	3.70
41. DESTINY (General Foods, Ford, CBS)	3.74
42. RICHARD DIAMOND (General Foods, CBS)	3.76
43. PLAYHOUSE 90 (American Gas, Philip Morris, Bristol-Myers, CBS)	3.84
44. THOSE WHITING GIRLS (Max Factor, General Foods, CBS)	3.85
45. DOUG EDWARDS NEWS (American Home Products, Brown & Williamson, Hazel Bishop, CBS)	3.87
46. BROKEN ARROW (Miles Assoc. Products, ABC)	3.87
47. YOUR HIT PARADE (American Tobacco, Toni, NBC)	3.91
48. HAVE GUN, WILL TRAVEL (American Home, Lever, CBS)	4.00
49. NAVY LOG (U. S. Rubber, American Tobacco, ABC)	4.63
50. ON TRIAL (Campbell, Lever, NBC)	4.07
51. CIRCUS BOY (Reynolds Metals, NBC)	4.17
52. DRAGNET (L&M, Schick, NBC)	4.32
53. GOODYEAR (Goodyear, ABC)	4.32
54. HIGH LOW (Ford, NBC)	4.33
55. PHIL SILVERS (P&G, R. J. Reynolds, CBS)	4.35
56. SUGARFOOT (American Chiclé, ABC)	4.43
57. JIMMY DURANTE (P. Lorillard, CBS)	4.44
58. FATHER KNOWS BEST (Scott, NBC)	4.45
59. MY FAVORITE HUSBAND (American Tobacco, CBS)	4.46
60. LASSIE (Campbell, CBS)	4.57
61. YOU ARE THERE (Prudential, CBS)	4.57
62. KRAFT THEATER (National Dairy, NBC)	4.59
63. DISNEYLAND (American Dairy, Swift, American Motors, General Foods, General Mills, ABC)	4.60
64. SCHLITZ PLAYHOUSE (Schlitz, CBS)	4.61
65. OZZIE & HARRIET (Eastman-Kodak, ABC)	4.68
66. M. SQUAD (American Tobacco, NBC)	4.75
67. OH! SUSANNA (H. Curtis, Nestlé, CBS)	4.77
68. TELEPHONE TIME (Bell, ABC)	4.85
69. PEOPLE'S CHOICE (Borden, P&G, NBC)	4.86
70. ROBIN HOOD (J & J, Wildroot, CBS)	4.91
71. GODFREY'S SCOUTS (Lever, Toni, CBS)	4.93
72. MOMENT OF DECISION (Ford, ABC)	4.93
73. BOB CUMMINGS (R. J. Reynolds, CBS)	4.99
74. MIKE WALLACE (Philip Morris, ABC)	5.05
75. DOLLAR A SECOND (Pillsbury, Toni)	5.06
76. LONE RANGER (General Mills, ABC)	5.25
77. JIMMY DEAN (Hazel Bishop, CBS)	5.28
78. ENCORE THEATER (Armour, Quaker, NBC)	5.28
79. MYSTERY THEATER (Pabst, NBC)	5.37
80. BIG RECORD (General Motors, Armour, CBS)	5.43
81. BURNS & ALLEN (Goodrich, Carnation, CBS)	5.45
82. THIN MAN (Colgate, NBC)	5.59
83. DATE WITH ANGELS (Chrysler, ABC)	5.68
84. CROSSROADS (General Motors, ABC)	5.68
85. SHOW FOR A SUMMER EVE (American Tobacco, NBC)	5.81
86. PANIC (Max Factor, L&M, NBC)	5.83
87. 20TH CENTURY-FOX (Revlon, U. S. Steel, CBS)	5.85
88. YOU ASKED FOR IT (Best Foods, ABC)	5.87
89. WEST POINT (General Foods, CBS)	5.89
90. BOLD JOURNEY (Ralston, ABC)	5.89
91. SUMMER PLAYHOUSE (Armstrong Cork, NBC)	5.91
92. BEAT THE CLOCK (Hazel Bishop, CBS)	5.99
93. WIRE SERVICE (R. J. Reynolds, ABC)	6.02
94. BACHELOR FATHER (American Tobacco, CBS)	6.23
95. BUCCANEERS (Sylvania, CBS)	6.25
96. LIFE OF RILEY (Lever, NBC)	6.26
97. CHARLES FARRELL (Lever, American Home Products, NBC)	6.30
98. SALLY (Chemstrand, Royal McBee, NBC)	6.50
99. JIM BOWIE (American Chiclé, ABC)	6.52
100. VIC DAMONE (Kellogg, CBS)	6.57

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COMING COST PER THOUSAND ANALYSES:

Next Week: General Dramas and Comedies.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Computed by Univac and based on September 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 15 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 or its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value of programs.

NOTE TO TV

J. Blair Tells Why Accounts Go to Radio

NEW YORK—Some provocative suggestions for TV brass evolved from the John Blair & Company spot radio presentation, previewed here last week, scheduled for today's convention of the Association of National Advertisers in Atlantic City. Pepsodent is currently devoting 80 per cent of its total advertising budget to spot radio, Beecham 66 per cent, Dodge 54 per cent, for these reasons, according to Blair:

Local radio's accent on time, weather, road conditions, news and other information services. Editorials. On-the-air answers to mail. Emphasis on sectional interests. Local personalities.

"If TV offered these devices, I think the big advertisers would never lean their budgets so far in radio's direction," said one exec of the station rep firm. "Many firms entered spot radio for the first time this year because it's a more 'friendly necessity' than TV. That was the thinking of such as De Soto, Heinz, Welch, Pfizer, Fairmount Foods, Virginia Dare, Lady Esther and Martinson's."

Another highlight of the ANA convention will be the ABC revue, "Rhapsody in Charcoal Gray," starring Dorothy Collins and Johnny Carson in a satire on Madison Avenue's adult Western spree.

Day Sponsors Shift Around At CBS, NBC

NEW YORK — There were a few daytime sponsorship shifts at CBS-TV and NBC-TV last week. Lever Bros. cut back on sponsorship of a quarter hour of "Comedy Time" on NBC. It will use the money saved to purchase an alternate quarter hour of both "Price Is Right" and "Truth or Consequences."

At CBS-TV, Campbell Soup dropped a quarter hour of Garry Moore, and Simoniz, its quarter hour of Art Linkletter's "House-party." The Linkletter quarter hour, however, was picked up by Carnation Milk. Simoniz, which now sponsors an alternate quarter hour of Godfrey, will add another alternate quarter hour there.

A New Wholesale Gift Service FOR EXECUTIVES, BUSINESS FIRMS & PROFESSIONAL PEOPLE

SABIN HOUSE offers... an open showroom of hundreds of magnificent and unusual gift items... superb design and quality... for office, home, patio, terrace, travel and sports. The appropriate gift for each recipient... the gift that will be used and appreciated... at prices that quantity buying deserves.

Your choice of 642 items in leather, silver, brass, copper, pewter, stainless steel, crystal, wood, ceramics and gold.

Personalization, gift-packaging and mailing, too!

Open Saturdays Thursday Evenings Other Evenings by Appointment

SABIN HOUSE WHOLESALE INDUSTRIAL GIFT DIVISION OF ALEX SABIN & SONS, INC. (Est. 1892) 20 West 47th Street, N. Y. JUson 2-2553 OLIVER SABIN, Pres., ALAN SABIN, Vice-Pres.

COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

Table listing 100 TV programs and their cost per thousand women viewers per commercial minute. Top programs include I. WELK, ED SULLIVAN, and STUDIO ONE.

COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

Table listing 100 TV programs and their cost per thousand children viewers per commercial minute. Top programs include DISNEYLAND, I. WELK, and WYATT EARP.

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COMING COST PER THOUSAND ANALYSES:

Next Week: Cigarette-Tobacco Sponsors and Home, Building and General Sponsors.

Miss Horwich Signs 5-Year WGN Contract

CHICAGO—Frances Horwich signed a five-year pact for "Ding Dong School" with WGN-TV, a deal reported brewing in last week's Billboard.

The pact guarantees that the indie would be the Chi outlet for the tot opus should Dr. Horwich sign any future network agreement. Currently, Pat Weaver is trying to line up sponsorship for the strip for his projected Program

Service net. Weaver already has WGN's okay to be his Chicago outlet.

To showcase the program for Weaver, WGN scheduled "Ding Dong" starting last August 26 and it immediately jumped to first place in Nielsen ratings, garnering a 4.5 for September in the 9 to 9:30 a.m. slot, for a 41 per cent share of audience. In the first eight weeks, 3,500 unsolicited letters and packages are claimed to have been received.

Show originally bowed here on WNBQ October 3, 1952. After an early success, NBC put in on the net, then, moved its emanation to New York. The net dropped it early last winter.

Directors Demand Technicians Drop Anti-Social Stand

NEW YORK — The Radio-TV Directors Guild has sent a letter to NBC demanding that directors be allowed to talk directly to crews, policy now in operation at CBS.

NBC is caught between the Guild and the National Association of Broadcast Employees and Technicians, which stands adamant to the current NBC rule that directors communicate with crews via a technical director.

DAYTIME POWER

Advertest Pegs TV Relations to Buying

NEW YORK—Daytime television can boost consumer purchasing of products sold on TV anywhere from 19 per cent to 89 per cent higher among program viewers than among a matched group of people who haven't seen the sponsor's show, according to a special study for NBC-TV by Advertest Research.

At the same time, daytime TV almost invariably boosts the brand "awareness," "familiarity," "identification" and "preference" — among other factors — noticeably higher, the same study shows.

To measure the impact and influence of NBC daytimers, Advertest queried 2,218 housewives in 11 major cities thruout the U. S. Check-ups were done in two waves. The first was done in September, 1956, with the second coming two months later. The objective was to contrast two groups: Those who watch a series of shows regularly, and a matched group who don't.

The study showed, for example, that the Welch Grape Juice Company's advertising on "It Could Be You," daytime quiz strip, produced real results. Brand familiarity for the then-new Fruit of the Vine spread was 33 per cent higher, brand knowledge (what the product did) was 35 per cent higher and brand purchase was up 45 per cent among viewers as against non-viewers.

Good Seasons

Similar scores were achieved by General Foods' Good Seasons salad dressing on the same show, with brand preference jumping 18 per cent and brand awareness 48 per cent.

Brillo, a participation purchaser on "Matinee Theater," upped its brand purchase by 19 per cent among viewers between the first and second "waves" of testing. The sales jump, incidentally, was at the expense of rival S.O.S. Pads to a large degree. While sales on Brillo were climbing among "Matinee" viewers, S.O.S. sales slid down 17 per cent.

Jumps were also scored in recognition and buying by Borden's Starlac on "Queen for a Day," P&G's Dash Soap on the same series, VO-5 Shampoo on "Modern Romances" and Medigum on "Comedy Time" telefilm reruns.

KLZ Revamps Entire Sked

DENVER—KLZ-TV, the CBS affiliate here, has revamped its entire program schedule, with a heavy promotion campaign aimed at higher ratings. No nighttime feature films but groups of half-hour anthologies are set for after 10:30 p.m. thruout the week. First-run syndication is getting great emphasis with the addition of "Boots and Saddles," "Sea Hunt," "Whirlybirds," "Decoy," "Charlie Chan," "Sheriff of Cochise" and "Wanderlust."

KLZ's top-rated local show is the 10 p.m. news strip, a half-hour whose sponsors of last season have all renewed. The station has broken up "Four Star Playhouse" to make four individual series under each star's name, scheduled on separate late night slots.

WMUR Buys 1/2 Hour Series for Nighttimers

MANCHESTER, N. H. — WMUR-TV here has bought a number of half-hour film series for nighttime viewing. First-run shows include "Decoy," "Sword of Freedom," "Star Performance," "Cross Current," "Dateline Europe" and "Overseas Adventure."

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

Frank Sinatra

Patrice Munsel

Disneyland

James Garner as Maverick

Mike Wallace

Pat Boone

Lawrence Welk

and in Detroit... abc means

WXYZ-TV

CHANNEL 7

AMERICAN BROADCASTING COMPANY

Represented Nationally by Blair-TV, Inc.



COMEDIES MUSICALS

2 GREAT NEW FEATURE PACKAGES

Just released—2 complete new packages—wholesome, light-hearted family entertainment. A.A.P. comedies fill the bill any time of day or night. 26 laugh-filled hours, featuring Arthur Lake, Wally Ford, Marie Wilson, Zazu Pitts and other top favorites. The 13 musicals are star-studded... with America's favorite bands and featured vocalists in lavish productions. Want to keep audiences in your area happy... at be-kind-to-your-budget prices? Write, wire or phone...

d.a.p. inc.
Distributors for Associated Artists
345 Madison Ave., MUrray Hill 6-2323
75 E. Wacker Dr., DEarborn 2-2030
1511 Bryan St., RIVERSIDE 7-8553
9110 Sunset Blvd., CREstview 6-5886
Productions Corp.
NEW YORK
CHICAGO
DALLAS
LOS ANGELES

LOOSE ENOUGH HERE

Vidfilm Prices Rise Despite Much Product, Tight Money

By CHARLES SINCLAIR
 NEW YORK—Despite a tight money situation today in financing new production, and a ready supply of first-run offerings to buyers, the syndication field last week was scoring a major victory. Throughout the country, telefilm salesmen were asking—and getting—prices for new shows 5 to 10 per cent higher than those of last year.

In New York, asking prices for strong half-hour properties were in the \$2,500-\$3,600 weekly bracket on two-play deals. In Los Angeles, they fell between \$1,800 and \$2,200 on the ordinary first runs, with some pricing up to \$2,750. In Chicago, prices ran at a \$1,650-\$1,750 pace, and in Boston the average was around \$1,100. Smaller cities, like Dallas and New Orleans, were hearing prices in the \$450-\$475 and \$350-\$400 levels.

The situation was summed up by the sales chief of one syndication house who remarked, "In practically all cases, it's becoming easier to get the top dollar—but if your product warrants it."

Cost Rises

The slight, but noticeable, upward trend in prices is chiefly caused by upgrading in budgets for the newest telefilm shows, to meet renewal demands of star talent on well-rated shows—like John Bromfield of NTA's "Sheriff of Cochise," whose take-home pay recently jumped as the second year began. Another factor is the hike in production budgets to pay for fancier production values in such new entries as "Gray Ghost," "Decoy" and "Sea Hunt" from CBS-TV Film Sales, Official and Ziv.

This has spelled better looking shows—and a higher nut to crack in field sales by the distributor. Also, the trend to station group buys frequently brings up a question of "group discount," which tends to make distributors seek the highest possible dollar in market pricing.

But several factors are working

WBC Sales Meet Forms '58 Plans

NEW YORK—With sales at an all-time high for the company, sales managers of Westinghouse Broadcasting Company stations begin a three-day meeting here today to formulate 1958 plans.

On the agenda are talks by execs from Television Bureau of Advertising and WBC's station reps.

to the benefit of the syndicators in landing some big sales with a minimum of struggle.

A number of national sponsors, from Procter & Gamble on down, have begun moving on syndication with a strong perception of the "sales marketing" concept, snapping up first-run syndicated shows for special campaigns at the regional or local level, bolstering weak sales or testing new products. Also, the top regional TV buyers—beers, gasolines, foods, etc.—continue to pour on the TV pressure, demanding from stations shows that will compete with network entries in prime time.

In a sense, this is "insurance" for a station buying a new syndicated show at a fat price. The chances of re-selling it to advertisers quickly—also at a good price—continue to be good.

At all times, the question of getting a price depends on the quality of the show, syndicators admit. With this trend continuing, most telefilmmers predict, there are likely to be somewhat fewer top-level syndication shows launched, more pre-testing of formats, careful selection of talent and strong emphasis on better scripts with higher writer budgets in order to justify pricing.

Small Bundles, One Picture Deals Gain

NEW YORK — A trend to "small" package sales and one-picture deals is being accelerated this season by a variety of important pressures in the feature film field, ranging from the success of "thematic" feature programming and a sudden sales market in science fiction films to worries about the Department of Justice moving against big-package sales.

Typical of the switch is the current practice of Associated Artists Productions, which has reshaped its huge Warner backlog into a grouping called a "Red, White and Blue" package, and is scoring several major sales from it. In this package, with the "Red" group equalling the top "A" films, and so on.

WCBS-TV, New York, late last week bought some 30 pictures out of this package, picking selectively to include a range of product starting with "Air Force," a classic of the last war, on down to lesser films like "Brother Rat and the Baby." WCBS-TV also picked up a dozen features from Atlantic TV, which earlier this season scored a one-picture deal from the same package, selling "Devil and Miss Jones" to WRCA-TV.

WPIX Purchase

WPIX, New York indie, also bought a small package of 13 from NTA recently, plus an AAP package of 43 titles, for its Saturday night "Movie of the Week" telecasts. The choosy nature of the buying is seen in the fact that

WPIX specifically wanted Alec Guinness in "The Captain's Paradise," a property now due next January on Broadway reshaped as a musical.

Distributors are going along with the trend. Screen Gems—alho it has on tap a sizable backlog of Universal-International films—probably won't have more than 39 titles in the next general package it releases, and may have as few as 26. United Artists, readying another package of post-1948 films which reportedly includes "Marty" and "Barefoot Contessa," is also sticking to smaller groups with hefty titles.

Most sellers are still reluctant to sell the "cream" pictures in any package, regardless of price, since

(Continued on page 17)

Regal Agency Formed to Specialize in Barter

NEW YORK—The formation of Regal Advertising Associates enables advertisers not wishing to use normal channels for TV buying to utilize an agency specializing in barter. The agency expects to bill about \$4,000,000 during its first year from three clients. A major one is Silf Skin, a girdle made by the Exquisite Form Brassiere Corporation, which will add another string to its foundation being

PONTIAC'S AD BEATS SPUTNIK

NEW YORK — Sputnik may prove to be an inadvertent auto salesman for the Pontiac Division of General Motors.

A few hours before the Soviet satellite was launched, cameras rolled in New York on a series of film commercials for the 1958 model Pontiac built around a "Man of the Future" theme. Scenes showed futuristic houses, a man in a space suit, the new Pontiac—and a satellite space platform.

Since the planning of the TV commercial was done weeks earlier by MacMannis, John & Adams agency and Producer Howard Linkhoff (then with Filmways, now with TV Graphics), the whole thing was just coincidence.

But Pontiac is reported mapping a heavy saturation spot schedule with its "space" commercial, and is said to be the subject of envy among other General Motors admen for its "timely" TV blurbs.

Add 10 More For '26 Men'

NEW YORK—ABC Film Syndication continued its hot sales record on "26 Men" last week with 10 advertiser sales, to put the Western in a current total of 123 markets.

New sales are Eastside Beer, KFNB, San Diego, Calif.; A&P, WBOY, Clarksburg, W. Va.; Edsel Dealers, KBTW, Denver; Coca-Cola Bottlers, KGMB, Honolulu; General Petroleum, KVAL, Eugene, Ore.; Federal Savings & Loan, WCTV, Tallahassee, Fla.; Reich Brewing, WICS, Springfield, Ill.; Hudepohl, WLWD, Dayton, O.; American Health Studios, KGO-TV, San Francisco, and KGW, Portland, Ore.

'TERRORVISION'

WJAR Sets Halloween Horror Day

PROVIDENCE — WJAR-TV, here, has coined the word "Terrorvision" to describe its Halloween programming Thursday (31). The station will program four horror shows during the day from its various packages, mainly the Screen Gems "Shock!" group.

Viewers with strong stomachs will watch "Chambers of Horrors" on the station's morning show. In the afternoon they will see "Isle of the Dead" with Boris Karloff. The 5 p.m. "Early Show" will present Bela Lugosi in "The Human Monster." And the final chilling morsel will be "The Beat With Five Fingers."

Official 'Sword' Into 32 Marts

NEW YORK—In the past six weeks, Official Films has scored syndicated sales on "Sword of Freedom" in a total of 32 markets for a gross of over \$500,000 according to the film distributor.

Many of the deals, Official adds, have paid off for purchasing outlets in fast re-sales to national and regional advertisers. Sterling Drug and New York Life signed to co-sponsor the series on WPRO-TV, Providence, and Progresso Foods bought the adventure series on New York's WABD.

During the past two weeks, the series was signed by such major-market outlets as Boston's new WHDH-TV, Milwaukee's WISN-TV, Minneapolis' WTCN, St. Louis' KSD-TV and WNHC-TV, New Haven, Conn. The series has also been inked by outlets in Fort Wayne, Ind.; Honolulu, Omaha, Albuquerque, N. M.; Phoenix, Ariz.; Bellingham, Wash., and Miami, N. D.

Sponsors Buy Into Temple Pix

NEW YORK — Phillips Van Heusen shirts last week bought two participations each in the next three Shirley Temple feature "Holiday Specials" from the NTA Film network. The same sponsor also bought six participations in "Premiere Performance," the weekly feature stanza, on the same network.

Added business was also received from Smith Bros., which bought a participation in each of the last two Shirley Temple "Holiday Specials" for its cough drops. Toni holds one spot, Ideal Toy four in each film, leaving four currently open for sale in the 63 markets carrying the series.

260 Stations Handle Color

HOLLYWOOD—Total of 260 stations around the country are now equipped to rebroadcast network programs in color. This means that tint reception is now available in almost every part of the country in which there is a television signal.

Of 260 stations, 95 have videcon chain equipment to telecast film or slides in color. Only 42, however, are yet able to originate live color programs themselves.

Figures are from CBS-TV and TV Bureau of Advertising.

AVAILABLE FOR ONE-MINUTE PARTICIPATIONS

GREAT 6 PM SHOWS

MONDAY	Dr. Hudson's Secret Journal
TUESDAY	Soldiers of Fortune
WEDNESDAY	Last of the Mohicans
THURSDAY	I Led Three Lives
FRIDAY	State Trooper

Your Petryman or
 WBAL-TV Sales will gladly
 supply complete data.

WBAL-TV CHANNEL 11... BALTIMORE
 Nationally represented by Edward Petry & Co., Inc.

Pick the Pack with the Flip-Top Ratings!

(LEO ROARS GOOD...LIKE A REAL LION SHOULD)

Everyone flips when they see those top Metro ratings . . . so if you like your pleasure BIG, start programming those fabulous MGM features now . . . and watch your spot billings multiply to KING-SIZE proportions.

No need to buy 'em by the carton either (although you'll save if you do). Even if you program only a few features a week you'll find that MGM-TV has a plan to fit your requirements.

Pick any number of features from 1 to 723 for a F-L-E-X-I-B-L-E package of the greatest motion pictures with the greatest stars.



WIRE, WRITE
OR PHONE
Richard A. Harper,
General Sales Mgr.
701 7th Ave.,
New York 36, N. Y.
JUdson 2-2000

MGM-TV
A Service
of Loew's
Incorporated

NTA Offers Promotion Suggestions to Stations

NEW YORK — Here's what National Telefilm Associates suggests to station personnel in the way of promotion devices:

Postage meter slugs. Bookstore displays tied in to famous or current volumes. Booths at local fairs and trade shows. Preview parties in the station's studio. Handbills, street signs and truck banners.

Skywriting. Phone calls by a seductive female voice. Message on the city's neon or moving-lights news ticker. Actors in costume in store windows or visiting editors and civic groups. Individual letters to all retailers. Station house organs. Contest prizes.

Here's how NTA is getting a 70 per cent response on its suggestions:

Pep letters. Thank-you notes with personal comments in answer to every piece of correspondence from stations. Securing prizes from advertisers to meet all requests. Flyers with educational angles for promotion men to distribute to schools, libraries and community organizations. Absorbing all costs for local station. Gifts to promotion managers.

Help 'Em

"A distributor must develop formulas for keeping stations happy, tailoring promotion for the local staff which usually is a one-man department," says Harvey Chertok, NTA's station promotion co-ordinator. "There are a few

(Continued on page 15)

Lawrence to Ape Coca-Cola Franchise Idea

NEW YORK — With 25 per cent of his commercial film orders coming from agencies outside New York and Los Angeles, Producer Robert Lawrence is exploring a "film franchise" system as the answer to bringing Lawrence-sponsored filming to the doorsteps of these regional ad shops.

As projected by Lawrence, the system would be roughly comparable to Coca-Cola's franchised bottling plants or Howard Johnson's restaurants. Film producers in such cities as Chicago, St. Louis, Dallas and other centers would link up with Lawrence, drawing on techniques, operating methods and accounting systems now being used by Lawrence's five film companies in the U. S. and Canada, but maintaining a local business identity.

Lawrence hopes to add at least three more firms to his growing alliance, either directly or thru franchising, within a year. A strong bet for his next move seems to be Chicago, from which "a considerable" slice of TV commercial orders are now coming, according to the production exec.

He's also launching a program *(Continued on page 15)*

Roach Ups Sterling

HOLLYWOOD — Bill Sterling, executive assistant to Hal Roach Jr., last week was appointed to head a new program development department for the studio. Primary purpose will be to create shows for 1958-'59 season.

HOLLYWOOD — First four episodes of new animated "Crusader Rabbit" color series will be available for agency screening in New York October 30. Each segment is five minutes long.

"Rabbit" rights are owned by Shull Bonsall, also a partner in TV Spots.

WRITERS DON'T WANT AGENTS

HOLLYWOOD — Writers have voted agents as the 10 per centers they can most do without. It's undoubtedly the most severe blow to the middleman since it suddenly got too hot in Washington for the deep-freeze and mink coat.

Of writers polled by WGA, 65 per cent classified agents as unnecessary, tho sometimes helpful; 54 per cent said they sold all or most of their scripts thru their own efforts and not the agents, and only 22 per cent regarded the agent as essential.

As a result of the survey, move is now underfoot to reduce 10 per cent impost agent gets from writer. All in all it's probably the saddest day for agents since the writer-lead in "Will Success Spoil Rock Hunter?" refused to give up his last 10 per cent.

Katz Poll Says More Stations Use Discounts

NEW YORK — Discount structures and time classifications in spot TV are remaining relatively unchanged, but there's an increased number of stations which have established "weekly discount plans" for advertisers carrying six or more announcements per week, according to the Katz station rep firm.

The trend came to light recently during the annual Katz check-up on a sample of network affiliates, as part of the data gathering for a series of formulas Katz issues for use in estimating spot video budgets.

Katz Research Director Dan Denenholz also pointed out that there's been "a slight decrease" in the ratio between prime-time rates and those after 11 p.m., signaling a slight price hike for late-night slots.

Weber Quits WGN-TV

CHICAGO — Ted Weber suddenly resigned as sales manager of WGN-TV last Tuesday (22). It takes effect December 1. A replacement is expected to be named this week.

Krasne Preps Kenya Series

HOLLYWOOD — "African Patrol," jungle action-adventure pic being produced by Gross-Krasne in Kenya, is being made available for January syndicated sponsorship.

A half dozen films have been completed and are ready for agency viewing. Phil Krasne, company v.-p., was in New York last week for talks with potential sponsors. Program will be available for both regional and local sales simultaneously, much as was the case with "O. Henry Playhouse."

'Crusader Rabbit' Color Pix Ready

HOLLYWOOD — First four episodes of new animated "Crusader Rabbit" color series will be available for agency screening in New York October 30. Each segment is five minutes long.

"Rabbit" rights are owned by Shull Bonsall, also a partner in TV Spots.

New TV Spot Campaigns

Contracts Set in Every Region in Two Weeks Ending October 12

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

Ad. Colgate-Palmolive thru Lennen & Newell (Part.)
Anahist. Warner-Lambert (Ann.)
Arrid, Carter Products (Ann.)
Chef Boyardee, American Home Foods (Ann.)
Cinzano Vermouth, Cinzanole (Ann.)
Lipton Tea, Lever Bros. (Ann.)

Miracle Margarine, Kraft Foods (Ann.)
Parliament Cigarettes, Philip Morris (Ann.)
Reddi-Wip, Reddi-Wip (Ann.)
Samsonite Luggage, Shwayder Bros. (Ann.)
Tea, Tea Council (Ann.)
Winterset, Procter & Gamble (Ann.)

On Southern Stations

Alka-Seltzer, Miles Labs, thru Geoffrey Wade (Ann.)
Buick, General Motors thru Kudner (Ann.)
Bulova Watches, Bulova Watch Co. thru McCann-Erickson (Ann.)
Clarets, American Chicle thru Ted Bates (Ann.)
Coffee, Maxwell House thru Benton & Bowles (Ann.)
Fab. Colgate-Palmolive thru Ted Bates (Part.)
Fleetwood Coffee, Fleetwood Coffee thru Nelson-Chesman (Ann.)
Fletcher's Castoria, Sterling Drug thru Carl S. Brown (Ann.)
Ford, Ford Motor Co. thru J. Walter Thompson (Ann.)
Luzianne Coffee, Wm. B. Reily thru Walker Saussy Adv. (Ann.)

Maxwell House Coffee, General Foods thru Benton & Bowles (Ann.)
National Bohemian Beer, National Bohemian thru W. B. Doner (Prog.)
Petroleum, Crown Central Pet. Corp. thru Al Paul Lefton (Ann.)
Tide, Procter & Gamble thru Benton & Bowles (Ann.)
Wax, Hutchinson's Wax thru Henry Senne Adv. (Prog.)
Wheaties, General Mills thru Knox-Reeves (Ann.)
Whirl-In, Carter Products thru Dancer-Fitzgerald-Sample (Ann.)
Winston Cigarettes, R. J. Reynolds thru Wm. Esty (Ann., Part.)
Winterset, Procter & Gamble thru Benton & Bowles (Ann.)
Zerex, E. I. Du Pont thru BBD&O (Ann.)

On Midwestern Stations

Animal Medicinal Supplies, Hess & Clark, thru Klau-Van Pietersom Dunlap (Ann.)
Arrid-Whirl-In, Carters thru Dancers-Fitzgerald-Sample (Ann.)
Beemans, American Chicle thru Ted Bates (Ann.)
Bras, Exquisite Form, thru Grey Adv. Camay, Procter & Gamble thru Burnett (Part.)
Crisco, Procter & Gamble thru Compton (Part.)
Dexter Sewing Machines, The Grant Co. thru Arthur Meyerhoff (Part.)
Fabrics, Wamsutta Mills thru Levin, Wms & Saylor (Part.)
Four-Way Cold Tablets, Grove Labs thru Dowd, Redfield & Johnstone (Ann., ID)
Hills Bros. Coffee, Hill Bros. thru N. W. Ayer (Ann.)
Joy, thru Leo Burnett (Ann.)
Lipton Tea, Lever Bros. thru Young & Rubicam (Ann.)
Maxwell House Coffee, thru Benton & Bowles (Ann.)

Milner Prod., White Wave thru Gordon Best (Ann.)
Nytol, Block Drug thru Grey Adv. (Part.)
Pepto Bismol, Norwich Chemical thru Benton & Bowles (Ann.)
Records, Whitehouse Co. thru Kushins, Anderson & Takaro (Part.)
Regutol, Pharmaco thru DSCS (Ann.)
Technical Tape, Harrison Labs thru Product Services (Ann., ID)
Telephone Service, Northwestern Bell thru BBD&O (ID)
Texaco Products, Texaco thru Cunningham & Walsh (Ann.)
Trains, American Flyer thru Remsen (Ann.)
Tums, thru McCann-Erickson (Part.)
Whirl-In, Carter Products thru Dancer-Fitzgerald-Sample (Part.)
Winston Cigarettes, R. J. Reynolds thru Wm. Esty (Ann.)
Winterset, Procter & Gamble thru Benton & Bowles (Ann., Part.)
Wisk, Lever Bros. thru BBD&O (Part.)
Zerone and Zerex, thru BBD&O (Ann.)

On Southwestern Stations

Bayer Aspirin, Sterling Drug thru Dancer-Fitzgerald-Sample
Bowman Biscuits, Supreme Bakers thru Ball & Davidson
Budweiser Beer, Herring Dist. (Prog.)
Cigarettes, Brown & Williamson thru Ted Bates (ID)
Dexter Sewing, Grant Co. thru Meyerhoff (Prog.)

Gasoline, Texas Co. thru Cunningham & Walsh (Ann.)
Gasoline, Texas Co. thru Cunningham & Walsh (Ann.)
Rocket, Grant Co. thru Meyerhoff (Prog.)
Salad, Grant Co. thru Meyerhoff (Prog.)
Various Items, F. W. Woolworth Co.

On Rocky Mount & West Coast Stations

Amitone, Norex Labs thru Grey Adv. (ID)
Assorted, Nalley's, Inc. thru Pacific Banking, Bank of Nevada thru Merchandising Factors (Ann.)
Beer, Burgermeister Brewing Co. thru BBD&O (Ann., Prog.)
Bulova Watches, Bulova Watch Co. thru McCann-Erickson (Ann.)
Chop-O-Matic, Grant Co. thru A. Meyerhoff (Prog.)
Clarets, American Chicle thru Ted Bates (Ann.)
Cock-O-The-Walk Fruits & Vegetables, Tri-Valley Packing Co. thru Dancer-Fitzgerald-Sample (ID)
Dexter Sewing Machine, Grant Co. thru A. Meyerhoff (Prog.)
Exerciser, Grant Co. thru A. Meyerhoff (Prog.)
Gasoline, Union Oil thru Young & Rubicam (Prog.)
Hearing Aids, Beltone Hearing Aid Co. thru Olian & Bronner (Ann.)

Kools, Brown & Williamson thru Ted Bates (ID)
Oldsmobile Autos, Oldsmobile Div. of General Motors thru D. P. Brother (Ann.)
Ovaltine, Wander Co. thru Tathan Laird (Part.)
Pontiac, thru Emil Mogul (Part.)
Rolliton, Grant Co. thru A. Meyerhoff (Prog.)
Salad Mixer, Grant Co. thru A. Meyerhoff (Prog.)
Samsonite Luggage, thru Grey Adv. (Ann.)
Sealy Mattress, thru Jack Clenaghan (Ann., Part.)
Soap, White King Soap Co. thru Erwin, Wasey, Ruthrauff & Ryan (Prog.)
Texaco Co. thru Cunningham & Walsh (Part.)
Top Brass, Revlon thru McManus John & Adams (Part.)
Winterset, Procter & Gamble thru Benton & Bowles (Ann.)

NTA Reduces 'Champagne' To 74 Films

NEW YORK — National Telefilm Associates has pared its new "Champagne Package" from 80 to 74 feature films, but is including in it the four Shirley Temple pictures currently sold as "Holiday Specials." Other properties in the package are "My Friend Flicka," "Uncle Harry," "Bells of St. Mary's," "Claudia and David" and

"To the Shores of Tripoli," plus the previously-announced "High Noon."

The distributor is expanding its sales force in a year-end drive pushing this and its "Big 50" package, also offering a Christmas trio of narrated features. The last is comprised of "A Christmas Carol" (Vincent Price), "Man's Heritage" (Raymond Massey) and "Lamb in the Manger" (Maureen O'Sullivan).

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

5

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

2nd Annual Broadcasters' Promotion Convention & Seminar

Sheraton Hotel, Chicago
November 1 and 2

REGISTRATION DATA: Registrations will be accepted at BPA Seminar Headquarters, Sheraton Hotel, Thursday afternoon and evening, and Friday morning, October 31 and November 1. Registration fee in Chicago, \$30. For further information contact Ellen Johansen, Broadcasters' Promotion Assn., Inc., Suite 2100, 122 E. 42nd St., New York 17, N. Y., MUrray Hill 7-0808.

Some of the KEY TOPICS to Be Covered:

"Merchandising—The Red Ink Invader of a Bugaboo"

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

"Promotion Co-Operation with Agencies and Syndicators"

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

"Trade Paper Advertising"

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

"On-the-Air Promotions"

Chairman: Gene Godt, WCCO-TV, Minneapolis

"Sales Presentations"

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

TV Commercials in Production

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

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

(Continued from last week)

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
FOODS AND BEVERAGES (Continued)			
Alcoholic Beverages			
The Genesee Brewing Co., Marschalk & Pratt....	3 (60)	LA, FA, J	Transfilm
Weideman Brewing, Tatham-Laird.....	2 (50) 1 (20)	LA (C)	Fred A. Niles
Stag Brewing, Erwin-Wasey.....	5 (60), 5 (20)	LA	Fred A. Niles
E & J Gallo Winery, Doyle, Dane & Bernbach....	2 (60), 2 (20)	LA	All-Scope
P. Ballantine, Ballantine Beer, Wm. Esty....	1 (60)	FA	Shamus Culhane
The Genesee Brewing Co., Marschalk & Pratt....	3 (20)	LA, J	Transfilm
Mogen David Wine, Key Wine, Ed Weiss....	1 (60)	FA	UPA
Schlitz Brewing, J. W. Thompson.....	1 (60), 1 (20), 1 (10)	FA	Ray Patin
Pabst Brewing, Blue Ribbon Beer, Norman, Craig & Kummel (G. Sanders Mystery Theater)....	5 (60), 3 (20), 2 (10)	LA	Elliot, Unger & Elliot
Ballantine Beer, Wm. Esty.....	3 (20)	FA	TV Graphics
Other Foods			
Lever Bros., Lucky Whip, Ogilvy, Benson & Mather....	4 (60)	LA	MPO
Pittsburgh Provision, Irish Brand Bacon, Ketchum, Macleod & Grove....	1 (20)	LA	James Love
Mott's Apple Sauce, Young & Rubicam....	2 (20)	FA	Academy
Hood Dairies, Coronet Ice Cream, Kenyon & Eckhardt....	2 (60)	LA	Caravel
Squirrel Peanut Butter, James Lovick....	2 (60)	FA	Ray Patin
General Foods.....	—	NA	Majestic
TRANSPORTATION			
Automobiles, Accessories, Equipment			
General Motors, Kudner.....	1 (40), 2 (120), 1 (180), 1 (60)	LA, SE (C)	Hal Roach
Ford, J. Walter Thompson.....	—	NA	Wilding
Goodyear, Young & Rubicam.....	—	NA	Wilding
Shell Oil, Gasoline, J. W. Thompson.....	6 (60)	FA	Academy
Ford Motor, Mercury, Kenyon & Eckhardt (Ed Sullivan)....	6 Mts. Weekly	LA	Van Praag, Universal, Sherman Glas
Rayco, Seat Covers, Emil Mogul.....	1 (20)	LA	Guild
Ford, Edsel, Foote, Cone & Belding....	2 (20)	FA	Academy
Mercury, Div., Cars, Kenyon & Eckhardt (Ed Sullivan)....	1 (60), 2 (90), 2 (45), 1 (30)	LA	Van Praag
Chrysler, Cars, McCann-Erickson (Climax)....	2 (30), 2 (45)	LA	Van Praag
Isotta BMW, Car, Norman Gladney....	1 (15)	LA	Van Praag
Chrysler, De Soto, BBD&O (Groucho Marx, Climax)....	4 (90), 4 (60), 2 (20)	LA	Universal
General Tire, D'Arcy.....	1 (60)	LA	Gray-O'Reilly
General Motors, Judner.....	1 (40), 3 (120), 1 (80), 1 (60)	LA, SE	Ral Roach
Gasoline, Lubricants, Other Fuels			
Esso Standard Oil, Dealers, McCann-Erickson....	3 (60)	LA	American Film
Goodyear, Young & Rubicam.....	—	NA	Wilding
Commercial Solvents, Peak Anti-Freeze, Fuller & Smith & Ross....	1 (60), 1 (20)	LA	James Love
Esso Imperial, Gasoline, MacLaren....	2 (45)	FA	Academy
American Petrofina, Amlico and Pan-handle Gas, Taylor-Norsworthy....	5 (10), 1 (40)	FA	Keitz & Herndon
Richfield Oil, Rich-Heat, Hixson & Jorgenson....	1 (20)	FA	Ray Patin
Southern Union Gas, Direct.....	1 (60)	SA	Keitz & Herndon
D-X Boron, Gasoline, Potts-Woodbury....	10 (60)	LA	Van Praag
Cities Service, Gasoline, Ellington....	14 (60)	LA	Gray-O'Reilly

WGN Due to Name Warren

CHICAGO — WGN-TV is expected to announce the appointment today (28) of Edward A. Warren as the new director of its film division, thus stabilizing the key personnel in its program department.

Edward J. Roth Jr., recently took over as program manager after Jay Faraghan left for a similar post in Florida. Shortly before, Elizabeth Bain, veteran film director, moved over to WBBM-TV. Bob Hibbard held the post in the interim. Hibbard now will move into a special projects assignment in programming.

Warren, who will take over November 18, is chairman of the department of speech and drama at St. Mary's College, South Bend, Ind. He previously was director of film programming for WNDU-TV, South Bend, where Roth also served as program chief. Warren also has served as film editor at WCAU-TV, Philadelphia.

FTC Slaps Grocer Producers' TV Use

WASHINGTON—The Federal Trade Commission last Friday (25) cracked down on six major grocery producers who allegedly gave "illegal" promotional allowances to favored customers thru television and radio network intermediaries.

According to FTC, NBC, CBS and ABC were paid by the grocery producers for broadcast time which the networks gave to "favored grocery chains" without charge, in return for in-store promotional displays of the manufacturers' products. The broadcast time was not made available to smaller merchants competing with the favored chains, the FTC contends. Under the Clayton Act, no payment can be made to any customer unless it is made available to all competing customers on proportionally equal terms.

In the promotional plans used

by the nets, the nets entered into agreements with grocery chains where, for free TV or radio time, the chains agreed to conduct in-store promotional displays of products. Then the nets solicited the manufacturers to buy radio or TV time at regular rates, offering as an added inducement the in-store promotion of their products in the chain outlets.

Promotion Plan

The promotional plans cited by FTC Hearing Examiner Abner E. Lipscomb were the CBS plan called "supermarketing," the NBC plan "chain lightning," and ABC's "mass merchandising" or "sell-a-vision." The plans are substantially the same, but each net developed its own independently of the others "to promote the sale of broadcast time, which had in 1950 and 1951, become difficult," the FTC said.

The grocery producers contended their payments to the nets were only for broadcasting time for their own purposes and were not for providing promotional allowances to the favored chains. In rejecting this argument, the examiner said it is a reasonable conclusion they "would not have purchased broadcasting time at all, or would have purchased it only at a reduced price or in a lesser amount, except for the inducement of the in-store promotion." Grocery producers, he said, were the sole financial supporters of the plan and thus "paid for the broadcasting time granted the chain store for in-store promotional displays, as well as for the broadcasting time purchased" for their own use.

Prohibited from granting allowances, except on a proportionally equal basis, were: The Groveton Paper Company, Groveton, N. H.; General Foods, White Plains, N. Y.; Sunshine Biscuits, Long Island City, N. Y.; Piel Bros., Brooklyn; Hudson Pulp and Paper Corporation, New York, and P. Lorillard, New York.

Participation Plan For Madison Sq.

NEW YORK — WPIX, New York Daily News-owned indie outlet, is getting a fast response to its decision to sell live telecast Madison Square Garden events on a participating, rather than program sponsorship, basis this season.

The station sold two participations each last week to R. J. Reynolds, for Winston; Ruppert Brewing, for Knickerbocker Beer, and Colgate-Palmolive, for Palmolive Shave line, and is reported closing other spot deals.

OVERSEAS BLURBS

General Motors Goes Global in Commercials

DETROIT—General Motors is outdoing Phineas Fogg in global hopping for a series of special "location" commercials to be aired in the upcoming series of seven "High Adventure" hour-length shows starting November 12 on CBS-TV.

Commercials are being lensed, for the most part, by Odyssey Productions, Lowell Thomas' production concern that's filming the show series. However, they are under the watchful eye of supervisors from the Campbell-Ewald agency, with the products of United Motors Service Division and Delco-Remy Division — both General Motors offshoots — being featured in the color footage.

The job, to say the least, is lavish. At least one "location" commercial will be featured in each of the "High Adventure" shows, keyed to the same general locale as the colorcast show itself. The first foreign lensed commercial is one filmed by Odyssey in New Guinea. It will show how a huge Delco battery system provides the entire electric supply to the jungle town of Angorum in an area where the ordinary power system usually conks out in the grim heat.

Later commercials are expected to transport viewers to such far-away places as the frozen wastes of Alaska, the oil swamps of South America and the sun-scorched deserts of North Africa for an on-the-spot look at the durability of Gen-

eral Motors' automotive, electrical, aviation and other products.

Additional "High Adventure" commercials are being lensed by Warner Bros. and Van Praag for Campbell-Ewald.

House Group Won't Review FCC Decisions

WASHINGTON — Individual decisions of the Federal Communications Commission definitely will not be reviewed by the House Legislative Oversight subcommittee "for the purpose of possibly changing the results in some of them," according to Rep. Oren Harris.

Harris, chairman of the House Commerce Committee, told broadcasters attending a regional National Association of Radio & Television Broadcasters meeting in Memphis last Friday (25) that the subcommittee was created to determine whether "provisions of the laws delegating powers to government departments and agencies are being carried out" or whether "laws are being repealed or revamped by those who administer them."

"This general purpose does not extend to repealing individual decisions," he said, "because the law already spells out means for administrative and judicial review in such cases."

LIMIT TO LIMIT

Widmark Blasts Snip Of Film

NEW YORK—NBC execs are currently miffed at Richard Widmark, actor-producer, for his blast against the "ridiculous" snipping of a gamey line of dialog prior to airing clips of Widmark's "Time Limit" feature film on last Monday's Dave Garroway morning stanza.

Altho the offending line of dialog was actually scissored by Garroway's staff, rather than in the network's main Continuity Acceptance headquarters, NBC is more than willing to back the show's action, termed by Widmark in a handout statement as "an insult to the American people."

The line in question involved the wife of an accused Army traitor who says, "My husband has been home for five months and six days, and in all that time, we've never been to bed together."

Stockton Helffrich, the network's veteran continuity acceptance chief, termed the whole hassle as "grandstanding" and "an attempt to build an aura of controversy around the picture."

Added Helffrich: "NBC-TV is

not being petronizing toward its viewers. In the context of a full dramatic script, we wouldn't object to such a line if it's integral to the story. The "Time Limit" line was completely out of dramatic context, and appeared in a brief film clip. It's hardly the thing to throw at an audience of adults and youngsters in an early morning show."

Robin Hood's Merchandise Nears Peak

NEW YORK—In the field of franchised merchandise, Robin Hood is a close runner-up to Mickey Mouse and Davy Crockett, according to Official Films, which says that a total of \$42,000,000 in sales will be rung up this year on toys, games and such like tied in to the juvenile angled series.

Thru Character Merchandising deals are now current with 30 companies, due to turn out over 37,000,000 Robin Hood items in 1957. These include wallets, bubble gum, lunch boxes, drinking cups, comic books, playing cards, watches and tents.

Official considers the franchised items particularly useful in acting as "constant tune-in plugs" for the show.

ZIV SETS THE PACE WITH

4 OUT OF TOP 8

#2 HIGHWAY PATROL 27.0

#3 SCIENCE FICTION THEATRE 24.8

#4 DR. CHRISTIAN 20.5

#7 MR. DISTRICT ATTORNEY 17.0

SYNDICATED SHOWS IN SAN FRANCISCO

Time after time in city after city
ZIV SHOWS RATE GREAT

ARB, Apr. 57

ZIV TELEVISION PROGRAMS INC.

SUNDAY EGGHEADS

WBBM Adds 2 Local Shows for Highbrows

CHICAGO—Two local shows on WBBM-TV for the egghead set have shown up so handsomely in September Pulse ratings that they are being moved to Sunday afternoon to extend the block of high-brow programming received from the CBS net.

The programs are "Camera II," currently aired at 3 p.m. Satur-

days, and another immediately following at 3:30, called "Orbit." As examples of their contents, last Saturday (19), "Camera II" gave a preview of a Picasso exhibition to open later in the month at the Art Institute of Chicago. "Orbit" presented a scrutiny of modern architecture by two University of Chicago profs, Reuel Denney, a poet-sociologist specializing in popular culture, and J. J. Schwab, educator-scientist. September's Pulse report showed "Camera II" pulling down a 7.3, bucking the baseball telecast on WGN-TV which netted 12.3, a surprisingly close race for the two types of shows. "Orbit" in the next half hour held the 7.3.

Program Director Frank Atlass Jr. was faced with having to kill the two longhair shows November 2 when CBS begins feeding "Pro Hockey." An examination of their ratings, however, persuaded him to shop for an alternative time. He found it in Sunday afternoon, where their adjacencies may even strengthen the pull of these sleeper shows.

"Camera II" goes into the 2:30 slot, followed by "Orbit" at 3. Then the net brings in a half hour of public service programming, including the 15-minute commentary of Eric Sevareid. This will be followed at 4 by John Crosby's "Seven Lively Arts," the weekly intellectual spectacular, followed by still another of same, "Twentieth Century."

Thus there will be three and a half solid hours of high I.Q. block programming.

Pulse Says TV Aud. Will Pay

NEW YORK—A Pulse survey of San Francisco and Los Angeles, completed last month, reveals that 13 per cent of the TV homes in each market are willing to pay to see baseball games of the Giants and Dodgers on home sets. This translates as 107,700 TV homes in San Francisco and 243,200 homes in Los Angeles.

Most of these would pay for one game a week, and a majority would pay to see two a week; after that, the audience falls off sharply. Pulse has also completed a New York study, indicating that 80 per cent of TV homes in this market would pay up to 50 cents to see a movie of a type that might play Radio City Music Hall, while less than 9 per cent would pay to see baseball. The latter could still mean \$85,000 per game for the Dodgers, \$66,000 for the Giants, says Pulse.

Food Clients Like Cartoons

NEW YORK—The Popeye and Warner Bros. cartoons are particularly popular with food sponsors, which represent 36 per cent of a sampling of some 100 sponsors of the cartoon packages on local stations, according to a check-up made by Associated Artists Productions, the distributors.

Close behind are beverage sponsors — including soft drinks and dairies—which add up to some 21 per cent of the sponsors.

The remainder, however, is scattered all over the lot, ranging from Scotch Tape to television repair shops, and from theaters to a concern called Spoolies Hair Curlers. In part, this is said by AAP to be caused by the fact that "cartoon programs attract a large bonus audience of adults, running in some cases as high as 30 to 40 per cent."

Teen-Age Songs-Talent WANTED

If you are a teen-age songwriter, or write or sing like one, submit tunes on 7 1/2 speed tape only, accompanied by simple lead sheet (words and notes) and \$1 each song for handling, plus return postage. Sing them with or without accompaniment no matter how your voice is or use a local professional. Acceptable songs will get standard contract. Unusual vocalists will be submitted to recording companies. Songs will be heard by legitimate ASCAP-BMI Publishers.

NOTE: No songs will be listened to if not on 7 1/2 tape and accompanied by above handling charge and postage. No correspondence can be entered into on rejected songs. OFFER EXPIRES Dec. 31, 1957 Lanny & Ginger Grey Productions Producers of commercials for ADAM HATS, YONKERS RACEWAY, QUAKER STATE OIL, COCILANA COUGH NIPS, and recordings: SAYONARA—GOODBYE, LADY IN LACE, etc. 18 E. 50 ST., N. Y. C. 22

ANIME FILMS

Cartoons to Accompany Pop Disks

NEW YORK—Two new packages of animated cartoon films, to be used with hit pop records, are being offered to TV stations by Anime, Inc., producers of animated commercials. In one form, the stations are being offered semi-animated cartoons which serve as visual material for a weekly 15-minute show, consisting of four current pop songs. The alternative package permits the purchase of two new song cartoons a week, which includes unlimited play for two years at no extra cost.

The 15-minute show has been aired in a test run via CBLT-TV, Toronto, and Anime says it pulled a 44.4 rating in the four-channel market. Josh Meyer, president of Anime, said the firm has devised a way of mechanizing the animation process which cuts costs by as much as 75 per cent, and cuts production time approximately in half. Anime's top price for a 60-second commercial, he said, is \$8,000, for full animation.

Telestar Plans Pix On Counter-Spies

NEW YORK—Telestar Films, Inc., is working on another video series, the subject to be counter-intelligence. William Collier Jr., the executive producer, has left for London where he will begin more active preparation for production.

Telestar's "White Hunter" is now in production in London and Nairobi.

STATION SIGNALS

WHTN, Huntington-Charleston, W. Va., claims that the three-State tour it staged for a cross-section of media personnel from the leading advertising agencies proved that its signal is a powerful one in all three States. . . . WOOD-TV, Grand Rapids, Mich., has launched a series of programs by the Grand Rapids Symphony Orchestra. . . . Marion Koehler Rowe's "New Horizons" is now being featured over KPIX, San Francisco. The half-hour show features outstanding oldsters—explorers, teachers, etc.—who have led interesting lives. . . . WHCT, Hartford, Conn., is now presenting "Meet Me at Maxwell's," a new kiddie talent show with Kathy Godfrey as hostess, as part of its "Connecticut Life" program. . . . The first live entertainment show to originate in the United States specifically for Cuba was carried by WPST-TV, Miami to CMAB-TV, Havana, Cuba. The variety show originated from the Boom Boom room of Miami's Fontainebleau Hotel. . . . WRCV-TV, Philadelphia will observe Oc-

tober 28 as "Special Sputnik Week" by using "Science Fiction Theater" in its 10:30-11 p.m. strip. . . . Program will feature outer space stories exclusively. . . . KWTY-TV, Cleveland, sent its Monday-Friday average rating of 2.1 in August up to 19.0 in the September American Research Bureau rating by using "Popeye" cartoons against WEWS' "Mickey Mouse Club." . . . Paul Dawson has been named assistant program manager and Jack Gray news editor of WKJG-TV, Fort Wayne, Ind. . . . Denver's Fred and Fae Taylor, former KBTU teen-age and kiddie personalities, have moved up the street to KLZ-TV where they will continue their afternoon antics. . . . WOW-TV, Omaha, Neb., appointed Bob Osborn director and Dale Larson senior production assistant. . . . KERO-TV, Bakersfield, Calif. has named Ronald Kay sales director. . . . Bob Roth, commercial manager of KONO-TV, San Antonio, Tex., was elected governor of the 10th district, Advertising Federation of America.

SHORT SCANNINGS

Robert Montgomery has been named by Secretary of State Dulles to represent TV on the Advisory Committee on the Arts, a nine-man board created by Congressional Act last year. Chairman is Rufus Fitzgerald, University of Pittsburgh chancellor. The group "advises and assists the government departments in the conduct of cultural aspects of the Exchange Program."

Blair TV Associates, station reps, notified the trade of its address change in New York via a seductive female voice on a record disk purring the information. The vamp also included a list of recent additions to Blair's fold.

Alan Pottasch has left ABC to join Kenyon & Eckhardt, Inc., as international account exec. . . . Joseph Tanney, president of S.O.S. Cinema Supply Corporation, returned last week from a long tour of production facilities in Europe. . . . Gladys Summer, social worker and authority on adoption, has been signed as consultant by "Modern Romances" for upcoming scripts of the NBC daytime series. . . . Keshan-Miller Enterprises has named GAC its exclusive agent for all but its "Capt. Kangaroo" property.

Guy Lombardo has committed himself and orchestra to head the

PULSE FILM RATINGS for August

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

Top 20 Film Shows

Table with 3 columns: Rank Order, Show and Distributor, Avg. Rating. Lists top 20 film shows for August.

Top Film Shows Among Men

Table with 3 columns: Rank Order, Show and Distributor, Men Per 100 Homes. Lists top film shows among men.

Top Film Shows Among Women

Table with 3 columns: Rank Order, Show and Distributor, Women Per 100 Homes. Lists top film shows among women.

Top Film Shows Among Kids

Table with 3 columns: Rank Order, Show and Distributor, Kids Per 100 Homes. Lists top film shows among kids.

WCBS-TV New Year's Eve shows for the next three years, covering Times Square crowds and N. Y. night life. . . . George Blair will direct two episodes of "Casey Jones," the Screen Gems adventure. . . . The Public Relations Society of America kicks off the season with a TV Workshop October 29 in New York, moderated by ABC veepee Gene Accas. The Society for Propagation of the Faith has released 26 tele-

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BRILL BLDG. CONSENSUS

Only Mktg. Overhaul Can Save Sheet Music Business

By REN GREVATT

NEW YORK — A complete overhaul of merchandising and marketing methods is the only thing that can save the sheet music business. That's the studied opinion of a number of Brill Building figures. Recommended solutions vary widely, but the fundamental problem of extracting more income from sheet sales exists for everyone.

"Let's face it," says Murray Deutsch, general professional manager of the Southern-Peer axis. "Sheet sales along with performances should account for the lion's share of the loot we take in. In the overall picture, records are a promotion medium only. So we sell a half million records. So we get \$10,000 out of that and we split it down the middle with the writer. The \$5,000 that's left can be eaten up fast enough in promotion."

Deutsch explained that the sheet music problem is one of bad distribution practices with little control, poor display of the sheets in many stores and for that matter, poor display value in the product itself.

At the distribution level, several publishers were openly critical of sheet jobber practices. "The service to racks and dealers is rough," said one. "A dealer may wait as

long as two weeks to get an order for five or 10 copies of a piece. When the shipment arrives, he gets 50 copies. Meanwhile the customer who asked for the song is long gone, never to return. By the time the jobbers service the accounts, the initial surge for a hit tune is subsiding. Then a tremendous volume of copies start coming back because of the 100 per cent return privilege. Copies may come back to us six months after the song is dead and we get sales reports even later than that."

"Everything is on a consignment basis. In addition to that, most jobbers don't have any sales force and they do their business strictly by mail," said another, in voicing his beef.

In other businesses, this isn't so. In the magazine field, it's pointed out, every publisher has a contract

with the distributor under which only a percentage of total copies shipped can be returned. Also with magazines, distributors have men out checking newsstand sales, constantly trying to get a better picture of the sales level, which can be a guide to the publisher. There's nothing like this kind of control in the music field.

Little Credit Control

Also, unlike the record field, one or two sheet jobbers usually have one market area locked up. This rules out any real competition and thus eliminates the possibility of a specific song being heavily promoted. Another headache is the fact there is little credit control in the sheet music field. If a dealer gets turned down on credit from one jobber, he can get service from another in a different territory.

(Continued on page 28)

Lieber-Stoller Make Victor Pact Official

NEW YORK — RCA Victor made it official last week, formally inking the team of Jerry Lieber and Mike Stoller as special artists and repertoire men. The Billboard had reported the deal in the issue of September 23.

In enlisting the services of this hot clef-producer combo, Victor's singles department manager, Jack Burgess, and singles a.&r. chief Steve Sholes admitted frankly that the major was determined to produce disks with the "indie sound" that it has not been getting, except on its smash Elvis Presley series.

The team will operate "independently," but under Sholes' supervision. Their duties will include finding new talent and material and producing disk dates. It was emphasized that they will not confine themselves to rock and roll, but also would venture into country, rockabilly and pop—whatever they feel will serve today's teen tastes.

It is expected that the boys will set aside one day each week for publishers and one day for auditioning new talent. They'll move into their Victor offices on November 1.

Lieber and Stoller, both of whom are 24, first teamed up to

write songs seven years ago. Stoller is a pianist and did the arrangements for all of the hit disks they have produced. He currently is seen playing piano in "Jailhouse Rock," the new Presley pic, on which he and Lieber also served as musical advisors. Together, they have produced disks for Capitol (by the Cheers), Aladdin, Peacock, Modern, Spark (their own label), Atlantic and Atco.

They will continue to work with Atlantic, for whom they handle several acts in an a.&r. capacity. These are the Coasters, the Clovers, Linda Hopkins and Little Jessie. However, they will not take on any new Atlantic artists.

The boys also have several publishing firms, most important being Quintet and Tiger. Latter is owned in partnership with Atlantic.

Elsewhere in the Victor a.&r. (Continued on page 28)

CROSBY, KAPP TEAM UP ON NEW SINGLES HYPE

NEW YORK — It was a big week for Bing Crosby, with important events involving the groaner on the marital as well as the disk front. The singer was married Thursday (24) to young Kathy Grant.

Meanwhile, Crosby was taking unprecedented steps to promote his new Kapp dishing of "Never Be Afraid," and "I Love You Whoever You Are." In the first place, Crosby himself is making phone calls to jocks about the disk and was interviewed by Chicago deejay Howard Miller on the latter's CBS-Radio network show. Secondly, one of Crosby's twin sons, Dennis, who has reportedly sought an entry into the business side of the music field, has as his first assignment a jock promotion tour on the record. He is visiting with deejays in the West and introduces (Continued on page 29)

Abe Lyman Dies at 59

HOLLYWOOD — Veteran band leader Abe Lyman, 59, succumbed at his home here last week (23) after a lengthy illness. Other than his activities as a director of the Mike Lyman chain of restaurants, he had been inactive in recent years.

Lyman started his career in Chicago in 1916, and was a headliner both here and broad for many years. He toured with his orchestra, and when sound was introduced in motion pictures, he appeared frequently in films. Lyman became a member of ASCAP in 1929 and penned such hits as "Mary Lou," "After I Say I'm Sorry," "Mandy," "I Cried for You," "Faithfully Yours" and "I Don't Want You to Cry Over Me."

Lyman is survived by his widow, Rose; two sisters, Mrs. Dorothy Marcus and Mrs. Sarah Kaplan, and a brother, William H. Simon.

A REAL GERM OF AN IDEA

CINCINNATI — They tell one on Bum Wilson, comedian with the Philip Morris Country Music Show, currently touring the Ohio territory.

It seems that Bum was visiting his home in Puryear, Tenn., recently, when the local doctor was making a house-to-house check to prevent the spread of the Asiatic flu.

When the medic reached Wilson's house (he's one of 11 children, incidentally), he asked of Bum, who answered the door: "Are you taking precautions to prevent the spread of Asiatic flu?"

"Yes sir, Doc," Bum told him. "I even bought us a sanitary cup and we're all drinking from it."

Hi-Fi Exhibit Draws Record Crowd in Hub

BOSTON — The Fourth Annual Hi-Fi Show which closed Sunday (20) after a three-day stand, drew the greatest crowd and its total of more than 90 exhibits was the biggest in its history, according to Richard Kaye, president.

The exhibit has the benefit of being housed in the Hotel Touraine, centrally located in downtown Boston and drew more than 25,000 visitors in the three days. Admission was free. Kaye said the success of the show was due to the variety of exhibits and pronounced it the most successful both from the point of attendance and point-of-sale value to exhibitors.

The show was made up of 12 package Hi-Fi firms, about 50 in component parts, with the rest being made up of fringe exhibits. These consisted of radio stations, tape recorders and a number of record dealers. Thomas Electronic Organ Company had one of its organs, which was an exhibit that drew great interest.

The show put on its own exhibit in the person of Arnold Goldberg, (Continued on page 29)

Crackdown on Canned Music By Local 47

HOLLYWOOD — AFM Local 47's threatened crackdown on canned music became a firm reality last week, when the union made known its new policy relating to locations using recorded music.

New edict declares: "No member of Local 47, AFM, shall perform, nor will Local 47 approve a contract for the furnishing of musical services by its members in any establishment which uses or permits the use of any records, transcriptions, tapes, wires, "canned" or other types of mechanical or electronic devices for the furnishing of any music."

A spokesman for Local 47 acknowledged that the ruling would effect all types of halls and auditoriums, including American Legion Halls, Elks' Clubs, Women's Clubs, etc., all of whom are normally the type of location for casual engagements.

Locations reported using hi-fi systems and phonograph records would be placed on the local's unfair list according to the spokesman, who declined to allow himself to be quoted. The halls would fall in line and employ live musicians he said, since Local 47 has a "working agreement" with the culinary workers' union.

Talent Assoc's Sets Up Own Pubbing Firm

NEW YORK — Talent Associates, which produced the musical version of "Pinocchio" over NBC-TV last week, has set up a music publishing company, Devon Music, in association with veteran publisher Howie Richmond.

Devon, a BMI firm, is publishing the "Pinocchio" score by Alec Wilder and Bill Engvick. Still in the planning stage are scores for musical versions of "Hansel and Gretel" and "Little Women," which Talent Associates is readying for TV showings early next year. Eventually, Talent Associates and Richmond will also set up an ASCAP firm.

The deal is Richmond's second such venture in the TV musical field. He recently set up an ASCAP firm with Henry Jaffe Productions to publish all music used in the new Shirley Temple fairy tale series on NBC-TV.

Coral Stars Live It Up Video-Wise

NEW YORK — The initials CBS might well stand for "Coral-Brunswick Stars," according to the label, in view of TV exposure set for several artists on the network during the next few weeks.

On October 30, Teresa Brewer sings her latest, "You Send Me." (Continued on page 28)

Vox November LP Program Lists 7 Pkgs.

NEW YORK — Vox Records' November release continues the company policy of "longer-playing" LP's. Seven packages are listed, including one of the company's de luxe three-disk limited edition volumes.

Latter set is the six concerti for violin and string ork of Tartini's Opus 2, with Rena Biffoli and I Musici Virtuosi di Milano (Eckert- (Continued on page 28)

WAX CHIPS OFF THE OLD BLOCKS

NEW YORK — The pop record business is rapidly becoming a relative thing, with the offspring of famous fathers showing up more and more in the wax field.

Most recent entry is veteran handleader Tony Pastor's son Gary, who was signed last week by Roulette Records. Others include the late actor Osgood Perkins' son Anthony Perkins, who has a disk in the "Coming Up Strong" chart this week; baritone Alan Jones' son Jack, Capitol's new warbler and a recent Billboard "Talent Pick"; Ozzie Nelson's son Rickey (No. 3 on the pop chart this week), and Bing Crosby's sons Gary and Lindsey; Red Foley's daughter Betty; Hank Snow's son Jimmy Rodgers Snow, and Ernest Tubb's son Justin.

In the sibling wax category are Pat Boone and his brother Nick Todd (whose "Plaything" is "Coming Up Strong"); Frankie Lyman and his "kid" brother Lewis, who recently made his debut on End Records; Betty Johnson and the Johnson Family; Anita and June Carter, and Jaye P. Morgan and the Morgan Brothers. Boone also qualifies on the papa side, via father-in-law, Red Foley.

Del Vikings Settle Name Ownership

CHICAGO — The Del Vikings settled a hassle last week with Fee Bee Music Company, a Pittsburgh pubbery, involving ownership of the group's name.

Fee Bee, heretofore, owned a management contract with the group and until a few weeks ago was leasing masters to Dot Records. Then the group signed a talent contract with Mercury Records, but one member, Cripp Johnson, recorded "I'm Spinning," listing as talent "Cripp Johnson-Del Vikings," and the master was leased to Dot. He used a pickup group to back him but claimed the right to use the group name.

Now the Del Vikings will have exclusive use of the name in filling its Merc contract, and Fee Bee's management pact will expire December 1. Johnson, however, will leave the group and stay under Fee Bee's wing.

Westminster Spots Beethoven On November Agenda

NEW YORK — Westminster's LP release for November has Beethoven as featured composer of the month. Out of 31 new or re-issued sets, 13 are devoted to that composer, with a total of 17 complete works represented.

New issues, some of which have been obtained from Erato, a French company, feature several works which have been recorded for the first time. One is a group of early French instrumental

pieces, another a coupling of large works by contemporaries Dutilleux and Petrassi. Lalande, who is included in the former set, also is repped by a set of motets.

The Beethoven list is headed by a de luxe "Lab Series" issue of the Symphony No. 5 by the London Philharmonic (Rodzinski).

The Badura-Skoda and Scherchen version of the Piano Concerto No. 4 has been newly coupled with (Continued on page 28)

NEW RELEASE
NEW HITS

From



Don Cornell

NO DIMENTICAR

b/w

**BEFORE IT'S TIME TO SAY
GOODNIGHT** #961903

Steve Lawrence



A LONG LAST LOOK

b/w

AT A TIME LIKE THIS

#961904

Dick Jacobs



**THE LOVELY
LADIES OF MILAN**

b/w

PLACE PIGALLE

#961907

Lawrence Welk



**LIECHTENSTEINER
POLKA**

b/w

YOU KNOW TOO MUCH

#961900

MANNY ALBAM AND HIS JAZZ GREATS

PLAY MUSIC FROM THE BROADWAY MUSICAL

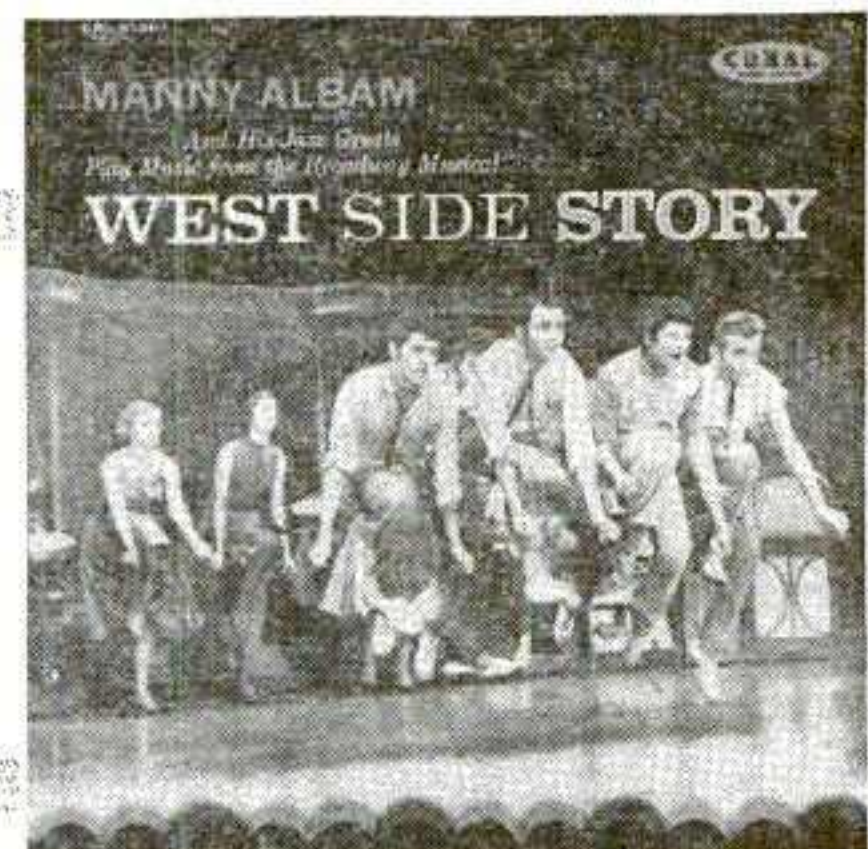
West Side Story

Featuring

**Jimmy Cleveland
Bob Brookmeyer**

**Al Cohn
Joe Newman**

Gene Quill



#57207



The Voice that put the "Honey" in "Honeycomb"

JIMMIE RODGERS

SINGS

KISSES SWEETER THAN WINE

Shower of Stars
Oct. 31st-CBS-TV

Ed Sullivan Show
Nov. 3rd-CBS-TV

b/w BETTER LOVED YOU'LL NEVER BE

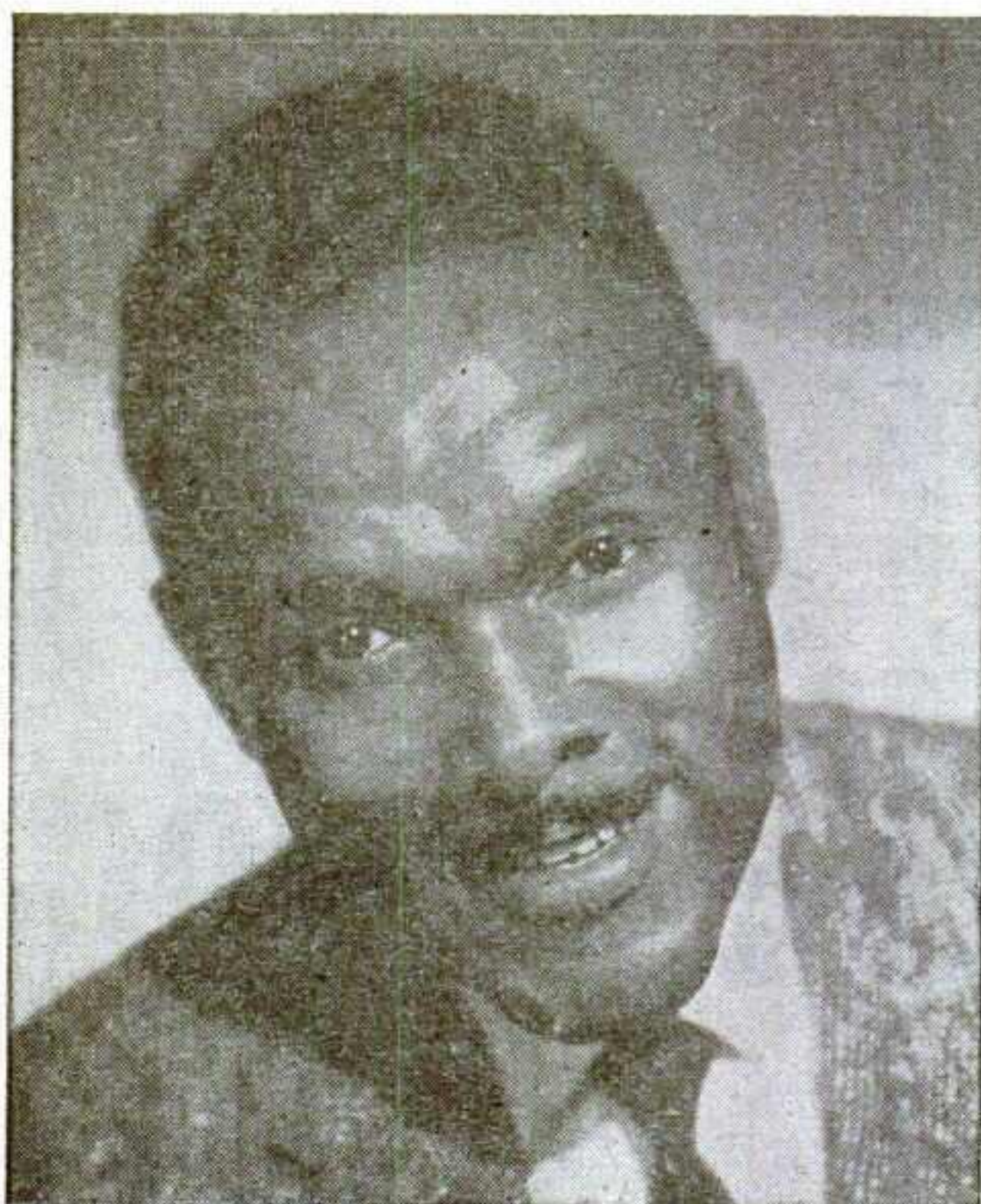
R-4031

A **SOUND** BET-BUY **ROULETTE**

THE ORIGINAL

DON'T SETTLE FOR IMITATIONS

**A
SMASH**
composed
and
sung
by ...



billy myles

50,000
shipped
the 1st
10 days

THE JOKER

EMBER
#1026



RECORDS, INC. 1697 Broadway, N. Y. 19, N. Y.

New Victor Thrush Gets Red Carpet

NEW YORK—Jennie Smith, an 18-year-old thrush newly pacted to RCA Victor, has been slated for the biggest build-up the label has accorded a new artist in many months.

New campaign is pegged to her first release, an LP entitled "Jennie." A radio and TV spot drive will carry thru November, including shots on such shows as "Bandstand," "Nightline" and "Monitor," with 190 stations each. Transcribed announcements for local stations will be provided to distributors. There will be four teaser mailings to 3,000 disk jockeys, four color cut-outs of the girl's shapely figure for dealers, 8,000 mounted album covers for display, a special deejay introductory disk, and the album itself will be sent out to all recipients of Victor promotion services.

The company is planning an introduction party for the New York press, deejays and producers from legit, TV, clubs and radio, to be held at the Johnny Victor Theater, probably on November 21. Personal appearances on a number of major TV and radio web shows are being set.

This Sunday (27) Victor is sending Miss Smith out on a deejay tour of 17 major cities in the East and Midwest, and may extend this to the Coast as well. She will be accompanied in turns by album promotion manager Carl Bosler and album publicity chief Herb Hellman.

Miss Smith, a Charleston, W. Va. girl, originally was discovered by arranger-conductor Ray Ellis, who brought her to the attention of Victor's Eddie Heller. She is managed by Mike Stewart, who also handles the Four Lads. Ellis directed all of the sides in her first LP, which was produced by Heller.

Switch Push on 'Sayonara' Tune

HOLLYWOOD—Major effort on the Eddie Fisher and Gordon MacRae recording of "Sayonara" from the picture of the same name, may shortly be switched to another similarly titled tune previously released by the now defunct Mills Music diskery, Marquee Records by Kay Cee Jones.

Mills firm is tuning up a hefty campaign on the "Japanese Farewell Song," subtitled "Sayonara" as a result of interest in the Jones recording, latter sold to Decca last year. Other versions of the tune are also being reissued, among them LeRoy Holmes on M-G-M, Lois Winters on Dot, and the Four Tunes on Jubilee.

Singer Miyoshi Umeki, who plays a major lead in the film, last week recorded the Mills tune for Mercury.

JUST RANK DISCRIMINATION

CHICAGO—Roger Hall, regional manager of Angel Records, reports with a certain soft-pedaled pride that a burglar recently broke into a Denver record shop, the Record Rack.

The scoundrel made off with two phonographs and a sizable haul of LP inventory. All of the LP's were Angels. In fact, it was the shop's entire Angel stock, and not a single record more.

"I have no use for the man's morality," Hall mused, "but I can't help admiring his taste."

WHY NOT STAMP ON SCREENS?

LA GRANGE, Ga.—Local radio station WLAG here wants the whole world to know how it feels about the competitive medium of television.

All of the outlet's correspondence is mailed in envelopes rubber-stamped with the following plea—"Help Stamp Out TV."

Roulette Gets S of A Rights

NEW YORK—Roulette Records has secured the rights to the tapes of the famous 1954 "conductorless" Carnegie Hall concert presented by the NBC Symphony Orchestra shortly after its conductor, Arturo Toscanini, had retired. All proceeds from the concert went to keep the orchestra alive and perpetuate Toscanini's name.

The tapes will be released next month as a special two-LP package (priced at \$9.98) thereby marking Roulette's initial entrance into the classical field. Roulette has another "Symphony of the Air" package by the NBC Symphony group, but selections played are from Hollywood film musicals.

The new package is titled the "Orchestra That Refused to Die," which was the title of a Reader's Digest article about the conductorless concert. The prints of the story will be enclosed with each set.

Rainbo Returns To Custom Biz

HOLLYWOOD—Rainbo Records, the nation's leading producer of acetate recordings, will re-enter the custom record business shortly, according to President Jack Brown. Firm plans on addition of 10 new compression presses to its plant here, tho it will continue production of acetate records.

Plant is now running four compression presses and hopes to add its new equipment in operation by the end of the year.

Kayden Label Bows With First Disk

HOLLYWOOD—Coast indie Kayden Records made its bow in the disk business last week via a package titled "The Living Constitution of the U. S.," spoken word set narrated by Marvin Miller with an original score by Robert Armbruster.

Label is headed by Stacy Keach, film producer and packager here, and Dana Tasker, former managing editor of Time Magazine.

Additional albums of a similar nature are being planned, with national distribution already set.

Mode Readies First Album 'Sampler'

HOLLYWOOD—Mode Records is currently readying the release of its first "Sampler," the latter to be a two-pocket LP titled "Music A La Mode," and scheduled to retail for less than \$5.00. Package will contain 32 tracks of various Mode artists, with the set to be available to dealers early next month.

Label topper Red Clyde is also completing another double LP set, "Piano Playhouse," featuring Lou Levy, Paul Smith, Carl Perkins, Gerald Wiggins, Jimmy Rowles and Roger Fleming. Package is the first to carry the cartoon cover work of Bill Box.

A Brand NEW Release by...



Charlie Gracie

COOL BABY

(From the Warner Bros. Picture "Jamboree")

c/w

(YOU'VE GOT A)

HEART LIKE A ROCK

#118

THE RAYS



Going to Number 1

SILHOUETTES

#117

Still going strong

BACK TO SCHOOL AGAIN

#116



**TIMMIE
(OH YEAH)
ROGERS**

**ROLLEE
McGILL**

PEOPLE ARE TALKING

#119

**RACE FOR
TIME**



#120

**LET'S TAKE
A RIDE**

**JERRY
ARNOLD**
and the Rhythm Captains

CAMEO RECORDS

Album Price Reappraisal

• Continued from page 18

examination of The Billboard's Best Selling Pop LP charts.

Forty per cent of the albums listed on the chart, or 10 out of 25, are in that higher price bracket in excess of \$3.98. Tho these statistics may be somewhat startling, they're nothing new to any number of firms, particularly Capitol Records. Latter diskery currently numbers seven out of 10 on its own list of Top 10 Albums which are listed at more than \$3.98. Therefore, while some diskeries have been putting emphasis on lower-priced lines, and sacrificing unit profit for volume sales, there nevertheless exists a ready market for higher priced packages as well.

The multiple price concept is one that has been previously lauded by Columbia Records President Goddard Lieberson. Lloyd Dunn, vice-president in charge of merchandising and sales at Capitol Records agrees with the principle, and aptly points out that "an album that costs little to record but is limited in appeal, can be more costly than an album that costs 10 times as much but has wide appeal."

Price No Handicap

Dunn declared, "We are in complete sympathy with the view that if there are an endless number of retail prices, confusion can exist at the dealer and consumer level. We see no reason why a price structure of approximately five price levels isn't feasible and logical, tho. It's done in every field of merchandising."

"From our point of view and experience," Dunn continued, "price has never been a handicap when an album had genuine appeal, and to the best of my recollection, we have never been able to sell a dog album at any price. Some dealers have told us that they are not adverse to making an extra margin of profit by selling albums at a higher price."

The fact that ample latitude exists at all price levels is further demonstrated by the appearance last week (The Billboard, October 21) of the Somerset "Around the World in 80 Days" package, a \$1.98 album, on the Pop LP charts. Latter album has reportedly sold well in excess of 100,000 units and is the first such LP to make the charts.

More than any other firm, Capitol has experienced wide success with higher-priced pop sets in its "W" or \$4.98 line. Label currently numbers such packages by Frank Sinatra, Nat Cole, Jackie Gleason and "King and I" soundtrack on the charts. Columbia likewise has its "My Fair Lady" and "Pajama

Game" original cast sets at \$4.98 listed, as does Decca with "Around the World in 80 Days" and "The Eddy Duchin Story" soundtrack albums.

There's little question that Columbia's "Buy" program was exceptionally successful and that it produced an enormous volume of sales for not only "Buy" items but the entire Columbia catalog. Label will certainly stimulate equal sales, if not more profit, in merchandising its LP merchandise at full suggested retail prices.

The other major record companies are currently mulling the Capitol FDS raise, and while no definite conclusions have been reached as yet, it's expected they'll make some announcement in the near future.

Whether or not all companies price like merchandise at like prices, there's little doubt that there's a ready and waiting market.

Decca Preps

• Continued from page 18

promote the autobiography series which includes handsomely-packaged, multi LP units by Louis Armstrong, Bing Crosby, Ethel Merman and Guy Lombardo with his "Sweetest Music This Side of Heaven" unit. Theme of the display is "Each Set a Record Collection in Itself." In addition to the major display, the firm has also prepared supplementary pieces promoting the Armstrong package, currently a top seller for the label.

The new single LP, titled "Around the Christmas Tree—a Special Christmas Day Program," contains such standards as "Silver Bells," by Bing Crosby and Carol Richards; Judy Garland's "Have Yourself a Merry Little Christmas"; "The Christmas Song," by the Four Aces; and "Jingle Bells," by Guy Lombardo, among others.

New EP sets are also being released by Decca to tie in with the Christmas season. These are by Fred Waring, Bing Crosby and Guy Lombardo.

Chamber Music

• Continued from page 18

a Christmas" with the Ames Brothers; Jazz: "Night Beat" with the Tito Puente ork.

Pop releases will include the debut disk of thrush Jennie Smith (see separate story), two specials by the Black Watch Guard Scotch pipers and band, "Lavalle in Hi-Fi," and the Coldstream Guards band (the October SOR). Making debuts also will be Billy Bure's Super-Sonic Guitars, the Versatones and the Reg Owen ork. Latter, an English dance band, will be featured in a set of 30 Irving Berlin songs. Kay Starr's first Victor LP, "Blue Starr" also is listed.

Jazz issues include "Salute to Satch" with Joe Newman's ork; "Ride, Red, Ride" with Red Allen all-stars (October SOR), "Pell of A Time" with the Dave Pell Octet.

Special releases inserted in the line-up are "The Helen Morgan Story" soundtrack with Gogi Grant, and the "Search for Paradise" track, with Robert Merrill, both of these are in the LOC, \$4.98 series. Other rush releases are Kathy Barr's first, "Follow Me"; a set of music, from the TV production "Pied Piper of Hamelin" with Van Johnson; "Jim Reeves," and "Hi-Fi In Focus" with Chet Atkins.

Latter set was recently subject of a huge contest promotion staged jointly by the Canon Camera company and Victor. Contest, conducted here and in Japan, was for the photo to be used on this LP's cover.

Cunningham Set

• Continued from page 18

the latter's convention in Los Angeles, in April, 1958.

On Monday (27), Cunningham and a group of ASCAP execs are scheduled to meet with representatives of the networks to discuss the upcoming contract covering the of music on TV. Current pact expires December 31. With Cunningham in the talks will be Oscar Hammerstein, Max Dreyfus, Stanley Adams and Herman Starr.

Cunningham stated initial exploratory talks with the broadcasters have been characterized by cordiality.

On Tuesday (28), ASCAP will hold its biannual meeting of the general membership. Meetings have already been held on the West Coast and in Chicago.

Prior to his return to New York, Cunningham had attended a tribute in honor of Otto Harbach, held in the composer's home town, Salt Lake City, and participated in by the Chamber of Commerce and other civic organizations.



Margie
Rayburn

I'M
AVAILABLE

#5501Z

*Says Billboard—10-21-'57

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.

I'M AVAILABLE (Golden West, BMI)—Margie Rayburn—Liberty 55102—Cute side has caught on in a big way, and present signs are that it will be a loot platter. All markets report that it's moving well. Flip is "If You Were" (Frank, ASCAP). A previous Billboard "Spotlight" pick.

LIBERTY RECORDS Inc.
1556 No. La Brea, Hollywood, Calif.

**Record Dealers!
Disk Jockeys!**

▶ AARDELL TO ZORA!!

Horoscopes? No! Record Labels? Yes!

Did you ever wonder who makes that record that your customers and listeners inquire about? Where's the company located? Who distributes their records in your area?

The answers are all in the latest issue—just up-dated—of The Billboard's **MUSIC-RECORD PROGRAMMING and BUYING GUIDE**

There are 1,567 different record labels listed in this Guide. Labels are listed alphabetically for easy reference, with complete addresses. In addition, this 100-page booklet also contains a directory of record distributors, arranged by state and city, and tells you what labels they handle, plus . . .

For record programming ideas for disk jockeys

For window display ideas for dealers

The top song hits by year for every year since 1900. The top record hits, by artist and label, for the past five years. Order your copy now!

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2160 Patterson St., Cincinnati 22, Ohio

Yes, I want () copies of The Music-Record Programming and Buying Guide at \$1.00 each. My remittance is enclosed. Please rush to: 921

My Name.....

Name of Store or Station.....

Street Address.....

City..... State.....

Mercury Tabs

• Continued from page 18

with Columbia's subsidiary label Okeh, and Coral's subsidiary, Brunswick.

The first refusal-right clause in the Mercury deal is important in that more and more of the majors are buying masters from smaller labels (see last week's Billboard) thereby sparking a highly competitive situation in the field.

In addition to the special deal with Look, Smash and Limelight, Mercury is also active generally in the master buying field. Its most recent purchase was Jimmy Edwards' waxing of "The Love Bug Crawl," released originally on a Nashville label.

To date Look, Smash and Lime-light have released about 12 disks, of which two—Gary Shelton's rock and roll version of Oscar Strauss' "My Hero" and Tony Thomas Tartans' "Old Enough to Know"—have begun to stir up some action in the Midwest. Both platters are on the Smash label.

NARAS Exec

• Continued from page 18

Co-Ordinating Committee, a post he held for more than 10 years. Prior to that he served as public relations head of the Pacific Division of the Air Transport Command. He assumes his new post immediately, with the Academy formally opening its headquarters here this week.

Jim Conkling, temporary chairman of the Academy, is scheduled to leave for New York shortly where he will confer with John Hammond, a veteran disk industry figure, in the hope that Hammond will spear-

head the organization of a chapter there.

Conkling disclosed that the Academy has already received unsolicited bids for an awards tele-cast from two networks and three agencies thus far.

Los Angeles chapter is currently soliciting memberships, with life charter memberships available at \$100, and active memberships at \$15 per year. Qualifications for associated memberships are to be announced shortly.

Goody Hurls Hat

• Continued from page 18

der "to the hilt" thru any of the many diskery special seasonal package programs, as they came along. These offer numerous extra discount deals ranging from 10 to 20 per cent under wholesale cost, which in this case would represent the Goody profit. "We think we can do a terrific job for anybody who wants the service," Goody added.

On the subject of business in general, Goody said things were going along well. He accounted for talk of a slump to the fact that 1957 gains over '56 are not nearly so high as those of '56 over '55. "This year we are running 15 per cent ahead of '56, whereas 1956 was about 60 per cent better than '55," said Goody.

Roger Williams

• Continued from page 22

chandise it sometime next year. Meanwhile, Williams is booked for a concert date with the National Symphony Orchestra in Washington, November 9, following which he will guest on Ed Sullivan's CBS-TV show, November 10.

Cap's Yuletide

• Continued from page 22

to the point where it's virtually impossible to rank them. Each has its own national flavor, altho some (like "Christmas in France") feature a single choral group thruout while others (like "Christmas in Spain") provide a showcase for a wide variety of recording artists and groups.

Series provides an off-beat gimmick to give the series a real "One World" flavor, however, Irving Berlin's world-famed "White Christmas" appears among the traditional carols in almost all the albums, gaining a new dimension by being voiced in everything from the stately Dutch of the Amsterdam Oratorio Choir to the lilting French of the Child Singers of Versailles and the warm, throaty Spanish of Mexico's Carmela Rey.

Least "national" to American ears, incidentally, is "Christmas in England." Album pays homage to transatlantic favorites as "Good King Wenceslas" and "Away in a Manger," and even has a strong pop possibility in Ruby Murray's "The Very First Christmas of All," backed by Ray Martin's ork.

Charles Sinclair.

- Christmas In Sweden (1-12"). Capitol T 10079
- Christmas In Mexico (1-12"). Capitol T 10092
- Christmas In Italy (1-12") Capitol T 10093
- Christmas In Spain (1-12") Capitol T 10094
- Christmas In Germany (1-12") Capitol T 10095
- Christmas In Holland (1-12"). Capitol T 10096
- Christmas in France (1-12"). Capitol T 10108

BEST SELLERS!

**BILL DOGGETT
SOFT**
King 5080

**THE "5" 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 "5" 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

**KING
RECORDS**

The sensation of Latin America!



**LUCHO
GATICA**

with Nelson Riddle and his Orchestra

now an American Sensation with his first English Language recording

IF I LOVE

c/w **BLUE MOON**



record no. 3828

Brill Building Consensus

• Continued from page 20

Thus somebody is bound to get stuck. One music man pointed to the instrument field, where this has been eliminated by a trade organization of manufacturers.

One publisher remarks that the only answer to all the problems—consignments, delivery delays, credit, and display—is an organization of publishers, which could work with the jobbers in eliminating some of the evils. He pointed to the Keys-Hanson section of the Charles H. Hanson operation, as an example of what a publisher group might accomplish. The Hanson firm is a selling agent for more than 50 publishers, and has music storage depots in Los Angeles as well as in Miami. This makes possible quick servicing of jobber and dealer needs. Hanson also employs route men in various sectors who operate a total of seven Volkswagens filled with currently popular titles. This makes possible even quicker service and in desired from store to store.

Publisher Redd Evans points out that the emergence of ballads like "Tammy," "Fascination," and "Around the World," have helped sheet music, which he says has been seriously hampered by rock and roll. As far as an organization is concerned, Evans felt that the only time this would come about was when publishers were faced with ruin. "That's the only time when anything real is accomplished," he added.

Display Important

Aside from distribution matters, Murray Deutsch also alluded to the importance of preparing displayable covers for sheet music. "Record albums have come to be prime display pieces, in stores and in the home," he said. "A lot of people buy an album as much for its cover as what's inside the package. It should work the same way for sheet music. Put a classy photo of a favorite artist on the cover of a sheet, and it'll probably sell a good many extra copies. In many

homes, you'd find the music in full view on the piano, just like you find an album on top of the phonograph."

General consensus of the publishers contacted is that the sheet sales have marked sales curves depending on the hit record market of any given moment, the overall sales of sheets can be vastly improved with the adoption of some of the thoughts outlined.

Vox November

• Continued from page 20

sen). It's the first recording of the work, and edition is limited to 500 sets in this format.

Three violin concerti, the Paganini, the Wieniawski No. 2 and the Glazounov, as performed by Bronislaw Gimpel, are all on a single disk. Stravinsky's "Firebird" and "Le Sacre" also are coupled, as played by the Symphony Ork of Southwest German Radio, of Baden-Baden (Horenstein). Another coupling offers two cello concerti played by Cassado, with the Bamberg Symphony (Perlea). These are the Schumann and the Schubert - Cassado "Arpeggione."

Other titles are the Mozart "Coronation" Mass coupled with "Vesperae Solemnes de Confessore," with soloists Lipp, Ludwig, Dickie and Bender; Dvorak's "Dumky" Trio with the Smetana Trio, played by Trio di Bolzano, and a potpourri, "Offenbachiana" by Heinz Sandauer and ork.

This also is the month in which Vox will break with its first five 16 $\frac{1}{2}$ r.p.m. disks, at \$6.95 each, and its two VGox-Box specials. Later, also at \$6.95 include three regular LP disks in each box.

Coral Stars

• Continued from page 20

on Patti Page's "Big Record" show. The Lennon Sisters, then will appear on the Jack Benny "Shower of Stars" to perform their latest Brunswick release, "Shake Me, I Rattle," as well as the title tune of their latest album, "Let's Get Acquainted."

Finally, Johnny Desmond appears as the lead in the "Climax!" production, "Keep Me in Mind," on November 7. His upcoming disk release is the title tune which he also sings on the show. Flip side of this one is "Lonely Lament," which Desmond also sings in the picture, "Escape From San Quentin," in which he stars.

Westminster Spots Beethoven

• Continued from page 20

a new performance of the No. 5, by Jacob Lateiner on a single disk.

A projected complete series of the Quartets, inaugurated some time back by the Barylli Quartet, has brought on the release of five newly cut sets, plus the reissue of four earlier volumes. All but one six quartets of Opus 18 are included. One of the latter (No. 4) occupies one side of a disk by a new all-star quartet making its debut here. This has Erica Morini on 1st violin; Felix Galimir, 2d violin; Walter Trampler, viola; and Laszlo Varga, cello.

Eight disks devoted to piano or harpsichord music are all reissues, devoted to repertoire of Beethoven, Chabrier, Saint-Saens, Franck, Liszt, Tschaikowsky, Soler and assorted Spanish cleffers. Doyen, Demus, Farnadi, Wollmann and Valenti.

One of the Lab Specials is Mussorgsky's "Pictures at an Exhi-

hibition" by pianist Nadia Reisenberg.

In the lighter vein, there are two sets of folk songs, from Italy and Spain, sung by Juan Oncina, tenor, with guitar, and a re-mastered set of spirituals with Lucretia West. There also is some unique repertoire at a higher (\$4.98) price tag—"Fighting Songs of the Algerian Rebels." Latter was recorded by a war correspondent in North Africa.

Westminster is putting its heaviest promotional strength behind a previously announced release, the complete "Nutcracker Ballet" of Tschaikowsky. The diskery is tying in with CBS-TV, which has scheduled a spectacular in December in which this terp work will be performed by the New York City Center Ballet Company. CBS is supplying hundreds of TV editors with copies of the de luxe package. The set itself includes a folio of photos of the ballet company in action.

REV is going...

PLUMB CRAZY

with JIM MURPHY

OVER 100,000 sold first week!

BILLBOARD

• Review Spotlight on ...

JIM MURPHY
Plumb Crazy (Renda, BMI)
I'm Gone, Mama (Desert Palms, BMI)—Rev 3508—Strong new talent has a highly listenable sound on "Plumb Crazy," a country blues with a rockabilly feeling. The flip, "I'm Gone," is also a country blues. Backing on both sides is excellent, and the side could also go in pop marts.

"Bullseye"
Cashbox

B/W I'm Gone Momma #3508

★ ANOTHER HIT - JUST RELEASED ★

TEEN BABY

by GARY TREXLER

"BEST BET"
Cashbox

BILLBOARD

• Review Spotlight on ...

GARY TREXLER... Rev. 3507... TEEN BABY
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 singer's phrases. Flip, "Cloud," is a "Young Love" type of ballad. Chorus support and good backing help make side dangerous.

B/W # 3507

Cloud Full of Tears

The New **HOT** Label

Order Now



Don't Delay!

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BUSINESS IS GREAT!
 WHO SAID THERE WAS A DEPRESSION?
ALL Savoy DISTRIBUTORS

are going to town on this

Sensational POP HIT!
"HAVE YOU EVER BEEN LOVELY"
 b/w **"BLUE JEANS"**

SAVOY 1524 by

ERNIE WILKINS
 HIS ALTO SAX and ORCHESTRA

D. J.'s If you haven't received your sample, please write in!

SAVOY RECORD CO., Inc.
 NEWARK, N. J.

Your key to **SALES RESULTS—**
 the advertising columns of **THE BILLBOARD!**

Crosby and Kapp

• *Continued from page 20*

himself by presenting a letter signed by his dad.

In an attempt to cash in on the favorable activity stirred by Crosby's recent TV appearance with Frank Sinatra and interest in his current single, Kapp Records will release a special Crosby Christmas single of a new song, entitled "How Lovely Is Christmas?" A sample 45 r.p.m. disk of the tune will be sent to 11,000 dealers and one-stops in the country next week.

The disk will carry a four-color sleeve with appropriate artwork. Surrounding this is a folder promoting the disk, as well as other items in the current Kapp catalog. A mailing card will also be enclosed on which the recipient is supposed to mail back his opinion of the disk. At the same time as the dealer mailing, Kapp will be shipping an initial 75,000 copies of the record to distributors. Label proxy Dave Kapp will appear on a number of jockey shows in Cleveland, Chicago and Detroit to push the disk.

Hi-Fi Exhibit

• *Continued from page 20*

percussionist from New York. A record made by Goldberg was played and visitors were able to compare the record with the original. There was also a live setup for a record jacket.

Several firms gave away free samples. One gave free cider and another gave free aspirin. The MacKintosh Company, manufacturer of component parts, gave away Macintosh apples. More than 40 door prizes were given away.

JUPITER IS LAUNCHED!

NEW RECORD COMPANY SOARS TO SUCCESS WITH FIRST ALBUM

Johnny Mercer
 Sings

JUST FOR FUN

featuring

The **PAUL SMITH TRIO** and
 The **NOTABLES**

14 GREAT SONGS
AN ALL NEW ALBUM JLP 1001
MERCER'S FIRST IN SEVEN YEARS
NOW AVAILABLE

BY JUPITER

9399 WILSHIRE BLVD., BEVERLY HILLS, CALIFORNIA



THE FIVE KEYS

Orchestra Conducted by Sid Feller

*Introduced on the American Bandstand TV Show
 and rockin' for the top!*

DO ANYTHING

c/w **IT'S A CRYIN' SHAME**

record no. 3830



JUST OUT ... AND JUST GREAT—
from ABC-Paramount

9863

LET ME BE LOVED b/w **LOVE ME FOREVER**

Arranged and conducted by DON COSTA

EYDIE GORMÉ

9862

WHY DON'T THEY UNDERSTAND?

b/w

Even Tho

Arranged and conducted by DON COSTA

GEORGE HAMILTON IV

9869

DOUBLE-BARRELLED INSTRUMENTAL SMASH!

RAUNCHY b/w **THE OTHER SIDE**
MUVVA "GUITAR" HUBBARD

9868

JOEY'S SONG

b/w

IMPATIENT LOVER

BETTY MARTIN

9860

TWO-TIMIN' WOMAN

b/w

I NEED YOUR LOVIN'

JACK SCOTT

9859

MY GIRL, MY GIRL

b/w

TRIED AND TESTED

THE JUMPIN' JACKSfeaturing **DANNY LAMEGO**

9858

DIXIE

b/w

OPUS NO. 1

JACKIE AND ROY

9857

SINCE YOU'VE LEFT ME

b/w

YOU'LL NEVER KNOW

DICK CASE

MUSIC AS WRITTEN

WGMS Adds Jazz Seg to Program . . .
Jazz has been added to the regular programming schedule of Mutual outlet, WGMS, known as Washington's Good Music Station. Conducted by Paul Sample, Washington Post columnist, the show "Jazz in Review" will be aired Saturday 11 p.m. to midnight.

Monroe Joins Public B'dcasting Corporation . . .
Larry Monroe, formerly director of programming personnel for the McLendon Investment Corporation owner of several top Texas radio outlets, has been appointed director of programming for Public Broadcasting Corporation of Hous-

ton, owner of KIOA, Des Moines and KAKC, Tulsa. Monroe will headquarter in Des Moines.

Parker Sets Up Two New Pub Firms . . .
Two new music publishing firms have been set up by Freddie Parker here. They are Vista Music Corporation (ASCAP) and Ventures Music Corporation (BMI). Parker formerly was a plugger with Shapiro-Bernstein and Bourne. Most recently he handled Julius La Rosa's firms, Cragmore and Par-

New York
Jerry Lewis will intro his latest Decca disk, "Sad Sack," on his next NBC-TV show, November 5. . . . Bill Haley is currently on a jock tour of Philadelphia, Boston, Baltimore and the Midwest, promoting his newest coupling of "Rock the Joint," and "How Many." . . . Ben Webster makes his first Eastern appearance in several seasons when he opens a 10-day stint with the Roy Eldridge Quartet Monday (28) at Manhattan's Cafe Bohemia. . . . Decca Records administered vaccine for Asiatic flu to all its employees, free of charge.

Delicious Taina Elg, of the cast of the pic "Les Girls," is visiting deejays and doing TV appearances in New York, Washington, Philadelphia, Detroit, Chicago and San Francisco, promoting the M-G-M sound track album of the film. . . . Joni James will be crowned queen of Michigan State University when she appears there November 15. The thrush is also slated for engagements at Castle Farms, Cincinnati, and the Americana Hotel, Miami Beach. . . . Ray Meinberg has resigned as sales and promotion chief for National Records. The season's first jazz package, "Jazz for Moderns," starts a na-

'New Look'
• Continued from page 22
associated with chi-chi ad campaigns for Capezio Shoes, Dunbar Furniture, etc.

Cognizant of recent criticisms—re lack of imagination in design, etc.—by the judging panel in The Billboard's album cover contest (see The Billboard, July 29, '57), Hockaday's first job is to give Cadence's album covers a "new look."

In line with this, the agency is readying a group of covers designed to sell an LP's contents as an ad does in a magazine, utilizing a striking copy line instead of a title. The ad-type covers will be closely tied in—style-wise—with Cadence's entire consumer advertising campaign.

The agency aims to have each album cover actually promote the record, on the theory that "the day of pretty, boffy, zoomy and zingy covers for the sake of zilch is no more." In the same vein, Hockaday exec Joe Giardano states, "The album cover must be a corrugated salesman, every bit as selly as the paid ad."

Cadence's chi-chi cover campaign will be launched in January, via four new LP's by the Chordettes, Andy Williams, Kenneth Patchen and the Chamber Jazz Sextette, and the Story Princess. The new cover psychology will also be applied to a group of new EP's featuring the Everly Brothers, Williams, and the Chordettes.

tional tour from Boston on November 1. Starring in the package of small group modern jazz are George Shearing and his sextet, Gerry Mulligan Quintet, Chico Hamilton Quintet, Miles Davis Quintet, the Australian Jazz Quartet and songstress Helen Merrill.

★ A BILLBOARD SPOTLIGHT ★ A CASH BOX AWARD OF THE WEEK
BREAKING BIG IN BOTH POP AND R&B
"THIS COULD BE THE NIGHT"
"HANDS ACROSS THE TABLE"
ONYX 515
THE VELOURS

THE BILLBOARD SAYS
"Fine vocal by the lead with excellent group support on 'Night' makes the platter a hot contender in both pop and r&b markets. Medium-beat, rhythm backing helps create a listenable mood. The production on 'Hands,' the old standard, is similar and also appears a good bet to collect coin." (Oct. 21, 1957.)

THE CASH BOX SAYS
"The Velours come off their recent success, 'Can I Come Over Tonight,' with an even stronger wax, 'This Could Be the Night.' A slow beat tuneful ballad delivered with excellent teamwork. Romantic offering that has the qualities to take off. It has a beautiful melody with a couple of vocal gimmicks, a sincere reading and a story that appeals to the lovers. This should be the one to make the Velours a big box office attraction. The flip, 'Hands Across the Table,' is a strong reading of the lovely oldie. Good coupler, but we go all the way with 'This Could Be the Night.'" (Oct. 26, 1957.)

ONYX RECORDS 424 West 49th St. New York City. PL 7-5488

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Edited by Eric Blom



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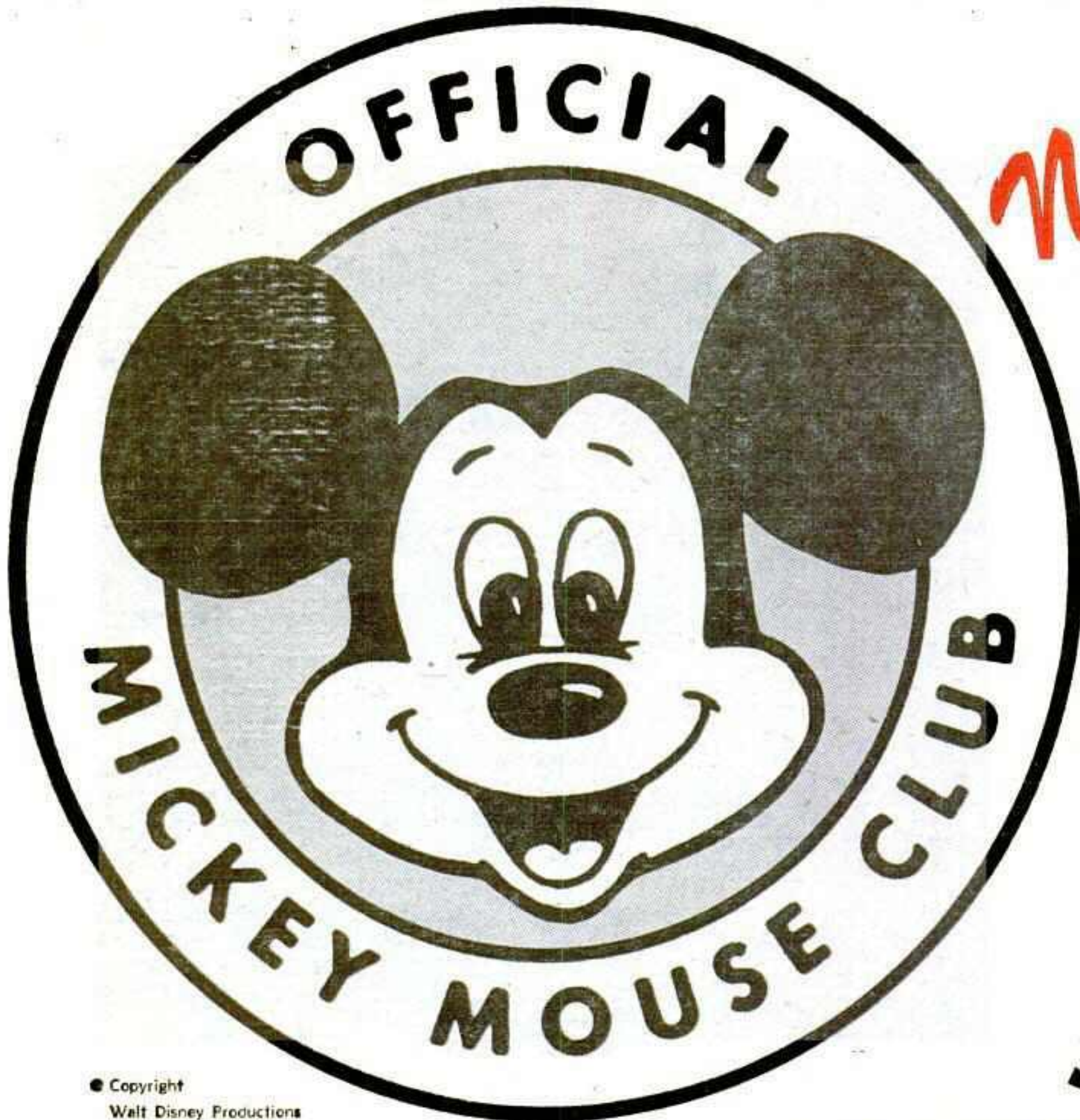
STILL CLIMBING THOSE CHARTS from ABC-Paramount

- 9855 **I LOVE YOU, BABY** b/w **TELL ME THAT YOU LOVE ME** **PAUL ANKA**
- 9856 **SILHOUETTES** b/w FLAMINGO **STEVE GIBSON** AND THE **RED CAPS**
- 9837 **BLACK SLACKS** b/w BOPPIN' ROCK BOOGIE **THE SPARKLETONES**
- 9854 **I'M WALKIN' AWAY** b/w DON'T MOVE **HUGH O'BRIAN**
- 9847 **THE LANGUAGE OF LOVE** b/w BRIGITTE'S SONG **CINDY & LINDY**
- 9846 (IT'S JUST MY LUCK TO BE) **FIFTEEN** b/w WILD EYES AND TENDER LIPS **THE PONI-TAILS**

MORE AND MORE THE HOT SINGLES COME from ABC-Paramount



(Distributed in Canada by Spartan of Canada, Ltd.)



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Walt Disney Productions

Now! Disneyland Records

**Mickey
Club**

5 NEW RECORDS

WATCH THEM GO!

- DBR-71 WE'RE THE MOUSEKETEERS**
(With Jimmie Dodd and the Mouseketeers)
- DBR-72 4 SONGS FROM PERRI**
(Sung by Jimmie Dodd and Darlene Gillespie)
- DBR-73 THE SAGA OF ANDY BURNETT**
(The story sung by Jerome Courtland)
- DBR-74 MICKEY'S BIG SHOW**
(Starring Donald Duck and Clara Cluck)
- DBR-75 KAREN & CUBBY**
(Sing songs together)

**"5 NEW RECORDS FROM THE NO. 1 DAYTIME TV SHOW"
"MOUSEKETEER TALENT-TELEVISION HIT TUNES"**

These distributors will be
glad to take your orders.



★ Disneyland Records Distributors ★

Acme Record Distributing Co.
Houston, Texas

AM-PAR Record Corporation
Seattle, Washington

Arnold Distributing Co.
Charlotte, North Carolina

B & K Distributing Co.
Oklahoma City, Oklahoma

Benart Distributing Co.
Cleveland, Ohio

Binkley Distributing Co.
Jacksonville, Florida

Binkley Distributing Co.
Miami, Florida

Buena Vista Distributing Co.
Chicago, Illinois

Buena Vista Distributing Co.
Los Angeles, California

Buena Vista Distributing Co.
Philadelphia, Pennsylvania

Central Distributing Co.
Billings, Montana

Eric Distributing Co. of Texas
Dallas, Texas

Eric Distributors
San Francisco, California

Essex Records Distributors, Inc.
Newark 3, New Jersey

Forbes Record Distributing Co.
Pittsburgh, Pennsylvania

Hit Record Distributing Co.
Cincinnati, Ohio

Ideal Record Products, Inc.
New York, New York

Indiana State Record Distributing
Indianapolis, Indiana

Keystone Music Distributing Co.
Phoenix, Arizona

M & N Distributing Co.
Buffalo, New York

Microphone Music Co.
Honolulu, Hawaii

One-Spot Record Distributor
Memphis, Tennessee

Pan-American Record Co.
Denver, Colorado

Records, Inc.
Boston, Massachusetts

Roberts Record Distributing Co.
St. Louis, Missouri

S & S Distributing Co.
Detroit, Michigan

Sandel Company
Minneapolis, Minnesota

Seaboard Distributors
Albany, New York

Seaboard Distributors
East Hartford, Connecticut

Southland Distributing Co.
Atlanta, Georgia

Schwartz Brothers, Inc.
Washington, D. C.

Tell Music Distributing, Inc.
Madison, Wisconsin

And in Canada

Sparton of Canada, Limited
London, Ontario, Canada

Disneyland
RECORDS 2400 West Alameda Street
Burbank, California

presents the **NEW..**

Mouse PRE-PAK

"Open and set up the new Pre-Pak for quick sales from your counter"

7" Pak Takes Only 7 1/4" x 5" Counter Space

10" Pak Takes Only 10 1/4" x 5" Counter Space



Colorful Window Streamer with each Pre-Pak

"Don't Forget . . . there are 21 Mickey Mouse Club records already released They Are Standards Keep Them In Stock!"



THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

BEATS DISCOUNTING

Gets Full Price In "30 Off" Area

By RALPH FREAS

Sell LP's at full price in a "30 per cent off" area? The average dealer would say that anyone trying that would be crazy enough to try to sell Oriental music to the hip Broadway crowd. And the average dealer would be right. That's exactly what Henry Dweck, co-owner of the Capitol Hi-Fi Center on New York's Times Square, is crazy enough to do.

Highly Profitable

Within six blocks of the Dweck operation there are not less than a dozen shops (including the famous Sam Goody operation) selling LP's at from 30 to 40 per cent off list. And that doesn't include the drug and 5-and-10 chains with their discount operations. Yet Dweck manages a highly profitable organization, with each passing month better than the one before. No newcomer to the disk business—but this is the first time he has been

in business for himself—Dweck himself is mildly surprised.

A Different World

"This side of the street is a different world," he says. "I've worked on the other side, so I know what I'm talking about. Here we don't get the bargain hunters. When we wrap up the record and ask for \$3.98, they don't say a word. They expect to pay it, I guess."

Part of the answer might be that the Center's clientele is made up largely of transients and Times Square tourists. Dweck discounts this, however.

Service Worth Something

"A lot of the people who come in do so regularly. Look, we've got a nice shop, a pleasant place to buy a record, and we treat them right. We give them service and we carry complete stocks. That's worth something," he averred.

Selling Oriental music to the hip Broadway crowd is another story and it seems to point up this moral: If you honestly believe in an item and want to promote it, you can break all sales records.

Dweck, Syrian by birth, proved this thesis by moving 1,500 copies of Audio Fidelity's "Port Said—Music of the Middle East" within two months. What's more, he sold them full price, in this case, \$5.95. Audio Fidelity reports that Dweck ordered the platters more like a distributor than a retailer.

Always Draws a Crowd

"'Port Said' is a phenomenal record," says Dweck. "Having Near-Eastern ancestry, I naturally was interested in the music. I played it constantly over our p-a. system so it could be heard on the sidewalk, and it never failed to draw a crowd. We have to keep stacks of the record at



The Center does a big album business but doesn't neglect singles. The Top 40 singles rack is well stocked with the top selling pops, a fact that teen-agers in the area are keenly aware of.

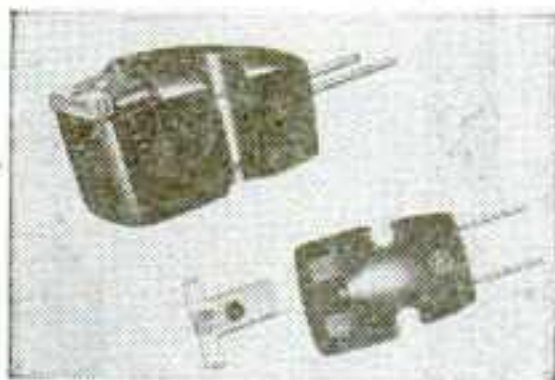


The Center's customers like the well-ordered, well-lighted, clean atmosphere. The fixtures are new and modern. The merchandise is not shop-worn. The customer can buy what he wants when he wants it, and be comfortable at the same time. As a result, the Center gets full price and thrives in a price-cutting area.

NEW PRODUCTS

PICKERING SHOWS "T" GUARD STYLUS . . .

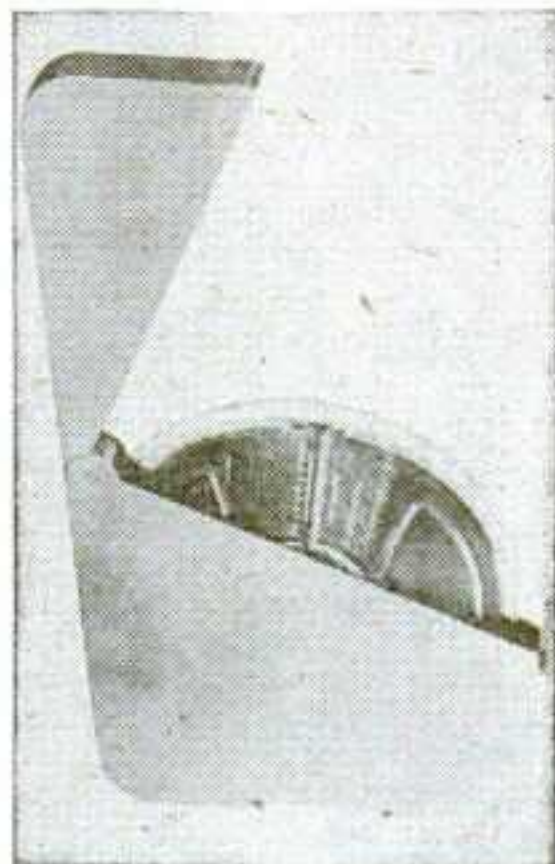
Pickering is introducing a new stylus assembly which they term "revolutionary." Dubbed the "T-Guard," the assembly is molded of high impact plastic in the center of which the diamond needle



is carried. Measuring a half-inch high and a half-inch across, the assembly eliminates groping for the tiny needle and prevents fingernail fumbling. If the assembly should fall, the "T-Guard" prevents damage to the needle. The design allows for quick change of needle without removal of the cartridge. There are ten different "T-Guard" styli available in a variety of stylus sizes. Available models are of diamond or sapphire tips.

SONORAMIC TAPE HAS PLASTIC BOX . . .

A permanent plastic package for its line of Sonoram recording tapes is offered by the Ferrody-



namics Corporation. The container is shatter-proof with a hinged front that snaps open at the flick of a finger. The box closes tightly to keep out dust and dirt. The containers stack or stand on end book-fashion. They come complete with pressure sensitive indexing tabs. A tape timer ruler is also included as part of the package.

STROMBERG-CARLSON HAS HI-FI PORTABLE . . .

Stromberg-Carlson's "Musica" portable offers "exceptional hi-fi performance," says the firm. It features the following: 8-watt amplifier with frequency response of from 40 to 16,000 cps, separate

the check-out counter, the demand is so great."

But Henry Dweck also gives a big share of the credit for the album's sale to Sid Frey, Audio Fidelity's prexy.

Makes Sense to Him

"Sid's a phenomenon in this business," says Dweck. "He's got golden ears. It's not only the music that sells 'Port Said' customers, it's the recording itself. The sound is tremendous. The price is tremendous, too. Who wouldn't rather sell a record at \$5.95, and get full mark-up, than one at \$3.98?"

Dweck makes plenty of sense to himself anyway. When he thinks of his local competition he just shakes his head and wonders why they sell at 30 off when there are so many people who are willing to lay down the full price.

bass and treble controls, two speakers (one 8-inch and one 3 1/2-inch) with cross-over network, plug-in jack for connection of additional external speaker, four-speed record changer with rubber-matted turntable, muting switch, automatic shut-off, 45 spindle, and a case finished in

scuff-resistant plastic. Price is \$129.95.

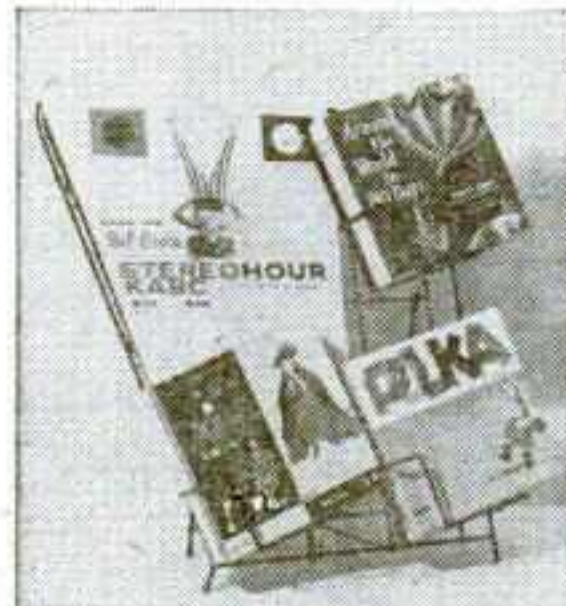
ZENITH HAS AM-FM TABLE RADIO . . .

The Zenith Corporation has added an AM-FM table model to their radio line. Available in three colors, ebony, French beige and French grey, this model A 724 has a simplified slide-rule dial and large oval speaker. It has Zenith's "Wavemagnet" antenna for AM and a built-in line cord antenna for FM reception.

SALES AIDS

BEL CANTO SETS STEREO AIR SHOW . . .

Bel Canto, West Coast stereo tape firm, has set a stereo tape show to be aired over KCAB, Los



Angeles, Saturday evenings. On the dealer level, the firm is providing a special display rack that plugs the show and displays new tape releases. Firm's prexy, Russ Malloy, believes the KCAB airing will stimulate interest in stereo and send listeners to local music shops to satisfy their interest with stereo tape purchases. A feature of the show is mention of local dealers who handle the Bel Canto line.

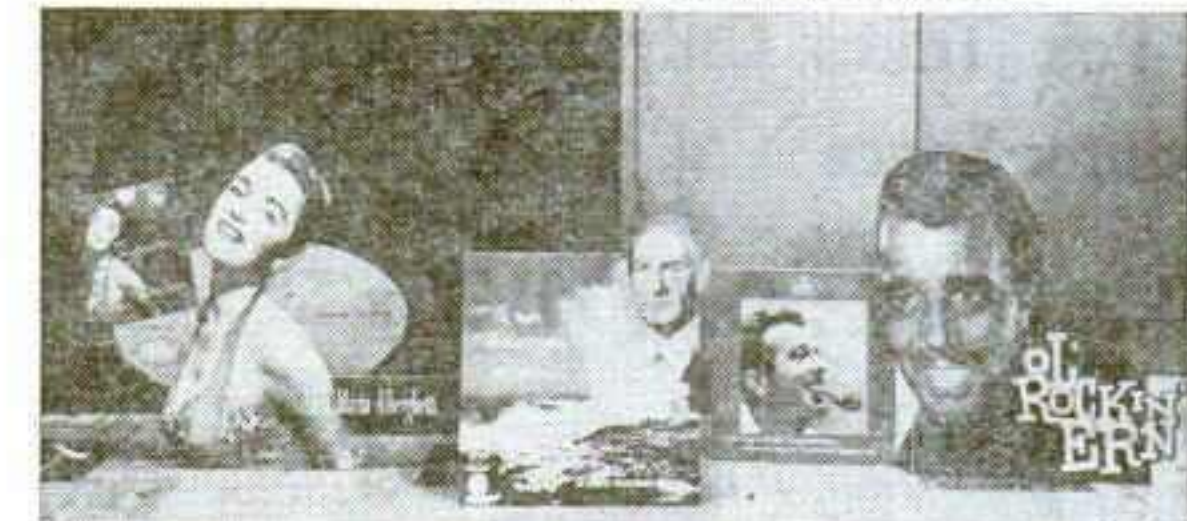
IRISH TELLS 'EM TAPE IS OFF AIR . . .

ORRadio Industries, manufacturers of Irish brand recording

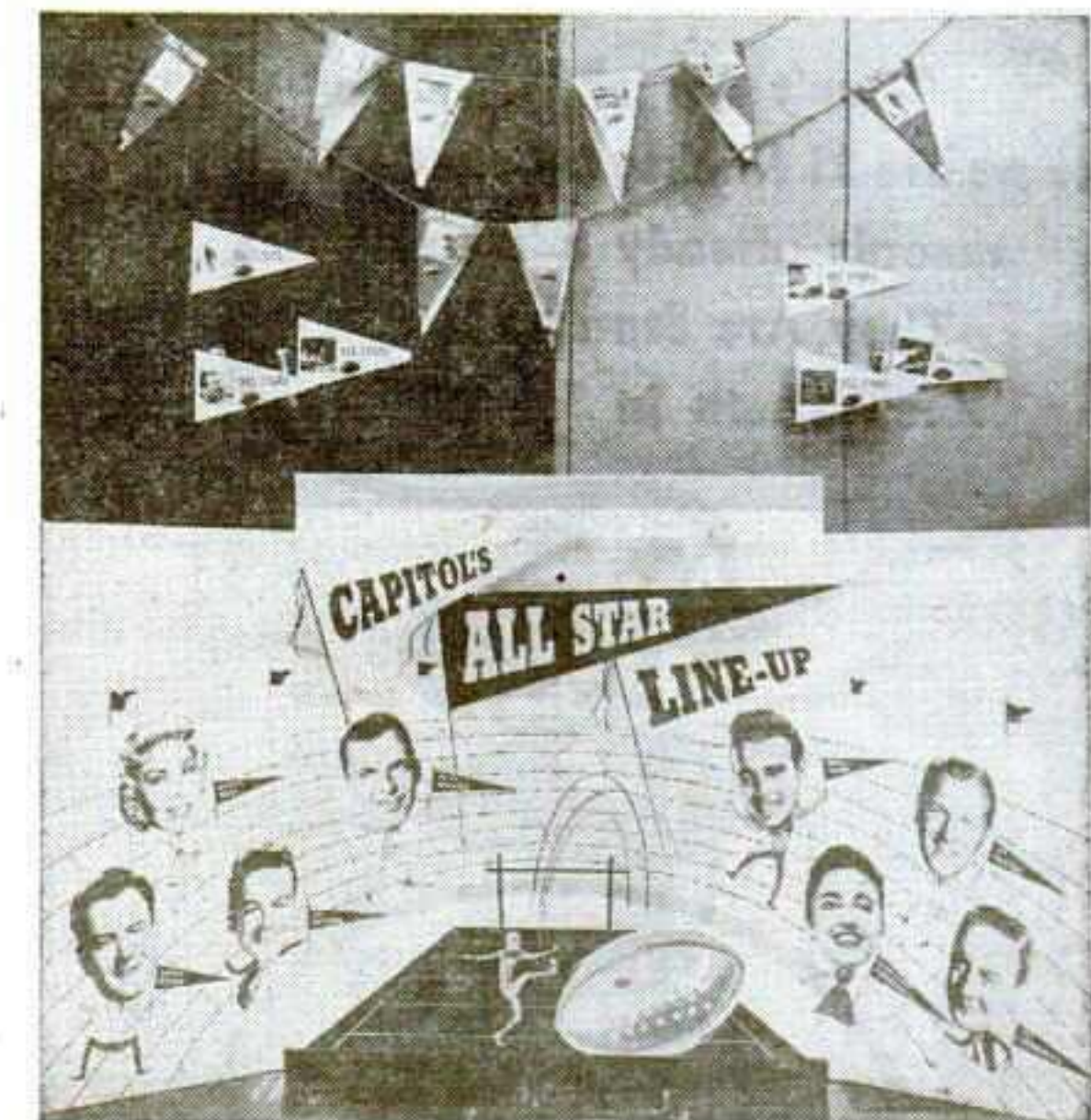
tape, is aiming a major promotion push at recording hobbyists. Core of the promotion is a "Tape It Off the Air" campaign. Most tape recorder users are ignorant of how to use a patch cord to get good recordings of FM broadcasts. Irish hopes to remedy this deficiency by providing necessary info thru dealers. To accomplish

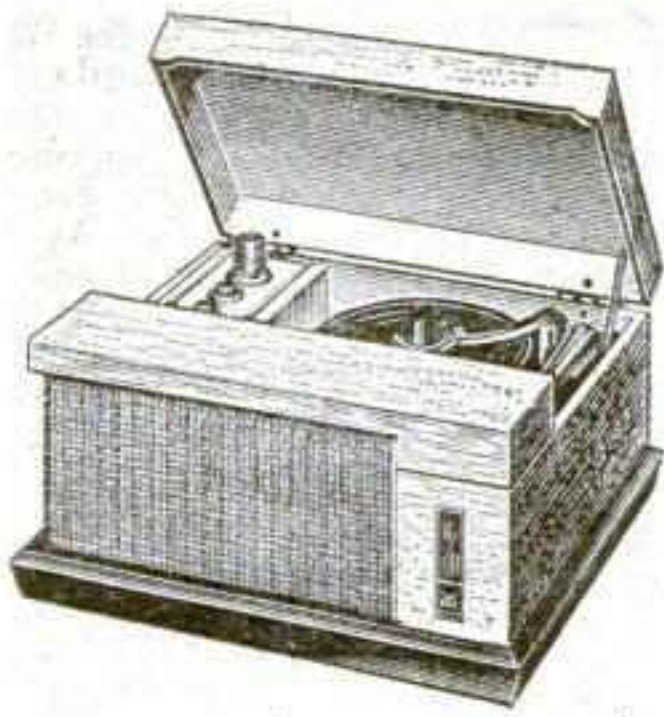


this end, firm is providing a two-color easel display card with pocket containing detailed instructions for taping programs off the air; a two-color window streamer identifying the store "Tape-It-Off-the-Air" headquarters, and literature showing how dealer can increase business by co-operating in the program. Kits may be obtained by writing the firm in Opelika, Ala.



Disk dealers can set up a seasonal football window with the new display material from Capitol (below). The huge stadium display is actually the shipping container for the individual display pieces. Miniature full-color pennants plug individual albums and complement the stadium display. Top releases continue to get heavyweight promotion aid in die-cut three-dimensional counter and window pieces (above). The three units shown here represent less than half of the total display pieces shipping from the West Coast firm this month.





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WITH

High Fidelity Phonographs Packed with S-E-L-L!

Style! Quality! V-M has everything you need to stir up sales action in today's amazingly ready-to-buy mass market! V-M gives you a big, big edge on competition in every way! Sell one, sell all, sell up and profit with V-M! Start selling today!

V-M MODEL 562—'Fidelis'® Hi-Fi Table Model Phonograph

- New 4-way speaker system • Exclusive Acoustic Contour Control† • Brilliance, Bass, tone-o-matic®, Volume controls • Stereophonic Input Jack • External Speaker Jack • 'Super-Fidelis' 4-speed record changer.....Blonde or Mahogany \$159.95* list; Walnut and Ebony a bit more.

V-M MODEL 557—'Ultra-Deluxe' Hi-Fi Portable Phonograph

- A "Show-Stopper" in design and appearance • Exclusive Acoustic Contour Control† • Amazing new handle controls • Stereophonic Input Jack • External Speaker Jack • 'Super-Fidelis' 4-speed record changer • In striking marbled blue-gray.....List \$139.95*

V-M MODEL 1280—Hi-Fi Portable Phonograph

- Big 6" x 9" speaker with concentric tweeter cone • Stereophonic Input Jack • External Speaker Jack • 'Super-Fidelis' 4-speed record changer • 5-watts audio output • Push-pull amplifier • Two-tone brown and tan.....List \$94.95*

V-M MODEL 1260—Portable Phonograph

- 'B-I-G' sound that's radiantly alive! • 4-speed record changer • tri-o-matic spindle protects records • Extremely light and easy to carry • High quality features with a low price tag • Attractive reddish buff and white.....List \$54.95*

V-M MODEL 215—'Songfest' Portable Phonograph

- Bright and breezy for the younger set • Aluminum tone arm • Rubber turntable mat • Superb tone • Plays all record sizes, all 4 record speeds • Red/White—Green, White—Blue/WhiteList \$32.50*

*slightly higher in the West

†ACOUSTIC CONTOUR CONTROL featured in the top models of the V-M line is an exclusive V-M development in high-fidelity that "shapes" the sound to "fit-the-room"—large, average or small. Thrilling highs and lows are reproduced flawlessly at any volume level.

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THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING OCTOBER 19

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

This Week	Last Week	Weeks on Chart	Title	Label
1	1	31	Around the World in 80 Days Sound Track, Decca DL 9046	Decca
2	2	22	My Fair Lady Original Cast, Columbia OL 5090	Columbia
3	4	15	Loving You Elvis Presley, RCA Victor LPM 1515	RCA Victor
4	6	7	Belafonte Sings of the Caribbean Harry Belafonte, RCA Victor LPM 1505	RCA Victor
5	5	8	Wonderful, Wonderful Johnny Mathis, Columbia CL 1028	Columbia
6	9	2	Pat's Great Hits Pat Boone, Dot DLP 3071	Dot
7	7	23	Love Is the Thing Nat King Cole, Capitol W 824	Capitol
8	8	2	Around the World in 80 Days Somerset P 2800	Somerset
9	11	111	Oklahoma! Sound Track, Capitol SAO 595	Capitol
10	13	23	Film Encores Mantovani, London LL 1700	London
11	3	6	Where Are You? Frank Sinatra, Capitol W 855	Capitol
12	17	6	The Pajama Game Sound Track, Columbia OL 5210	Columbia
13	10	68	The King and I Sound Track, Capitol W 740	Capitol
14	22	64	The Eddy Duchin Story Sound Track, Decca DL 8289	Decca
15	12	23	A Swingin' Affair Frank Sinatra, Capitol W 803	Capitol
16	16	6	Jackie Gleason Presents Velvet Brass Capitol W 859	Capitol
17	21	5	Dukes of Dixieland, Vol. 3 Audio Fidelity AFLP 1851	Audio Fidelity
18	—	18	Spirituals Tennessee Ernie Ford, Capitol T 818	Capitol
19	—	8	We Get Letters Perry Como, RCA Victor LPM 1463	RCA Victor
20	19	44	Hymns Tennessee Ernie Ford, Capitol T 756	Capitol
21	24	30	Songs of the Fabulous Fifties Roger Williams, Kapp KXL 5000	Kapp
22	—	4	Here's Little Richard Specialty SP 100	Specialty
23	—	3	Almost Paradise Roger Williams, Kapp KL 1063	Kapp
24	—	3	Student Prince and Other Great Musical Comedy Hits Mario Lanza, RCA Victor LPM 1837	RCA Victor
25	20	6	Dance to the Music of Lester Lanin Epic LN 3340	Epic
25	—	2	Lena Horne at the Waldorf RCA Victor LOC 1028	RCA Victor

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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

THE WORLD'S FAVORITE LOVE SONGS (1-12)—Mantovani and His Ork. London LL 1748

The British maestro has another potent entry, much in the tradition of his previous best seller mood entries. The readily identifiable lush string sound is applied to 14 songs of love, many of which, "Night and Day," "Ich Liebe Dich," "Yours Is My Heart Alone," for example, have achieved their own kind of immortality. Red Roses on the cover set the mood well for what should be another long-term top seller.

MAKE LOVE TO ME (1-12)—Julie London and Russ Garcia Ork. Liberty LRP 3060

Another stunning cover photo of the glamorous Miss London makes this LP a sock display item, while its contents—sweetly sultry, stylized thrushing on listenable standards ("You're My Thrill," "Lover Man," etc.)—are eminently spinable for romantic jock segs. The gal's previous albums have all been solid sellers, and this should be no exception.

C'MON . . . GET HAPPY! (1-12)—Nelson Riddle Ork. Capitol T 893

Happy is the correct mood! Excellent arrangements by Riddle add up to one of the best dance albums to hit the market in some time. The distinctive instrumental phrases that identify the popular orkster are very listenable on "I'll Get By," "September in the Rain" and "Get Happy." The other tunes are just as appealing. Most of the selections are in a light, medium-beat groove. It should take very little pushing to make this one take off.

PORTS OF PLEASURE (1-12)—Les Baxter. Capitol T 868

The original compositions by Baxter provide an exotic, musical travelog thru the Orient. The imaginative arrangements vary from savage, exciting sounds to those which create haunting, misty images. The artist's last effort, "Skins," was a good seller, and this excellent use of orchestral tones and colors go as well.

New Pop Talent Album

IN THE DARK (1-12)—Ernie Andrews. GNP 28

Singer Ernie Andrews should have a bright

For Reviews and Ratings of New Albums See Page 38

future once this one gets around. Package spotlights some fantastic phrasing by Andrews, sort of a cross between Joe Williams and a younger Billy Eckstine, while the orchestral mood fits the vocal effort and repertoire like a glove. Andrews projects tremendous feeling in all the tunes, with the oldie, "In the Dark," a highly polished opener. Despite the lack of name value, set is well worth exposing.

Special Merit Jazz Album

SONNY ROLLINS (1-12)—Blue Note 1558, Vol. 2
 Rollins' second Blue Note LP is another essential volume for the modernist collector trade. Supporting names to help sales along include those of J. J. Johnson, Thelonious Monk, Art Blakey, Horace Silver and Paul Chambers. The resourcefulness and vigor of these performances, plus the good sound, are rarely equaled. Rollins is making a strong bid

(Continued on page 38)

Album Cover of the Week



THE LITTLE STAR OF BETHLEHEM, Columbia CL 1046. This charming, color photo by Jacques Lowe makes interesting use of contrasting hues, while capturing the spirit of the album. It will make an excellent display piece, and one that will attract sales.

Most Played by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 19

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. WHERE ARE YOU?
Frank SinatraCapitol W 855
2. DANCE TO THE MUSIC OF LESTER LANIN
LANINEpic LN 3340
3. WONDERFUL, WONDERFUL
Johnny MathisColumbia CL-1028
4. LOVING YOU
Elvis PresleyRCA Victor LPM 1515
5. YOUNG IDEAS
Ray Anthony Orch.Capitol T 866
6. WE GET LETTERS
Perry ComoRCA Victor 1463
7. BELAFONTE SINGS THE CARIBBEAN
Harry BelafonteRCA Victor LPM 1505
7. FOUR FRESHMEN AND FIVE SAXESCapitol T 844
9. EYDIE SINGS THE BLUES
Eydie GormeABC Paramount ABC 192
10. A SWINGIN' AFFAIR
Frank SinatraCapitol W 803



Best Selling Pop EP's

FOR SURVEY WEEK ENDING OCTOBER 19

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 PresleyRCA Victor EPA 1-1515
2. FOUR BY PAT
Pat BooneDot DEP 1057
3. AROUND THE WORLD
Nat King ColeCapitol EAP 1-813
4. JUST FOR YOU
Elvis PresleyRCA Victor EPA 4041
5. LOVING YOU
Elvis PresleyRCA Victor EPA 2-1515
6. HERE COMES FATS
Fats DominoImperial EP 147
7. JUST A CLOSER WALK WITH THEE
Pat BooneDot DEP 1056
8. HYMNS
Tennessee Ernie FordCapitol EAP 1-756
9. SPIRITUALS
Tennessee Ernie FordCapitol EAP 1-818
10. LOVE IS THE THING
Nat King ColeCapitol EAP 1-824
10. PEACE IN THE VALLEY
Elvis PresleyRCA Victor EPA 4054

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LA VERN BAKER starts off the pyrotechnics with the most sizzling "St. Louis Blues" ever. IVORY JOE HUNTER counters with a haunting "sweet" blues — and THE DRIFTERS add power in the rhythm department. This release also brings back JOE MORRIS to the fold (he was one of Atlantic's very first recording artists) — and a strong repeat performance by talented rockabilly DEAN BEARD.



ST. LOUIS BLUES MIRACLES

La Vern Baker 1163



ALL ABOUT THE BLUES IF ONLY YOU WERE HERE WITH ME

Ivory Joe Hunter 1164



YODEE YAKEE I KNOW

The Drifters 1161



PARTY PARTY STAND BY ME

Dean Beard 1162



SINNER WOMAN GOING GOING GONE

Joe Morris Ork 1160

ATLANTIC
RECORDING CORPORATION
167 WEST 57 STREET, NEW YORK 19, N. Y.

Review Spotlight on Albums . . .

Continued from page 36

for recognition as the top tenor man on the scene today.

BASS ON TOP (1-12)—Paul Chambers Quartet. Blue Note 1569

A showcase for Paul Chambers, one of the most talented young bassists in jazz. Chambers utilizes it to good advantage, and has superlative support in the persons of Hank Jones, piano; A. Taylor, drums; Kenny Burrell, guitar, who are noteworthy in context and in solo. . . . A well-integrated modern effort that deserves exposure. Try "Confession" as demo-band.

Special Merit Folk Album

GOIN' DOWN TO TOWN (1-12)—The Skiffers. Epic LC 3391

A great package of folk music, outstanding both as an anthology of material and as a collection of fine performances. Group includes two men and two women, who obviously love the material. Songs are taken from many segments of American life and include "Stew Ball," "Midnight Special"; "Railroad, Steamboat River and Canal," etc.—country material, blues, songs from early historical periods. Merits demonstrating. Liner notes are very knowledgeable.

Classical Album

TCHAIKOVSKY: THE SWAN LAKE BALLET (1-12)—Philadelphia Ork. (Ormandy). Columbia ML 5201

Stunning sound enhances virtuoso performance by Philadelphians of ever-popular Tchaikovsky ballet score. This album promises to be a leading contender for the heavy sales that the work always draws. Dealers can count on continued activity here.

Jazz Albums

MANNY ALBAM AND HIS JAZZ GREATS PLAY MUSIC FROM "THE WEST SIDE STORY" (1-12)—Coral CRL 57207

A highly imaginative, provocative score in the original—Manny Albam's colorful jazz treatment of music from "The West Side Story" underlines its value, while adding distinction. He has structured his material so as to give ample space to solo commentators, enhancing basic emotional values in written segments. Such jazz stars as Bob Brookmeyer, Al Cohen, Gene Quill, Nick Travis, Eddie Costa, Joe Newman, among others, are the soloists. Could be a smash seller, if exposed.

Christmas Album

NOW IS THE CAROLING SEASON (1-12)—Fred Waring and the Pennsylvanians. Capitol T896
An altogether delightful mixed selection of carols and pop-type Christmas songs, performed handsomely by the Waring clan. Twenty-two items in all, including "The Christmas Song," "I Heard the Bells on Christmas Day," "The Twelve Days of Christmas," etc. Kiddie carolers on the cover plus the charm of the contents make this a top-notch piece of holiday merchandise.

Sound

FULL DIMENSIONAL SOUND FROM THE CAPITOL TOWER (1-12)—Capitol W 9031
A virtuoso performance by Capitol's recording engineers, with fi as hi as diskery's stunning Hollywood headquarters portrayed on color cover. Altho packaged less elaborately, it's the full equal of earlier "Studies in High Fidelity." Sound is rich and gorgeous, dynamic range is wide open, surfaces whisper-quiet. One side showcases pop artists from Glen Gray to Billy May. Reverse features classical excerpts, from lacy guitar arabesques of Laurindo Almeida to stormy piano and ork finale. Highlight is a pop organ recording by Jackie Davis with what must be the best Hammond organ sound ever waxed.

ROSSINI-RESPIGHI: LA BOUTIQUE FANTASQUE; DUKAS: L'APPRENTI SORCIER (1-12)—Israel Philharmonic Ork. (Solti). London 1715

Animated readings of sparkling scores well calculated to display orchestra's considerable prowess. Superb recording underlines effective use of instrumental timbers by two masters of orchestration. One of the finest realizations of these popular standards.

EP Album

JERRY LEE LEWIS, the Great Ball of Fire (1-EP)—Sun EPA 107

Lewis' first EP could be a hefty seller, including as it does, not only the smash "Whole Lotta Shakin' Goin On," but a swinging up-tempo item called "Mean Woman Blues." Two ballad blues, "I'm Feeling Sorry" and "Turn Around," are also included. Special jacket in color has a photo of the cat with the wild hair flying in the breeze. Solid display item that can sell fast.

The Billboard's Monthly Recap of BEST SELLING CLASSICAL AND JAZZ PACKAGED RECORDS

FOR REGULAR MONTHLY PACKAGED CHARTS — SEE AUDITION

BALLET

1. OFFENBACH: GAITE PARISIENNE (COMPLETE)—
Boston Pops (Fiedler)...RCA Victor LM 1817
2. TCHAIKOVSKY: NUTCRACKER SUITE—
The Royal Philharmonic (Beecham)...Columbia ML 5171
3. TCHAIKOVSKY: SWAN LAKE—
NBC Symphony Ork. (Stokowski)...RCA Victor LM 1894
4. TCHAIKOVSKY: NUTCRACKER SUITE; SLEEPING BEAUTY BALLET MUSIC
Phila. Ork. (Ormandy)...Columbia ML 4729
5. TCHAIKOVSKY: SWAN LAKE—
Minneapolis Symphony (Dorati)...Mercury MG 50068
6. BERNSTEIN: FANCY FREE; COPLAND: RODEO—
Ballet Theater Ork. (Levine)...Capitol P 8196
7. TCHAIKOVSKY: NUTCRACKER—
NBC Symphony Ork. (Toscanini)...RCA Victor LM 1986
8. DELIBES: SYLVIA—
Phila. Ork. (Irving)...RCA Victor LM 2036
9. DELIBES: COPPELIA; SYLVIA—
Boston Symphony (Monteux); (Krips)...RCA Victor LM 1913
10. ADAM: GISELLE—
London Symphony Ork. (Fistoulari) Capitol P 8306

I CAN'T RESIST YOU78 **SPRINGTIME**78

Anna Maria Albergheiti (1-12")
Capitol T 897

Lovely soprano gracefully interprets a collection of standards. Can appeal to those who like the soft, lush dreamy sound. Jocks will probably feature it heavily. Popularity from movie roles and TV appearances should help sales. Selections include "Tenderly," "I Concentrate on You" and "I'll See You in My Dreams." Attractive cover.

Richard Jones Conducting the Pittsburgh Strings (1-12")
Capitol T 890

The group here comprises the entire string section of the Pittsburgh Symphony ork which addresses itself to a selection of heady standards including the widely recorded "Autumn Leaves" and "Laura." The readings are superior in the mood field. A jockey could program the whole package for late evening listening. "Day

In Day Out" makes a nice demo band for dealers to use on the store set.

KEN GRIFFIN'S LATIN AMERICANA78
(1-12")

Columbia CL 1042
Griffin's organ wizardry is appealing on a set of Latin American tempos. The package can click with devotees of organ sounds and can also score
(Continued on page 40)

Reviews and Ratings of New Popular Albums

THE LIVELY GUY82
Guy Lombardo Ork (1-12")
Capitol T 892

Here's a solid commercial bet, which all dealers should stock. Lombardo plays 12 bouncy, lighthearted treatments of such exuberant standards as "Twelfth Street Rag," "Johnson Rag," "After You've Gone," etc. The package has a rollicking, danceable beat in Lombardo's trade-marked style.

EXOTICA: VOLUME II81
The Exciting Sounds of Martin Denny (1-12")
Liberty LRP 3077

Liberty's "Exotica, Volume I" was one of the label's best sellers, and this follow-up should find equal favor with hi-fi addicts. Again Denny utilizes a variety of foreign instruments to produce some fascinating new sounds, via lush instrumental treatments of 12 haunting themes—"Singing Bamboos," "Ebb Tide," "Rush Hour in Hong Kong," etc. Brunette siren on cover makes package an eye-catching display item.

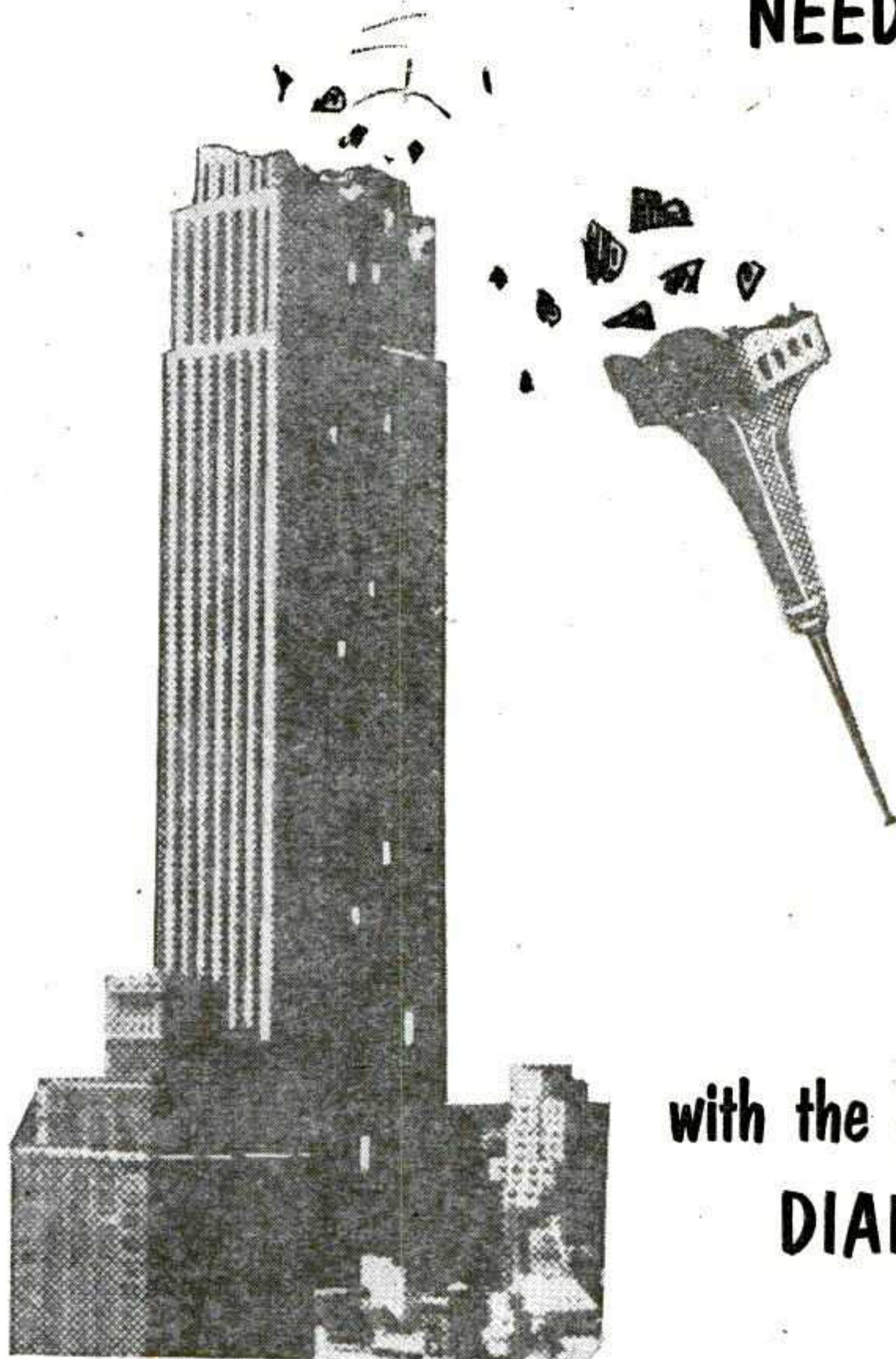
LOVE LETTERS IN THE SAND80
Ken Griffin at the Organ (1-12")
Columbia CL 1039

A staple catalog item, these sides by the late Ken Griffin will appeal to his fans all over. Repertoire comprises a dozen standards, including title song, "Isle of Capri," "All Alone," etc. All the selections other than "Love Letters in the Sand," were formerly released on 10-inch disks.

WARM BRANDY79
Dolores Gray, Sid Feller Ork (1-12")
Capitol T 897

The thrush's sexy chanting makes for a choice mood set. The smart, sophisticated arrangements are nicely varied and allow the artist's sensuous, intimate style to come across to its fullest. Musical comedy goes, flick fans and all gents over 12 are prospects for sales. Excellent orking by Feller. Very attractive cover.

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• Reviews and Ratings of New Popular Albums

• Continued from page 38

with hi-fi buffs. Except for "Marchita" and "Mexicali Rose," the selections are conversions from 10-inch sets.

WITH YOU IN MIND77
Marian McPartland (1-12")
Capitol T 895
This package takes Miss McPartland further than ever from the jazz scene as her piano is accompanied by four strings and a harp in addition to the regular rhythm backing. Songs are all of the soft, moody school—"Little Girl Blue," "Black Is the Color," "Love Walked In," etc.—a selection which fits a nice mood groove even tho it doesn't allow for the sharp piano vitality present in earlier sets. As a mood set, however, this can do a moderate share of business.

BARBERSHOP QUARTET WINNERS77
(1-12")
Decca DL 8615
Annually, Decca records the medalists out of the international barbershop quartet contest. Here, the first five groups are repped, by three tunes each. They include, in order, the Lads of Enchantment, West Coasters, Gaynotes, Four Pitchers and the Play-Tonica. To one listener, the order could have been in exact reverse, and the many fans of this fare undoubtedly will want to spend hours debating the judges' decision or just enjoying the nostalgic fare. Good standard merchandise.

JOHNNY MERCER SINGS JUST FOR FUN76
(1-12")
Jupiter JLP 1001
The first Johnny Mercer wax in seven years is decidedly welcome. Selections feature him with the Paul Smith trio and the Notables, airing a collection of his own tunes, e.g., "Blues in the Night," "Accentuate the Positive," "Java Jive," etc., with the mood very delicate and meaningful. Attractive cover art will help at the dealer level, too. Well worth stocking.

AUTUMN LEAVES75
David Rose Ork (1-12")
M-G-M E 3592
Lush, listenable mood music for deejays—as always—is a prime characteristic of David Rose's latest LP. The richly romantic instrumentals are keyed to the title theme—"Shine On Harvest Moon," "Autumn in New York," "Autumn Nocturne," "Indian Summer," etc.

SONGS AT SUNSET75
Jane Froman (1-12")
Capitol T 889
Velvet chirping on themes built around the dusk hours makes a very pleasant mood set. The bitter-sweet arrangements could click with jocks. Miss Froman's night club and TV fans should go for the set. Tasty orking by Marion Evans is effective. Highlights are "Deep Purple," "Red Sails in the Sunset" and "You'd Be So Nice to Come Home To."

RONDO74
Don Rondo (1-12")
Jubilee LP 1052
Rondo's a hot singles artist, and this—his first LP—should attract his singles fans, since it offers the baritone at his robust, warbling best. Rondo contributes rich, big-voiced readings on a group of dramatic ballads, including his former 'tit single "Two Different Worlds," "While We're Young" and some lesser known tunes.

LUCKY LUCY ANN73
Lucy Ann Polk (1-12")
Mode MODE LP 115
Former vocalist with Les Brown's band is highly listenable on a swingin' series of tunes. Some are those that she did with the "Dand of Renown." Backing is by a great group of musicians, and the arrangements vary nicely. Selections include "Don't Cha Go 'Way Mad," "Sittin' and A'Rockin'" and "How About You." Set can appeal in both pop and jazz markets. Special attention could get it the sales it deserves.

HOLLYWOOD HITS 3V NACHO HERB BROWN73
Richard Ellsasser Playing the Theater Organ (1-12")
M-G-M E 3566
One for the oldsters with a feeling for the old musical films of the late 1920's and '30's. "Singin' in the Rain," "Pagan Love Song," "All I Do Is Dream of You," are typical of the great standard tunes produced during that lush era of Hollywood clefters. Performances here are by one of the outstanding organists.

MOONLIGHT COCKTAIL72
Stanley Black Ork (1-12")
London LL 1709
With a complement of strings, Stanley Black offers pleasant one finger piano segs on a collection of "Moon" songs. Romantic, slow, dream stuff the material is an addition to the somewhat

overcrowded mood field. Well performed and well recorded, the set will nevertheless have to compete with many others of a similar groove.

TONY PERKINS70
Martin Paich Ork (1-12")
Epic LN 3394
Tony Perkins, one of the hottest young film stars around today, cut these sides for Epic prior to signing his present RCA Victor contract. Thus Epic is releasing the actor's first LP. Loyal Perkins fans may buy it, but the package really isn't styled to attract today's teen-ager. His jazz-tinged throw-away vocalizing on a group of standards is only fair.

ROCK AROUND THE WORLD; SONGS FROM THE FILM69
Tommy Steele with the Steelmen (1-12")
London LL 1770
"Rock Around the World" is the story of Tommy Steele, often billed as Britain's answer to Elvis Presley. Here are 14 numbers, all sung by Steele in the film. Performances are strong and distinctive but an album with this type of performance and repertoire usually depends on prior artist acceptance in the singles field. This, Steele definitely lacks in America, and despite his good work here, his lack of identity will be a handicap. Moderate expectancy only.

THAT OLD FEELING67
Songs by Bert Keyes (1-12")
M-G-M E 3581
A package of show and film tunes, sung with a sophisticated quality, backed by a small combination whose arrangements have a modern feeling. Included are "My Funny Valentine," "As Time Goes By," "Lorelei," etc. Moderate potential.

YOUNG AND FOOLISH66
Somert Strings with Dick Willebrandts at the piano. (1-12")
Epic LN 3392
Unknown British artist attractively styles a collection of standards with romantic, string accompaniment. The mood set also has dance appeal. However, it will have tough competition from the huge volume of several similar packages. Selections include "I'll Never Stop Loving You," "In the Still of the Night" and the album title tune.

MY FAVORITE PLACES; WITH WALTER SCHARF65
(1-12")
Jubilee JLP 1050
A package of originals giving the composer's impression of a dozen locales, ranging from Las Vegas to Lake Lucerne, Bermuda, Acapulco, etc. Good mood music, creatively arranged and produced. Cover is an eye-catcher. Album concept is a variation on a theme now used by several labels—such as Decca and Capitol—keying music to specific geography. Moderate potential.

Folk

THE COLUMBIA WORLD LIBRARY OF FOLK AND PRIMITIVE MUSIC—NORTHERN AND CENTRAL ITALY; SOUTHERN ITALY AND THE ISLANDS72
(1-12") KL 5173, Vol. 15, and (1-12") KL 5174, Vol. 16
Two albums comprising an extraordinarily rich collection of material recorded thruout all of Italy in documentary fashion. There is tremendous variety of expression here, from Alpine songs to North African strains. Copious notes, translations of texts, photographs illuminate the absorbing musical examples.

Polka

EVERYBODY POLKA!78
Norbie Baker's Music Makers (1-12")
Epic LN 3393
Competently produced package of polka music, interspersed with some waltzes. All in all, a fine album for dancing. Most of the material is completely instrumental, but there are several vocals to add a touch of variation. Good merchandise for Midwestern dealers and others having a demand for this type of merchandise.

Spoken Word

THE PSALMS IN HEBREW & IN ENGLISH64
Morris Carnovsky (1-12")
Experiences Anonymes EA 0025
Carnovsky alternates Hebrew and English (King James) versions of 17 Psalms. Well-known actor reads passages well, with regard for musical values. Audience in stores is bound to be small; educational market should not be overlooked by dealers.

(Continued on page 46)

A SOUND BET

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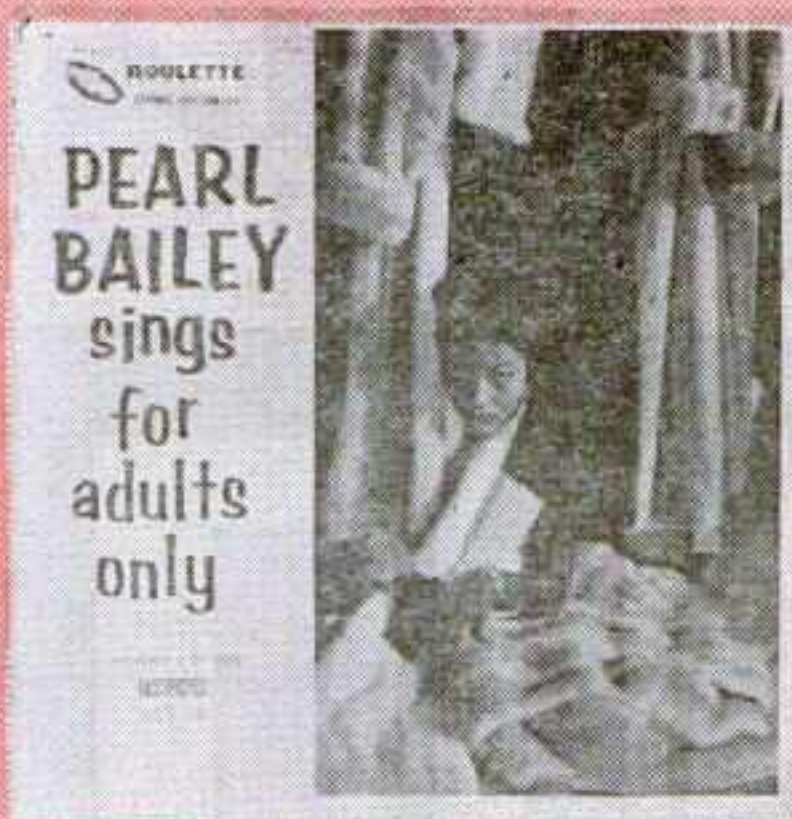
R-25013—FRANKIE LYMON at the London Palladium



R-25014—KAY MARTIN and her Body Guards



R-25015—DIXIECATS



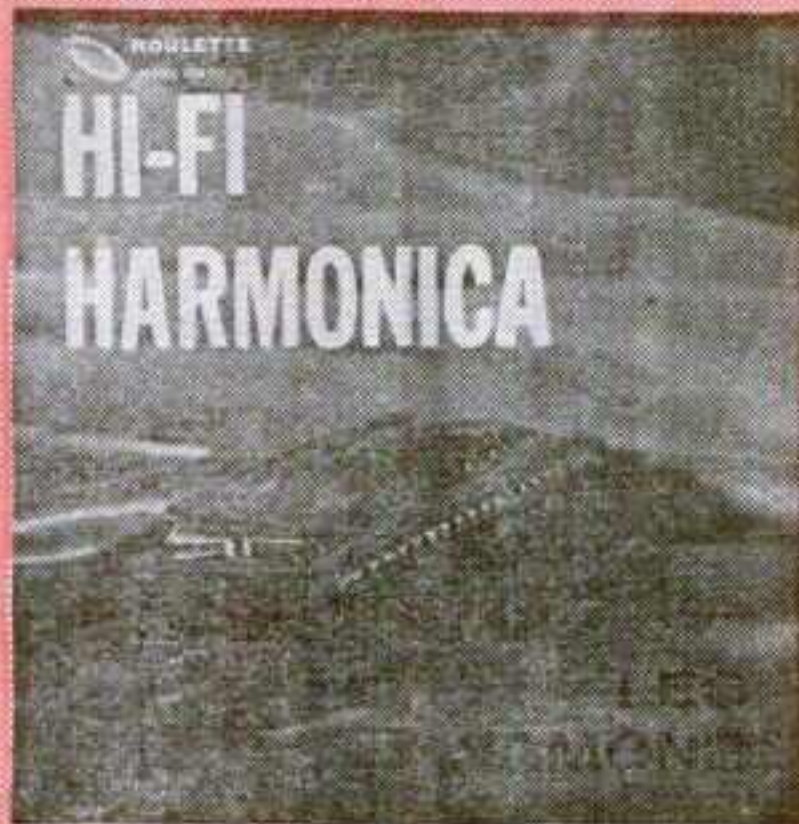
R-25016—PEARL BAILEY Sings, for Adults Only



R-25017—COPA GIRL, Dori Anne Gray



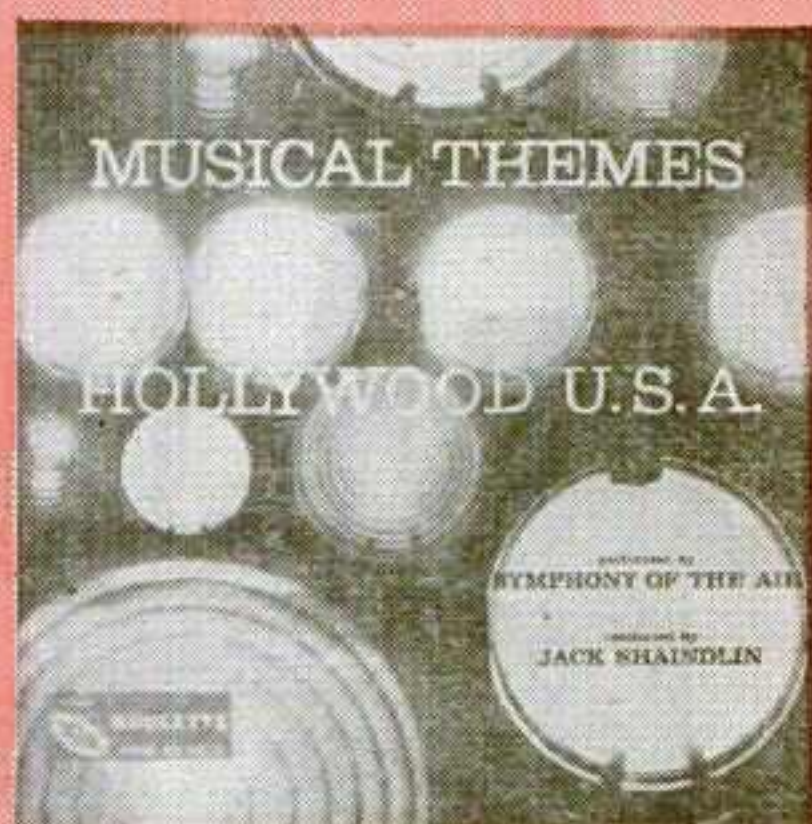
R-25018—MILTON BERLE, Songs My Mother Loved



R-25019—HI-FI HARMONICA, Leo Diamond



R-25020—JIMMIE RODGERS



R-25023—MUSICAL THEMES, HOLLYWOOD... U.S.A.



R-25024—Let's Dance with TONY PASTOR



R-25022—ACCORDION IN HI-FI, Jo Ann Castle



R-20521—PAJAMA PARTY

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 15643 PLAYTHING—Nick Todd
 15612 MISTER FIRE EYES—Bonnie Guitar
 15586 REBEL—WHIRLPOOL OF LOVE—Carol Jarvis
 15602 REMEMBER YOUR MINE—GOLDMINE IN THE SKY—Pat Boone
 15662 THE JOKER—CHICKEN, CHICKEN—The Hilltoppers
 15636 I'M SPINNING—Kripp Johnson Lead Singer of "Whispering Bells"
 15644 HEY SUGAR—YOUR DRIVER'S LICENSE PLEASE—Roy Tann
 15649 WHERE DID OUR YOUNG YEARS GO—COTTON-EYED JOE—Don Reno-Red Smiley
 15647 ROOFTOPS OF ROME—PUPPET IN PARIS—Bob Davie and his Orchestra
 15646 SWANEE RIVER ROCK—Sanford Clark
 15654 YOU SEND ME—CALL ME A FOOL—Cornel Gunter

BEST SELLING ALBUMS

- DEP-1055 A DATE WITH PAT—Pat Boone
 DEP-1056 A CLOSER WALK WITH THEE—Pat Boone
 DEP-1057 FOUR BY PAT—Pat Boone
 DLP-3071 PAT'S GREAT HITS—Pat Boone
 DLP-3068 HYMNS WE LOVE—Pat Boone
 DLP-3077 PAT BOONE SINGS IRVING BERLIN—Pat Boone
 DLP-3064 MELODIES IN GOLD—Billv. Vaughn and his Orch.
 DLP-3075 WORD JAZZ—JAZZ HORIZONS—Ken Nordine
 DLP-3054 THE TEN COMMANDMENTS—Composed and conducted by Elmer Bernstein
 DLP-3072 GOIN' PLACES—Margaret Whiting
 DLP-3069 MOONLIGHT AND SHADOWS—Bonnie Guitar
 DLP-3063 THE THIRTIES IN RAGTIME—Johnny Maddox
 DLP-3052 FAVORITES BY MR. BANJO HIMSELF—Eddie Peabody
 DLP-3029 THE TOWERING HILLTOPPERS
 DLP-3017 SENTIMENTAL ME—Gale Storm
 DLP-3042 A VISIT WITH THE FONTANE SISTERS
 DLP-3062 THE BROTHERS CANDOLI (JAZZ HORIZONS)

A GREAT NEW SOUND—A GREAT NEW HIT
 JIMMY DEE singing—"HENRIETTA—DON'T CRY NO MORE"—15664

GOING STRONG

- 15651 LIGHTS IN THE STREET—TURN BACK—Ned Miller
 15652 ONE HEART—EVERY TIME I ASK MY HEART—Leroy Van Dyke
 15653 WILL-O-THE-WISP—SHADOW OF THE SHRINE—Elaine Dunn

NEW RELEASES

- 15655 HEAR ME GOOD—ONE DOZEN ROSES—Hal March
 15656 THE LIPS OF A FOOL—SHANTY BOAT—Glenell & Jonell
 15658 MY BABY—HUNGER IS FROM—Ken Nordine
 15663 SILVER BOX—LET ME BE THE ONE—T. Tommy

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B/w SAIL ALONG SILVERY MOON

Billy Vaughn

and his orchestra #15661

A **Dot** HIT



Reviews and Ratings of New Jazz Albums

COMPOSER'S HOLIDAY83

Les Brown & His Band (1-12")
Capitol T 886
The Brown band is a little more on the off-beat kick here as contrasted to his more danceable packages in the recent past. These are 10 compositions by nine of the top arrangers and composers of the day, like Previn, Bernstein, Comstock, Alfred Newman, Jim Hill, etc. There's a beat most of the way, but this is still primarily material to be listened to. Very interesting sounds scored for big band and should appeal to jazz buyers considerably more than recent Brown releases. Hipper jocks may try this, too.

HARD BOB80

The Jazz Messengers (1-12")
Columbia CL 1040
A leaping, boppish session that is notable for wealth of stark, emotionally direct solos, and integrated thrust of group as a whole. Most memorable are solo stints of altoist Jackie McLean, and the vigor and fire of drummer-leader Art Blakey. One of the better Messenger sets, sales potential is good.

POCKET FULL OF DREAMS79

Ruby Braff, trumpet; Ellis Larkins, piano. (1-12")
Vanguard VRS 8516
Glamorized conversion of two enthusiastically acclaimed 10-inchers of a couple years back, then titled "Two Part Inventions in Jazz." We

called it "some of the most satisfying chamber jazz of recent months" and this now can be safely repeated. Commercially, Braff's name is much bigger today, and the schmaltzy cover should also help. This should be recommended.

SPOTLIGHT ON SIDEMEN; TED HEATH PERSONNEL79

(1-12")
London LL 1721
Heath band, best selling of foreign entries, has a strong set here. Each member of ork gets a chance to blow solo, most often in full band setting. Arrangements by John Keating are typically excellent; solos are good, oftentimes stimulating, but tend to be heavily derivative of influential Americans. Try "Love for Sale" and "Lullaby of the Leaves" as demo bands.

SALUTE TO THE FLUTE78

Herbie Mann (1-12")
Epic LN 3395
The best of the plethora of Mann sets that have hit the market recently. With the aid of excellent musicians, i.e., H. Jones, A. Ortega, J. Puma, O. Pettiford, J. Wilder, U. Green, etc., and arrangements by A. K. Salim and Gigi Gryce, etc., the flutist is heard in big, medium-sized and small band contexts, and the music is at once pleasant, interesting, and provides adequate blowing space. Set should be appealing to jazz coterie, and those not so heavily oriented

as well. Try "Little Niles" and "A Ritual" as demo bands.

ORGY IN RHYTHM; ART BLAKEY .77

(1-12")
Blue Note 1555, Volume 2
A percussion set that leans to the primitive. Generally explosive and exciting, it incorporates jazz, Latin and native African rhythmic elements. Considering the current vogue to percussion sets, this one could do well sales-wise.

A BLOWING SESSION; JOHNNY GRIFFIN76

(1-12")
Blue Note 1559
A "cooking" jam session in the "hard," modern idiom. Exceptionally fine rhythmic support of the front line—J. Griffin, J. Coltrane, H. Mobley, tenors; Lee Morgan, trumpet, and the beat and continuity of the solos should make this an interesting item for the modern buyer. The tenorists, tho stylistically related, are individual enough to make for contrast.

BASICALLY BAGLEY74

(1-12")
Dot DLP 3070
An excellent effort from one of the best bass men in the business, with Jimmy Rowles on piano and Shelly Manne on drums. The melody line is firmly in sight all the way, altho the sidemen get their solos in. Trio works with a high degree of skill. Try "They Can't Take That Away" as a plum.

CONTE CANDOLI QUARTET72

(1-12")
Mode 109
Trumpeter Candoli's biting attack is

smart, sophisticated styling with some excellent work by a stellar group of sidemen. Candoli and tenor Richie Kamuca are fluid thruout and lead the way. Small group stuff that's highly pleasing and can move with proper promotion.

CARESS70

Murray McEachern (1-12")
Capitol T 899
An album of beautiful trombone performances, caressing in quality as the title indicates. Accompaniments vary, in some instances a chorus; or Bob Wain's guitar, or the keyboard work of Jimmy Rowles. Tunes are standards, as "Embraceable You," "Taking a Chance on Love," etc. Moderate potential.

SWINGING KICKS68

Buddy Bregman Orch.
Verve MG V 2042
Framework is the score from the "Wild Party" film, and wild it is. Big and small band tracks are spotlighted, tho most of the material is far too over-arranged and confining. Good cover work may help exposure, tho there's little name value for dealers.

AROUND THE WORLD IN EIGHTY DAYS65

The Bud Lavin Quartet (1-12")
Vantage VLP 1202
Jazz variations on score of the picture by Lavin trio and Dick Andrews added on various reeds. Tho pianist Lavin provides moments of interesting improvisation, set is somewhat uneven. Popularity of picture and its music might help album, but packaging is not top drawer.

PAUL TOGAWA QUARTET65

(1-12")
Mode 104
Another in this label's new talent series, with drummer Paul Togawa heading the ensemble. The lines are easy and relaxed, tho there's not much here that hasn't been around before. Group essays the standards, with "Oriental Blues" by far the best.

Reviews and Ratings of New Popular Albums

Continued from page 40

Childrens'

WYATT EARP, CHEYENNE AND TV FAVORITES87

(1-12")
RCA Victor LBY 1004
A whole collection of TV show theme songs here, which the young followers should enjoy. A sample: "Wyatt Earp," "Jim Bowie," "Tales of the Texas Rangers," "Gunsmoke," etc. Performers include Shorty Long and the Happy Fellows, Sons of the Pioneers, the Prairie Chiefs, Roy Rogers and Dale Evans. Figures to be a good seller as long as these TV shows are part of the young America scene, especially at the \$1.98 price.

LULLABIES FOR SLEEPY-HEADS80

Dorothy Olsen (1-12")
RCA Victor LBY 1003
Another entry in Victor's sock new line of \$1.98 LP's for tots. All the standard sleepy-time tunes are here (19 in all), and such gentle items as "Saisins and Almonds," "Lavender's Blue," etc. The singer's school marm does her usual warm, lovely job. Mommas with infants will yank these off the racks.

Semi-Classical

ZELLER: THE BIRD CATCHER69

Various Artists & Vienna State Opera Choir, Vienna Symphony Ork (Moralt). (1-12")
Epic LC 3403
Viennese operetta of lesser familiarity is idiomatically sung by excellent cast including Hilde Zadek, Wilma Lipp, Julius Patzak. Orchestra and chorus under Moralt add considerably to period charm of work. This package can be sold if suggested; title alone lacks sufficient strength for most markets.

Christmas

A FIRST CHRISTMAS RECORD FOR CHILDREN82

(1-12")
Columbia CL 1027
Solid commercial package for the holidays, with strong kiddie appeal. Album will also come in handy for jocks since it features many former Christmas pop single hits—"I Saw Mommy Kissing Santa Claus" by Jimmy Boyd, Gene Autry's "Rudolph the Red-Nosed Reindeer," etc. Other artists represented are Rosemary Clooney, Lu Ann Simms, Burl Ives, Boj (Captain Kangaroo) Keeshan and Richey Zehn. Amusing cover has excellent display value.

THE LITTLE STAR OF BETHLEHEM; MUSIC: GEORGE KLEINSINGER; STORY: PAUL TRIPP; KENNY BOWERS, NARRATOR; THE TOY BOX (BALLET SUITE) BY KEINSINGER73

(1-12")
Columbia CL 1046
After the sensational cover, the disk itself is a big disappointment. On one side, the Tripp story is a poetic, fanciful tale, with appropriately archaic music by Kleinsinger, but the choice of Bowers as narrator with so many good actors available is a puzzler. Flip is all-instrumental, based on themes from the composer's "Tubby the Tuba," "Celeste," etc. It will be familiar to many young ballerinas.

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Reviews and Ratings of New Classical Albums

STRAUSS: DER ROSENKAVALIER (4-12")—Schwarzkopf, Edelman, Stich-Randall & Various Artists; Philharmonia Orch. & Chorus (Von Karajan), Angel 3563 D/L80

Top-notch cast, conductor, recording combine for one of the outstanding opera sets of the season. In addition to their separate contributions, participants join in over-all spirit and style to lend work appropriate sophisticated grace. Fine Christmas gift suggestion.

DELIBES: COPPELIA BALLET (2-12")—L'Orchestre De La Suisse Romande (Ansermet). London LL 1717/1877

Delightful score easily holds interest thruout this first complete version of the full-length ballet. Ansermet's touch is deft, playing is responsive and recording is unusually fine. It should be easy to recommend this two-record set, on the basis of proven values.

MENDELSSOHN: A MIDSUMMER NIGHT'S DREAM (1-12")—London Symphony Orch. (Muzg). London LL 170777

Interesting feature of present recording consists of soprano solos and female chorus in addition to more familiar passages. Reading is well-disciplined, delicately played, well recorded. This is reliable standard material.

BRUCKNER: SYMPHONY NO. 9 (1-12")—Concertgebouw Orch. of Amsterdam (Van Beinum). Epic LC 3401. 74

Broad, well-molded interpretation of serious work, beautifully played by the Concertgebouw group. Should fare well against opposition since recording is excellent and entire symphony is contained on a single disk, unlike some others.

SAINT-SAENS: INTRODUCTION & RONDO CAPRICCIOSO; CONCERTO NO. 3; HAVANAISE (1-12")—Arthur Grumiaux, Violin; Orchestre Des Concerts Lamoureux (Fournet). Epic LC 339974

Highly attractive, accessible romantic violin pieces, appropriately packaged together and played with more vigor, less soupy sentiment than usual. Unfortunately, Grumiaux' is still not a well-recognized name, tho he gains in stature with each excellent new release. Dealers who recommend this to the savants can move copies.

MUSIC FOR TRUMPET & ORCH. PURCELL, HAYDN, VIVALDI (1-12")—Unicorn Concert Orch. (Dickson). Unicorn UNLP 105473

Some favorite works for the trumpet notably executed by Roger Voisin. Haydn's "Trumpet Concerto" is the major attraction in the collection, followed by the "Trumpet Voluntaries" attributed to Purcell. There is not too much competition here and the high-level recorded sound is an asset. Good material for strong classical outlets.

MOZART: HAFNER SYMPHONY; BERLIOZ: WAVERLY OVERTURE, (Continued on page 61)



GUY MITCHELL

C'MON LET'S GO
b/w
 THE UNBELIEVER
 with Jimmy Carroll and his orchestra
 4-41033



FRANKIE LAINE

EAST IS EAST
b/w
 THE GREATER SIN
 with Ray Ellis and his orchestra
 4-41036



JO STAFFORD

STAR OF LOVE
b/w
 WHAT'S BOTHERIN' YOU BABY
 with Paul Weston and his orchestra
 4-41006

THE WORD ON PLAYS

Dartmouth College senior PAUL HAMPTON was "discovered" by an agent whose daughter he dates. It all led to an exclusive Columbia recording contract for this Brooks Brothers Cat who both writes and sings his own material. Take note of this lad—he's a teen-ager's idol in the making! * * * TONY BENNETT's latest is being picked up in all quarters, setting up what looks to be TONY's best year so far, and that's saying plenty! * * * MARTY ROBBINS' "The Story of My Life" seeing tremendous action in both "pop" and C&W markets—remember "White Sport Coat" and cash in on his latest double-market hit! * * * JOHNNY MATHIS' "Chances Are"—a chart-percher in its second month—has developed flip action on "The Twelfth of Never" that's strong and getting stronger every day! * * * Surprise of the year is the DeeJay play JIMMY DEAN's "Little Sandy Sleightfoot" is getting before Thanksgiving. The disc is a natural winner and this almost unprecedented pre-season air play should boost it way over the top! JIMMY, by the way, is set to appear on The Big Record Television show, Oct. 30, plus his own television shows six days weekly!



THE COLLINS KIDS

HEARTBEAT
b/w
 PARTY
 Larry & Lorrie Collins
 4-41012-c



PAUL HAMPTON

PLAY IT COOL
b/w
 CLASSY BABE
 with Ray Ellis and his orchestra
 4-41037



BILLY BROWN

DID WE HAVE A PARTY
b/w
 IT'S LOVE
 4-41029-c

THE SURE-FIRE HITS ARE ON

COLUMBIA RECORDS

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 "CBS" T.M.

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending October 19

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Wake Up Little Susie		1 5	6. Fascination		6 11
By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI)			By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP)		
BEST SELLING RECORD: Everly Brothers, Cadence 1337.			BEST SELLING RECORD: Jane Morgan, Kapp 191.		
2. Jailhouse Rock		2 3	RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamalton, London 1758; Dick Jacobs, Coral 61864; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 6980; Ethel Smith, Dec 30421; Troubadors, Kapp 191.		
By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI)			7. Silhouettes		24 2
BEST SELLING RECORD: Elvis Presley, Vic 7035.			By Slay Crewe—Published by Regent Music (BMI)		
3. Chances Are		4 7	BEST SELLING RECORD: Rays, Cameo 117.		
By Stillman & R. Allen—Published by Korwin Music (ASCAP)			RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Caps, ABC-Paramount 9856.		
BEST SELLING RECORD: Johnny Mathis, Col 40993.			8. Be-Bop Baby		17 4
4. Tammy		4 15	By P. Lenghurst—Published by Travis Music (BMI)		
By Jay Livingston-Ray Evans—Published by Northern (ASCAP)			BEST SELLING RECORD: Ricky Nelson, Imperial 5463.		
BEST SELLING RECORD: Debbie Reynolds, Coral 61851.			RECORD AVAILABLE: Autry Inman, Dot 29936.		
RECORDS AVAILABLE: Ames Brothers, Vic 6930; George Barnes, Dec 30398; Joseph Gershon Ork, Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Bill Snyder, Dec 30433.			8. Melodie D'Amour		11 4
5. Honeycomb		3 20	By Leo Johns-Henri Salvador—Published by Rayven Music (BMI)		
By Bob Merrill—Published by Hawthorne Music (ASCAP)			BEST SELLING RECORD: Ames Brothers, Vic 7046.		
BEST SELLING RECORD: Jimmie Rodgers, Roulette 4015.			RECORDS AVAILABLE: Edmundo Ros, London 1751; Marty Gold, Vik 0303.		
RECORD AVAILABLE: Georgie Shaw, Dec 30418.			10. Diana		7 14
			By Paul Anka—Published by Pamco Music, Inc. (BMI)		
			BEST SELLING RECORD: Paul Anka, ABC-Paramount 9831.		

Second Ten

11. Around the World		10 10	15. Happy, Happy Birthday, Baby		13 6
By Victor Young—Published by Victor Young Publications (ASCAP)			By Sylvia-Lopez—Published by Donna Music (BMI)		
BEST SELLING RECORDS: Victor Young and Bing Crosby, Dec 30262; Mantovani, London 1746.			BEST SELLING RECORD: Tune Weavers, Checker 872.		
RECORDS AVAILABLE: George Barnes, Dec 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Lawrence Welk, Coral 61741.			RECORDS AVAILABLE: Dottie Ferguson, Mer 71182; Kay Cee Jones, Dec 30432.		
11. My Heart Reminds Me (And That Reminds Me) adapted from "Autumn Concerto"		9 8	16. That'll Be the Day		8 11
By Al Stillman-C. Bargonis—Published by Symphony House (ASCAP)			By Jerry Allison-Buddy Holly-Norman Petty—Published by Nor-Va-Jak Music Co. (BMI)		
BEST SELLING RECORD: Della Reese, Jubilee 5292.			BEST SELLING RECORD: Crickets, Brunswick 5009.		
RECORDS AVAILABLE: Ambrose Ork, M-G-M 12542; Carmen Cavallaro, Decca 30076; Lenny Eversong, Coral 61874; Richard Hayman, Mercury 71178; Ted Heath, London 1690; Melachrino Strings, Vic 7027; Nick Noble, Mercury 70959; Kay Starr, Vic 6981; Billy Vaughn, Dot 15466; Woody Herman, Verve 10102.			RECORDS AVAILABLE: Jeff Allen, Verve 10064; Buddy Holly, Dec 30434; Ravens, Argo 5276.		
13. You Send Me		- 1	17. Keep A' Knockin'		19 3
By Sam Cooke—Published by Highuera (BMI)			By R. Penniman—Published by Venice (BMI)		
BEST SELLING RECORD: Sam Cooke, Keen 34013.			BEST SELLING RECORD: Little Richard, Specialty 611.		
RECORDS AVAILABLE: Jesse Belvin, Modern 1025; Teresa Brewer, Coral 61898.			18. Hula Love		14 8
14. My Special Angel		27 2	By Knox—Published by Kahl (BMI)		
By Jimmy Duncan—Published by Merge (BMI)			BEST SELLING RECORD: Buddy Knox, Roulette 4018.		
BEST SELLING RECORD: Bobby Helms, Dec 30423.			19. Treat Me Nice		- 1
RECORDS AVAILABLE: Frank D'rone, Mercury 71193; Sonny Land Trio, Prep 115.			By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI)		
			BEST SELLING RECORD: Elvis Presley, Vic 7035		
			20. Affair to Remember		16 8
			By Warren, Adamson, McCarey—Published by Leo-Feist (ASCAP)		
			BEST SELLING RECORD: Vic Damone, Col 40945.		
			RECORDS AVAILABLE: Luis Arcaez, Vic 6952; Carmen Cavallaro, Dec 30362; Angela Drake, M-G-M 12499; Pete King, Liberty 55075; Machito, Tico 407; Vi Vienne, V.I.P. 1007.		

Third Ten

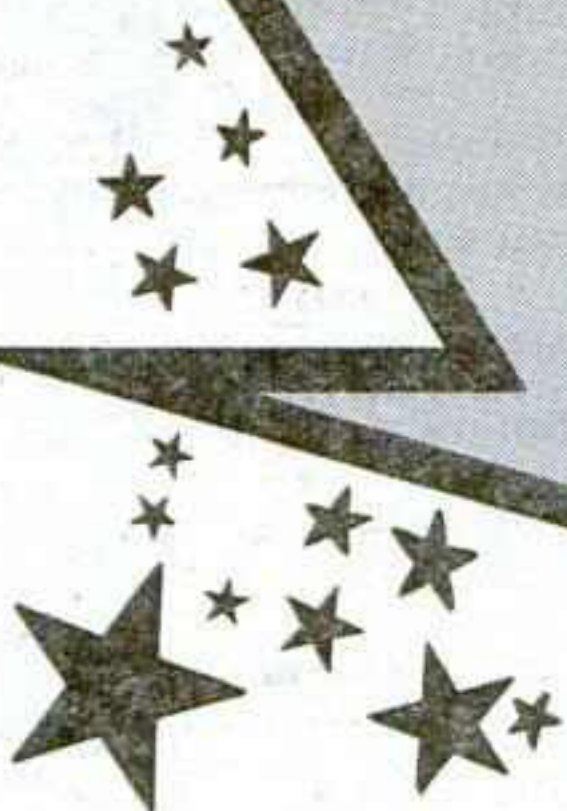
21. Remember You're Mine		21 10	26. Little Bitty Pretty One		- 1
By Mann-Lowe—Published by Lowe-Tray Music Corp. (ASCAP)			By R. Byrd—Published by Recordo Music (BMI)		
BEST SELLING RECORD: Pat Boone, Dot 15602.			RECORDS AVAILABLE: Bobby Day, Class 211; Thurston Harris, Aladdin 3398.		
RECORD AVAILABLE: Ray Vernon, Cameo 109.			27. Mr. Lee		22 11
22. Rainbow		12 13	By Bobbettes—Published by Progressive (BMI)		
By Ron Hulme—Published by Robbins (ASCAP)			RECORD AVAILABLE: Bobbettes, Atlantic 1144.		
RECORDS AVAILABLE: Bobby Breen, Chic 1013; Bill Darnell, Jubilee 5290; Russ Hamilton, Kapp 184.			28. April Love		- 1
23. Whole Lotta Shakin' Goin' On		14 12	By Fain & Webster—Published by Leo Feist (ASCAP)		
By D. Williams-S. David—Published by Marilyn (BMI)			RECORD AVAILABLE: Pat Boone, Dot 15660.		
RECORD AVAILABLE: Jerry Lee Lewis, Sun 267.			29. Just Born		- 1
24. In the Middle of an Island		18 12	By Luther Dixon & Billy Dawn Smith—Published by Winneton Music (BMI)		
By Varnick & Acquaviva—Published by Mayfair (ASCAP)			RECORD AVAILABLE: Perry Como, Vic 7050.		
RECORDS AVAILABLE: Tony Bennett, Col 40965; Tennessee Ernie Ford, Cap 3762; Anita Kerr Quartet, Dec 30417; Stan Wilson, Verve 10068.			29. Twelfth of Never		28 3
25. Lotta Lovin'		20 6	By P. F. Webster & Livingston—Published by Empress (ASCAP)		
By Bernice Bedwell—Published by Song Prod. (BMI)			RECORD AVAILABLE: Johnny Mathis, Col 40993.		
RECORD AVAILABLE: Gene Vincent, Cap 3763.					

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in his first

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 Smash!**



Tommy Steele

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 OF SONGS**

B/W



WATER WATER

45-1760



Tommy Sings
 Songs From the
 Current
 Teenage Hit
 Film
 "Rock Around
 the World"

**TOMMY
 STEELE**

**ROCK
 AROUND
 THE WORLD**

LL 1770



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Best Sellers in Stores

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

FOR
SURVEY WEEK
ENDING
OCTOBER 19, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. JAILHOUSE ROCK (BMI)—Elvis Presley TREAT ME NICE (BMI)—Vic 7035	1	3	11. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers..... Ol' Man River (ASCAP)—Checker 472	8	6	21. RAINBOW (ASCAP)—Russ Hamilton... We Will Make Love (ASCAP)—Kapp 184	18	13
2. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers..... Maybe Tomorrow (BMI)—Cadence 1337	2	5	12. WHOLE LOTTA' SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis..... It'll Be Mine (BMI)—Sun 267	12	14	22. MELODIE D'AMOUR (BMI)— Ames Brothers..... So Little Time (BMI)—Vic 7046	22	8
3. BE-BOP BABY (BMI)—Ricky Nelson... HAVE I TOLD YOU LATELY THAT I LOVE YOU? (BMI)—Imperial 5463	6	4	13. LOTTA LOVIN' (BMI)—Gene Vincent... WEAR MY RING (BMI)—Cap 3763	14	6	23. WAIT AND SEE (BMI)—Fats Domino... I STILL LOVE YOU (BMI)—Imperial 5467	29	2
4. CHANCES ARE (ASCAP)— Johnny Mathis..... THE TWELFTH OF NEVER (ASCAP) Col 40993	5	6	14. HULA LOVE (BMI)—Buddy Knox..... Devil Woman (BMI)—Roulette 4018	13	8	24. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tony Bennett..... I AM (ASCAP)—Col 40965	21	12
5. SILHOUETTES (BMI)—The Rays..... Daddy Cool (BMI)—Cameo 117	16	2	15. LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris..... I Hope You Won't Hold It Against Me (BMI)— Aladdin 3398	—	1	25. JUST BETWEEN YOU AND ME (BMI)—Chordettes SOFT SANDS (BMI)—Cadence 1330	20	7
6. YOU SEND ME (BMI)—Sam Cooke.... Summertime (ASCAP)—Keen 34013	—	1	16. MR. LEE (BMI)—Bobbettes..... Look at the Stars—Atlantic 1144	11	12	26. BLACK SLACKS (BMI)— Joe Bennett & Sparkletones..... Boppin' Rock Boogie (BMI)— ABC-Paramount 9837	23	6
7. TAMMY (ASCAP)—Debbie Reynolds... French Heels (ASCAP)—Coral 61851	4	14	17. THAT'LL BE THE DAY (BMI)— Crickets I'm Lookin' for Someone to Love (BMI)— Brunswick 55009	10	11	27. DEEP PURPLE (ASCAP)— Billy Ward & His Dominoes..... Do It Again (BMI)—Liberty 55099	26	4
8. HONEYCOMB (ASCAP)— Jimmie Rodgers..... Their Hearts Were Full of Spring (ASCAP)— Roulette 4015	3	11	18. REMEMBER YOU'RE MINE (ASCAP)— Pat Boone..... There's a Gold Mine in the Sky (ASCAP)—Dot 15602	17	12	28. JUST BORN (BMI)—Perry Como..... IVY ROSE (ASCAP)—Vic 7050	—	1
9. DIANA (BMI)—Paul Anka..... Don't Gamble With Love (BMI)— ABC-Paramount 9831	7	14	19. MY SPECIAL ANGEL (BMI)— Bobby Helms..... Standing at the End of My World (BMI)—Dec 30423	19	2	29. SEND FOR ME (BMI)—Nat King Cole... MY PERSONAL POSSESSION (BMI)— Cap 3737	27	17
10. KEEP A' KNOCKIN' (BMI)— Little Richard..... Can't Believe You Wanna Leave (BMI)— Specialty 611	9	4	20. FASCINATION (ASCAP)—Jane Morgan... Fascination (Instrumental) (ASCAP)—Kapp 191	14	8	30. PEANUTS (BMI)— Little Joe & The Thrillers..... Lilly Lou (BMI)—Okeh 7088	24	4

Most Played by Jockeys

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

FOR
SURVEY WEEK
ENDING
OCTOBER 19, 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..... Maybe Tomorrow (BMI)—Cadence 1337	3	5	9. DIANA (BMI)—Paul Anka..... Don't Gamble With Love (BMI)— ABC-Paramount 9831	5	12	17. JUST BETWEEN YOU AND ME (BMI)—Chordettes Soft Sands (BMI)—Cadence 1330	15	7
2. CHANCES ARE (ASCAP)— Johnny Mathis..... The Twelfth of Never (ASCAP)—Col 40993	1	7	10. BE-BOP BABY (BMI)—Ricky Nelson.... Have I Told You Lately That I Love You? (BMI)—Imperial 5463	—	1	18. TREAT ME NICE (BMI)—Elvis Presley... Jailhouse Rock (BMI)—Vic 7035	20	2
3. JAILHOUSE ROCK (BMI)—Elvis Presley Treat Me Nice (BMI)—Vic 7035	6	3	11. SILHOUETTES (BMI)—The Rays..... Daddy Cool (BMI)—Cameo 117	—	1	19. TAMMY (ASCAP)—Ames Brothers..... Rockin' Shoes (BMI)—Vic 6930	23	15
4. HONEYCOMB (ASCAP)— Jimmie Rodgers..... Their Hearts Were Full of Spring (ASCAP)— Roulette 4015	2	10	12. APRIL LOVE (ASCAP)—Pat Boone..... When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660	—	1	20. THAT'LL BE THE DAY (BMI)— Crickets I'm Lookin' for Someone to Love (BMI)— Brunswick 55009	8	10
5. MELODIE D'AMOUR (BMI)— Ames Brothers..... So Little Time (BMI)—Vic 7046	9	4	13. MY HEART REMINDS ME (ASCAP)— Kay Starr..... Flim Flam Floo (BMI)—Vic 6981	11	7	20. IVY ROSE (ASCAP)—Perry Como..... Just Born (BMI)—Vic 7050	25	2
6. TAMMY (ASCAP)—Debbie Reynolds... French Heels (ASCAP)—Coral 61851	4	15	14. AND THAT REMINDS ME (ASCAP)— Della Reese..... I Cried for You (ASCAP)—Jubilee 5292	12	5	22. HULA LOVE (BMI)—Buddy Knox..... Devil Women (BMI)—Roulette 4018	13	7
7. FASCINATION (ASCAP)— Jane Morgan..... Fascination (Instrumental) (ASCAP)—Kapp 191	7	8	15. JUST BORN (BMI)—Perry Como..... Ivy Rose (ASCAP)—Vic 7050	18	3	23. ALL THE WAY (ASCAP)—Frank Sinatra... Chicago (ASCAP)—Cap 3793	—	1
8. MY SPECIAL ANGEL (BMI)— Bobby Helms..... Standing at the End of My World (BMI)— Dec 30423	—	1	16. THE TWELFTH OF NEVER (ASCAP)— Johnny Mathis..... Chances Are (ASCAP)—Col 40993	14	3	24. FASCINATION (ASCAP)—Dinah Shore... Till (ASCAP)—Vic 6980	25	6

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WHEN IT RAINS"**

AND

**"BUZZ, BUZZ,
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924

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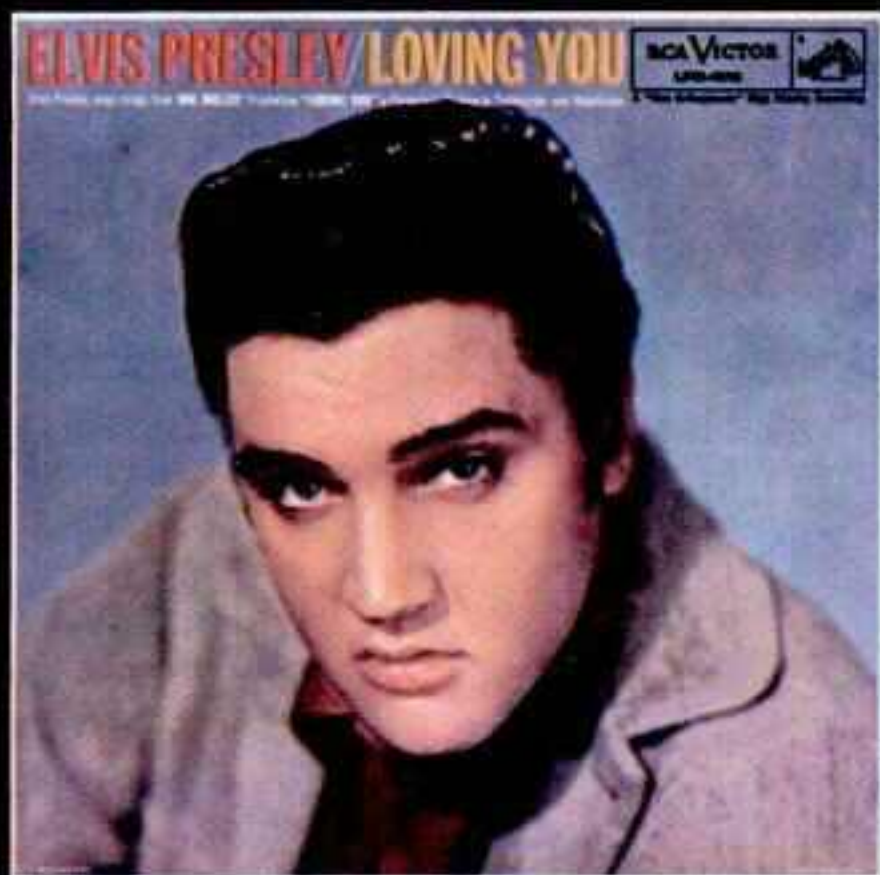
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SUPPLEMENT TO
The Billboard
 October 28, 1957

AUDITION

THE MONTHLY MUSICAL SHOPPING GUIDE

REVIEWS of the 100 Top Record Albums of the Month

COMPLETE LISTINGS of New Album Releases—on Disk and Tape

BEST SELLERS of Popular, Classical and Jazz Albums

Shelly Manne & his Friends*
 modern jazz performances
 of songs
 from **MY FAIR LADY**



The Albums On Our Cover

As this first edition of "Audition" went to press, the three albums illustrated here were at the top of the Best Seller list in their respective categories — Popular, Classical and Jazz.

The Elvis Presley album, "Loving You" became a "Best Seller" back in mid-July. Within one week after its appearance on the Best Seller list, it moved to the Number One position, a spot it has held ever since.

Buyers of classical music are not as fickle in their preferences as collectors of other music. The Mercury recording of Tchaikovsky's "1812 Overture" moved onto the Best Seller list prior to May 1956. Since that time, it has held down either the Number One or Number Two position.

"My Fair Lady" has fared well in both the popular and jazz album categories. The straight original cast version on Columbia has been a top seller almost since the time the musical opened on Broadway. The version by Shelley Manne and His Friends on Contemporary has headed the list of jazz albums since the end of July. It has been on the Best Seller lists since the end of last year.

For the relative positions of other top selling albums, see the Best Seller lists inside this issue of Audition.

JAZZ ON THE ROAD

Among the recent crop of new novels, "On The Road" by Jack Kerouac (Viking Press, \$3.95) is causing great excitement. One reviewer, Millstein in the New York Times, said the book contains "some writing on jazz that has never been equaled in American fiction for insight, style or technical virtuosity." Herewith, then, for readers of AUDITION, short passages from Jack Kerouac's "On The Road."

"The behatted tenorman was blowing at the peak of a wonderfully satisfactory free idea, a rising and falling riff that went from "EE-yah" to a crazier 'EE-de-lee-yah!" and blasted along to the rolling crash of butt-scarred drums hammered by a big brutal Negro with a bullneck who didn't give a damn about anything but punishing his busted tubs, crash, rattle-ti-boom, crash. Uproars of music and the tenorman *had it* and everybody knew he had it. . . . They were all urging that tenorman to hold it and keep it with cries and wild eyes, and

(Continued on page 7)



"The Dance at the Gym" is one of the big production numbers from "The West Side Story." Columbia has released the original cast album.

NEW MUSICALS ON DISKS

Since the Broadway opening of "My Fair Lady," more than a million copies of Columbia's original cast recording of the show have been sold. This establishes something of a record for the popularity of an LP disk, and musicals already on the scene and about to bow during the current season will be watched with more than ordinary interest. What are the prospects?

Thus far, there have been three strong entries and, as we go to press, a fourth is set to go. "West Side Story" (music by Leonard Bernstein and lyrics by Stephen Sondheim), "Romanoff and Juliet" (incidental music by Harold Rome) and "Copper and Brass" (music by David Baker and lyrics by David Craig) are the three recent openings. At press time, "Jamaica," with Harold Arlen's music and E. Y. Harburg's lyrics, is ready to open.

Not to be overlooked among the musicals already on the scene is "Simply Heavenly." While this musical opened early in the year off-Broadway and moved on to the main stem in August, the original cast recording wasn't produced until mid-October. If it cannot be numbered among fall offerings on Broadway, it can be counted among this season's musicals on disks.

Still to come during November are "Rumple" and "Carefree Heart." The

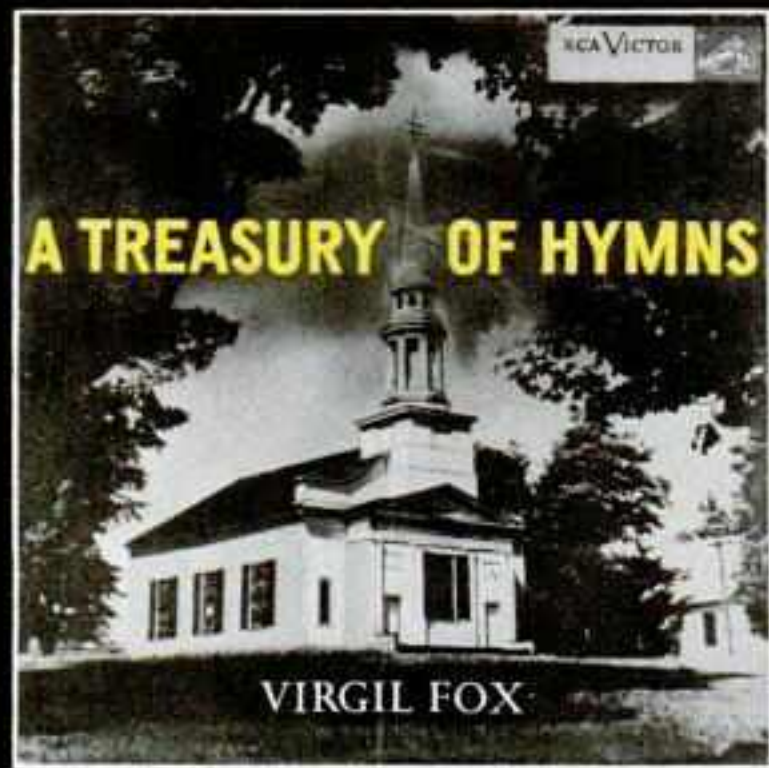
(Continued on page 5)

About "Audition"

Ever wonder how many long play albums are released during the year? How long would it take for a collector to hear each new record in its entirety? As close as we can figure, the total output is upwards of 4000 long play albums, representing the efforts of about 550 manufacturers. If a collector listened night and day for four months without stopping he couldn't hear them all.

Even sampling this prodigious output of recorded material presents something of a problem for the collector. How shall he determine which releases deserve a place on his shelves?

(Continued on page 10)



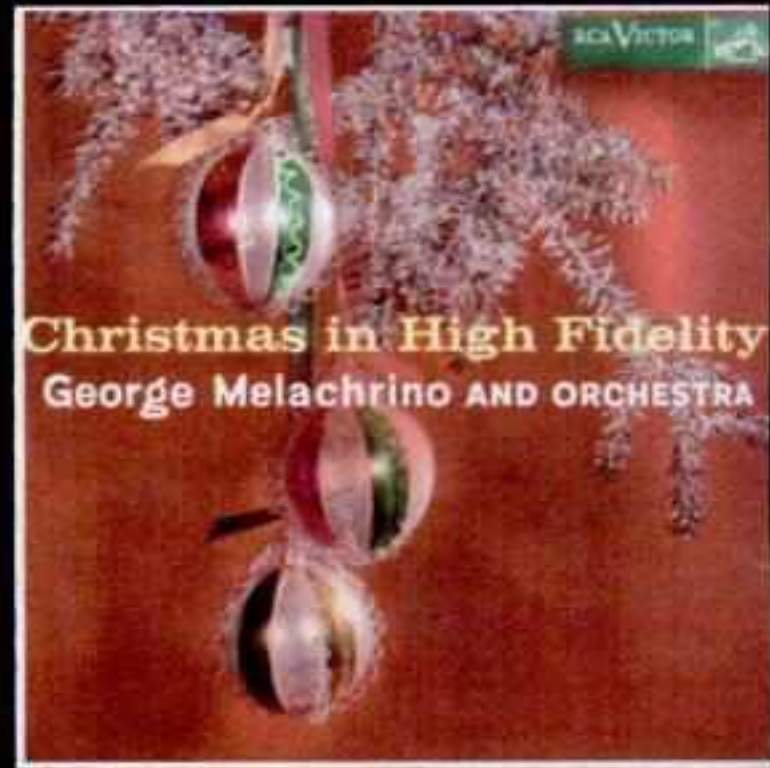
ERB-34 LM 1814



ERA-288, 289 LM 2029



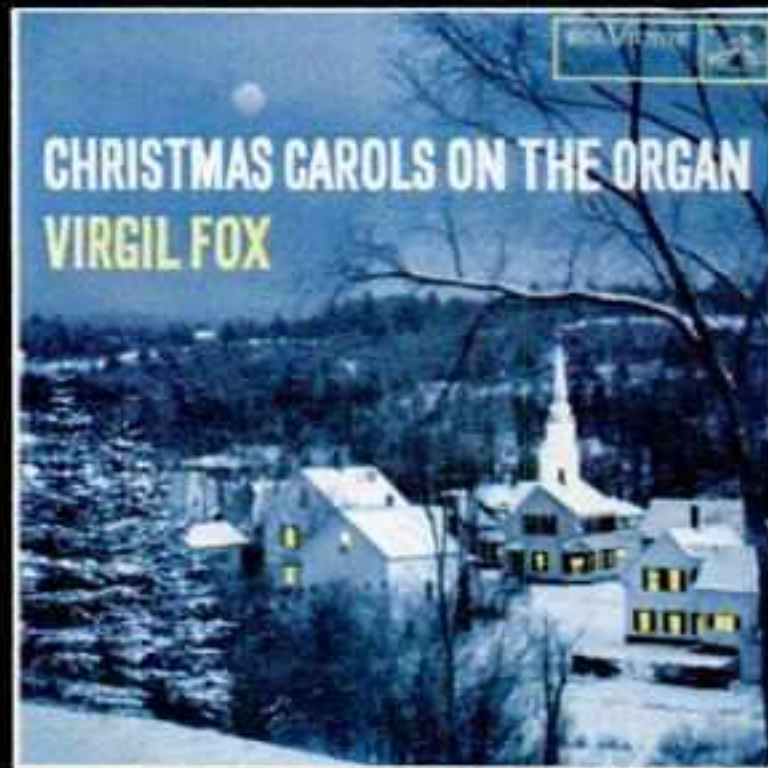
LPM 1568



EPA-1-1045 LPM 1045



EPA-920, EPB-1243 LPM 1243



ERA 1, 2-1845, ERB-42 LM 1845



EPA-4119 EPA 4119



EPA-1-1522 LPM 1522



LM 1117



EPA 1, 2, 3-1541 LPM 1541



here's Dinah, your Christmas spokesman, saying: "when you give RCA

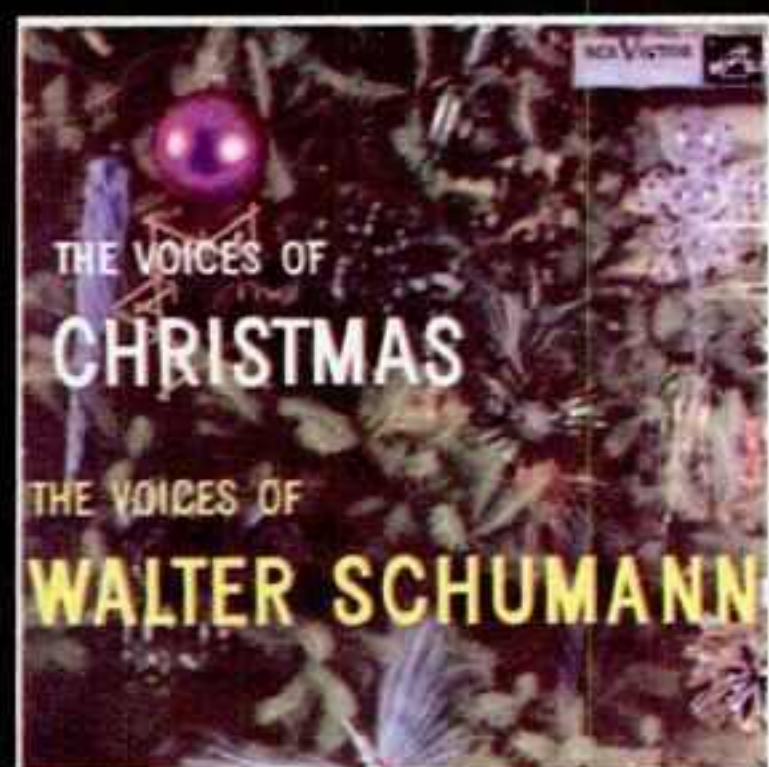
LONG PLAY, \$3.98 EACH RECORD
 45 ECONOMY PACKAGE, \$1.29 EACH RECORD

Dinah Shore leads the way for RCA Victor in a tremendous Holiday selling campaign that means *extra* profits for you! Just look at these great New Orthophonic High Fidelity albums! And look at what RCA Victor is doing to guarantee your place right at the top of your customers' Christmas shopping lists:

- Attractive big, 4-color, electric-lighted window display, featuring Dinah and these great-for-gift albums.
- Special die-cut, 4-color counter or browser card.
- 4-color catalog supplement featuring Christmas merchandise for consumer giveaway.
- Christmas Shopper ad mats: 3 sizes for Long Play, 2 sizes for 45 E.P.



EPA-653



LPM 1132

EPC-1141

LPM 1141

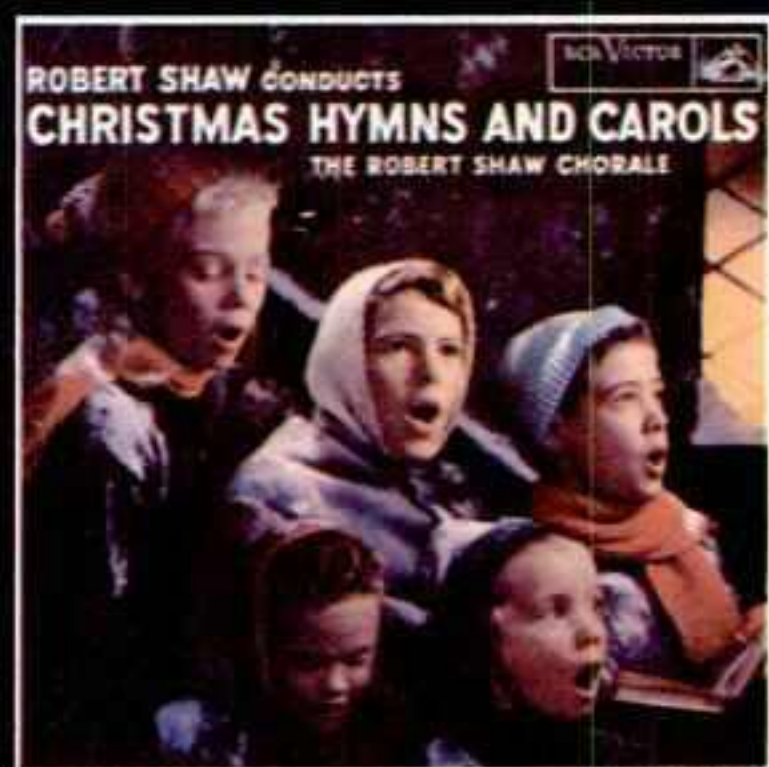


EPA-4108

LOC 1035

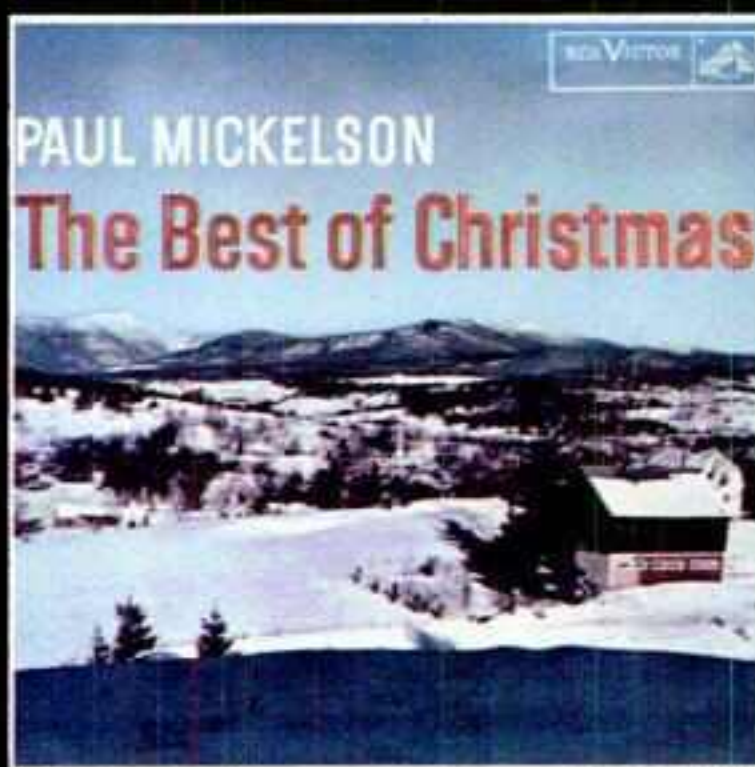


LM 2104



ERA-1-2139

LM 2139

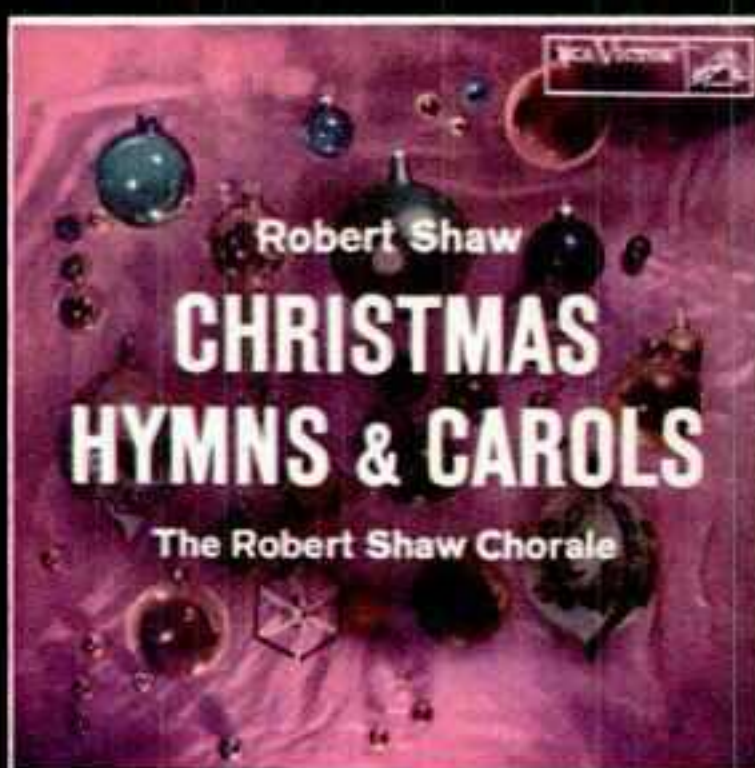


EPA-1-1517

LPM 1517



LM 6052

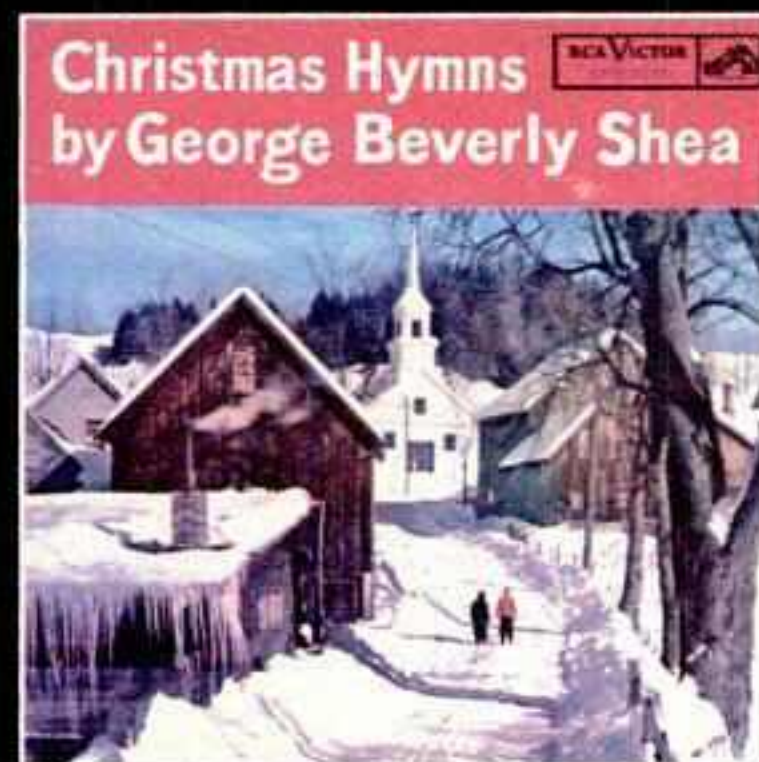


LM 1711



EPA-1-1543

LPM 1543



EPB-1270

LPM 1270



Victor records, the world's greatest artists say 'Merry Christmas' for you!"

- Showcasing in Save-On-Records Bulletin.
- Special colorful Christmas shopping bags, featuring Dinah and her message.
- Network TV commercials on *The Perry Como Show*, *The George Gobel Show*, *The Eddie Fisher Show*, *Tic Tac Dough*.
- Network radio saturation campaign on *Monitor*, *Bandstand* and *Nightline*, plus recorded transcriptions for local tie-in.

Wrap up your Christmas shopping before the holiday rush begins by stocking up now! Call your RCA Victor Record distributor today!



RCA VICTOR
TRADE MARK
RADIO CORPORATION OF AMERICA



Manufacturer's nationally advertised prices shown.

POPULAR!

**TAILORED
TO
EVERY TASTE**

...by ABC-Paramount!



EYDIE SWINGS THE BLUES
Eydie Gorme—ABC-192

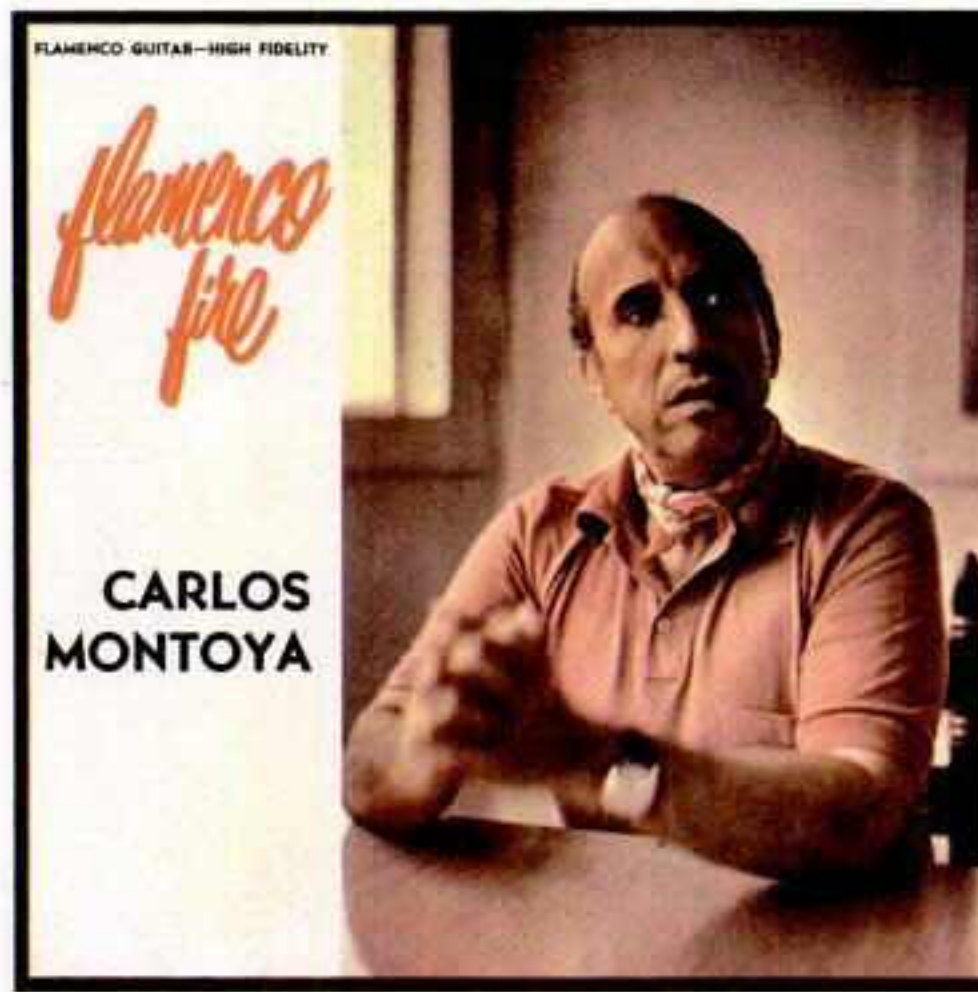
SHOW TUNES IN JAZZ!

FLAMENCO!

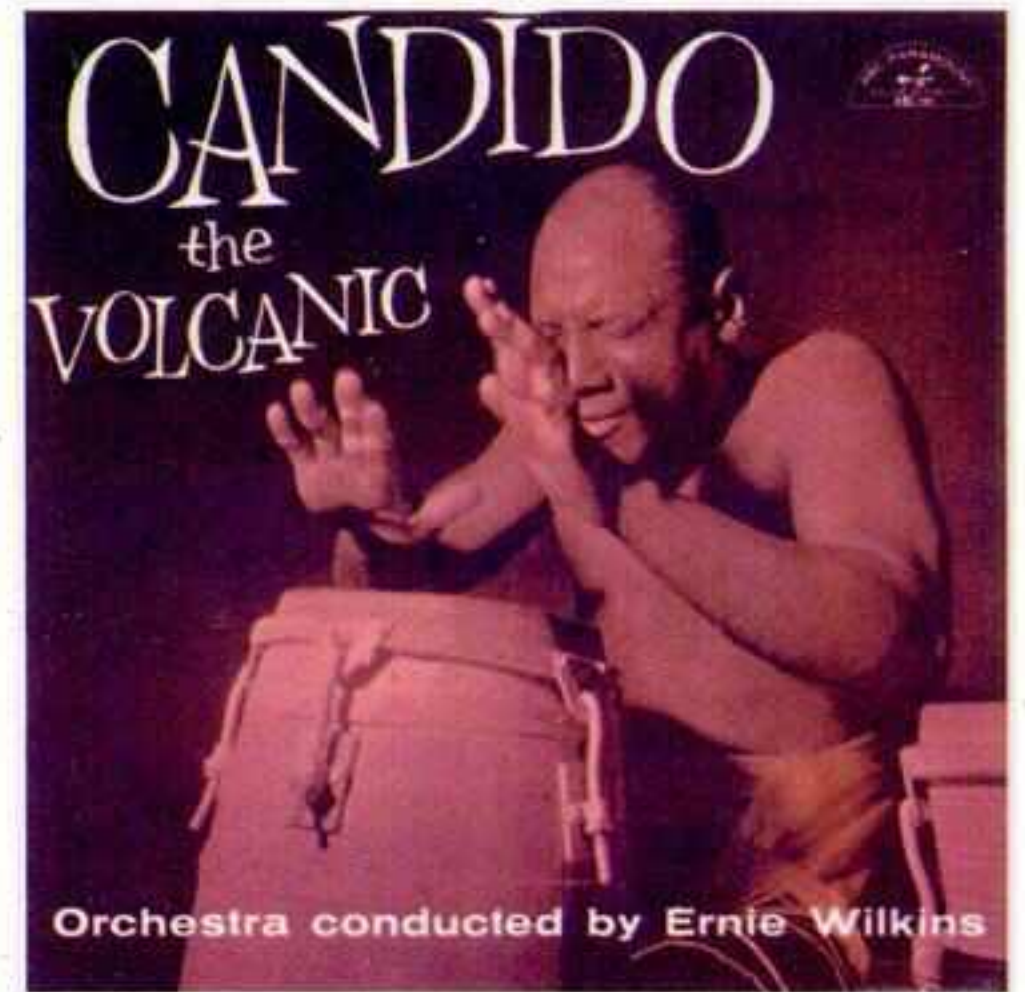
LATIN-FLAVORED JAZZ!



"MY FAIR LADY" LOVES JAZZ—ABC-177
Billy Taylor Trio—w/Orch., Quincy Jones, Cond.



FLAMENCO FIRE
Carlos Montoya—ABC-191



CANDIDO—THE VOLCANIC—ABC-180
Candido with Ernie Wilkins' Orch.

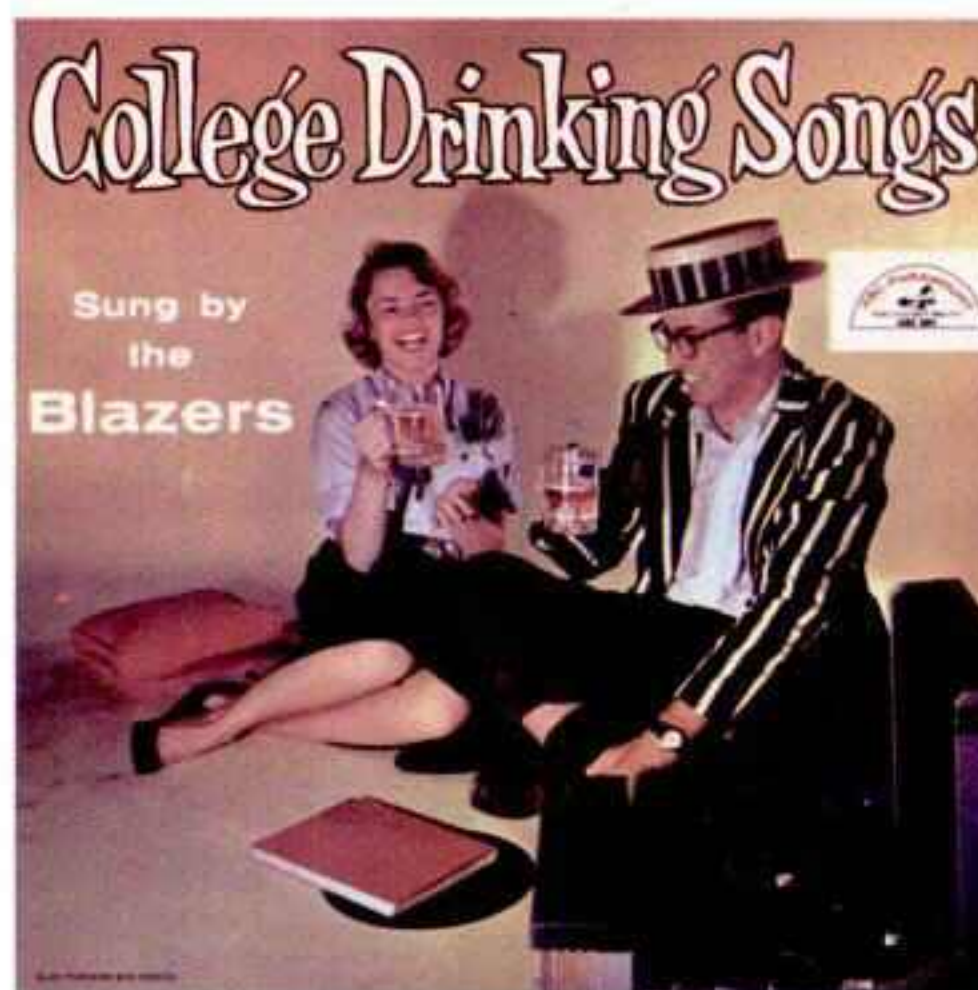
POLKA!

COLLEGIATE!

NOSTALGIC!



IT'S POLKA TIME—VOL. II—ABC-204
Stan Wolowic and the Polka Chips



COLLEGE DRINKING SONGS
The Blazers—ABC-201



WORLD WAR I SONGS IN HI-FI
The Four Sergeants—ABC-196



ALBUM REVIEWS

The disks reviewed on this and the following pages represent, in the opinion of the Audition reviewing staff, the best of the month's album output. In publishing them here, no attempt has been made to rate any one over another. In other words, the first review in each category is not necessarily "first" in excellence. All are considered to be excellent buys for the reasons stated in the review.

POPULAR



WALTZES TO REMEMBER (1-12)—Frank Chacksfield Ork. London LL 1603—This set is not unlike a previous waltz entry by Mantovani. It's full of the shimmering strings effects and the recording job is clean and bright. Selection consists entirely of evergreens like "Alice Blue Gown," "Symphony," "The Desert Song," etc.

THE PARTY'S OVER (1-12)—Polly Bergen. Columbia CL 1031—"Bergen Sings Morgan," the thrush's last LP, rapidly became a best seller. In this equally strong package, gal serves up 12 time-tested torchers in warmly expressive vocals. Selections include "My Melancholy Baby," "It Never Entered My Mind," "I'm Thru With Love," etc. Excellent cover photo.

BILLY ECKSTINE - SARAH VAUGHAN SING THE BEST OF IRVING BERLIN (1-12)—Mercury MG 20316—Fans of the two artists will go for this set in a big way. Their styles of singing complement each other very well. Tasteful orking is by Hal Mooney. Berlin favorites include "You're Just in Love," "Cheek to Cheek" and "Always." Fine set for either pop or jazz followers.

THE FABULOUS JIMMY DORSEY (1-12)—Fraternity F-1008—An affectionately conceived tribute to the late saxophonist-maestro. Dorsey himself is on four tracks, Dick Stabile is a ringer for him on four more. His "So Rare" and "June Night" are included, along with revivals of "Amapola," "Maria Elena," etc.

PAT'S GREAT HITS (1-12)—Pat Boone. Dot DLP 3071—A compilation of 12 of Pat Boone's most recent hits, including "Love Letters," "Gold Mine in the Sky," "Friendly Persuasion," etc., all of which are certain

to win wide reception in one package. Cover art shows Pat up real close.

SAMMY JUMPS WITH JOYA (1-12)—Sammy Davis Jr. & Joya Sherrill. Design DLP 22—Contrary to what the title might imply, there are no duets here. Both performers, however, are in excellent form on solo stints. Davis offers such as "Gypsy in My Soul" and "Chloe," while Miss Sherrill, Duke Ellington alumna, sings tunes like "Easy Street" and "End of a Love Affair." Good value at \$1.49.

THE SUN ALSO RISES (1-12)—Sound Track. Kapp KDL 7001—The effective sound track score includes several descriptive themes, covering the many changes of pace and locale in the film. The background motifs range from light, lilting passages to dramatic, brassy strains depicting the bull-fight scenes. Also included are themes by guitarist Vincent Gomez; music by a twenties jazz band and varied brass bands.

CHRISTMAS DREAMING (1-12)—Frank Sinatra. Columbia CL 1032—An easily paced garland of 10 Christmas favorites ("White Christmas," "Silent Night," "Adeste Fidelis," etc.). Sinatra has rarely sounded better than he does on this group of reissued holiday standards.

POPULAR AMERICAN WALTZES (1-12)—Sammy Kaye Ork. Columbia CL 1018—Here's an entry to beguile nostalgic-minded listeners and loyal Kaye fans. Sweet, schmaltzy instrumental treatments in waltz tempo of memorable standards—"Let Me Call You Sweetheart," "Diane," "Always," etc. Dreamy mood music and excellent terp wax. This is listed as Columbia's "Buy of the Month."

A GIRL AND HER SONGS (1-12)—Teddi King—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 appealing material.

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.

CHRISTMAS WITH GISELE (1-12)—Vik LX 1099—Here's a solid holiday package, which should find 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.

ROGER WILLIAMS SONGS OF THE FABULOUS FORTIES (2-12)—Kapp KXL 5003—Attractive follow-up to Williams' best selling current "Fifties" entry. It's another dual LP job with de luxe folder type package. Chosen were 24 memorable tunes from the last decade and Williams plays them with the same smart pianistics and ork backing.

HARRY MARSHARD ORCH. (1-12)—Unicorn UNLP 1049—A well-made package of society dance music, covering a broad range of standard material. Twenty-three tunes in all, as "Zing Went the Strings of My Heart," "Habanera," etc. The bands contain pieces presumably typical of different resort areas, as Cape Cod, Palm Beach, the Bahamas, etc. There are vocals by Bill Dooley. Album contains a lot for the money.

SONGS OF THE GREAT WHITE WAY (1-12)—Vivian Blane—Mercury MG 20234—Fine mood set by the versatile artist features numbers from hit Broadway shows and includes: "They Say It's Wonderful," "But Not for Me" and "If I Were a Bell." Listenable album will have nostalgic appeal for many who recall earlier popularity of selections.

GO GO GO (1-12)—Alan Freed's TV Record Hop—Coral 57177—The appeal here is very simple: It's the big beat; and the all-instrumental album of original jumping, big beat tunes have appeal for the younger crowd. With the new Freed movie, "Mr. Rock and Roll," about to be released,

teen-agers can pre-view typical efforts. Cover is a multi-colored "crazy" cartoon.

THEY SING—THEY SWING (1-12)—The Del Vikings—Mercury MG 20314—The successful "top-pop" artists have their first album with several unexpected ballad offerings like "White Cliffs of Dover," and "My Foolish Heart," sung in a fairly smooth, ungimmicked style with solo leads. On the other hand, there's another called "Down in Bermuda," which swings in the familiar style. Good pacing of material here and good performances.

JONI JAMES SINGS SONGS BY JEROME KERN AND HARRY WARREN (1-12)—M-G-M E 3533—Pleasant thrushing by Miss James on a listenable selection of evergreens by the two composers, with good background supplied by David Terry. Numbers include "Long Ago and Far Away," "I Only Have Eyes for You" and "All the Things You Are."

THE ROARING TWENTIES IN HI-FI (1-12)—Lionel Newman Ork—Liberty LRP 3058—Title might lead one to expect another multi-tune melange, which this isn't. It includes 12 tunes by De Sylva, Brown and Henderson, big hits of the era, which portray it perfectly. Arrangements by Billy May have the flavor and yet are smartly modern and danceable. Very well recorded.

FRENCH PASTRY (1-12)—Eddie Barclay Ork—Mercury MG 20265—Cover depicting French maid, carrying a tray of tasty treats all good enough to eat, holds forth promise. Inside, Barclay's ork lives up to the billing in a series of light mood tunes, mostly with a gentle, but noticeable enough, beat for dancing as well as listening. Sound is particularly good.

THE GREAT JIMMY DORSEY (1-12)—Decca DL 8609—Here's a group of a dozen perennial favorites from the Decca "J. D." catalog. Examples are "My Prayer," "Star Eyes," "I Understand," "I'm Glad There Is You," etc. Bob Eberly, Helen O'Connell and Kitty Kallen share in the vocals. Dorsey fans will not mind the absence of the very latest hi-fi sound.

ALL TIME TOP TWELVE (AS COMPILED BY THE BILLBOARD) (1-12)—Ted Heath and His Music—London LL 1716—British maestro Ted Heath will gain even greater acceptance in the States with this choice of great tunes beautifully performed. Material was chosen by London after considerable research in files of The Billboard to determine songs most played. Performances are crisp, modern and are abetted by fine engineering. Tunes include "Begin the Beguine," "April in Paris," "Somebody Loves Me," etc.

MEET ME IN ST. LOUIS AND THE HARVEY GIRLS (1-12)—Judy Garland—Decca DL 8498—Sound tracks from two of Miss Garland's earlier films still retain their charm. Selections from the attractive scores include "The Trolley Song," "The Boy Next Door" and "On the Atchison, Topeka and the Santa Fe." Converted 12-inch set will appeal to the artist's fans.

DANCE TILL DAWN (1-12)—Howard Lanin Ork—Decca DL 8612—Society band delivers another of those multi-tune programs, including show tunes, standards, brisk waltzes and a mambo. The tempos are uniformly fast. Recordings were made at a dance, and the audience can be felt in atmospheric recording. Good dance package, especially for more mature gatherings.

THE DORSEY BROTHERS (1-12). Design DLP 20—Collectors will note that the material here was cut in 1935, on the last recording date of the original Dorsey Brothers' band. Arrangements have the old-fashioned sound but quality is amazingly good considering the vintage. Selections include "By Heck," "Solitude," etc. Bargain \$1.49 price.

THE GOLDEN ERA OF THE SUGAR BLUES CLYDE MCCOY (1-12). Design DLP 28—Not only oldsters and collectors are likely to get a kick out of these sides, which present a trumpet stylist of great favor years ago. The sides include his big "Sugar Blues," "Stompin' at the Savoy" and other standards. Price of the package—\$1.49—is surprising, since art and packaging are on a par with more expensive merchandise.

MUSICAL MAGIC—The McGuire Sisters (1-12)—Coral CRL 57180—Package adds up to pleasant recap of a number of the gals'

previous singles. Tunes include "Lonesome Polecat"; "Goodnight My Love, Pleasant Dreams"; "Missing," etc. As always, the harmony appeal is strong and the arrangements (shared by Neal Hefti and Dick Jacobs) are crisp and clean. Colorful photo of the trio graces the cover.

BILLY WILLIAMS (1-12)—Coral CRL 57184—Material in this package is done in Williams' highly stylized manner, with swinging arrangements. Some of the sides generate real excitement, as "The Honey-dripper," with ork by Sy Oliver, and "Cry Baby," with arrangement by Dick Jacobs. Williams, of course, is riding well as a singles artist currently, and this is a good opportunity to sample other of his wares. Package includes "I'm Gonna Sit Right Down and Write Myself a Letter" and other tunes with which he is associated.

LET'S GET ACQUAINTED—The Lennon Sisters (1-12)—Brunswick BL 54031—The sisters, members of the Lawrence Welk organization on TV, project a lot of charm on these dozen performances. The material is of many types—some with Dixieland backings, some with a religious quality, a number of standards and more recent pops. Tunes include "Little White Lies," "Teenage Waltz," "White Silver Sands."

MAKE ROOM FOR TINY—"Big" Tiny Little (1-12)—Brunswick BL 54030—Lively rickety-tick piano by Little, a featured sideman with the Lawrence Welk organization. Good material of its type, altho similar to others on market. Tunes include several originals and a good sprinkling of standards, as "Hindustan," "Maple Leaf Rag," etc.

MUSIC MUSIC—Teresa Brewer (1-12)—Coral CRL 57179—Here are 12 past diskings by "Miss Music" wrapped up in a new and attractive package. Selections include hits like "Empty Arms," "Jilted," etc. Numbers provide sufficient variety to display different facets of singer's style, each able to "sell" the number at hand.

RHYTHM & BLUES

BIG MAYBELLE SINGS (1-12)—Savoy MG 14005—In contrast to Big Maybelle's rhythm and blues singles, this album is jazz-oriented, with the backings by a talented group under the baton of Ernie Wilkins. Maybelle's material comprises mostly great standards, as "All of Me," "Stay as Sweet as You Are," etc.—with only an occasional truly r.&b. side. The amply proportioned chick, with her unique style and assurance, is indeed very effective. Long instrumental stretches, some in the Kansas City mode, are very fetching.

DINAH WASHINGTON SINGS THE BEST IN BLUES (1-12)—Mercury MG 20247—These are old tracks of Miss Washington, taken from as long as 10 years ago, in her earlier "Queen of the Blues" era. The sound doesn't measure up to current standards, the material is a bonanza for collectors. Such items as "TV Is the Thing," "Trouble in Mind," "Evil Gal Blues," are included. Nothing old-style about the packaging here with a cover shot of the gal that hits the eye.

• Continued on page 6

New Musicals

• Continued from page 1

latter is a musical adaptation of Moliere's "The Doctor in Spite of Himself." Set for December opening is "The Music Man" with "Captain's Paradise," slated for a late January debut.

You can watch for the appearance of the "Jamaica" recording on RCA-Victor around mid-November. Decca is reported to issue the recordings of three of the current musical offerings, "Carefree Heart," "Rumple" and "Copper and Brass." Columbia, of course, already has "West Side Story" and "Simply Heavenly" in its catalog.

AUDITION

in December
will contain
special Christmas
Album listings
and gift suggestions
for Disk collectors.
DON'T MISS IT!

BEST SELLING ALBUMS

Albums are ranked in order of their national sales strength at the retail level as determined by surveys of top dealers in all key markets for the past month. Sales thru the various record clubs are not included.

CLASSICAL

1. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN—
Minneapolis Symphony (Dorati)...Mercury MG 50054
2. THE STRINGS OF THE PHILADELPHIA ORCHESTRA—
The Philadelphia Orch. (Ormandy)...Columbia ML 5187
3. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES
PATINEURS—Boston Pops (Fiedler)...RCA Victor LM 1817
4. OVERTURE—Hollywood Bowl Symphony (Slatkin)...Capitol P 8380
5. BEETHOVEN: PIANO CONCERTO NO. 5—
Rubenstein, Symphony of the Air (Krips)...RCA Victor LM 1817
6. RACHMANINOFF: PIANO CONCERTO NO. 2; TCHAIKOVSKY:
ROMEO AND JULIET OVERTURE—
Rubinstein, Chicago Symphony (Reiner); RCA Symphony
7. RUSSKAYA!—Hollywood Bowl Symphony (Dragon)...Capitol P 8384
8. RACHMANINOFF; PIANO CONCERTO NO. 1—
Janis, Chicago Symphony (Reiner)...RCA Victor LM 2127
9. STARLIGHT CHORALE—
Hollywood Bowl Symphony; Roger Wagner Chorale
(Wagner)...Capitol P 8390
10. DVORAK: VIOLIN CONCERTO IN A MINOR; GLAZOUNOV:
VIOLIN CONCERTO IN A MINOR—
Milstein, Pittsburgh Symphony Orch. (Steinberg)...Capitol P 8382
11. STRAUSS HORN CONCERTOS NOS. I & II—
Brain, Philharmonia Orch. (Sawallisch)...Angel 35496
12. BRAHMS: SYMPHONY NO. 1—
Boston Symphony Orch. (Munch)...RCA Victor LM 2097
13. TCHAIKOVSKY: PIANO CONCERTO NO. 1—
Gilels, Chicago Symphony (Reiner)...RCA Victor LM 1969
14. PORTS OF CALL—Phila. Orch. (Ormandy)...Columbia ML 4983
15. TOSCANINI CONDUCTS—NBC Symphony...RCA Victor LM 2056
16. THE PLANETS—
Los Angeles Philharmonic Orch. (Stokowski)...Capitol P 8389
17. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—
NBC Symphony Orch. (Toscanini)...RCA Victor LM 1757
18. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—
NBC Symphony Orch. (Toscanini)...RCA Victor LM 6009
19. STRAUSS: DON JUAN; WALTZES FROM "DER
ROSENKAVALIER"; TILL EULENSPIEGEL'S MERRY PRANKS;
LOVE SCENE FROM "FEURSNOT"—
The Philadelphia Orch. (Ormandy)...Columbia ML 5177
20. TCHAIKOVSKY: NUTCRACKER SUITE; CHABRIER: ESPANA—
The Royal Philharmonic Orch. (Beecham)...Columbia ML 5171

POPULAR

1. LOVING YOU—Elvis Presley...RCA Victor LPM 1515
2. LOVE IS THE THING—Nat King Cole...Capitol W 824
3. A SWINGIN' AFFAIR—Frank Sinatra...Capitol W 803
4. BELAFONTE SINGS OF THE CARRIBEAN—
Harry Belafonte...RCA Victor LPM 1505
5. WONDERFUL, WONDERFUL—Johnny Mathis...Columbia CL 1028
6. WE GET LETTERS—Perry Como...RCA Victor LPM 1463
7. HYMNS—Tennessee Ernie Ford...Capitol T 756
8. ABOUT THE BLUES—Julie London...Liberty LRP 3043
9. THIS IS NAT KING COLE...Capitol T 870
10. WHERE ARE YOU?—Frank Sinatra...Capitol W 855

JAZZ

1. MY FAIR LADY—
Shelly Manne and His Friends...Contemporary C 3527
2. CONCERT BY THE SEA—Erroll Garner...Columbia CL 833
3. JAZZ GOES TO JUNIOR COLLEGE—
Dave Brubeck...Columbia CL 1034
4. MODERN JAZZ QUARTER...Atlantic 1265
5. ELLINGTON AT NEWPORT—Duke Ellington...Columbia CL 934
6. KENTON WITH VOICES—Stan Kenton...Capitol T 810
7. OTHER VOICES—Erroll Garner...Columbia CL 1014
8. JAZZ IMPRESSIONS OF THE U.S.A.—
Dave Brubeck...Columbia CL 984
9. DUKES OF DIXIELAND, VOL. 1...Audio Fidelity AFLP 1823
9. BLACK SATIN—George Shearing...Capitol T 858

Album Reviews

• Continued from page 5

CLASSICAL



BERLIOZ: L'ENFANCE DU CHRIST (2-12)—Various Artists, New England Conservatory Chorus (de Varon); Boston Symphony (Munch)—RCA Victor LM 6053
Superb album blends fine soloists, orchestra, chorus in moving interpretation of Berlioz's poignant score. Cesare Valetti, 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. Welcome package for imminent Christmas season.

GRIEG: MUSIC FROM PEER GYNT; LYRIC SUITE (1-12)—Eileen Farrell, Soprano; Boston Pops (Fiedler)—RCA Victor LM 2125—Boston Pops has flair for this music as listeners 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.

RAVEL: GASPARD DE LA NUIT; PROKOFIEFF: VISIONS FUGITIVES (1-12)—Andre Tchaikowsky, Pianist—RCA Victor LM 2145—"Debut Recital" by young Polish artist who made his New York debut with the New York Philharmonic recently. Pianist'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.

BEETHOVEN: SYMPHONY NO. 9 (1-12)—Various Artists; The Westminster Choir (Williamson); New York Philharmonic (Walter). Columbia ML 5200—Bruno Walter displays undiminished vigor in bringing his great authority to his most recent version of Beethoven's "Choral" Symphony. Soloists, orchestra, engineering are all in good form. Exceptional bargain for musical values of this calibre as Columbia's October "Buy of the Month" at \$2.98.

FOUR FAVORITES (1-12)—Berlin Orch. and RIAS Symphony Orch. (Fricsay, Lehmann, Rosbaud and Ludwig). Decca DL 9936—The set contains four of the most popular classical selections: "Finlandia," "Les Preludes," "Afternoon of a Faun," and "Bolero." In spite of the many recordings available for each selection, this choice grouping makes the album a desirable item.

MOZART: "JUPITER" SYMPHONY; DIVERTIMENTO IN D, K. 131 (1-12)—Royal Phil. Orch. (Beecham). Angel 35459—Beecham turns his attention to the "Jupiter" Symphony again with affectionate reading. Well-modulated sonorities of orchestra are nicely recorded here as well as in exquisitely led "Divertimento." Latter has not been recorded too often and provides additional attraction for disk.

SCHUMANN SONG RECITAL (1-12)—Dietrich Fischer-Dieskau, Baritone; G. Weisenborn, Piano. Decca DL 9935—Another superb collection of lieder by the German baritone, an incomparable artist in the field of art songs. Included are the 12 songs of Op. 35 and seven miscellaneous items. For all connoisseurs of vocal art.

SOLER: NINE SONATAS: FANDANGO (1-12)—Frederick Marvin, Piano. Decca DL 9937—Extremely sensitive playing of interesting 18th-century Spanish compositions stemming from Scarlatti in style. Pianist has special interest in contents, having spent two years uncovering large collection of composer's manuscripts. "Fandango" is especially brilliant in writing and performance. Unusual and rewarding material.

PROKOFIEFF: PETER AND THE WOLF; SAINT-SAENS: CARNIVAL OF THE ANIMALS (1-12)—Garry Moore, Narrator; Philharmonia Symph. Orch. of London. (Radzinski); Vienna State Opera Orch. (Scherchen). Westminster XWN 18525—Novel feature of album directed toward younger set

is use of natural animal sounds recorded at the Bronx Zoo. Garry Moore is pleasant narrator in Prokofieff work and in John Burt's verses for the "Carnival of the Animals." Orchestral portions are well executed.

STRAVINSKY: FIREBIRD; BIZET: CHILDREN'S GAMES; RAVEL: MOTHER GOOSE (1-12)—Philharmonia Orch. (Giulini). Angel 35462—Faithful recording preserves fine texture of orchestral playing under Giulini's imaginative guidance. Three scores connected with ballets comprise unusually colorful grouping of exceptional charm. Ranks with top versions of these selections.

VILLA-LOBOS: THE SURPRISE BOX; FALLA: HOMAGE (1-12)—Rome Symphony Ork (Castro)—RCA Victor LM 2143—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.

ROSSINI: HIGHLIGHTS FROM THE BARBER OF SEVILLE (1-12)—Various Artists, RCA Victor Symphony Ork and Chorus (Bamboschek)—RCA Camden CAL 386—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.

IPPOLITOV-IVANOV: CAUCASIAN SKETCHES; GLIERE: THE RED POPPY (BALLET SUITE) (1-12)—London Philharmonic Ork (Fistoulari)—RCA Victor LM 2133—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 is the equal of any, superior to most.

HOLST: THE PLANETS (1-12)—Los Angeles Phil. Orch. (Stokowski). Capitol P 8389—Holst's astrological suite for large orchestra has always been attractive to hi-fi enthusiasts. Present version is no exception and will be found rewarding. However, previous releases still merit consideration for performance and sound.

KEYBOARD FANTASIES (1-12)—Leonard Pennario, piano. Capitol P 8391—Competent performances of shorter works by Chopin, Mendelssohn, Prokofiev, Debussy and Gershwin. Feature of album is Pennario's original "Midnight on the Cliffs," which offers opportunity for showy pianism in work of popular appeal. Altho somewhat lacking in subtlety or unusual technique, disk earns worthy place by good choice in programming.

STARLIGHT CHORALE (1-12)—Hollywood Bowl Symph. Orch. (Wagner). Capitol P 8390—A group of popular operatic choruses in well-contrasted array is concealed by the vague title of this album. There has not been excessive duplication of packages of this type so far. Well-drilled chorus is acceptable, altho not equalling performances in various complete opera sets. Contents comprise material from Gounod's "Faust," Bizet's "Carmen," Verdi's "Aida" and "Trovatore," Wagner's "Tannhauser" and "Lohengrin." Live sound.

SMETANA: CZECH POLKAS AND DANCES (1-12)—Firkusny, piano. Capitol P 8372—Unhackneyed selections of great charm and vitality performed with flexibility and skill to meet difficult technical demands. Collections of four "Czech Polkas" and 10 "Czech Dances" receive understanding treatment by native son. Recording is quite realistic, revealing occasional hard sound.

STRAVINSKY: PERSEPHONE (1-12)—N. Gedda, C. Nollier; Orch. de La Societe Des Concerts Du Conservatoire (Cluytens). Angel 35404—Excellent recording of the ballet follows soon after the Stravinsky interpretation with Vera Zorina and Richard Robinson. This LP is a sensitive and knowing performance. So listener has choice of two fine renditions.

BEETHOVEN: VARIATIONS ON A THEME OF DIABELLI (1-12)—Leonard Shure, piano. Epic LC 3382—Shure remakes a monumental item he recorded for Vox during the shellac era. The one-time Schnabel pupil again demonstrates that he has the technical and intellectual equipment to plumb the depths of this music. The artist has not been overly active on the concert circuits, therefore it is not amiss to call this to the attention of the connoisseurs.

BEETHOVEN: SYMPH. NO. 3—"Eroica"—The Cleveland Ork (Szell). Epic LC 3385—One of Szell's best efforts with the Cleveland Orchestra, in often-recorded but always welcome repertory, is featured as Epic's classical "Hi-Fidelity Hit of the

Month" at \$2.98. Good recording flatters a vigorous performance in which the orchestra's precise attacks and responsive playing make the most of conductor's good form.

BARTOK: VIOLIN CONCERTO (1-12)—Yehudi Menuhin, violin, Minneapolis Symph. Ork (Dorati). Mercury MC 50140—A contemporary masterpiece in its category played with great flair and authority by soloist and conductor alike. Menuhin's now unavailable earlier performance need not be lamented since balance, playing, accompaniment and recording have all been bettered. Uncompromising music will not appeal to all buyers, but Bartok's substantial following will find this highly rewarding.

PUCCINI: MANON LESCAUT (ORCHESTRAL SUITE)—Rome Festival Ork (Rossellini). Que CLS 2002—Bright new art work decorates re-issue of opera-sans-singing. This is the only version in this form, so far, of Puccini's melodic work. Good addition to collections of operas for orchestra by Kotelanetz and others.

HAYDN: SYMPH. NO. 96; MOZART: SYMPH. IN D MAJOR "HAFFNER" (1-12)—Detroit Symph. Ork (Paray) Mercury MG 50129—There are several versions available that excel in Mozart's "Haffner" symphony. For Haydn's "Miracle" symphony there is less competition, with the Paray reading among the best. Good recording of present album, however, must be considered.

MAHLER: DAS LIED VON DER ERDE & LIEDER EINES FAHRENDEN GESELLEN (2-12)—Nan Merriman, mezzo soprano; Ernst Hafliger, tenor; Concertgebouw Ork of Amsterdam (Van Beinum). Epic SC 6023—Sensitive, moving performance of Mahler's "Symphony of Songs" owes much to Van Beinum's contribution. Miss Merriman's accomplished singing stresses intensely felt poetic content. Recording is superb—an important factor in competing with earlier authoritative Ferrier-Walter recording. Good choice for coupling.

RACHMANINOFF: SYMPH. NO. 2 (1-12)—Detroit Symph. Ork (Paray). Mercury MG 50142—Newly released competitive dishing will tend to divide purchasers. Present reading is good but not definitive; however, lively sound is a considerable virtue. Wide appeal of Rachmaninoff's romantic symphony can easily accommodate several interpretations.

MUSIC OF SALAMONE ROSSI, HEBREO, OF MANTUA (1-12)—New York Pro Musica (Greenberg). Columbia ML 5204—Adventurous repertory in first disk devoted to vocal and instrumental music by contemporary of Monteverdi. Italian-Hebrew composer, musical innovator of his time, is represented by works set to religious texts in Hebrew, love lyrics in Italian. Excellent performances by specialists in this style.

JAZZ



THE STYLINGS OF SILVER (1-12)—Horace Silver Quintet. Blue Note 1562—Hard modern swinging is the prescription here. The straightforward yet emotionally penetrating Silver compositions, plus top-drawer performances by Art Farmer, H. Mobley, Silver, etc., make this an album of real substance. Strong rhythmic impact, general cohesiveness of whole venture should make strong impression on jazz buyer.

JIMMY SMITH AT THE ORGAN PLAYS PRETTY JUST FOR YOU (1-12). Blue Note 1563—Organist Smith, interpreting a program of standards, tastefully utilizes full orchestral resources of his instrument, and thus invests selections with rare regality and color. Accessible to the understanding of a wide audience, set sustains interest both in and out of jazz area.

MODERN JAZZ HALL OF FAME, VOL. 1 (1-12). Design DLP 29—An excellent cross-section of modern jazz, mainstream to avant-garde. Set includes excerpts from Massey Hall concerts in Toronto, Canada, featuring Parker-Gillespie group, Bud Powell Trio and recordings by Kai Winding with Four Trombones, Thad Jones with Strings, Mingus and Lee Konitz, Max Roach group, etc. These recordings, originally released on Debut, are noteworthy at the bargain price of \$1.49.

EARTHY (1-12)—Various Artists. Prestige 7102—An unusually rewarding jam session package that lives up to its title. Functional, pithy lines written by H. McKusick, M. Waldron and K. Burrell prove most appropriate for blowing, and A. Farmer, McKusick, Burrell, Waldron, and a particularly "wailing" Al Cohn, blow with vigor, feeling and oftentimes with heat.

BASIE IN LONDON (1-12)—Count Basie Ork—Verve MG 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." A must for collectors.

JAZZ OMNIBUS (1-12)—Various Artists. Columbia CL 1020—A cross-section of jazz styles brought to life by major Columbia jazz artists. Indicative of steady growth of this company's jazz catalog, set is provocative, i.e., Condon—"Original Dixieland One Step," Byrd-Gryce—"Smoke Signal," Miles Davis—"Budo," etc., and should be instructive to the jazz initiate and interesting to those with well-developed interest as well. Jazz buyer gets a good run for his money here.

A NIGHT AT THE FIVE SPOT (1-12)—Various Artists. Signal S 1204—A memorial concert, dedicated to the music of Charlie Parker, recorded "live" at the Five Spot in New York City. Blowing by Phil Woods, D. Jordan, C. Payne, F. Socolow is heatedly excellent; the rhythmic support, propulsive and inspiring. Set has relaxation, fire and flow that is seldom captured on record. Modern buyer will find it of real interest.

THELONIOUS HIMSELF (1-12)—Thelonious Monk, piano solo. Riverside RLP 12-235—The highly individual jazz piano innovator graces a basically standard program with significant performances. The somewhat irregular in his approach to time and development of the material at hand, one is left with the impression that each selection has been fully and colorfully investigated. "Functional" and the now standard of Monk's repertoire, "Round About Midnight," are highlights. A must for modern jazz buyers.

JAZZ'N RAZZ MA TAZZ (1-12)—Georgie's Varsity Five. Hi Fi R 805—Apt description of this is found in the title. Flapper era is realistically created, with hi-fi bugs sure to be entertained via the unusually good sound. "Diga Diga Do," "Turkish Towel" and "Floatin' Down the Old Green River" are some of the gems. Material is well explored via a striking cover.

NORMAN GRANZ'S JAM SESSION NO. 9 (1-12)—Verve MG 8196—One of the best packages released yet in this series, with the mainstays of the label holding forth on a swinger, "Lullaby in Rhythm" and the bluest "Funky Blues" in weeks. Eldridge, Phillips, Harris, Ellis, Gillespie, Peterson, DeFranco, Bellson and Brown play like the giants they are. Modernists will dig the uptempo track, while old-timers are sure to go for "Funky," which has a svelte swing quality about it.

FIRST PLACE (1-12)—J. J. Johnson. Columbia CL 1030—"First Place" refers to the trombonist's ascendance to the top rung of many recent jazz polls. In this new package, he adds more frosting to the cake. On these dates, contrary to previous ones, there's more free improvising and swinging blowing which is all to the good. Group also includes Max Roach, drums; Paul Chambers, bass, and Tommy Flanagan, piano.

CHUBBY'S BACK (1-12)—Chubby Jackson's Big Band. Argo LP 614—Excellent big band disk made in Chicago by several Herman vets, plus talented natives. Soloists include Bill Harris, Cy Touff, talented tenorman Vito Price and highly-touted Sandy Mosse. Style is Woody Herman tempered by Basie—modern, but swinging and accessible. Will interest collectors.

RITUAL (1-12)—The Jazz Messengers—Pacific Jazz M-402—A significant set for this label features Art Blakey and his well-known hard sound, with Jackie McLean, Bill Hardiman, Sam Dockery and Spanky DeBrest. Modern jazz fans will find this set rewarding.

IF THIS AIN'T THE BLUES (1-12)—Jimmy Rushing Band—Vanguard VRS 8513—A package by one of the great singers in the Kansas City tradition. Rushing has fine instrumentalists with him, including Emmett Berry, Vic Dickenson, Jo Jones, Buddy Tate, etc. Tunes include "Oh, Love," "My Friend Mr. Blues," "Sometimes I Think I Do," etc. Knowledgeable notes by S. B. Bennett.

SUCH SWEET THUNDER (1-12)—Duke Ellington Ork—Columbia CL 1033—The suite was written for the Shakespearean Festival, Stratford, Ontario, and contains 12 sketches, inspired by Shakespearean char-

acters or scenes in the bard's plays. Ellington and co-composer Billy Strayhorn display imagination, humor, wit and charm not only in their orchestrations, but in the titles. The suite should rank as one of the composer's best works. Some of the titles are "Madness in Great Ones," "Lady Mac" and "The Star-Crossed Lovers." Good cover shot of Ellington.

JAZZ AT THE HOLLYWOOD BOWL (2-12)—Verve 8321-2—A must package for jazz lovers, which history will prove to be a collectors' gem. Ella Fitzgerald, Louis Armstrong, Tatum, Peterson, Phillips, Jacques, Eldridge, Ray Brown, Herb Ellis, Harry Edison and Buddy Rich are featured as jam groups, soloists, in trio, Ella and Louis in duet and a "Saints Go Marchin' In" finale. Repertoire has wide appeal and concert flavor adds tremendously.

LAWRENCE WELK PLAYS DIXIELAND (1-12)—Coral CRL 57146—Incongruous title, but traditional jazz buffs will get a boot from Pete Fountain's New Orleans-Fazola-inspired clarinet thruout. On the whole, tho, disk will appeal to Welk show fans more than to jazz regulars. As Dixie ensemble it's a little too thoroughly routinized.

FOLK

AMERICAN COLLEGES SING STEPHEN FOSTER (1-12)—Various Groups. Request 8028—Album effectively preserves American choral tradition of Stephen Foster songs. Highly trained glee clubs and choirs representing Columbia, Rutgers, Mount Holyoke, Lafayette, Howard and other schools are generally successful with elaborate arrangements of Foster favorites.

FOLKSONGS OF ISRAEL (1-12)—Theodore Bikel. Elektra 132—Eighteen Israeli folk songs of the present generation nicely sung by actor-singer Bikel with a keen sense for dramatic values. Varied origins of material blend in over-all exotic near-Eastern color. Good guitar accompaniments reinforce authoritative vocalism. Album enhanced by booklet and by attractive cover.

OF MAIDS AND MISTRESSES (1-12)—Tom Kines, Elektra 137—Pleasant voice, good delivery mark folk-singer's program of Anglo-Saxon and Celtic songs covering wide period. Ballads, humorous and bawdy selections are well accompanied by guitar with occasional passages for recorder. Singer's style is vigorous, free from coyness typical of some performers in this category.

BLIND LEMON (1-12)—Blind Lemon Jefferson. Riverside RLP 12-125—A variety of fine blues packages has appeared lately. This is one of the most interesting—primitive folk blues, by one of the legendary shouters. Material is fascinating, dealing with railroads, wild women, etc., and including such salty sides as "Peach Orchard Mama." A few have piano accompaniment; most have Lemon's guitar.

ODETTA AT THE GATE OF HORN (1-12). Tradition TLP 1025—Folk-music fans must sample this disk. Thrush's contralto is rich, interesting in its shading and, in this program of work, fun and serious songs, it effectively evokes many moods. Several wide-

JAZZ ON THE ROAD

he was raising himself from a crouch and going down again with his horn, looping it in a clear cry above the furor."—Page 197.

"Once there was Louis Armstrong blowing his beautiful top in the muds of New Orleans; before him the mad musicians who had paraded on official days and broke up their Sousa marches into ragtime. Then there was swing, and Roy Eldridge, vigorous and virile, blasting the horn for everything it had in waves of power and logic and subtlety—leaning to it with glittering eyes and a lovely smile and sending it out to rock the jazz world. Then had come Charlie Parker, a kid in his mother's woodshed in Kansas City, blowing his taped-up alto among the logs practicing on rainy days, coming out to watch the old swinging Basie and Benny Moten band that had Hot Lips Paige and the rest—Charlie Parker leaving home and

ly known favorites ("Greensleeves," "Deep River") are programmed with some less well-known material. If you don't think a woman could be effective in a prison song, sample "Midnight Special."

CALYPSO MAN (1-12)—Edmundo Ros. London LL 1711—Calypso wax by Ros has always shown a real flair, and present package is one of best in its specialized field. Ros sings an Americanized brand of West Indies calypso with competence. Selections include current "Melodie D'Amour," "Henry VIII," etc.

BROTHER JOHN SELLERS IN LONDON (1-12). London LL 1705—An impressive package of blues and spirituals, Sellers' performances cover a wide range of styles, and he is certainly distinctive. These were made with a group of British jazz musicians. The blues are done in the Kansas City style and include "In the Evening," "Backwater Blues" and quite a few of his own compositions in addition to traditional material. Tho classified as a folk artist, Sellers will appeal to jazz buyers who are partial to Joe Turner, Jimmy Witherspoon, Rushing, etc.

SOUND

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.

BERNIE GREEN PLAYS MORE THAN YOU CAN STAND (1-12). San Francisco M33015—A sprightly and different novelty item featuring Green's off-beat compositions and arrangements, as once featured on the Henry Morgan shows. A good example of the refreshingly insane arranging is a solo passage of Liszt's 2d Hungarian Rhapsody on tympani. The entire disk is full of fun and the sound thruout is superior fi.

SOUNDBLAST (1-12)—Ferrante & Teicher, Pianists. Westminster WP 6041—Clever duopianist team focuses its arsenal of exciting sounds on Latin-American selections including: "Tico-Tico," "Mexican Hat Dance" and "La Cucaracha." Pianos are modified to give forth sounds resembling harps, percussion, etc., that will delight hi-fi fans.

HIGHLAND PAGEANTRY (1-12)—The Pipes and Drums and Regimental Band of the Black Watch (Royal Highland Regiment). RCA Victor LPM 1525, LPM 1526—A skirling Scotch-and-Sonic, with rousing Highland favorites like "Barren Rocks of Aden" and "Scotland the Brave" piped and played by the 10-man Black Watch unit now on a 12-week U. S. tour. Full, tweeter-flipping sound for audio fans in handsome, male-appeal packages. Performances are brisk, authoritative.

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coming to Harlem, and meeting mad Thelonious Monk and madder Gillespie—Charlie Parker in his early days when he was flipped and walked around in a circle while playing. Somewhat younger than Lester Young, also from KC, that gloomy, saintly goof in whom the history of jazz was wrapped; for when he held his horn high and horizontal from his mouth he blew the greatest; and as his hair grew longer he got lazier and stretched out, his horn came down halfway; till it finally fell all the way and today as he wears his thick-soled shoes so that he can't feel the sidewalks of life his horn is held weakly against his chest, and he blows cool and easy getout phrases. Here were the children of the American bop night."—Page 239.

(All of the better jazz albums are reviewed and all of the new jazz albums are listed in each issue of AUDITION.)

Album Reviews

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SPECIALTY

PAUL AND THE CALLIOPE (1-12)—Paul Jouard. Golden Crest CR 4005—Fresh material for collectors of curiosities in high fidelity. Calliope at the Musical Museum, Deansboro, N. Y., is recorded with faithful detail, preserving sour notes, wheezes and other idiosyncrasies of nostalgic instrument. Appropriate selections include marches, "Old Timers' Tune Medley" and other favorite waltzes and polkas.

THE HAPPY WANDERER AND OTHER SONGS (1-12)—Obernkirchen Children's Choir. Angel 65038—Reissue on a 12-inch LP of the majority of songs from two previously released 10-inch albums. This appealing choir is already widely known to American audiences thru concert appearances and two other LP's. The expected high performance level is maintained. For the uninitiated, the title song is as good as any for getting acquainted, but the disk is delightful thruout. Present repertory includes German folk songs, a Mozart and a Schubert song.

HI-FI IN THE HIGHLANDS (1-12)—The Scots Guards—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, how-

ever. 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.

THE FABULOUS GAY NINETIES (1-12)—Cherry Hill Songsters, Fred and Daisy, the Blue Diamond Quartet with New Bijou Gay Nineties Ork. Kapp KDL 7000—First, the appeal of the material itself, a flock of barbershoppers, minstrels, etc., singing and playing more than 50 of the pop tunes of the '90's, is bound to be appreciated, especially among old-timers. But inside the deluxe folding cover is a 12-page book, containing lyrics for every tune on the disk. Especially good Christmas gift.

EDDIE "THE OLD PHILOSOPHER" LAWRENCE (1-12)—Coral CRL 57155—Lots of laughs here. Not only that, but considerable satire and pathos in the various monologs and take-offs by "The Old Philosopher." Pieces include "The Old Philosopher on the Range," "The Old Philosopher at Home," etc. Sides are well-produced, with orchestral and choral sound effects and backgrounds.

SONGS FOR A SMOKE FILLED ROOM (1-12)—Elsa Lanchester. Hi-Fi 405—Posh sophisticated humor, rendered by a tres chic vet. All of the material is from Miss Lanchester's nitery act with witty hubby Charles Laughton introducing the tracks. Such gems as "Linda and Her Londonderry Air," "If You Peek in My Gazabo" and "When a Lady Has a Piazza" are delightfully saucy and very engaging.

COUNTRY & WESTERN

THE PHILLIP MORRIS COUNTRY MUSIC SHOW (1-12)—Columbia CL 1048—A star-packed country package including Carl Smith, Little Jimmy Dickens, George Morgan, Goldie Hill, Red Sovine and Mimi Roman (the last three by courtesy of Decca), emceed by Biff Collie. Album has some fine performances, including dialog, some comedy and patter, in addition to the vocals which cover the gamut of the country field.

CHILDREN'S

SONGS, GAMES & FUN FOR GROWING BOYS & GIRLS (1-12)—Dorothy Olsen, Cliff Edwards, Glenn Riggs Ork—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 eye appeal for the younger set. Well worth the price.

CINDERELLA, PINOCCHIO & OTHER GREAT STORIES FOR GROWING BOYS & GIRLS (1-12)—RCA Victor LBY 1000—This \$1.98 item promises to be a big attraction 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.

PETER & THE WOLF-SORCERER'S APPRENTICE (1-12)—Disneyland WDL 3016—Sound track of the Disney musical feature, narrated by Sterling Holloway is a delight, and will especially interest those who saw the TV showing recently. Dukas' "Sorcerer's Apprentice," with Stokowski conducting, is taken from the fabulous "Fantasia" and offers additional lure. Cartoon cover art is visually superb.

HAPPY INSTRUMENTS (1-12)—George Kleinsinger & Paul Tripp. Columbia CL 1026—Charming, original stories and songs that sharpen awareness of instruments. Effort is not nearly as self-conscious as most other similar productions. Writers are those responsible for "Tubby the Tuba," "Celeste," etc. Good item for children's gifts.

SPOKEN WORD

SHAKESPEARE: HAMLET (4-12)—John Gielgud as Hamlet With the Old Vic Company—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 will want to own this.

"OF MANY THINGS" (4-12)—Bergen Evans. Spoken Word SW-12—Spoken essays by radio and TV personality are literate, often witty. Discourses deal with men of letters, including Mark Twain, Sinclair Lewis, Chaucer and Swift; origins of popular phrases, poetry, humor. Admirers of Evans' urbane contributions on the air may discount album's high cost, specialized material, large dose of solitary speaker's voice.

SACRED

THE BEST GOSPEL SINGERS (1-12)—Various Artists. Dooto DL 225—An outstanding gospel package, offering a lot for the money. Three male groups are represented here. The Zion Travelers do five selections; the Kansas City Soul Revivers, five, and the Friendly Five do two. The performances are rousing examples of Negro musical culture. Selections include "The Death of Jesus," "Stand Up for the Lord" and "Jesus Will Answer Prayer."

GREAT STORIES FROM THE BIBLE (1-12)—Wendell Loveless. Word W 3029 LP—Transcribed Bible passages are effectively presented and will be found especially appealing to children. Reverend Loveless lightly tells his stories with occasional explanations and direct comments to the listener. The sound effects help hold interest. Herman Voss provides the organ background and interlude music. Stories include "The Slave Boy Who Became a Prince" (Moses), "The Man Who Was Swallowed by a Fish" (Jonah), etc.

JIMMY DEAN'S HOUR OF PRAYER (1-12)—Columbia CL 1025—The popular TV star presents a package of familiar hymns, gracefully and attractively. He is supported by members of his TV cast. Highlights of the set are "Let the Lower Lights Be Burning," "Rock of Ages" and "Pass Me Not."

THE MORMON TABERNACLE CHOIR OF SALT LAKE CITY (1-12)—Columbia ML 5203—The famous Mormon choir, 30-year veterans of CBS radio, have their third album of sacred music on the label. In this group are selections from oratorios by Bach, Dvorak, Handel and Elgar plus other single anthems. None of these would qualify as best known types, but all are good showcases for the massed group of 350 voices.

HYMNS THAT LIVE (1-12)—George Wright. Hi Fi 714—Wright's previous organ works have proven to be enormous successes, and there's little question about this one. The combination of fine standard repertoire ("Rock of Ages," "The Old Rugged Cross," "Abide With Me"), sensitive performance on the Wurlitzer pipe organ and exceptional cover art make this exceptionally attractive.

INTERNATIONAL

THE MUSIC OF JOHANN STRAUSS (1-12)—Aimable and His Viennese Musettes. Coral CRL 57157—This is an entirely listenable and even danceable selection of vignettes in three-quarter time from the Strauss catalog. Instrumentation features accordion and glockenspiel with others identified with the Bavarian school. Familiar material in a new voicing particularly well recorded makes for a very pleasant package.

SEMI-CLASSICAL

GERSHWIN: CONCERTO IN F & RHAPSODY IN BLUE (1-12)—Eugene List, piano; Eastman Rochester Symp. Ork (Hanson). Mercury MG 50138—Classical values, rather than jazz content, are emphasized in these fluent, well-played renditions of two Gershwin favorites. Fine recording and high technical standards help classify this among the better issues of these perennials.

RUSSKAYA (1-12)—Hollywood Bowl Symp. Orch. (Dragon). Capitol P 8384—Melodic Russian selections chiefly in dramatic arrangements by conductor Carmen Dragon. In addition to traditional "Song and the Volga Boatman" and "Meadowland," album includes Rubinstein's "Kammenoi-Ostrow" and popular works by Tchaikovsky, Glinka and Rimsky-Korsakov. Exciting hi-fi sound in this sequel to series of Hollywood Bowl successes.

LATIN AMERICAN

"ORQUESTA AMERICA DEL '55" (INVITES YOU TO DANCE) (1-12)—Seeco SCLP 9107—Set is similar to recently released "Heart of Havana" LP on RCA Victor. Cha cha stylings are in the best native Cuban idiom, with fiddles and flute, plus colorful group chanting. Very easy to dance to.

CALYPSO DANCE (1-12)—Joe Loco Band. Mercury MG 20302—Good beat based on fine rhythm section plus live recording help make this one of Loco's most successful efforts. Variety of tempos maintains interest thruout session. Imaginative segment works boogie into "La Bomba." Recommended for dancing or listening.

VITIN AVILES Y SU ORQUESTA (1-12)—Ansonia ALP 1218—Lively, varied collections of cha cha chas, boleros, merengues, guarachas and mambos, fine for dancing and listening. Singer Vitin Aviles ably fronts combo which boasts better than average arrangements.

JOE LOCO—HIS PIANO AND RHYTHM (1-12)—Ansonia ALP 1221—Latest release by active disk artist concentrates on compositions by Rafael Hernandez, Puerto Rican composer, and by Mexican Augustin Lara. Good dance package relies on boleros and bolero cha cha chas thruout.

CHA CHA CHA (1-12)—Johnnie Segui Ork. Ansonia ALP 1200—Cha cha cha album by group consisting of four trumpets, piano, bass and usual Latin percussion. Could use some additional polish for listening purposes, but serves very adequately for dance sessions.

ROMANCE (1-12)—Los Chavales De Espana. Ansonia ALP 1222—Popular group in characteristic program of type that has won them wide favor at theater or club dates. Luis Tamayo and Pepe Lara are featured vocalists in selections including "Romance en la Habana," "Nochesita Madrilenas" and "Manolete."

AUDITION BOOKSHELF

For the jazz fan:

A "Handbook of Jazz," by Barry Ulanov (Viking, \$3.50) is exactly that—a useful, interesting popular-sized and popular-priced collection of data (inevitably spiced with opinion) pertaining to jazz history, jazz schools, jazz vernacular, jazz disks and the musicians who make jazz.

The book also includes an Ulanov specialty in its section titled "The Morality of Jazz." Seventy-three of the 248 pages are devoted to short biographies of musicians, and another section deals with a discussion of jazz as a profession.

Ulanov's opening section, which is his "capsule history" of jazz, is one of the best things of its kind that has been attempted. It's brief, breezy, well informed, broadly sympathetic and very well written.

Especially for the opera lover:

Any collector of recorded opera will relish George Marek's "The World Treasury of Grand Opera," just released by Harper Brothers (\$6.95). It is not another one of those books that rehash the already familiar plots of various operas. It's a hefty (671 pages) collection of writings about opera, by those who composed it, sang in it, criticized it and just plain loved it. To the collection, Mr. Marek has added a few breezy chapters of his own.

The main sections of the book deal not only with French, German and Italian opera, but with such subjects as "Opera Houses and Audiences," "Singers and Conducting" and "For and Against Translation." Under these last headings, readers will find such lively topics as "How a Tenor Revolves Around the Public" by Hector Berlioz, "Toscanini's First Appearance at the Metropolitan" by Gatti-Casazza, and "Opera War" by Vincent Sheean, an account of how Oscar Hammerstein I subdued the powerful Metropolitan Opera Association by successfully opening and running his own opera house.

Of necessity, several other portions, notably those on the various jazz schools and the roles of the different instruments, seem too sketchy—but this is after all a "handbook," not an encyclopedia.

Two chapters are devoted to recommended recordings—"A Five-Inch Shelf of Jazz History" and, for those who care to dig deeper, "A Fifteen-Inch Shelf." Distressingly, a good many of the recommended disks are 10-inch LP's which have been out of the catalogs for many months. It's a pity that this discography couldn't have been brought more up to date.

Nevertheless, the book is one that any jazz lover will want to own, and it readily suggests itself as a Christmas gift.

As for operatic works themselves, Mr. Marek employs an indirect—but interesting and stimulating—scheme. His chapters revolve around a particular subject, exploring its various facets. Consider the "Barber of Seville." Mr. Marek first sets the stage with a chapter ("The Nature of the Lady") that details the sociological, political and artistic background. There follows a chapter, "Rossini as a Composer," by the English critic and Rossini biographer, Francis Toye. Composer Camille Saint-Saens then takes over with "Some Personal Recollections of Rossini." An essay, "The Barber of Seville," by Ernest Newman is next. And finally, Rossini himself contributes an amusing and surprising anecdote on "How to Write an Overture." In all, the reader gains a vivid and unforgettable picture of the opera and its composer.

Mr. Marek tells us that he was guided in his choice of material for this book by his personal taste ("... those pieces which I found worth rereading"). Readers will find little to criticize in this method.

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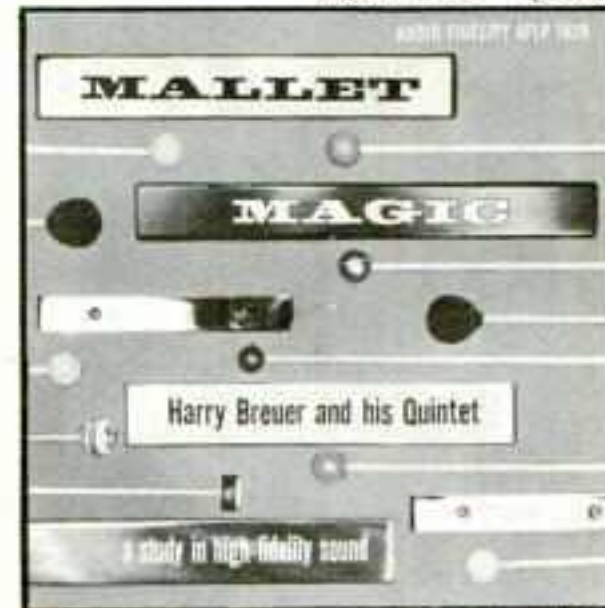
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- Allen, Steve
Electrified Favorites Coral CRL 57195
The Poetry of Love Coral CRL 57198
Venetian Serenade Coral CRL 57181
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The New World of the Guitar Capitol P 8392
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Stick a Match Gene Norman Presents 32
- Apaka, Alfred, & Rosalie Stephenson
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Imperio Argentina Sings Montilla FM-102
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Hi-Fi in Focus RCA Victor LPM 1577
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Latin Rhythms Mercury MG 20274
- Austin, Gene
Gene Austin and His Lonesome Road Fraternity F-1006
Restless Heart RCA Victor LPM 1547
- Autry, Gene
Christmas With Gene Autry Challenge CHLP 1
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Pearl Bailey Sings for Adults Only Roulette R-25016
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- Barr, Kathy
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- Barrett, Billy
For Dancers Only—Square Dances M-G-M X1442 (EP)
- Baxter, Les
Ports of Pleasure Capitol T 868
- Benet, Vicki
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Songs My Mother Loved Roulette R-25018
- Berry, Linda
Linda's Player Piano Audio Fidelity AFLP 1846
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Vol. I—Highland Pageantry RCA Victor LPM 1525
Vol. II—Scottish Splendor RCA Victor LPM 1526
- Brown, Charles
Drifting Blues Score 4011
- Brown, Les
Composer's Holiday Capitol T 886
Campus Favorites Hollywood LPH-128
- Carpenter, Ike, Ork.
Lights Out Score 4010
- Castle, Jo Ann
Accordion in Hi-Fi Roulette R-25022
- Carless, Dorothy
The Carless Torch Hifirecord R-403
Dorothy Carless Mixed Emotions Hifirecord R-402
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- Charleston City All-Stars
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Dream Along With Me Camden CAL-403
- Conniff & Ork, Ray
'S Marvelous Columbia CL 1074
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- Crosby's Bob Cats, Bob
Bob Crosby's Bob Cats in Hi-Fi Coral CRL 57140
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Gary Crosby with the Bud Shank Ork.
World Pacific P 2007
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Vic Damone Sings—Camarata & Ork.
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Les and Larry Elgart and Their Ork. Columbia CL 1052
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Joe Enos Plays Two Pianos Hifirecord R-201
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- Finnegan, Fingers-Lou Marcus
Back Room Piano Regent MG-6045
- Flores, Lola
The Toast of Spain Seeco SCOP 9109
- For the Mood You're In
(Various Artists) Mercury MG 20161
- Four Grads
Ain't We Got Fun Liberty LRP 3079
- Ford, Tennessee Ernie
O' Rockin' Ern Capitol T-888
- Francoise, Jacqueline
Chansons Populaires Francaises Judson JLP 3007
Chansons Populaires Francaises Judson JLP 3008
- Froba, Frank
Back Room Piano Decca DL 8592
- Froman, Jane
Songs at Sunset Capitol T-889
- Garcia, Pedro, & Del Prado Ork.
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Tango Audio Fidelity AFLP 1838
Tropical Affair Audio Fidelity AFLP 1842
Tropical Cruise Audio Fidelity AFLP 1841
- Garcia, Russ, & Ork.
Enchantment Liberty LRP 3074
- Gibbs, Georgia
Her Nibs Coral CRL 57183
- Gibson, Bob
Carnegie Concert Riverside RLP 12-816
- The Girls Sing
(With Mary Ann McCall, Mildred Bailey, Marian Morgan, Kay Starr) Regent MG-6046
- Gould, Morton
Blues in the Night RCA Victor LM-2104
- Gray, Chauncey
Dance Time—The Music of George Gershwin
Judson JLP 3001
- Gray, Dori Anne
Copa Girl Roulette R-25017
- Gray, Dolores
Warm Brandy Capitol T 897
- Harkness, David
Hammond Organ in Hi-Fi Grand Award G.A. 33-364
- Hartman, Johnny
Johnny Hartman Sings Regent MG-6048
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Dancing in the Dark Judson JLP 3009
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Mercury MG 20328
- Hits of the '40's
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Paradise Isle Mercury MG 20312
- Howard, Joe, & Friends
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- I Got Rhythm
Verve MG V2073
- Keys, Bert
That Old Feeling M-G-M E 3581
- Klein, John
Caroling on the Carillon Columbia CL 1056
- Koury, Rex
Stairway to Heaven Imperial 9045
- Kunz, Erich
Sings German University Songs Vanguard VRT-3015
- Lanchester, Elsa
Elsa Lanchester Sings Hifirecord R-405
- Lanin, Howard
Dance Till Dawn Decca DL 8612
- Larcange, Maurice
Monmartre Moods Decca DL 8564
- Lavalle, Paul, & Ork.
Lavalle in Hi-Fi RCA Victor LPM 1516

- Le Winter, David
An Evening at the Pump Room Mercury MG 20280
- Lee, Katie
Spicy Songs for Cool Nights Specialty 5000
- Lewis, Jerry
Somebody Loves Me Decca ED 2543
- Liane
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- Light, Enoch, & Light Brigade
Flirty Thirties Grand Award G.A. 33-601
- Lilo
C'est Magnifique M-G-M E 3596
Little Richard Specialty 2103
- Lombardo, Guy
The Lively Guy Capitol T 892
- London Arts Symphony
Beauty Is Everywhere Gene Norman Presents 31
- Lopez, Vincent
Tribute to Eddy Duchin with Inez Carillo Hollywood LPH-130
- Louise, Tina
Time for Tina—Buddy Weed & Ork Concert Hall H-1521
- Lund, Eddie, & Ork
Your Musical Holiday in the South Seas Decca DL 8608
- Lyman, Frankie
Frankie Lyman at the London Palladium Roulette R-25013
- McPhatter, Clyde
Rock With Clyde McPhatter Atlantic 605
- McCuffie, Bill
Good Night Imperial 9047
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While the Lights Are Low Coral CRL 57145
- McKinley, Ray
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The World's Favorite Love Songs London LL-1748
- Marcellino, Muzzy
The Whistler Liberty LRP 3075
- Marterie, Ralph
Stop, Look and Listen Mercury MG 20294
- Martin, Kay
Kay Martin and Her Body Guards Verve MG V-2082
- Masculine Touch, The
Masculine Touch, The Seeco SCOP 9116
- Matancera, Sonora
Sonora Matancera Invites You to Dance Seeco SCOP 9116
- Meinert, Margie
Crazy Callopo Music Fraternity F-1007
- Mercer, Len
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The Magic Harp of Verlye Mills Hifirecord R-601
- Mitchell Boys Choir
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Cherry Blossom Time in Japan Decca DL 8603
- Mure's, Billy, Supersonic Guitars in Hi-Fi
RCA Victor LPM 1536
- My Fair Lady
Crown CLP 5042
- My Secret Heart
Songs of Novello and Coward London 5370
- Nelson, Ricky
Ricky Imperial 9048
- Newman, Joe, & Ork
Salute to Satch RCA Victor LPM 1324
- 1957 International Barbershop Chorus Winners
Official S.P.E.B.S.Q.S.A. Recordings Decca DL 8616
- 1957 Medalists—Barbershop Quartet Winners
Official S.P.E.B.S.Q.S.A. Recordings Decca DL 8615
- O'Brien, Erin
Songs From the Heart of Erin O'Brien Coral CRL 57194
- Oklahoma
Crown CLP 5036
- One Night in Rome
Seeco SCEL P 9093
- Ordaz, Everardo
Piano Magic and Rhythm Accompaniment Montilla MLP-517
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- Owen, Reg
The Best of Irving Berlin—30 Songs RCA Victor LPM 1542
- Pajama Party
Various Groups Roulette R-25021
- Pastor's, Tony, Ork
Let's Dance Roulette R-25024
- Page, Patti
Page II Mercury MG 20096
- Palmer, Jimmy
Music Designed Strictly for Dancing Mercury MG 20268
- Piastro, Mishel
Great Piano Melodies Decca DL 8619
- Pied Piper of Hamelin, The
Original Cast RCA Victor LPM 1563
- Pittsburgh Symphony Strings
Springtime Capitol T 890
- Preacher, The
Verve MG V-2081
- Presley, Elvis
Elvis' Christmas Album RCA Victor LOC 1035
- Prince-Joseph, Bruce
Bruce Prince-Joseph's Swingin' Harpsichord Hifirecord R-603
- Quarterlodeons
Quarterlodeons Hifirecord R-801
- Ramos, Bobby, Ork
The Arthur Murray Way Score 4009
- Ravazza, Carl
Hold Hands Jubilee JLP 1063
- Real Smooth
Hollywood LPH-37
- Reeves, Jim
RCA Victor LPM 1576
- Reisman, Joe, & Ork
Door of Dreams RCA Victor LPM 1519
- Rich, Buddy
Just Sings Verve MG V-2075
- Riddle, Nelson, Ork
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- Roach, Max, & Stan Levey
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Jimmy Rodgers Roulette R-25021
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- Rosner George
Imported From France Coral CRL 57199
- Ross, Lanny
With a Song in My Heart With Ted Dale's Ork.
Hollywood LPH-132
- Rubin, Stan
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Dancing at the Tavern on the Green Seeco CELP 408
- Savage, Bob
Carries the Torch Crown CLP 5051

- Saye, Joe
Scotch Tweed Mercury MG 36112
- Seltzer, Stan
Stan Seltzer Piano Hifirecord R-202
- Shavers, Charlie
The Most Intimate Mood Interpretations by Charlie Shavers Bethlehem BCP 5002
- Sinatra, Frank
A Jolly Christmas From Frank Sinatra Capitol W 894
- Smith, Jennie
Jennie RCA Victor LPM 1523
- Sonn, Larry
A Smooth One Coral CRL 57123
- Squires, Rosemary
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- Stabile, Dick, Plays for You
Bethlehem BCP 5003
- Starr, Kay
Blue Star RCA Victor LPM 1549
- Steel Band of the University of the West Indies, The
Steel Band—Jump Up Decca DL 8617
- Steele, Ted
Let's Go Dancin' Bethlehem BCP 5004
- Presents Miss Teal Joy
Bethlehem BCP 5001
- Steele, Tommy
Rock Around the World With the Steelmen
London LL-1770
- Stewart, Danny
Honolulu at Midnight Decca DL 8568
- Dick Stewart Sings Hifirecord R-401
- Stewart, Dick, Sings Hifirecord R-401
- Strand, Les, Plays Duke Ellington on the Hammond Organ
Fantasy 3256
- Symphony of the Air
Musical Themes—Hollywood, U.S.A., Jack Shalmdin, Cond. Roulette R-25023
- Terry, Dick
Dick Terry Sings Gershwin Paramount LPH-44
- Thompson, Bill
Fantabulous Bill Thompson at the Organ Verve MG V-2080
- Three Suns, The
The Things I love in Hi-Fi RCA Victor LPM 1543
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On a Caribbean Cruise Decca DL 8601
- To You With Love
Paramount LPH-42
- Toast to Tommy & Jimmy Dorsey, A
Crown CLP 5047
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- Trevanni, Jon
I'm in the Nude for Love Crown CLP 5046
- Tribute to Glenn Miller, A
Crown CLP 5050
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(Vocal) Montilla MLP-518
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Cleanhead's Back in Town Bethlehem BCP 5005
- Visit to Haiti, A
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- Visit to Spain, A
Seeco SCOP 9112
- Ward, Billy, & His Dominoes
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- Waring, Fred, & Pennsylvanians
Now Is the Caroling Season Capitol T 896
- 'White, Albert
Dinner in San Francisco San Francisco M 33007
- Williams, Clarence, Trio
30 Favorites for Listening and Dancing Columbia HL 7030
- Wright, George
George Wright Plays the Mighty Wurlitzer Pipe Organ Hifirecord R-701
George Wright Encores at the Mighty Wurlitzer Pipe Organ Hifirecord R-702
More George Wright Hifirecord R-707
George Wright's Showtime Hifirecord R-708
The George Wright Sound Hifirecord R-710
George Wright Plays the Conn Electric Organ Hifirecord R-712
The Genius of George Wright Hifirecord R-713
- Zentner, Si (The Trombone Artist of)
Sleepy Lagoon Liberty LRP 3055
- Zimmerman, Harry
Band With a Beat Hifirecord R-602

CLASSICAL LP's

- BACH
Brandenburg Concertos (complete) Period SHD 310 & 311
Magnificat and Cantata No. 50, Prohaska, Cond. Vanguard BG-555
- BARBER
Symphony No. 1; Adagio for Strings; Essay No. 1 for Ork.; Overture to "School for Scandal" Eastman-Rochester Sym. Ork., Howard Hanson, Cond. Mercury MG 50148
- BARTOK
The Miraculous Mandarin and Stravinsky, Firebird and Fireworks Angel 3550
- Modern Piano Sonatas
Istvan Nadas (pianist) Bloch, Prokofieff (No. 7), Stravinsky (1924) Period SPL 736
- Rhapsodies for Violin & Ork.: Deux Images for Ork., Op. 10 San Francisco Little Symphony, Gregory Millar, Cond. Fantasy 5003
- BEETHOVEN
Emperor Concerto
Philharmonia, Ludwig, cond.; Gilels, piano Angel 35476
- The Late Beethoven Quartets, Grosse Fuge in B Flat Major, Op. 133
The Hollywood String Quartet Capitol PER 8394
- Quartet No. 4 in C Minor, Op. 18, No. 4; Mozart, Quartet No. 23 in F Major, K. 590—Erica Morini—1st Violin; Quartet No. 7 in F Major, Op. 59, No. 1 (Rasoumovsky No. 1) Westminster XWN 18634
- Quartet No. 8 in E Minor, Op. 59, No. 2 (Rasoumovsky No. 2) Westminster XWN 18635
- Quartet No. 9 in C Major, Op. 59, No. 3 (Rasoumovsky No. 3); Quartet No. 11 in F Minor, Op. 95 ("Serious") Westminster XWN 18636
- Quartet No. 10 in E Flat Major, Op. 74 ("Harp") Westminster XWN 18637

ABOUT AUDITION

Continued from page 1

AUDITION makes its debut this month to lessen the problem somewhat.

The word "audition" is variously defined by Webster as "a faculty of hearing" and "a hearing, to try out a performer." Let's modify only slightly to the extent that an audition be called "a first hearing." This more nearly describes one of the functions of this publication.

To accomplish the task of "first hearing," AUDITION draws upon the talents of nine reviewers. From their reviews of virtually every recording made, the top 100 of the month will be chosen for publication

in AUDITION. These reviews will embrace every type of recorded repertory: popular, classical, rock and roll, documentary, or what have you. Their only qualification for inclusion here is that they be of sufficient excellence to be among the top 100 of the month.

As an additional service, AUDITION will list every new album release, both on recorded tape and disk. "Best Seller" lists, significant news items and tips on record care round out AUDITION'S service to the collector and the trade.

Happy reading and—happy "auditioning."

The Late Beethoven Quartets, Quartet No. 12 in E Flat Major Op. 127
The Hollywood String Quartet Capitol PER 8394

Quartet No. 12 in E Flat Major, Op. 127
Barylli Quartet Westminster XWN 18638

Quartet No. 13 in B Flat Major, Op. 130
Barylli Quartet Westminster XWN 18639

Quartet No. 14 in C Sharp Minor, Op. 131
Barylli Quartet Westminster XWN 18640

Quartet No. 15 in A Minor, Op. 132
Barylli Quartet Westminster XWN 18641

Quartet No. 16 in F Major, Op. 135; Grosse Fuge in B Flat Major, Op. 133
Barylli Quartet Westminster XWN 18642

Piano Concerto No. 5 in E Flat Major, Op. 73 (Emperor)
Jacob Lateiner, piano, Vienna State Opera Orch., Armando Alberti, Cond.; Piano Concerto No. 4 in G Major, Op. 58
Paul Badura-Skoda, piano, Vienna State Opera Orch., Herman Scherchen, Cond. Westminster XWN 18540

"Arthur Schnabel Plays Beethoven Sonatas"
Sonata No. 1 in F Minor, Op. 2, No. 1; Sonata No. 10 in G, Op. 14, No. 2; Sonata No. 28 in A, Op. 101
RCA Victor LM-2158

"Arthur Schnabel Plays Beethoven Sonatas"
Sonata No. 3 in C, Op. 2, No. 3; Sonata No. 17 in D Minor, Op. 31, No. 2 (Tempest)
RCA Victor LM-2154

"Arthur Schnabel Plays Beethoven Sonatas"
Sonata No. 4 in E Flat, Op. 7; Sonata No. 16 in G, Op. 31, No. 1
RCA Victor LM-2156

"Arthur Schnabel Plays Beethoven Sonatas"
Sonata No. 5 in C Minor, Op. 10, No. 1; Sonata No. 7 in D, Op. 10; No. 3; Sonata No. 25 in G, Op. 79
RCA Victor LM-2151

"Arthur Schnabel Plays Beethoven Sonatas"
Sonata No. 11 in B Flat, Op. 22; Sonata No. 20 in G, Op. 49, No. 2; Sonata No. 23 in F Minor, Op. 57 (Appassionata)
RCA Victor LM-2153

"Arthur Schnabel Plays Beethoven Sonatas"
Sonata No. 12 in A Flat, Op. 26; Sonata No. 21 in C, Op. 53 (Waldstein)
RCA Victor LM 2157

"Arthur Schnabel Plays Beethoven Sonatas"
Sonata No. 18 in C Minor, Op. 13 (Pathetique); Sonata No. 18 in E Flat, Op. 31, No. 3; Sonata No. 6 in F, Op. 10, No. 2
RCA Victor LM-2152

"Arthur Schnabel Plays Beethoven Sonatas"
Sonata No. 22 in F, Op. 54; Sonata No. 29 in B Flat, Op. 106
RCA Victor LM-2155

Sonata No. 28 in A Major, Op. 101; Sonata No. 30 in E Major, Op. 109
Paul Badura-Skoda, piano Westminster XWN 18617

Symphony No. 5 in C Minor, Op. 67
Philharmonic Sym. Orch. of London, Rodzinski, Cond. Westminster W-LAB 7058

Symphony No. 7 in A Major, Op. 92
Pittsburgh Sym., Steinberg, Cond. Capitol P-8398

BENJAMIN
Romantic Fantasy for Violin and Viola, Mozart; Symphonie Concertante in E Flat, K.364
Helfetz; Primrose. RCA Victor Orch., Solomon, Cond. RCA Victor LM-2149

BIZET
L'Arlesienne Suites 1 and 2, Overture, Patrie
Royal Philharmonic, Beecham, Cond. Angel 34560

BLOCH
Modern Piano Sonatas
Istvan Nadas (pianist), Prokofieff (No. 7), Stravinsky (1924) Period SPL 736

BRAHMS
Sonatas for Violin and Piano—No. 1 in G, Op. 78; No. 3 in D Minor, Op. 108
De Vito and Fischer Angel 35523

BRUCH
Scottish Fantasy; Wieniawski, Violin Concerto No. 1 in F Sharp Minor
Rabin (violin), Philharmonia, Boult, Cond. Angel 35484

CHABRIER
Seven Pieces for Piano: Impromptu; Aubade; Ballabile; Caprice; Feuillet D'Album; Ronde Champetre; Bourree Fantastique; Saint-Saens. Five Pieces for Piano: Etude en forme de Valse; Toccata, Op. 72; Thème Varié; Allegro Appassionata; Toccata, Op. 111
Ginette Doyen, Piano Westminster XWN 18618

CHOPIN
Chopin in Hi-Fi
(Piano Favorites in Orchestrated Form) Period SHD 308

Nocturnes, Vol. 1, Nos. 1 thru 10
Bralowsky, pianist RCA Victor LM-2160

Nocturnes, Vol. 2—Nos. 11 thru 19
Bralowsky, pianist RCA Victor LM-2161

COUPERIN
Ballet Suite in G Major; Rameau, Platee Suites
Lausanne Chamber Orch., Desarzens, Cond. Concert Hall H-1523

DEBUSSY
Afternoon of a Faun, Nuages and Fetes; Ravel, Daphnis et Chloe, Suite No. 2, Pavane pour une Infante Defunte
Cantelli, Cond. Angel 35525

La Mer; Ravel: Daphnis and Chloe (Suite No. 2)
Los Angeles Phil., Leinsdorf, Cond. Capitol P 8395

"The Popular Piano Music of Ravel and Debussy"
Robert Casadesus, Piano Columbia ML 5213

DELIBES
Coppelia
Complete ballet—Ansermet, L'Orchestre de la Suisse Romande London LL 1717/8

DELO JOIO
Symphonic Suite ("Air Power") (from CBS Television Show)
Philadelphia Orch., Ormandy, Cond. Columbia ML 5214

DOHNANYI
Piano Concerto No. 2, Variations on a Nursery Tune
Royal Philharmonic, Boult, Cond. Angel 35538

DUKAS
Sorcerer's Apprentice, and Rossini-Respighi, La Boutique Fantasque—Complete Ballet
Israel Phil. Solti London LL 1715

DUTILEUX
Symphony (1950-'51)—Orchestre du Theatre National de l'Opera, Dervaux, Cond.; Petrassi: Coro Di Morti (1940-'41)—Rome Sym. Orch. Coro della Radio-televisione Italiana, Scaglia, Cond. Westminster XWN 18539

DVORAK
Trio in E Minor, Op. 90—"Dumky," Smetana; Trio in G Minor, Op. 15
Trio di Bolzano Vol PL 10.440

ELGAR
Falstaff (Symphonic Study in C Minor, Op. 68); Cockaigne Overture, Op. 40
Philharmonic Promenade Orch., Boult, Cond. Westminster XWN 18526

FALLA
Love by Witchcraft; Stravinsky: Firebird
Netherlands Phil., Goehr, Cond. Concert Hall RG-128

FRANCK
Chorale No. 1 in E Major; Chorale No. 2 in B Minor; Chorale No. 3 in A Minor
Schweitzer, organ Columbia ML 5128

Piece Heroique, Three Chorales—No. 1 in E Major, No. 2 in B Minor, No. 3 in A Minor.
Edouard Commette on the Cathedral Organ of Saint Jean de Lyon, France Angel 35369

Prelude, Chorale and Fugue; Prelude, Aria and Finale
Demus, piano Westminster XWN 18619

Prelude, Chorale and Fugue; Schumann: Fantasia in C Major, Op. 17
Leonard Pennario Capitol P-8397

GALLUS
Ten Geistliche Chöre—Vienna Akademie Kammerchor—Grossman, Cond.; Palestrina: Stabat Mater; Pater Noster; Super Flumina Babylonis—Vienna Akademie Kammerchor—Theuring, Cond. Westminster XWN 18632

GLAZOUNOV
Violin Concerto in A Minor, Op. 82; Paganini: Violin Concerto in D Major, Op. 6; Wieniawski: Violin Concerto No. 2 in D Minor, Op. 22
Westminster XWN 18632

Gimpel, violin, Southwest German Radio Orch., Reinhardt, Cond.; Pro Musica Orch., Stuttgart, Hekan von Eichwald, Cond. Vox PL 10.450

HANDEL
Faithful Shepard Suite, Royal Fireworks Music
San Francisco Little Symphony, Millar, Cond. San Francisco 5004

Jephtha, Solomon, Samson, Judas Maccabaeus; Haydn: The Seasons, The Creation; Mendelssohn: Elijah
London Sym. Orch., Bernard, Cond.; Dawkes, organ Angel 35533

Water Music
Netherlands Phil., Bamberger, Cond. Concert Hall RG-144

HAYDN
"Clock" and "London" Symphonies
Pasdelous Orch., Martin, Cond. Concert Hall RG-131

Quartets in C, Op. 74, No. 1; In G, Op. 77, No. 1
Juilliard String Quartet RCA Victor LM-2168

The Seasons, The Creation; Mendelssohn: Elijah; Handel: Jephtha, Solomon, Samson, Judas Maccabaeus
London Sym. Orch., Bernard, Cond.; Dawkes, organ Angel 35531

HUMPERDINCK
Hansel & Gretel
Chicago Theatre of the Air, Chicago Phil. Sym. Orch. Hollywood LPH 134

ISSAK
"Choral Music"
Vienna Akademie Kammerchor, Grossman, Cond. Westminster XWN 18633

LALANDE
Motets; Beatus Vir Qui Timet Dominum (Psalm CXI)—Usquequo Domine (Psalm XII)
Westminster XWN 18537

Symphonies Des Soupers Du Roy; Marais: Suite From "Alcione"
Jean-Marie Leclair Instrumental Ensemble, Palliard, Cond. Westminster XWN 18538

LANE
Four Songs: Mountain House: December, the Dunces' Song. Down Dip the Branches, Will He Come Back?
Patricia Berlin, Mezzo-Soprano, Eastman-Rochester Sym. Orch., Eastman Chorus, Hanson, Cond. Mercury MG 50150

LISZT
Ballades (No. 1 in D Flat Major; No. 2 in B Minor) Legends (No. 1—St. Francis of Assisi Preaching to the Birds; No. 2—St. Francis of Paul Walking on the Waves) Liebestraume (No. 1 in A Flat Major; No. 2 in E Major; No. 3 in A Flat Major)
Furndi, piano Westminster XWN 18620

Sonata in B Minor; Memphisto Waltz; Valse Improptu Edith Farnadi, piano Westminster XWN 18621

MARAI
Suite From "Alcione"; Lalande: Symphonies Des Soupers Du Roy
Jean-Marie Leclair Instrumental Ensemble, Palliard, Cond. Westminster XWN 18538

MENDELSSOHN
Elijah; Handel: Jephtha, Solomon, Samson, Judas Maccabaeus; Haydn: The Seasons, The Creation
London Sym., Bernard, Cond.; Dawkes, organ Angel 35531

Italian Symphony; Schubert: Unfinished Symphony
Cantelli, Cond. Angel 35524

A Midsummer Night's Dream—Incidental Music
Vyvan, Lowe, sopranos, and Female Chorus of Royal Opera House, Covent Garden with Peter Maag and London Sym. Orch. London LL 1707

Songs Without Words
Ania Dorfmann, pianist RCA Victor LM-2166

Symphony No. 3, Fingal's Cave Overture (Scotch)
London Sym. Orch., Dorati, Cond. Mercury MG 50123

MOZART
"Around the Horn"—Horn Concerto in E-Flat, K.447; also Haydn: Trio in E Flat; Rossini: Preludes, Theme and Variations; Schubert: Serenade and Die Forelle; Bartok: For Children—No. 17 and No. 33; Bernstein: Elegy for Mippy I; Gershwin: Prelude No. 2; Guion: The Harmonica Player
Joseph Eger, French Horn, RCA Victor Orch., Rosenstock, Cond. RCA Victor LM 2146

"Jupiter" and "Paris" Symphonies
Netherlands Philharmonic Orch., Ackermann, Cond. Concert Hall RG-116

Mass in C Major, K.317—"Coronation," Vesperae Solemnes de Confessore in C Major, K.330
With Pro Musica Sym., Vienna; Vienna Oratorio Chorus, Horenstein, Cond. Vox PL 10.260

Quartets in C. K. 465 in G, K.387
Juilliard String Quartet RCA Victor LM-2167

Symphonic Concertante in E Flat, K.364; Benjamin: Romantic Fantasy for Violin and Viola
Helfetz, Primrose, RCA Victor Orch. Solomon, Cond. RCA Victor LM-2149

Symphony No. 4 in C Minor
Mozartium Ork. of Salzburg Score 4008

Quartet No. 23 in F Major, K.590; Beethoven: Quartet No. 4 in C Minor, Op. 18, No. 4
Morini, Gallmar, Trampler, Varga Westminster XWN 18585

Vesperae Solemnes de Confessore, K.339 (1780); Exultate, Jubilate, K.16 (Motet for Soprano, 1773); Offertory, Benedictus sit Deus, K.117 (1769)
Berlin Phil., Forster, Cond. Angel 35409

MOUSSORGSKY
Pictures at an Exhibition
Nadia Reisenberg, piano Westminster W-LAB 7036

OFFENBACH
"An Evening With Offenbach":
Representative selections by the Vienna State Sym. Orch. Judson JLP 3002

Gaite Parisienne; Strauss: Graduation Ball
Minneapolis Sym. Orch., Dorati, Cond. Mercury MG 50152

"Offenbachiana"
Heinz Sandauer & his Orch. Vox VX 25.540

PAGANINI
Violin Concerto in D Major, Op. 6; Wieniawski: Violin Concerto No. 2 in D Minor, Op. 22; Glazounov: Violin Concerto in A Minor, Op. 82
Gimpel, violin, Southwest German Radio Orch., Reinhardt, Cond., Pro Musica Orch., Stuttgart, von Eichwald, Cond. Vox PL 10.450

PALESTRINA
Stabat Mater; Pater Noster; Super Flumina Babylonis—Vienna Akademie Kammerchor, Theuring, Cond.; Gallus: Ten Geistliche Chöre—Vienna Akademie Kammerchor Grossman, Cond. Westminster XWN 18632

PETRASSI
Coro Di Morti (1940-'41)
Rome Symph. Orch. Coro della Radiotelevisione Italiana, Scaglia, Cond.; Dutilleux: Symphony (1950-'51)
Orchestre du Theatre National de l'Opera, Dervaux, Cond. Westminster XWN 18539

POOT
Octet (1948) and Spohr: Octet in E Major, Op. 32
The Vienna Octet London LL 1610

PROKOFIEFF
Cinderella
The Royal Ballet RCA Victor LM 2135

Concerto No. 3, "Classical" Symp.
Graffman-San Fran. Symp., Jorda, Cond. RCA Victor LM-2138

"Modern Piano Sonatas"
Istvan Nadas (pianist), Bloch, Bartok, Stravinsky (1924) Period SPL 736

Romeo and Juliet
Ballets Russes Orch., Bashich, Cond. Concert Hall 2XH-1513

PUCCHINI
La Tosca
Rome Opera House Orch., Leinsdorf, Cond. RCA Victor LM-6052

PURCELL
"Henry Purcell Anthology"
Alfred Deller and others Vanguard BG 570 & 571

RACHMANINOFF
"The Art of Sergei Rachmaninoff"
Camden CAL-396

RAMEAU
Platee Suites; Couperin: Ballet Suite in G Major
Lausanne Chamber Orch., Desarzens, Cond. Concert Hall H-1523

RAVEL
Daphnis et Chloe, Suite No. 2, Pavane pour une Infante Defunte, also Debussy: Afternoon of a Faun, Nuages and Fetes
Cantelli, Cond. Angel 35525

Daphnis and Chloe (Suite No. 2) and Debussy: La Mer
Los Angeles Phil., Leinsdorf, Cond. Capitol P 8395

Mother Goose Suite: Saint-Saens: Carnival of the Animals
Pasdelous Orch., Martin, Cond. Concert Hall RG-129

"The Popular Piano Music of Ravel and Debussy"
Casadesus, piano Columbia ML 5213

RIMSKY-KORSAKOV
Coq d'Or
Ballets Russes Orch., Horvath, Cond. Concert Hall XH-1512

Scheherazade & Russian Easter Overture
Period SHD 313

ROSSINI
La Gazza Ladra Overture, La Scala Di Seta Overture, Signor Brusolino Overture, La Cenerentola Overture, Barber of Seville Overture
Minneapolis Sym., Dorati, Cond. Mercury MG 50139

Woodwind Quartets
New York Woodwind Quintet Period SPL 737

ROSSINI-RESPIGHI
La Boutique Fantasque—Complete Ballet and Dukas: The Sorcerer's Apprentice
Israel Phil., Solti London LL 1715

SAINT-SAENS
Carnival of the Animals; Ravel: Mother Goose Suite—
Pasdelous Orch., Louis Martin, Cond. Concert Hall RG-129

Five Pieces for Piano; Chabrier: Seven Pieces for Piano
Ginette Doyen Westminster XWN 18618

Symphony No. 3 in C Minor, Op. 78
Philadelphia Orch., Ormandy, Cond.; E. Power Biggs, Organ Columbia ML 5212

SCHOENBERG
"Complete Piano Music"
Edward Steuermann Columbia ML 5216

Moses and Aaron
Orch. and Chorus of the Nordeutscher Rundfunk, Rosbad, Cond. Columbia K3L-241

Quintet for Wind Instruments, Op. 26
Philadelphia Woodwind Quintet Columbia ML 5217

SCHUBERT
Cello Concerto in A Minor ("Arpeggione"); Schumann: Cello Concerto in A Minor, Op. 129
Gaspar Cassado, cello—Bamberg Sym., Perlea, Cond. Vox PL 10.210

"Trout" Quintet—Piano Quintet in A, Op. 114
Festival Quartet, RCA Victor LM-2147

Unfinished Symphony; Mendelssohn: Italian Symphony
Cantelli, Cond. Angel 35524

SCHUMANN
Cello Concerto in A Minor, Op. 129; Schubert: Cello Concerto in A Minor ("Arpeggione")
Gaspar Cassado, Cello—Bamberg Symphony, Perlea, Cond. Vox PL 10.210

Fantasia in C Major, Op. 17; Franck: Prelude, Chorale and Fugue.
Pennario Capitol P-8397

Symphony No. 3
Detroit Sym. Orch., Dorati, Cond. Mercury MG 50133

Trios Op. 09 & Op. 100
Nadas Galimir, Varga Period SPL 735

SMETANA
Trio in G Minor, Op. 15; Dvorak: Trio in E Minor, Op. 90
"Dumky"
Trio di Bolzano Vox PL 10.440

SOLER
Sonatas for Harpsichord
Fernando Valenti Harpsichord Westminster XWN 18623

SPOHR
Octet in E Major, Op. 32, and Poot: Octet (1948)
The Vienna Octet London LL 1610

STRAUSS
An Evening With Strauss
The Music of Johann and Josef Strauss—Vienna State Sym. Orch. Judson JLP 3006

STRAUSS, RICHARD
Der Rosenkavalier (4 LP's)
Philharmonia Orch., Herbert von Karajan, Cond. Angel 3563D/L 35492-3-4-5

Graduation Ball; Offenbach; Gaite Parisienne
Minneapolis Sym. Orch., Antal Dorati, Cond. Mercury MG 50152

STRAVINSKY
Agon; Canticum Sacrum ad Honorem Sancti Marci Nominis The Los Angeles Festival Sym. Orch., Igor Stravinsky, Cond. Columbia ML 5215

Firebird and Fireworks, also Bartok: The Miraculous Mandarin
Netherlands Phil., Goehr, Cond. Concert Hall RG128

Firebird and Fireworks, also Bartok: The Miraculous Mandarin
Royal Philharmonic, Previtall, Cond. Angel 35550

Le Sacre Du Printemps; Firebird Suite
Southwest German Radio Orch., Jascha Horenstein, Cond. Vox PL 10.430

(1924) Modern Piano Sonatas
Istvan Nadas (pianist), Bloch; Bartok, Prokofieff (No. 7) Period SPL 736

TARTINI
6 Concertos for Violin and String Orch., Opus 2
I Musici Virtuosi di Milano, Dean Eckertsen, Cond. Vox DL 373

TCHAIKOVSKY
The Months (Op. 37a)
Eva Wolfman, piano Westminster XWN 18622

Piano Concerto (Gilets & Violin Concerto (Oistrakh)
Period SHD 307

Romeo & Juliet Overture, The Nutcracker Suite
Leinsdorf Hollywood LPH 135

Symphony No. 4
Orchestre National de la Radiodiffusion Francaise, Markevitch, Cond. Angel 35446

TOMKINS
Songs and Consort Music
The In Nomine Players—The Ambrosian Singers, Denis Stevens, Cond. Experience Anonymes EA 0028

VIVALDI
L'Estro Harmonico, Op. 3 (complete)
Vienna State Opera Orch., Mario Rossi, Cond. Vanguard BG-572-74

The Four Seasons
I Solisti Di Zagreb Vanguard BG-564

The Seasons & Two Trumpet Concerto
Period SHD 309

WIENIAWSKI
Violin Concerto No. 1 in F Sharp Minor; Bruch: Scottish Fantasy
Michael Rabin, Philharmonia, Boult, Cond. Angel 35484

Violin Concerto No. 2 in D Minor, Op. 22; Paganini: Violin Concerto in D Major, Op. 6; Glazounov: Violin Concerto in A Minor, Op. 82
Gimpel, violin, Southwest German Radio Orch.—Rolf Reinhardt, Cond., Pro Musica Orch., Stuttgart—Hekan von Eichwald, Cond. Vox PL 10.450

MISCELLANEOUS
Agu, Azucarillos Y Aguardiente Y La Revoltosa
Instrumental Montilla FM-103

Banda De Aviacion Espanola (Music from Spain)
de Arriba, Cond. Montilla FM-106

Bon Jour Paris
Lucerne Festival Orch., Falk Period RL 1921

Cymbalon in Hi-Fi
Janos Hosszu Period RL 1912

"An Eighteenth Century Christmas"
with I Solisti di Zagreb Vanguard BG-569

English Polyphony (Music of the Middle Ages): Volume IV of the 13th and early 14th Centuries
Experiences Anonymes EA 0024

"Enter the Ballet"—Verdi, Aida—Dances from Act II; Saint-Saens, Samson and Delilah: Bacchanale; Gluck, Orfeo: Minuet and Dance of the Blessed Spirits; Tchaikovsky, Eugene Onegin: Polonaise; Gounod, Faust: Ballet Music; Ponchielli, La Gioconda: Dance of the Hours—Various Artists RCA Victor LM-2141

"The Four B's"—Bach, Beethoven, Brahms and Berlioz
Concert Hall RG-130

Great Piano Melodies
Mishel Piestro Conducts Decca DL 8619

Italian Moonlight
Lucerne Festival Orch., Falk Period RL 1922

"Landmarks of a Distinguished Career"
Leopold Stokowski Capitol P-8399

"Lollipops"
Sir Thomas Beecham, including: Poet and Peasant, Valse Triste, Omphale's Spinning Wheel, Afternoon of a Faun, Dance of the Sylphs, Royal Hunt and Storm from the Trojans, Marche Joyeuse and the Mozart March in D. Angel 35506

"The New World of the Guitar"
Laurindo Almeida Capitol P-8392

Opera Highlights
Chicago Philharmonic Sym. Orch. with Erick Leinsdorf Hollywood LPH 129

Overtures—In Spades, incl. von Suppe, Light Cavalry; Herold, Zampa; Adam, If I Were King; von Suppe, Morning, Noon and Night in Vienna; Queen of Spades; Auber, the Crown Diamonds
The New Sym. Orch. of London, Raymond Agoult, Cond. RCA Victor LM-2134

"Pavlova's Favorite Ballets," including Saint-Saens, The Swan; Lincke, GlowWorm Gavotte; Chopin, Autumn Leaves; Tchaikovsky, Russian Dance and Sleeping Beauty Adagio; Glazounov, Bacchanale, Philharmonia, Efrém Kartz, Cond. Angel 35544

Spanish Keyboard Music of the 16th & 17th Centuries
Paul Wolfe, harpsichord Experiences Anonymes EA 0026

Spanish Keyboard Music
Fernando Valenti, Harpsichord Westminster XWN 18624

"Under the Blue Skies of Capri"
Concetta DeMarco & Bela Babai Orch. Period RL 1925

Viennese Bonbons, Vol. 3
Anton Karas, zither Period RL 1923

"Vignettes"
Nathan Milstein Capitol P 8396

JAZZ LP's

Adderley, Julian (Cannonball)
Mercury MG 36110

After Hours
(with Frank Wess, Thad Jones, Kenny Burrell, Mal Waldron, Paul Chambers, Art Taylor) Prestige 7118

Jones, Kenny Burrell, Mal Waldron, Paul Chambers, Art Taylor) Prestige 7118

Albam, Manny
Manny Albam & The Jazz Greats of our Time, Vol. 2 Coral CRL 57142

Allen, Henry (Red) All Stars
Ride Red, Ride, in Hi-Fi RCA Victor LPM 1509

Ammons, Gene
Jammmin' in Hi Fi with Gene Ammons—with Jackie McLean, Kenny Burrell, Idrees Suleiman, Mal Waldron, Paul Chambers, Arthur Taylor Prestige 7110

Anatomy of Improvisation
Verve MG V-8230

Arnold, Harry
The Jazztone Mystery Band Jazztone J-1270

Auld, Georgie, & Bobby Sherwood
Hollywood Bazaar Savoy MG 12098

Bales, Burt, & Paul Lingle
They Tore My Playhouse Down Good Time Jazz L 12025

Basie, Count
The Sound Camden CAL-395

Best of the Blues
Various Artists Fantasy 3255

Blakey, Art
The Jazz Messengers Bethlehem BCP 6023

Bley, Quartet, Paul
Solemn Meditation Blue Note BLP 1555

Blues for Tomorrow
(Previously Unissued Versions of the Blues by Sonny Rollins, Herbie Mann, Bobby Jasper, Mundell Lowe, Coleman Hawkins and other jazz stars) Riverside RLP 12-243

Brassens, Georges
Hi-Fi Sounds for Young Parisians Atlantic 8011

Brookmeyer, Bob, Quintet
Traditionalism Revisited World Pacific PJ 1233

Brown, Ted, Sextet
Free Wheeling Vanguard VRS-8515

Brubeck, Dave
Plays and Plays and Plays Fantasy 3259

Buck Meets Ruby
(Ruby Braff and Buck Clayton, trumpets) Vanguard VRS-8517

Byas, Don
Free and Easy (tenor sax) Regent MG-6044

Chambers, Paul
Bass on Top Blue Note BLP 1569

Congo, Palo
Sabu Blue Note BLP 1561

Connor, Chris
I Miss You So Atlantic 8014

Cooking the Blues
Cootie & Rex Verve MG V-8221

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(with Zoot Sims, Oscar Pettiferford, Mat Matthews, Dick Garcia, Al Cohn, Frank Rehak and Bob Brookmeyer) Dawn DLP 1123

Counce, Curtis
You Get More Bounce With Curtis Counce Contemporary C3539

Crazy Rhythms
of Charlie Kennedy & Charlie Ventura Regent MG-6047

Davis, Miles
Bag's Groove with Sonny Rollins, Milt Jackson, Thelonious Monk, Horace Silver, Percy Heath, Kenny Clark Prestige 7109

Miles Davis and the Modern Jazz Giants
Prestige No. 3

Davis, Wild Bill
Conte Candoli, Frank Morgan Whippet WLP 704

Afro Plus Cool

Dixieland Now and Then
Jimmy McPartland's Chicago Rompers & Paul Barbarin's New Orleans Stompers Jazztone J-1241

Dorham, Kenny
Jazz Contrasts with Sonny Rollins, Max Roach Riverside RLP 12-239

Dukes of Dixieland
On Bourbon St. with The Dukes of Dixieland, Vol. IV Audio Fidelity AFLP 1860

Ellington, Duke
Ella Fitzgerald and Duke Ellington Verve MG V-4004

Fitzgerald, Ella
Ella Fitzgerald and Duke Ellington Verve MG V-4004

Freeman, Russ
Chet Baker Quartet World Pacific PJ 1232

Fuller, Curtis
The Opener (New Trombone Star) Blue Note BLP 1567

Garner, Errol
Early Erroll—featuring extemporaneous solos Jazztone J-1269

Griffin, Johnny
A Blowing Session Blue Note BLP 1559

Guaraldi Trio, Vince
A Flower is a Lovable Thing Fantasy 3257

Hallelujah Ham
Hayes, Tubby, Quartet-Quintet Verve MG V-8226

Little Giant of Jazz
Imperial 9046

Heath, Ted
Ted Heath Personnel—Spotlight on Sidemen London LL-1721

Henderson, Bobby
Call House Blues, piano Vanguard VRS-9017

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New Releases

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High and the Mighty Verve MG V-8228
Hill, Chippie
Great Blues Singers with Bessie Smith and Ma Rainey Riverside RLP 12-121
I Just Love Jazz Piano Savoy MG 12100
With Hampton Hawes, John Mehegan, Herbie Nichols, Paul Smith
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Jasper, Bobby Tenor and flute—with George Wallington, Idrees Sulleman Riverside RLP 12-240
Jazz Concert West Coast with Dexter Gordon, Wardell Gray, Al Killian, Barney Kessel & others Regent MG-6049
Jazz Erotica HiFirecord R-604
Jazz for Hi-Fi Lovers With Randy Weston, Art Larnier, Gigi Gryce, Zoot Sims, Paul Quinichette, Thad Jones, Gene Quill, Alex Smith, Nat Pierce and others Dawn DLP 1124
Jazz for Lovers Coleman Hawkins, Kenny Dorham, Clark Terry, Zoot Sims, Don Elliott and others. Riverside RLP 12-244
Jazz Makers Louis Armstrong, Count Basie, Fletcher Henderson, Benny Goodman, Duke Ellington, Bessie Smith, Earl Hines, Billie Holiday, Teddy Wilson, Louis Prima, Dizzy Gillespie Columbia CL 1036
Jazz We Heard Last Summer With Herbie Mann, Hank Jones, Phil Woods, Sahib Shabib, Eddie Costa, John Jenkins, Clifford Jordan, Joe Puma Savoy MG 12112
Jazz'n Razz Ma Tazz Johnson, Bunk, & Lu Watters Good Time Jazz L12024
Johnson's, J. J. Jazz Quintets Savoy MG 12106
Jazzville—Vol. 4 With Gene Roland, Paul Quinichette, Nat Pierce, Freddy Green, Wendell Marshall, Hal Serra & Bert Collins Dawn DLP 1122
Knepper, Jimmy Trombone Bethlehem BCP 77
Lesterian Mode With Stan Getz, Gerry Mulligan Savoy MG 12105
Let's Play Bongos Lewis, John, & Sacha Distel Atalintec 1267
Lowe, Mundell A Grand Night for Swinging—with Billy Taylor, Gene Quill Riverside RLP 12-238
Mac-Kac & His French Rock & Roll Atlantic 8012
Mann, Herbie Mann Alone Savoy MG 12107
Mann's, Herbie, Californians Go West, Young Mann—with Jack Sheldon, Jimmy Manne, Shelly, & His Men Contemporary C3536
Premiere Recordings of Concerto for Clarinet & Combo by Bill Smith Contemporary C-3536
Mastersounds, The Jazz Showcase World Pacific PJM 403
The King and I World Pacific PJM 405
Mehagan, John How I Play Jazz Piano Savoy MG 12076
Mercer, Mabel The Art of Mabel Mercer (2-12") Atlantic 2-602
Mingus, Charlie East Coasting Bethlehem BCP 6019
Mitchell, Red Presenting Red Mitchell Contemporary C3538
Modern Jazz Quartet Concorde with Milt Jackson Quartet Prestige No. 1
Morton, Jelly Roll Library of Congress Recordings of New Orleans Jazz—12 volumes Riverside 9001-9012
Mulligan, Gerry, & Thelonius Monk Mulligan Meets Monk Riverside RLP 12-247
Murphy, Turk Turk Murphy's San Francisco Jazz, Vol. 1 Good Time Jazz L 12026
Turk Murphy's San Francisco Jazz, Vol. II Good Time Jazz L 12027
New Voices With Rita Reys, Sylvia Pierce & Peggy Serra Dawn DLP 1125
Niehaus, Lennie Zounds! Vol. 2 with the Octets Good Time Jazz C3540
Hollywood LPH-36
9 Beats to the Bar
Nostalgia Fats Navarro, Art Blakey, Tadd Dameron, Dexter Gordon Savoy MG 12113
Parker, The Charlie, Story Verve MG V-8100-3
Pell's, Dave, Jazz Octet A Pell of a Time RCA Victor LPM 1524
Pollack, Ben; Mitty Matlock, Ray Conniff Kings of Dixieland Crown CLP 5045
La Porta, John The Clarinet Artistry of John La Porta Fantasy 3248
Previn, Andre, & Russ Freeman Double Play Contemporary C3537
Price, Sammy, & His Rompin' Stompers The Price Is Right Jazztone J-1260
Prysock, Red The Beat Mercury MG 20307
Quill, Gene A Grand Night for Swinging—Mundell Lowe with Billy Taylor Riverside RLP 12-238
Rainey, Ma Great Blues Singers: with Bessie Smith and Chippie Hill Riverside RLP 12-121
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Rollins, Sonny (with Jay Jay, Silver Monk, Watkins, Blakey) Blue Note BLP 1558
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School Days With Dizzy Gillespie and Joe Carroll and Milt Jackson Regent MG-6043
Scobey's, Bob, Frisco Band, Vol. 6 Direct from San Francisco Good Time Jazz L 12023
Shank, Bud, Bob Cooper, Chico Hamilton, Claude Williamson, Russ Freeman Jazz Visits Broadway World Pacific PJM 404
Silver, Horace, Quintet The Stylings of Silver Blue Note BLP 1562
Smith, Bessie Great Blues Singers—with Ma Rainey, Chippie Hill Riverside RLP 12-121
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Swing Lightly Joe Newman & the Count's Men and Ruby Braff & His Big City Six Jazztone J-1265
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Sulleman, Idrees Tenor and flute with Bobby Jasper and George Wallington Riverside RLP 12-240
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Taylor, Billy, Trio Let's Get Away From It All Prestige No. 2
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Wallington, George Tenor and flute with Bobby Jasper and Idrees Sulleman Riverside RLP 12-240
Watters, Lu, & Bunk Johnson with the Yerba Buena Jazz Band Good Time Jazz L 12024
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Weston, Randy, Trio Jazz a la Bohemia with Cecil Payne—recorded at Cafe Bohemia, Greenwich Village Riverside RLP 12-232
Williamson, Claude Claude Williamson Mulls the Mulligan Scene Criterion 601

MOVIES & SHOWS

Annie Get Your Gun; Helen Morgan Story Various Artists Camden CAL-441
April Love Pat Boone Dot DLP 9000
Jamaica With Cy Coleman Jubilee JLP 1062
Kiss Them for Me Sound Track Coral CRL 57160
Les Girls LeRoy Holmes—Sound Track M-G-M E 3590
The Merry Widow Al Goodman & Ork Camden CAL-397
The Helen Morgan Story—Sound Track Gogi Grant RCA Victor LOC 1030
Helen Morgan Story Annie Get Your Gun—various artists Camden CAL-441
Oh, Kay! Barbara Ruick, Jack Cassidy and others. Ork conducted by Lehman Engel Columbia CL 1050
Pal Joey—Sound Track Capitol W 912
Search for Paradise Sound Track RCA Victor LOC 1034

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Jack Keller Trio (Piano Solos with rhythm accompaniment) (Monaural) M-203
AUDIO FIDELITY Mallet Magic Harry Breuer STLP 1825
Johnny Puleo & His Marmonic Gang STLP 1830
Port Said Mohammed El-Bakkar STLP 1833

SUGGESTED LIST PRICES table with columns for record labels (ABC-Paramount, London, Mercury, etc.) and their corresponding prices for various formats and titles.

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BEL CANTO Rimsky-Korsakov: Scheherazade, Movements 1-2—Nordeutsches Sym. Ork, Wilhelm Rorch, Cond. ST 21
Rimsky-Korsakov: Scheherazade, Movements 3-4—Nordeutsches Sym. Ork, Wilhelm Rorch, Cond. ST 22
Borodin: Polovetsian Dances—Hamburg Philharmonia Ork, Heinrich Alster, Cond. ST 23
Tchaikovsky: Nutcracker Suite—Hamburg Philharmonia Ork, Heinrich Alster, Cond. ST 24
Gershwin: Gershwin Medley—Hamburg Philharmonia Ork, Heinrich Alster, Cond. ST 25
Friml: Student Prince: De Falla, Ritual Fire Dance—Hamburg Philharmonia Ork, Heinrich Alster, Cond. ST 26
Symphony for Tommy Dorsey—Hamburg Philharmonia Ork, Heinrich Alster, Cond. ST 27
Intimate Dance Styles—Hollywood Tanner Dance Band ST 28
Harry Marshard, Society Dance Ork ST 29
Dance Hits of 1930's-1940's, New World Theater Ork ST 30
Honeymoon in Manhattan, New World Theater Ork ST 31
Pygmalion—Swan Lake Ballet, New World Theater Ork ST 32
Honeymoon in Paris, New World Theater Ork ST 33
African Safari—Hamburg Philharmonia Ork, Heinrich Alster, Cond. ST 34
Hawaiian Luau—Hawaiian Beachboys ST 35
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Alyne Dumas Lee, Soprano (both tracks) (Monaural) TD 28
Walla Walla College A Cappella Choir; Barbara Morton, Mezzo-Soprano (Monaural) TD 29
Celestial Strings, Harp and Orchestra—Becker-Osborn, Piano-organ duets (Monaural) TD 30
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Teddy Charles Vibe-rant featuring Teddy Charles on Vibes DY 45-3
EXPERIENCE ANONYMES English Polyphony (Music of the Middle Ages: Vol. IV of the 13th & early 14th Centuries EA 0024
The Psalms, read in Hebrew & English by Morris Carnovsky EA 0025
Spanish Keyboard Music (of 16th & 17th Centuries) Paul Wolfe, harpsichord EA 0026
Musica Deo Sacra, Martindale Sidwell, organ, The In Nomine Players—The Ambrosian Singers, Denis Stevens, Cond. EA 0027
Songs and Consort Music, The In Nomine Players—The Ambrosian Singers, Denis Stevens, Cond. EA 0028
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Calypso Carnival 733
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Organ and Chimes at Christmas Time 737X
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Austrian Musicana Various artists 728 BN
Stereo Showcase by Livingston, Vol. 3 LS 5-5 BN

MERCURY Hi-Fi A La Espanola: Eastman-Rochester "Pops" Orch., Frederick Fennell, Cond. MAS 5-11
Borodin: Polovetsian Dances from "Prince Igor" with Chorus; Le Coq d'Or Suite—London Sym. Orch., Dorati, Cond.; Tchaikovsky; Capriccio Italiani, Minneapolis Sym. Orch., Dorati, Cond. MB55-7
Debussy: Iberia: Prelude to "The Afternoon of a Faun"—Detroit Sym. Orch., Paul Paray, Cond. MB55-8
Elgar: Enigma Variations—The Halle Orch., Sir John Barbirolli, Cond. MCS5-12
America's Most Danceable Music Griff Williams Orch. MDS2-7
Sarah Vaughan and Billy Eckstine Sing the Best of Irving Berlin MDS2-9
Loco-Motion Joe Loco Band MDS2-10
Brass in Hi-Fi Pete Rugolo & Ork. MDS2-11
Patti Page in the Land of Hi-Fi (with Pete Rugolo and his Ork.) MB53-2
Gershwin: Concerto in F: Eugene List, pianist, Eastman-Rochester Sym. Orch., Howard Hanson, Cond. MDS5-9
Bartok: Violin Concert—Menuhin, Minneapolis Sym. Orch., Dorati, Cond. MFS-10
The 1957 Indianapolis Speedway Race—500 Miles to Glory, Bill Randle, Narrator MS2-6
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The Story of the Birth of Jesus the Sermon on the Mount Read by Alexander Scourby OT-10002
Pal Joey—Don Rakle Singers Hollywood Radio City Ork., Davis, Cond. ST-2022
South Pacific—Don Rakle Singers Hollywood Radio City Ork., Davis, Cond. ST-2023
Latin Rendezvous Various artists ST-2029
The Art of Pepper, Vol II Art Pepper Quartet ST-2030
The Glenn Miller Sound in Stereo ST-7026
Toast to Tommy and Jimmy Dorsey ST-7027
Christmas in Stereo Vienna Concert Society Ork. ST-2028
A Breath of French Air Roger LeCussant & Ork. ST-7030
PENATAPE S—Stereophonic M—Monaural
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Voila Paris—Caesar Giovininni Orch., Vol. II AUS 14 AUM 14
Modern A La Carte, Vol. I Harry Brandon Ork. AUS-101 & AUM-101
Modern A La Carte—Vol. II Harry Brandon Ork. AUS-102 & AUM-102
Montage Musical De Modern Mike Simpson AUS-301 & AUM-301
The Swinginest Chubby Jackson Big Band AUS-302 & AUM-302
Have You Heard Lew Douglas Ork. AUS-801 & AUM-801
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Margie Meinert at the Wurlitzer—Vol. II AUS-904 & AUM-904
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Sacrae Symphoniae (1597) New York Brass Ensemble, Samuel Baron PST-6
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Beethoven: Concerto No. 5—Symphony of the Air, Rubinstein, pianist, Josef Krips, Cond. FCS-61
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The Glenn Miller Ork. in Hi-Fi Directed by Ray McKinley CPS-82
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Duetchmeister Band: Duetchmeister Drums and Brasses—Julius Herrmann, Cond. SWB 7017
Rudolph Friml: Friml Presents Friml SWB 7018
Ketelby: In a Chinese Temple Garden, in a Persian Market, Bank Holiday—Vienna State Opera Ork., Armando Alberti, Cond. SWB 7019
Ann Leaf at the Mighty Wurlitzer SWB 7020
Tchaikovsky: Romeo and Juliet Overture—Vienna State Opera Ork., Hermann Scherchen, Cond. SWB 8028
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Dvorak: Slavonic Dances, Op. 72 Rossie, Cond. VRT-3014
Liane Sings Christmas Songs VRT-3016
An Eighteenth Century Christmas I Solisti de Zagreb VRT-3017
Vivaldi: The Four Seasons I Solisti de Zagreb VRT-4002
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Quick-Step Marches—Meyers The Allentown Band 1205-S2
Music by Sousa—Meyers The Allentown Band 1401-S1



And This Is My Beloved; At Dawning; Drink to Me Only with Thine Eyes; I Give My Heart; Night and Day; Ich Liebe Dich; Parlez-Moi D'Amour; Hear My Song, Violetta; My Love Is Like a Red Red Rose; My Old Dutch; Can't Help Lovin' Dat Man; The Story of Tina; For You Alone; Yours Is My Heart Alone
LL-1748

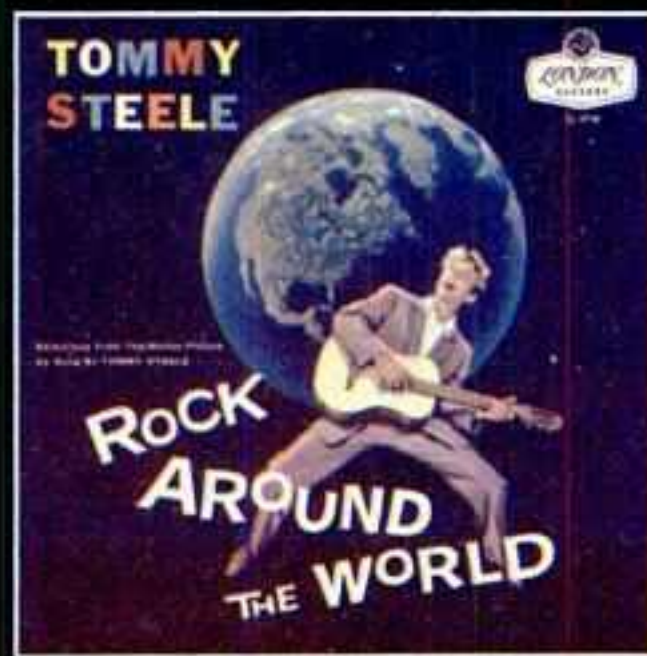


Ill Wind; Swinging the Blues; Hey! Baby; Idaho; I Can't Get Started; Love For Sale; Lover Man; Sidewalks of Cuba; I'll Never Be the Same; Cotton Tail; Lullaby of the Leaves; Witch Doctor
LL-1721

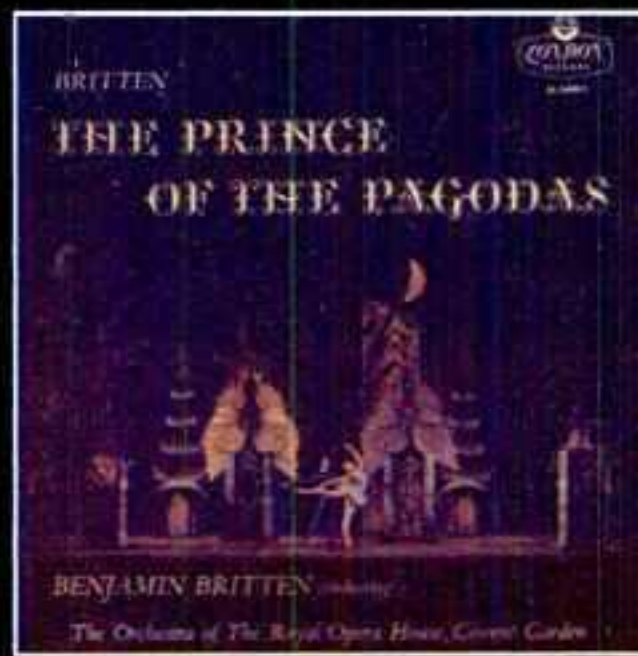
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Premiere Recording. Complete version of Britten's first ballet. (2 records)
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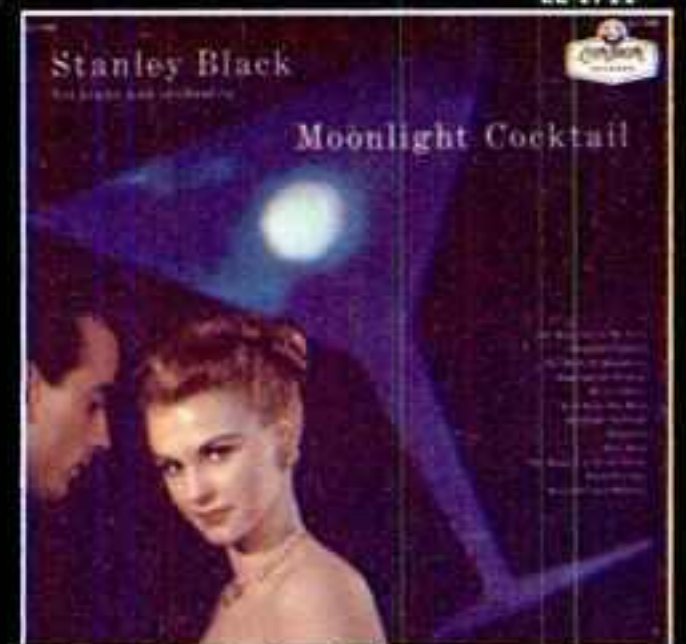
Begin the Beguine; April in Paris; 'S Wonderful; Stardust; My Blue Heaven and 7 others
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Rossini-Respighi: La Boutique Fantasque—complete ballet; Dukas: The Sorcerer's Apprentice
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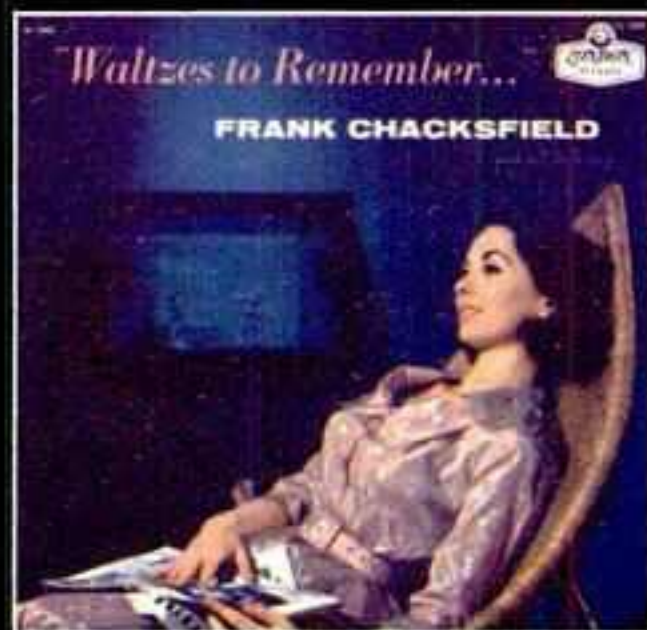
First complete recording of famous Delibes ballet score. (2 records)
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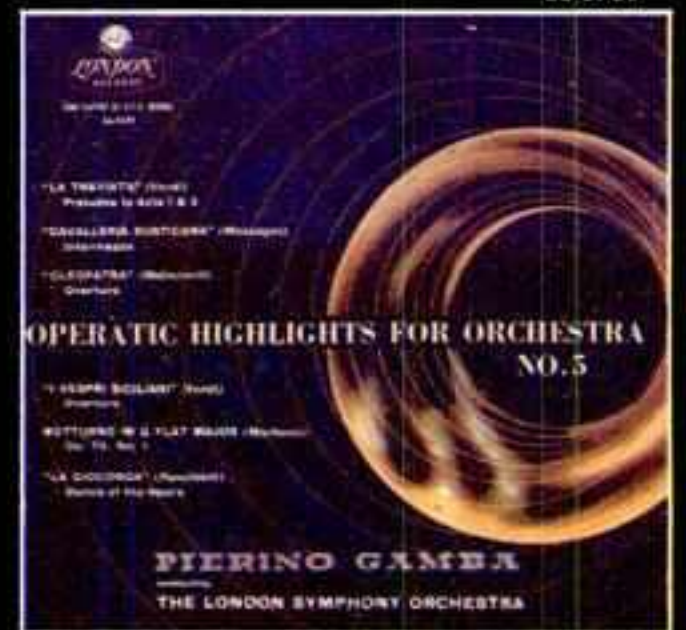
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LL-1723



The Desert Song; Sympathy; Wunderbar; Kiss Me Again; The Count of Luxembourg and 9 others
LL-1603



Nice Work If You Can Get It; Makin' Whoopee; Son of Ponckle; Prelude to a Kiss; Lullaby of the Leaves and 6 others
LL-1673



Orchestral Gems from La Traviata; Cavalleria Rusticana; La Gioconda; I Vespri Siciliani and others.
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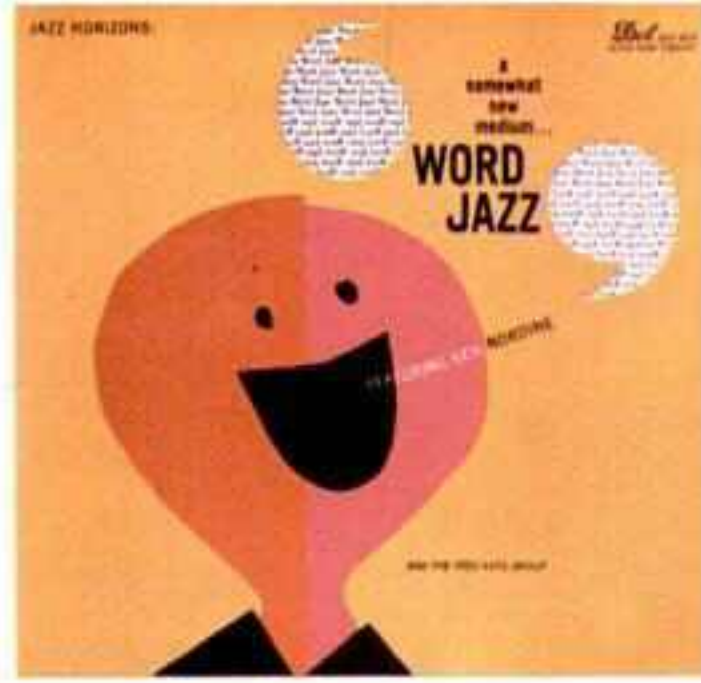
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THESE ARE SOME OUTSTANDING 12" LONG



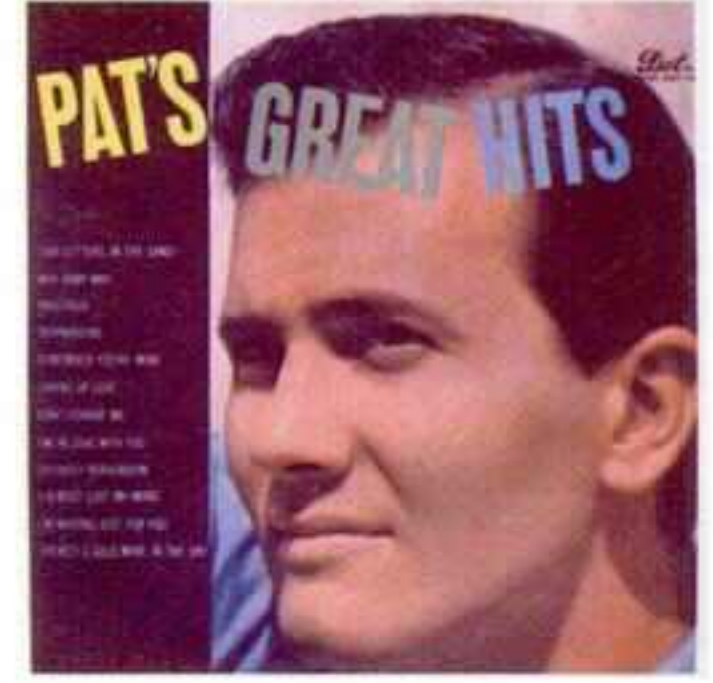
DLP-3077 PAT BOONE SINGS IRVING BERLIN
All Alone, Be Careful It's My Heart, What'll I Do, The Girl That I Marry, and others.



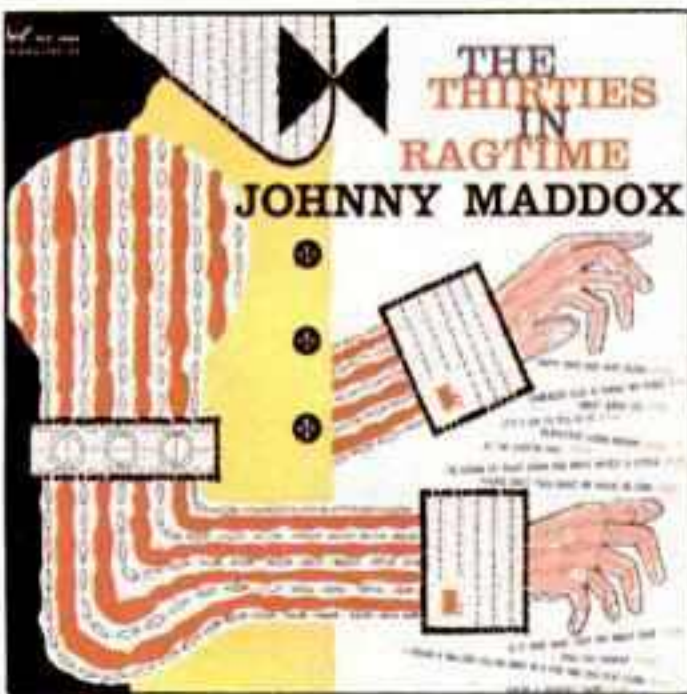
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(Jazz Horizons) The most unusual jazz album ever recorded. A new dimension in jazz horizons.



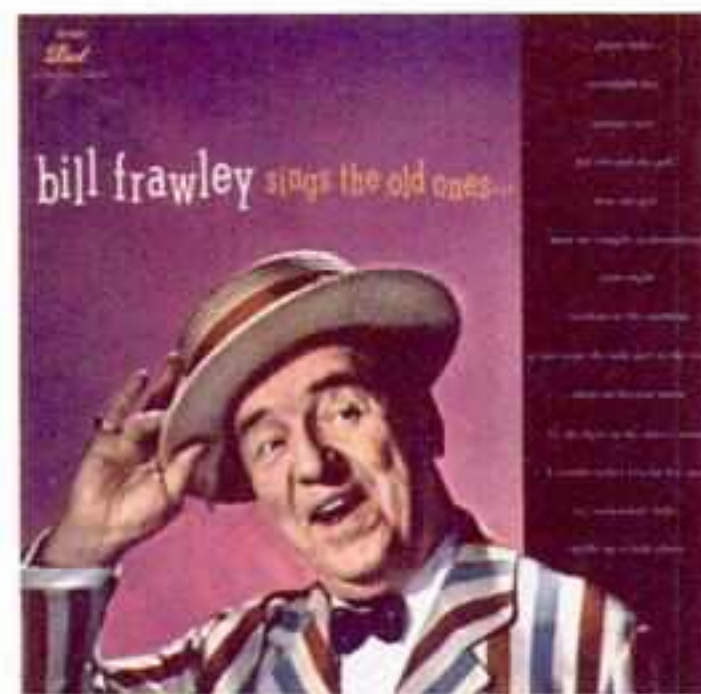
DLP-3072 GOIN' PLACES—MARGARET WHITING
The Gypsy in My Soul, Runnin' Wild, Over the Rainbow, Sentimental Journey, and others.



DLP-3071 "PAT'S GREAT HITS"
Why Baby Why, Friendly Persuasion, Don't Forbid Me, I Almost Lost My Mind, and others.



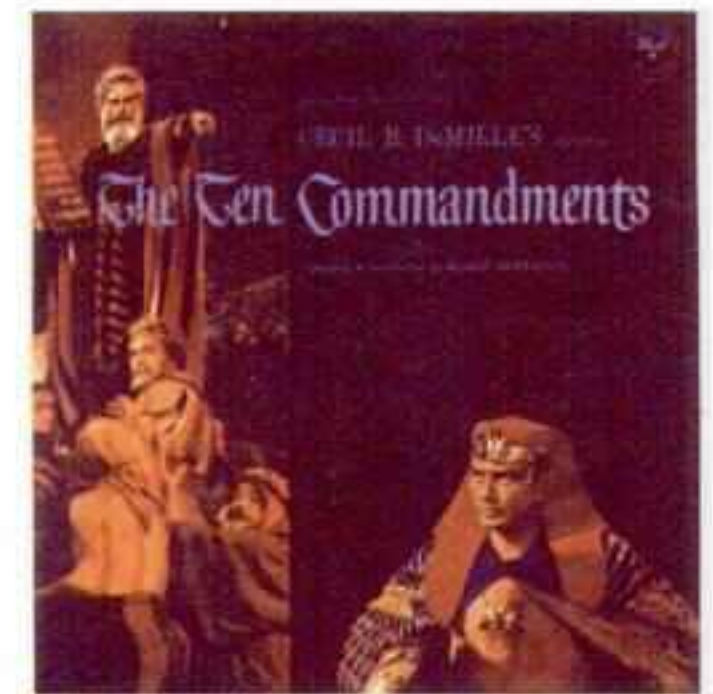
DLP-3063 THE THIRTIES IN RAGTIME—JOHNNY MADDOX
It's a Sin To Tell a Lie, Sweet Jenny Lee, Sing You Sinners, Hold Me, and others.



DLP-3061 BILL FRAWLEY SINGS THE OLD ONES
Pretty Baby, For Me and My Gal, Carolina in the Morning, My Melancholy Baby, and others.



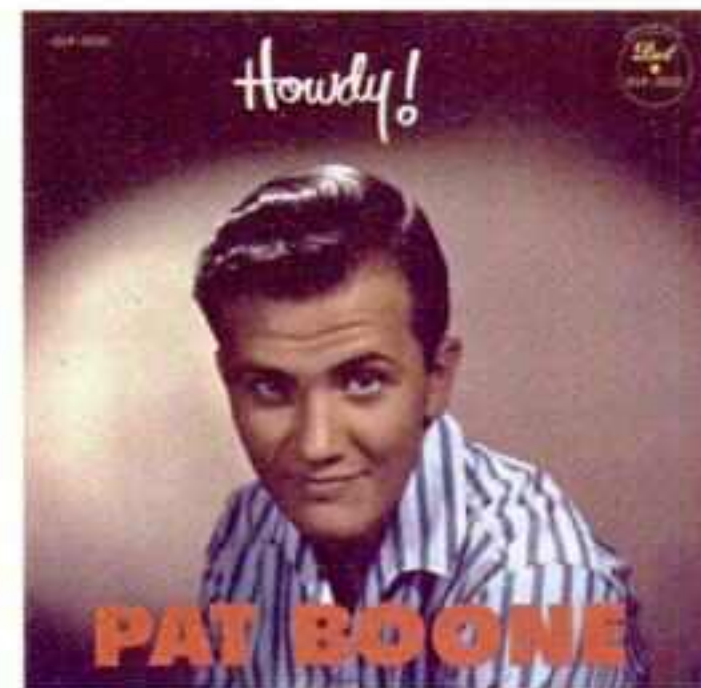
DLP-3060 TO SOOTHE THE SAVAGE—BABE RUSSIN
I Surrender Dear, Body and Soul, Another Love, Good-night My Love, and others.



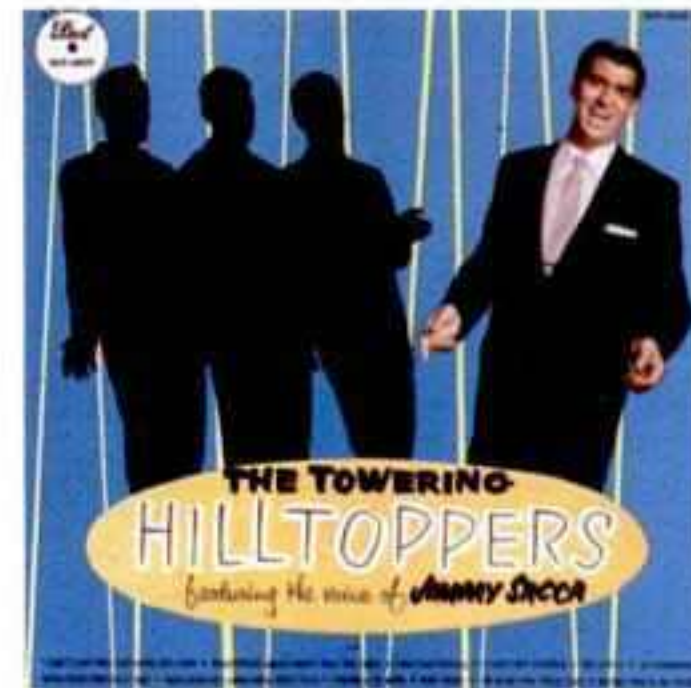
DLP-3054-D (ORIGINAL SOUND TRACK) MUSIC FROM CECIL B. DeMILLE'S "THE TEN COMMANDMENTS"



DLP-3042 A VISIT WITH THE FONTANE SISTERS
Got You on My Mind, I Understand, Oh What It Seemed To Be, Whispering Hope, and others.



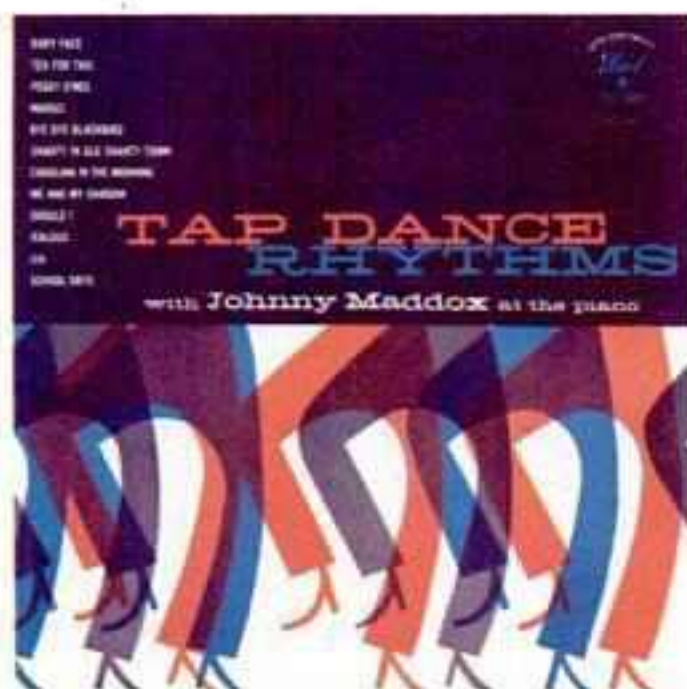
DLP-3030 HOWDY!—PAT BOONE
All I Do Is Dream of You, Beg Your Pardon, Ev'ry Little Thing, Sunday, and others.



DLP-3029 THE TOWERING HILLTOPPERS
That Old Feeling, With Every Breath I Take, At Sundown, Why Baby, and others.



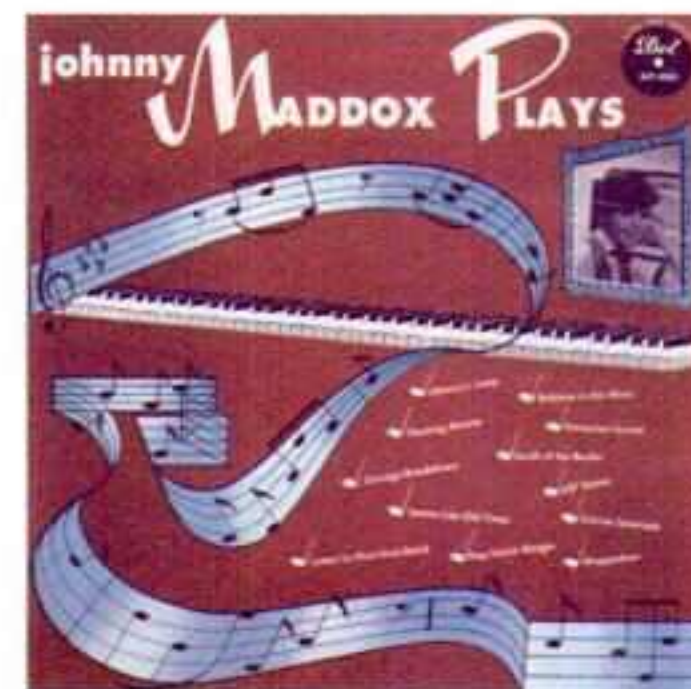
DLP-3017 SENTIMENTAL ME—GALE STORM
I Cried for You, If I Had You, More Than You Know, Sentimental Me, and others.



DLP-3008 TAP DANCE RHYTHMS—JOHNNY MADDOX
Baby Face, Bye Bye Blackbird, Me and My Shadow, School Days, Tea for Two, and others.



DLP-3006 AMERICA'S GREATEST JAZZ—RUSTY BRYANT
All Nite Long, House Rocker, Back Street, Moonlight, Garden Stomp, and others.

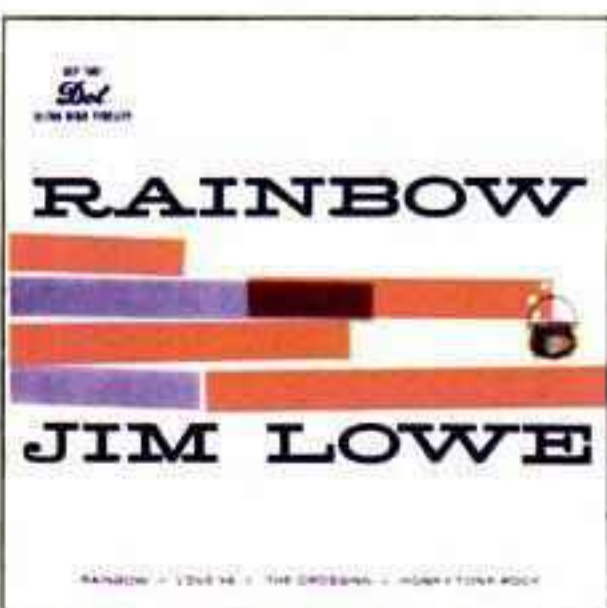


DLP-3005 JOHNNY MADDOX PLAYS
Chicago Breakdown, Sunrise Serenade, South of the Border, Waggashoe, and others.

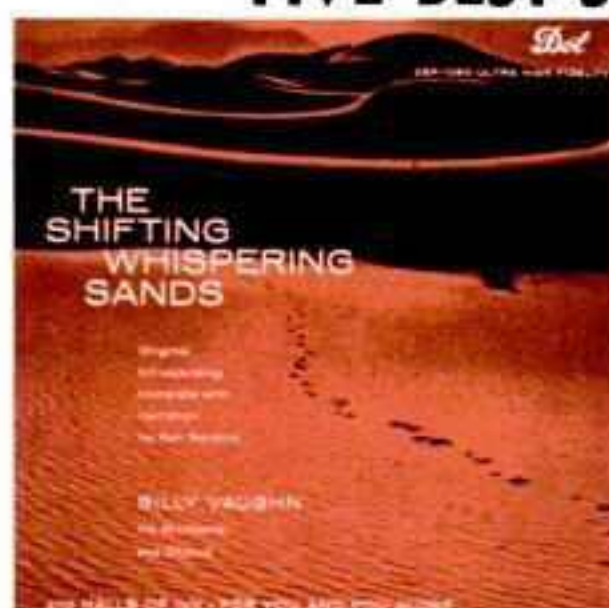


DLP-3004 THE FONTANES SING—THE FONTANE SISTERS
If I Didn't Have You, Rock Love, Most of All, Hearts of Stone, and others.

FIVE BEST-SELLING E.P.'S RECENTLY RELEASED



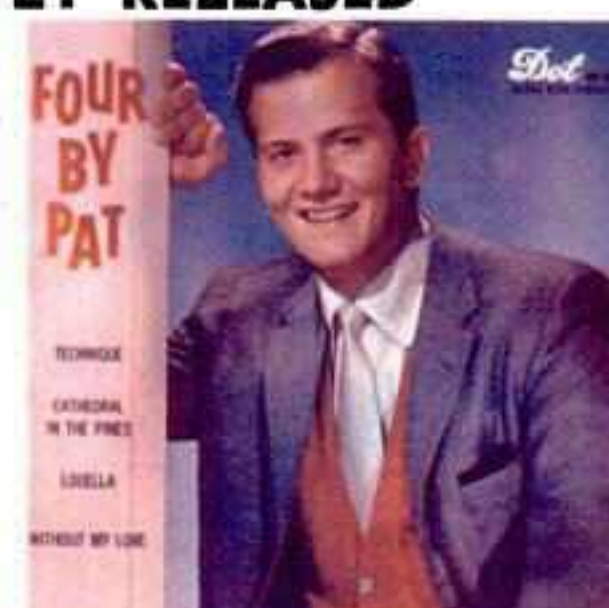
DEP-1061 RAINBOW—JIM LOWE
Rainbow, Love Ya, The Crossing, Honky Tonk Rock.



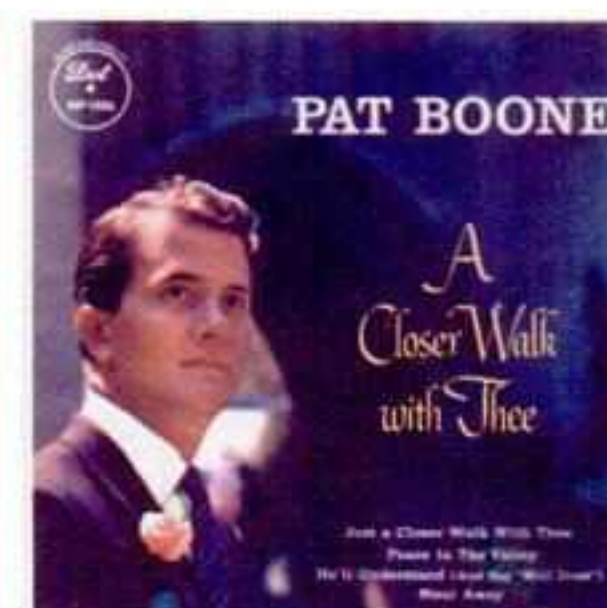
DEP-1060 THE SHIFTING WHISPERING SANDS—BILLY VAUGHN
The Shifting Whispering Sands (Parts 1 and 2), Halls of Ivy, For You and You Alone.



DEP-1058 COME GO WITH US—THE DELL-VIKINGS
Come Go With Me, Don't Be a Fool, Whispering Bells, What Made Maggie Run.



DEP-1057 FOUR BY PAT—PAT BOONE
Technique, Cathedral in the Pines, Louella, Without My Love.



DEP-1056 A CLOSER WALK WITH THEE—PAT BOONE
He'll Understand, Steal Away, Just a Closer Walk With Thee, Peace in the Valley.

NATION'S BEST-SELLING ALBUMS

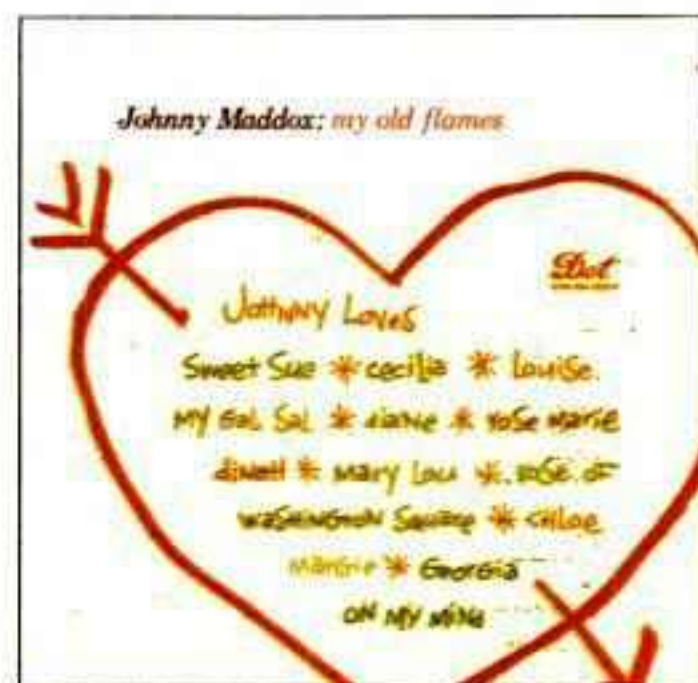
PLAY ALBUMS ON AMERICA'S HOTTEST LABEL



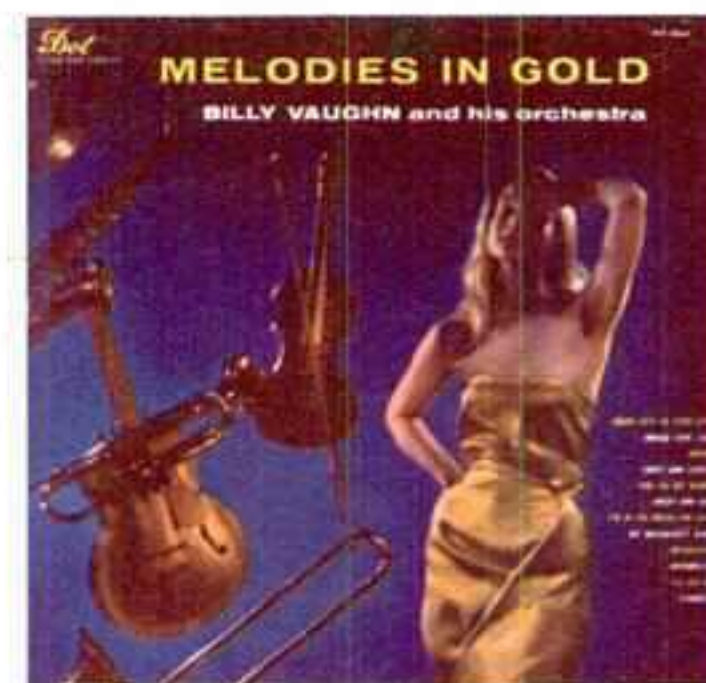
DLP-3069 MOONLIGHT AND SHADOWS—BONNIE GUITAR
Carolina Moon, Shine On Harvest Moon, It's Only a Paper Moon, The Moon Is Low, and others.



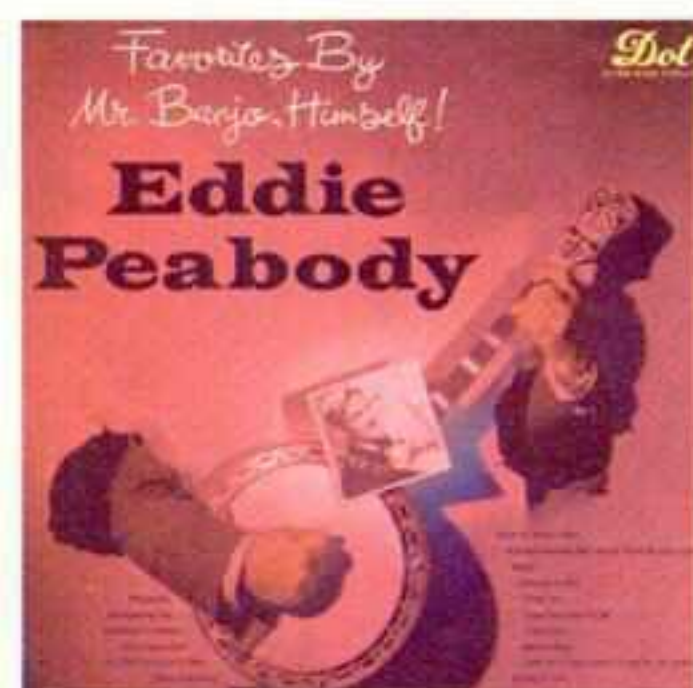
DLP-3068 HYMNS WE LOVE—PAT BOONE
The Old Rugged Cross, Sweet Hour of Prayer, In the Garden, Now the Day Is Over, and others.



DLP-3067 MY OLD FLAMES—JOHNNY MADDOX
Cecilia, My Gal Sal, Rose of Washington Square, Georgia on My Mind, and others.



DLP-3064 MELODIES IN GOLD—BILLY VAUGHN
Indian Love Call, Sweet and Lovely, My Melancholy Baby, I'll Get By, and others.



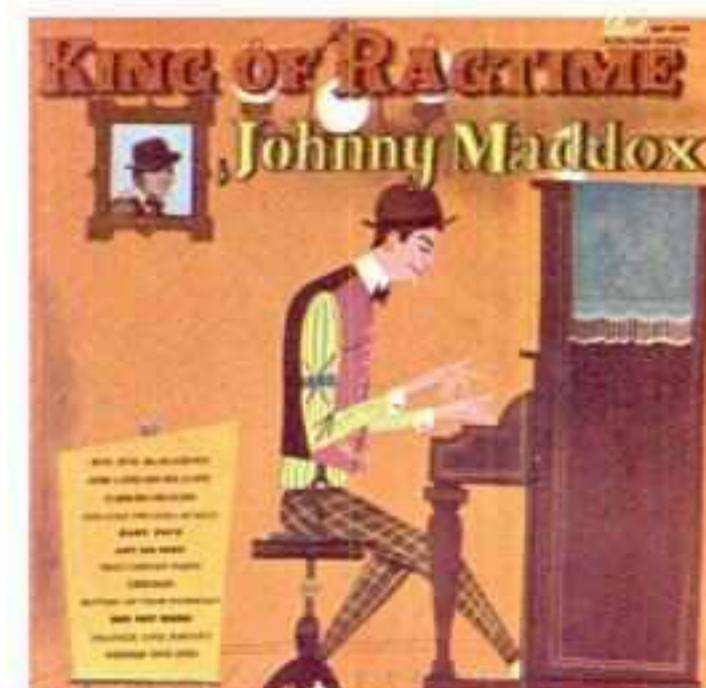
DLP-3052 FAVORITES BY MR. BANJO HIMSELF—EDDIE PEABODY
Whispering, Good Night Sweetheart, Shine On Harvest Moon, Rhapsody in Blue, and others.



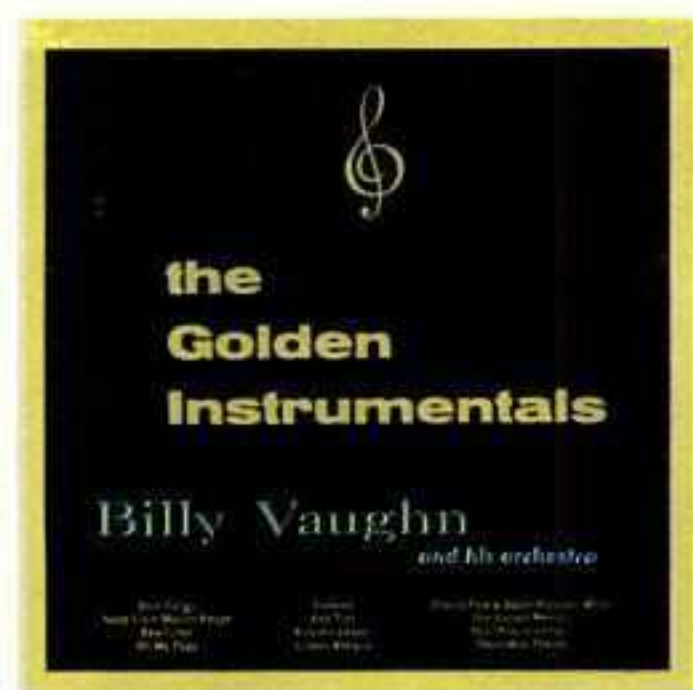
DLP-3050 "PAT"—PAT BOONE
Pledging My Love, Tomorrow Night, I'm in Love Again, Rock Around the Clock, and others.



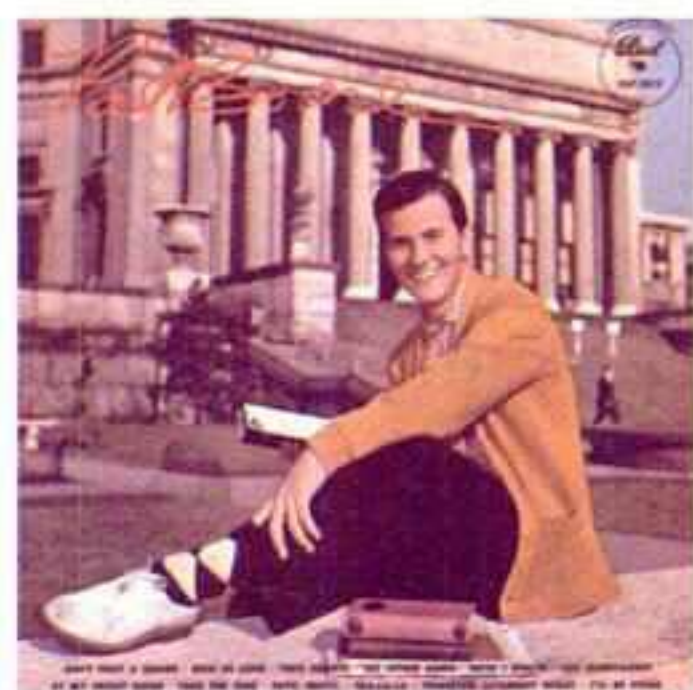
DLP-3045 INSTRUMENTAL SOUVENIRS—BILLY VAUGHN
Slow Poke, Peg o' My Heart, To Each His Own, September Song, Josephine, and others.



DLP-3044 KING OF RAGTIME—JOHNNY MADDOX
Bye Bye Blackbird, Baby Face, Button Up Your Overcoat, That Certain Party, and others.



DLP-3016 THE GOLDEN INSTRUMENTALS—BILLY VAUGHN
Blue Tango; Oh, My Papa; Lisbon Antigua, Poor People of Paris, and others.



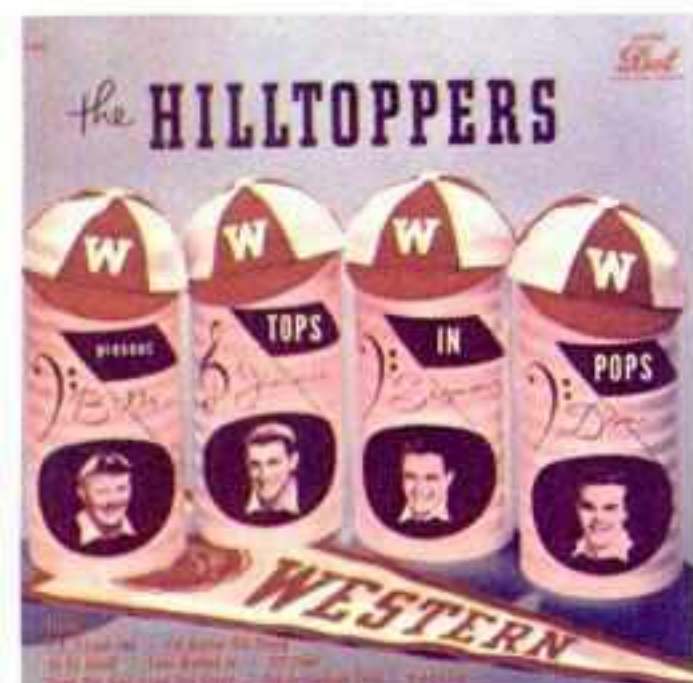
DLP-3012 PAT BOONE
Ain't That a Shame, No Other Arms, At My Front Door, I'll Be Home, and others.



DLP-3011 GALE STORM
I Hear You Knockin'; That's My Desire, Sweet Georgia Brown, The Three Bells, and others.



DLP-3009 NATIVE NEW ORLEANS JAZZ—TONY ALMERICO AND HIS DIXIELAND JAMBOREE ALLSTARS
Bourbon Street Parade, Tail Gate Rumble, and others.



DLP-3003 THE HILLTOPPERS PRESENT TOPS IN POPS
P. S.; I Love You, Love Walked In, The Kentuckian Song, Till Then, and others.



DLP-3001 SWEET MUSIC AND MEMORIES—BILLY VAUGHN
Melody of Love, Missouri Waltz, Tennessee Waltz, Silver Moon, and others.



DLP-3000 RAGTIME MELODIES—JOHNNY MADDOX
Crazy Bone Rag, Coconut Grove, In the Mood, San Antonio Rose, Learnin', and others.



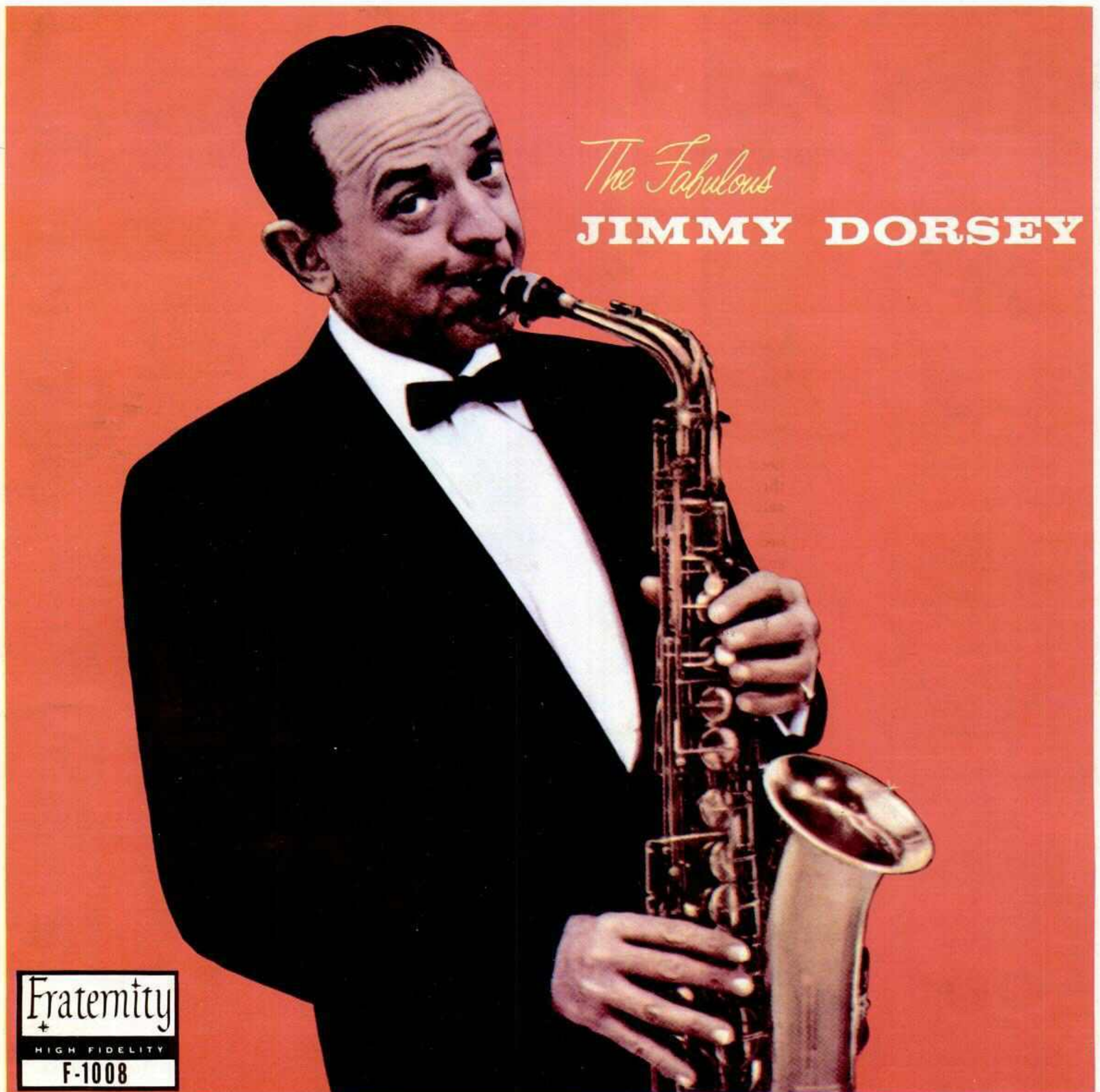
DLP-110 MAN WITH THE BANJO—EDDIE PEABODY
St. Louis Blues; Chintown, My Chintown; Tea for Two; Sweet Sue, and others.

Dot

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SUNSET AND VINE, HOLLYWOOD 28, CALIFORNIA

One of the Truly Great Albums of All Time



SIDE 1

1. CONTRASTS
2. JAY-DEE'S BOOGIE WOOGIE
3. MAMBO EN SAX
4. MARIA ELENA
5. SPEAK LOW
6. IT'S THE DREAMER IN ME

SIDE 2

1. JUNE NIGHT
2. AMAPOLA
3. JUST SWINGIN'
4. SOPHISTICATED SWING
5. NO ONE EVER LOST MORE
6. SO RARE
7. CONTRASTS

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SUNSET & VINE
HOLLYWOOD 28, CALIF.

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2318 MAIN STREET
TAMPA 7, FLA.

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10 EAST COLLEGE STREET
BERLIN, OHIO

MILLER'S MUSIC M
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106 NORTH HAWTHORNE
SOUTH BEND 24, IN.

BRISTOL MUSIC COMPANY
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LETHBRIDGE ALTA
CANADA

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GRUBER HI FI
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110 WEST SHEPHERD
LUFKIN, TEXAS

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& RECORD SHOP
YELLOWKNIFE, ONT.

HARMONY HOUSE
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EAST LIVERPOOL, OHIO

MILLER'S
608 MAIN
PLEASANTON, N.J.

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& SPORT SHOP
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BROOKLYN 34, N.Y.

HAZENS MUSIC STORE
33 CLINTON STREET
PITTSBURGH, N.Y.

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CAPITOL MUSIC COMPANY
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102 NORTH WELLS STREET
DANA, TEXAS

LITTLE FALLS RADIO SERV
LITTLE FALLS
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MUSIC HOUSE
CHRISTIANSBURG
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320 BROAD STREET
ELYRIA, OHIO

SKINNER RECORDS
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ATI 2, OHIO

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607 BROAD AVENUE
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RECORDLAND
68 STORE AVENUE
WATERBURY, CONN.

MGM Records

JONI JAMES

I GIVE YOU MY WORD **NEVER TILL NOW**



(From the MGM Prod. "Raintree County")
K12565 on 45 & 78 RPM

CONNIE FRANCIS and MARVIN RAINWATER

THE MAJESTY OF LOVE

and
YOU, MY DARLIN', YOU


K12555 on 45 & 78 RPM

DEBBIE REYNOLDS

NEW SMASH

WALL FLOWER : ALL GROWN UP

K12560 (ON 45 & 78 RPM)



As plugged on the Dinah Shore TV Show

DEAN JONES

SILHOUETTES

and
THERE GOES MY HEART

K12580



OO-LA-LAI
What a Sound Track Album!

MGM PRESENTS
A SOL C. SIEGEL PRODUCTION OF
COLE PORTER'S
LES GIRLS

Starring
GENE KELLY KAY KENDALL
MITZI GAYNOR TAINA ELG

E3590 ST

Keep your eyes and ears on . . .

JOLIE HUNTER

CA, C'EST L'AMOUR

(From the MGM film "Les Girls")
and
BLESSINGS

K12564



Territorial Best Sellers

FOR SURVEY WEEK ENDING OCTOBER 19

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**
Chances Are, Johnny Mathis, Col.
Dianna, Paul Anka, ABC-Para.
Have I Told You Lately That I Love You/
Be Bop Baby, Ricky Nelson, Imp.
Honeycomb, Jimmie Rodgers, Rlt.
Jailhouse Rock, Elvis Presley, Vic.
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
- CHICAGO**
Beautiful Margaret, Perez Prado, Vic.
Fascination, Jane Morgan, Kapp
Honeycomb, Jimmie Rodgers, Rlt.
Jailhouse Rock, Elvis Presley, Vic.
Lotta Lovin', Gene Vincent, Cap.
Short Fat Fannie/High School Dance
Larry Williams, Spe.
Silhouettes, Rays, Cam.
Tammy, Debbie Reynolds, Cor.
That'll Be the Day, Crickets, Brk.
Wake Up Little Susie, Everly Brothers, Cdc.
- DETROIT**
Be Bop Baby/Have I Told You Lately That
I Love You, Ricky Nelson, Imp.
Chances Are, Johnny Mathis, Col.
Honest I Do, Jimmy Reed, V J
Jailhouse Rock, Elvis Presley, Vic.
Little Bitty Pretty One, Thurston Harris, Ala.
Silhouettes, Rays, Cam.
Think, Five Royals, King
Wake Up Little Susie, Everly Brothers, Cdc.
You Send Me, Sam Cooke, Keen
- EAST TEXAS**
Be Bop Baby, Ricky Nelson, Imp.
Jailhouse Rock, Elvis Presley, Vic.
Keep A' Knockin', Little Richard, Spe.
Little Bitty Pretty One, Thurston Harris, Ala.
Silhouettes, Rays, Cam.
Tammy, Debbie Reynolds, Cor.
Wake Up Little Susie, Everly Brothers, Cdc.
- FLORIDA**
Chances Are, Johnny Mathis, Col.
Dianna, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rlt.
Hula Love, Buddy Knox, Rlt.
Idol With the Golden Head, Coasters, Atco
In the Middle of an Island
Tony Bennett, Col.
Jailhouse Rock, Elvis Presley, Vic.
Keep A' Knockin', Little Richard, Spe.
Mr. Lee, Bobbettes, Atl.
Wake Up Little Susie, Everly Brothers, Cdc.
- LOS ANGELES**
Be Bop Baby, Ricky Nelson, Imp.
Chances Are, Johnny Mathis, Col.
Jailhouse Rock, Elvis Presley, Vic.
Keep A' Knockin', Little Richard, Spe.
Mr. Lee, Bobbettes, Atl.
My Special Angel, Bobby Helms, Dec.
Silhouettes, Rays, Cam.
Tammy, Debbie Reynolds, Cor.
Wake Up Little Susie, Everly Brothers, Cdc.
You Send Me, Sam Cooke, Keen
- NEW YORK AND NEWARK**
Chances Are, Johnny Mathis, Col.
Happy, Happy Birthday, Baby
Tune Weavers, Che.
Honeycomb, Jimmie Rodgers, Rlt.
Jailhouse Rock/Treat Me Nice
Elvis Presley, Vic.
Silhouettes, Rays, Cam.
Tammy, Debbie Reynolds, Cor.
Wake Up Little Susie, Everly Brothers, Cdc.
You Send Me, Sam Cooke, Keen
- NORTHERN NEW YORK STATE**
Be Bop Baby/Have I Told You Lately That
I Love You, Ricky Nelson, Imp.
Humpty Dumpty Heart, LaVern Baker, Atl.
- BOSTON**
Jailhouse Rock, Elvis Presley, Vic.
Keep A' Knockin', Little Richard, Spe.
Love Letters in the Sand, Pat Boone, Dot
Melodie D'Amour, Ames Brothers, Vic.
Rainbow, Russ Hamilton, Kapp
Wake Up Little Susie, Everly Brothers, Cdc.
- NORTHERN OHIO**
Be Bop Baby, Ricky Nelson, Imp.
Chances Are, Johnny Mathis, Col.
Jailhouse Rock, Elvis Presley, Vic.
Keep A' Knockin', Little Richard, Spe.
Melodie D'Amour, Ames Brothers, Vic.
Silhouettes, Rays, Cam.
Silhouettes, Steve Gibson and His Red Caps,
ABC-Para.
Wake Up Little Susie, Everly Brothers, Cdc.
- NORTHWEST**
Be Bop Baby/Have I Told You Lately That
I Love You, Ricky Nelson, Imp.
Black Slacks, Joe Bennett & Sparkletones,
ABC-Para.
Honeycomb, Jimmie Rodgers, Rlt.
Hula Love, Buddy Knox, Rlt.
Jailhouse Rock, Elvis Presley, Vic.
Keep A' Knockin', Little Richard, Spe.
Mr. Lee, Bobbettes, Atl.
Summertime/You Send Me
Sam Cooke, Keen
That'll Be the Day, Crickets, Brk.
Wake Up Little Susie, Everly Brothers, Cdc.
- PHILADELPHIA**
Chances Are, Johnny Mathis, Col.
Have I Told You Lately That I Love You/
Be Bop Baby, Ricky Nelson, Imp.
Jailhouse Rock/Treat Me Nice
Elvis Presley, Vic.
Little Bitty Pretty One, Thurston Harris, Ala.
Silhouettes, Rays, Cam.
Tammy, Debbie Reynolds, Cor.
Wake Up Little Susie, Everly Brothers, Cdc.
You Send Me, Sam Cooke, Keen
- SAN FRANCISCO AND OAKLAND**
Around the World, Mantovani, Lon.
Be Bop Baby, Ricky Nelson, Imp.
Chances Are, Johnny Mathis, Col.
Jailhouse Rock/Treat Me Nice
Elvis Presley, Vic.
Just Born, Perry Como, Vic.
Keep A' Knockin', Little Richard, Spe.
Mr. Lee, Bobbettes, Atl.
Wake Up Little Susie, Everly Brothers, Cdc.
- ST. LOUIS AND KANSAS CITY**
Back to School Again
Timmie Rodgers, Cam.
Be Bop Baby, Ricky Nelson, Imp.
Honeycomb, Jimmie Rodgers, Rlt.
I Still Love You, Fats Domino, Imp.
Keep A' Knockin', Little Richard, Spe.
My One Sin, Four Coins, Epic
Silhouettes, Rays, Cam.
You Send Me, Sam Cooke, Keen
- SOUTHERN OHIO**
Be Bop Baby, Ricky Nelson, Imp.
Chances Are, Johnny Mathis, Col.
Dianna, Paul Anka, ABC-Para.
Honeycomb, Jimmie Rodgers, Rlt.
Jailhouse Rock, Elvis Presley, Vic.
Keep A' Knockin', Little Richard, Spe.
Tammy, Debbie Reynolds, Cor.
Wake Up Little Susie, Everly Brothers, Cdc.
- WASHINGTON AND BALTIMORE**
Be Bop Baby/Have I Told You Lately
That I Love You, Ricky Nelson, Imp.
Chances Are, Johnny Mathis, Col.
Fascination, Jane Morgan, Kapp
I'm Gonna Sit Right Down and Write Myself
a Letter/Date With the Blues, Billy Wil-
liams, Cor.
I Still Love You/Wait and See
Fats Domino, Imp.
Jailhouse Rock, Elvis Presley, Vic.
Tammy, Debbie Reynolds, Cor.
Wake Up Little Susie, Everly Brothers, Cdc.

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Top 100 Sides

FOR SURVEY WEEK ENDING OCTOBER 19

This is a tabulation of dealer unit sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, and not records. This fact, together with longer four-week survey periods, explains variation between the top 30 sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."

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

"Raunchy" — Bill Justis — "Raunchy"

Bill Justis

"Raunchy"

Bill Justis

"Raunchy"

Bill Justis

"Raunchy"

Bill Justis

IS "RAUNCHY" A HIT !?

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There are covers galore already and no doubt more to come on a fabulous instrumental sure to be the year's biggest.

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Bill Justis — "Raunchy" — Bill Justis

Bill Justis

"Raunchy"

Bill Justis

"Raunchy"

Bill Justis

"Raunchy"

Bill Justis

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.

APRIL LOVE (Witmark, ASCAP)
WHEN THE SWALLOWS COME BACK TO CAPISTRANO (Feist, ASCAP)—Pat Boone—Dot 15660—The artist appears a strong bet to keep his two-sided hit string going with his current release. Strong sales are reported in all markets. A previous Billboard "Spotlight" pick.

BONY MORONIE (Venice, BMI)—Larry Williams—Specialty 615—The artist's frantic answer to "Short Fat Fannie" has begun to click in a big way in all markets. It looks as tho this will be another big one. Flip is "You Bug Me, Baby," (Venice, BMI). A previous Billboard "Spotlight" pick.

ALL THE WAY (Maraville, ASCAP)
CHICAGO (Fisher, ASCAP)—Frank Sinatra—Capitol 3793—Present signs are that this will be the artist's biggest single in recent tries. "All the Way" shows a slight lead in requests at the moment, but demands for both sides are heavy in all markets.



Recent Pop Releases Coming up Strong

FOR SURVEY WEEK ENDING OCTOBER 19

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** *Shepherd Sisters*
(BMI) Lance 125
- April Love** *Pat Boone*
(ASCAP) Dot 15660
- Back to School** *Timmie Rodgers*
(BMI) Cameo 116
- I'm Available** *Margie Rayburn*
(BMI) Liberty 55102
- Lips of Wine** *Andy Williams*
(BMI) Cadence 1336
- Moonlight Swim** *Tony Perkins*
(ASCAP) RCA Victor 7020
- Plaything** *Nick Todd*
(BMI) Dot 15643
- With You on My Mind** *Nat King Cole*
(ASCAP) Capitol 3782

Review Spotlight on . . .

POP RECORDS

JIMMIE RODGERS Roulette 4031 **KISSES SWEETER THAN WINE**
Favorite, ASCAP
BETTER LOVED YOU'LL NEVER BE Planetary, ASCAP
Top side is an appealing pop adaptation of the folk theme in a rockabilly groove. A strong delivery by Rodgers plus good chorus backing makes the side a good bet to repeat the success of "Honeycomb." Flip, "Better Loved," is an equally attractive warble of a folkish ballad that is also strong contender for coin.

GENE VINCENT Capitol 3839 **DANCE TO THE BOP**
Central, BMI
I GOT IT Ridgeway, ASCAP
Vincent, who is still riding high with "Lotta Lovin," has another powerful side in "Dance." The rockabilly effort features listenable guitar support to back the strong vocal. Flip, "I Got It," is also in a rockabilly vein. It has a distinctive beat and excellent chorus backing. Both sides appear good bets to click in all markets.

CHARLIE GRACIE Cameo 118 **COOL BABY**
BRS, BMI
YOU GOT A HEART LIKE A ROCK (Mayland, BMI)
"Cool Baby" is performed by the artist in the forthcoming flick "Jamboree." Strong chanting by Gracie on the rocker-type is his best lately. Flick exposure will probably help with sales. Production on the flip, "You Got," is similar. Powerful selling on both sides can push either to the top.

JIMMY EDWARDS Mercury 71029 **LOVE BUG CRAWL**
Mayflower, BMI
Strong disk debut by the artist, whose presentation is somewhat similar to the Jerry Lee Lewis technique. The powerful rockabilly-blues vocal against good backing with a pounding beat makes this a strong bet to cop teen coin. Flip, "Honey Lovin," is an attractive go on a country item with a Latin beat. Mayflower, BMI.

BILL JUSTIS ORK Phillips International 3519 **RAUNCHY**
Hi-Lo, BMI
Side has strong pop and c.&w. appeal. The instrumental is an interesting combination of country guitar and alto sax with a danceable beat that should appeal to teens. Flip, "The Midnite Man," gets a listenable vocal by Roger Fakes and the Spinners. Knox, BMI.

TONY PERKINS RCA Victor 7078 **WHEN SCHOOL STARTS AGAIN**
Reserve, BMI
Perkins came very close with "Moonlight Swim" and appears a good bet to go all the way with this teen-slanted tune. The medium-beat item is attractively rendered with good backing. Movie appeal should help sales. Flip, "Rocket to the Moon," is a cute tune that is also nicely sung. Pan, BMI.

FRANKIE LAINE Columbia 41036 **THE GREATER SIN**
Leeds, ASCAP
EAST IS EAST Korwin, ASCAP
Laine chants the pretty ballad with dramatic effect. Tasteful choral backing helps sell the side. Strong warbling stunt can put the artist back into the best-selling class. "East" is a catchy, march-like tune that is also effectively rendered with good backing. Either can score.

ERNIE FREEMAN Imperial 5474 **RAUNCHY**
Hi-Lo, BMI
Freeman's version of the tune also figures to receive a lot of play. While the Justis platter seems a stronger bet in pop marts, this similar waxing can still cut in for a fair share of coin. Strong potential in r.&b. market also. Flip, "Puddin'," is an instrumental blues that features excellent guitar work in addition to Freeman's sax. Travis, BMI.

THE VELOURS Onyx 515 **THIS COULD BE THE NIGHT**
Malver, BMI
HANDS ACROSS THE TABLE Mills, ASCAP
Review omitted last week. See under R.&B. Spotlight.

POP DISK JOCKEY PROGRAMMING

BILLY ECKSTINE Mercury 71217 **BOULEVARD OF BROKEN DREAMS**
Remick, ASCAP
Sincere vocal by the artist on the pretty evergreen is his best in sometime. The fine effort is nicely backed with lush strings that complement rather than compete. Spins of the listenable side should please audiences. Flip, "If I Can Help Somebody," also gets an attractive reading. Leeds, ASCAP.

NORMAN BROOKS RCA Victor 5365 **TOOT, TOOT, TOOTSIE! JE PAS** (Toot, Toot, Tootsie, Goodbye)
Feist, ASCAP
Brooks, who delivers them in the Jolson style, goes one better this time. The familiar Jolson song is sung in French. Brassy, vintage night club ork backing adds to the appeal of the side. Good programming fare. Flip, "Un Coin Du Ciel Bleu" ("My Blue Heaven" to some), is also delivered with French lyrics. Feist, ASCAP.

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JOHNNY O'NEILL

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 How Lonely Am I 47/20-7069*

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 EDDIE FISHER, THE PRICE IS RIGHT, TIC TAC DOUGH. They're all sponsored by . . .



RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA



FOR SURVEY WEEK ENDING OCTOBER 19, 1957

Billboard Weekly Juke Box Programming Guide

POPULAR

WHOLE LOTTA SHAKIN' GOIN' ON
★ JERRY LEE LEWIS ★
IT'LL BE MINE
Cameo 117

JUST BETWEEN YOU AND ME
★ CHORDETTES ★
SOFT SANDS
Sun 267

TAMMY
★ DEBBIE REYNOLDS ★
FRENCH HEELS
Coral 61851

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

HULA LOVE
★ BUDDY KNOX ★
DEVIL WOMAN
Roulette 4018

YOU SEND ME
★ SAM COOKE ★
SUMMERTIME
Keen 34013

WAIT AND SEE
★ FATS DOMINO ★
I STILL LOVE YOU
Imperial 5467

DIAMA
★ 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

SILHOUETTES
★ THE RAYS ★
DADDY COOL
Cameo 117

MY SPECIAL ANGEL
★ BOBBY HELMS ★
STANDING AT THE END OF MY WORLD
Decca 30423

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

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

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

TANGLED MIND
★ HANK SNOW ★
MY ARMS ARE A HOUSE
RCA Victor 6955

WHY WHY
★ CARL SMITH ★
EMOTIONS
Columbia 40984

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

Records eliminated if duplicated in Pop List.

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
Atco 6087

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

STARDUST
★ BILLY WARD ★
LUCINDA
Liberty 55071

Records eliminated if duplicated in Pop List.

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

LITTLE BITTY PRETTY ONE
★ THURSTON HARRIS ★
I HOPE YOU WON'T HOLD IT AGAINST ME
NEW HIT
Aladdin 3398

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

JUST BORN
★ PERRY COMO ★
IVY ROSE
NEW HIT
RCA Victor 7050

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

BLACK SLACKS
★ JOE BENNETT & SPARKLETONES ★
BOPPIN' 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

Records eliminated if duplicated in Pop List.

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

LITTLE BITTY PRETTY ONE
★ THURSTON HARRIS ★
I HOPE YOU WON'T HOLD IT AGAINST ME
NEW HIT
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IVY ROSE
NEW HIT
RCA Victor 7050

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

YOU SEND ME
★ SAM COOKE ★
SUMMERTIME
Keen 34013

WAIT AND SEE
★ FATS DOMINO ★
I STILL LOVE YOU
Imperial 5467

DIAMA
★ 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

SILHOUETTES
★ THE RAYS ★
DADDY COOL
Cameo 117

MY SPECIAL ANGEL
★ BOBBY HELMS ★
STANDING AT THE END OF MY WORLD
Decca 30423

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 ★
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KEEP A' KNOCKIN'
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CAN'T BELIEVE YOU WANNA LEAVE
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(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

OPERATORS BEST BUYS

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

CHUCK BERRY
Rock and Roll Music
Blue Feeling
Chess 1671

PAT BOONE
When the Swallows Come Back to Capistrano
Dot 15669

FRANK SINATRA
All the Way
Chicago
Capitol 3793

LARRY WILLIAMS
You Bug Me, Baby
Specialty 615

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.

JIMMY EDWARDS
Love Bug Crawl
Honey Lovin'
Mercury 71029

ERNIE FREEMAN
Raucous Puddin'
Imperial 5474

CHARLIE GRACIE
You Got a Heart Like a Rock
Cameo 118

BILL JUSTIS ORK
The Minute Man
Phillips International 3519

FRANKIE LAINE
The Greater Sin
East Is East
Columbia 41036

NED MILLER
Lights in the Street
Tara Back
Dot 15651

JOE MORRIS
Sinner Woman
Going, Going, Going
Atlantic 1160

TONY PERKINS
When School Starts Again
Rocket to the Moon
RCA Victor 7078

JIMMIE RODGERS
Kisses Sweeter Than Wine
Better Loved You'll Never Be
Roulette 4031

GENE VINCENT
Dance to the Top
I Got It
Capitol 3639

• **Reviews of New Pop Records**

SHAYE COGAN
Billy Be Sure84
 ROULETTE 4027—Mrs. Phil Kahl singles with sweet multi-track effectiveness on a lovely waltz theme with a wistful tempo. Watch this one. (Marks, BMI)
Doodle Doodle Doo....78
 Another excellent multi-track vocal job by the thrush on a swingy rhythm item with fine backing. (Kahl, BMI)

DON CORNELL
Non Dimenticar81
 CORAL 61905—This is a vocal version of the tune that is best remembered as the flip side of "Anna." Cornell turns in one of his better jobs on the pretty Italian import. Lyric is in English. (Hollis, BMI)
Before It's Time to Say Good-Night....76
 The Billy Myles ballad is rocked gently but firmly by Cornell. Cornell could have one here. (Weiss & Barry, BMI)

JACKIE WALKER
Wonderful One79
 IMPERIAL 5473—A tender lyric, with a leisurely tempo, Walker sings it with taste, to a graceful arrangement. One to watch. (Travis, BMI)
Peggy Sue....70
 A cover of the Buddy Holly's dishing. Effective side, Ditty has a folk and country quality and is chanted with dramatic quality by Walker, but Holly's out ahead. (Nor-Va-Jak, BMI)

JULIUS LA ROSA
Just Forever78
 RCA Victor 7059 — Ballad tune has a flavor of the West. Debuted on the Kraft TV Theater, the song has a pleasant retentive quality that makes it the choice of the coupling. Can attract spins. (Valando, ASCAP)
Since When (Is It a Sin)...74
 Tune was introduced on the Kraft TV Theater. Okay slow rock and roll rhythm but material is so-so. Moderate prospects here. (Chappell, ASCAP)

JAYE P. MORGAN
Take a Chance78
 RCA VICTOR 7064—A slow and somewhat pulsating rock and roller here with a commercial bit of thrushing by Miss Morgan. Good sound and agreeable arrangement make this the top side. Worth attention. (Skidmore, ASCAP)
There's a Dream in My Heart...72
 This one has a rather complicated lyric that doesn't sustain interest. However, a fairly attractive vocal by the thrush with nice choral and instrumental backing can win some spins. (Manlowe, ASCAP)

MARIO LANZA
A Night to Remember77
 RCA VICTOR 6915—The standard waltz which produced the Rheingold Beer commercial is the root of this languid melody. The tenor sings it with attractive restraint. Should get plenty of play. (Empress, ASCAP)
Behold!....76
 Lanza sounds much as he did during the boom days, and this tune, in a "Be My Love" vein, could have been one of the big ones while the craze was on. It's less likely to happen today. (Coliseum, BMI)

LAWRENCE WELK ORK
Liechtenstein Polka77
 CORAL 61900—This is a cover of the Will Glabe disk of the tune, which has a big head start. However, this is an attractive version, with German lyric as in the original. Welk version can get some of the loot due to TV exploitation. (Burlington, ASCAP)
You Know Too Much... 68
 A modified tango rhythm on this side with a vocal by the Sparklers. Fair sound but flip is the action side. (Vernon, ASCAP)

BOB LUMAN
Red Hot76
 IMPERIAL 8313 — Rockabilly side with fine swamp sound in the vocal and the instrumental arrangement. Material is country blues. Luman shouts it wonderfully, with a chorus answering. Watch it. (Hi-Lo, BMI)

Whenever You're Ready....70
 Another rockabilly side. Material has not the swamp effect of the flip, but is strong in its own right, with a rocking quality. (Dandelion, BMI)

AL JOLSON
When Day Is Done.....75
 DECCA 30442—Coupling of these two nostalgic standards, excerpted from the "Among My Souvenirs" LP, is a natural for the "standard" or "old favorites" section of any juke box. (Harms, ASCAP)
That Old Gang of Mine....75
 As above. (Bourne, ASCAP)

JANE HARVEY
The Kiss That Rocked the World.....75
 ROULETTE 4029—Mrs. Bob Thiele registers strongly on this cover of a dramatic theme, originally cut by Dinah Shore. Should give Miss Shore solid competition for spins. (Sheldon, BMI)
Twilight in Tennessee....75
 Sweet piping on a wistful ballad with a gentle, Western flavor. Backing is reminiscent of Grofe's "Grand Canyon Suite." Good jockey material. (Plantary, ASCAP)

AL HIBBLER
Wish75
 DECCA 30483—Pretty ballad is another from the score of "Rumple," the soon-to-arrive Broadway musical. Hibbler is given lush backing. The warm interpretation can lure coin. (Chappell, ASCAP)
The Crying Wind....73
 Sensitive styling in the usual Hibbler manner with excellent choral support by the Ray Charles singers on the pretty ballad can attract some buys. (Amber, ASCAP)

ERNE WILKINS
Have You Ever Been Lonely?.....75
 SAVOY 1524—Arrangement is somewhat similar to "June Night" with chorus and contrapuntal sax. Bright sounding side can go all the way. (Shapiro-Bernstein, ASCAP)
Blue Jeans....72
 Highly listenable sax work by Wilkins on a cheerful blues. Chorus repeats the phrase. "Blue Jeans," with brass choir interludes. Strong side. (Volunteer, BMI)

TECHNIQUES
Hey! Little Girl.....75
 ROULETTE 4030—Listenable outing on a pretty, medium-beat ballad. Good vocal work by the group with nice backing makes the side one to watch. (Stars & Lowry, BMI)
In a Roundabout Way....72
 Listenable go by the group on a tune is in a "That'll Be the Day" groove. It might attract some buys. (Stars & Lowry, BMI)

THE LANDON SISTERS
When I Get the Notion.....74
 EPIC 9242—Cute, stylized chirping on folksy ditty with appeal for today's pop market. Certainly the sound is "different." (Salmn, BMI)
I'm Flipped for You....72
 Gals thrush pertly on bouncy rhythm tune. Both sides have teen-appeal. (Sheldon, BMI)

TOMMY PRISCO
I Don't Want to Love You.....73
 EPIC 9239—Pretty evergreen is nicely treated by the artist and provides easy listening. Side rates jockey attention. It could do business. Lush backing accompanies. (Mellin, BMI)
Hasty Words....72
 Dual track vocal on a ballad is also a listenable side. Piano triple backing and lush strings support the vocal. Also worth spinning. (Wemar, BMI)

GAYLA PEEVEY
That's What I Learned in School....73
 COLUMBIA 41027—The chantress sings this one with a swinging beat. Lyric is in the teen groove and should appeal. (Oxford, ASCAP)
Do It Again....72
 The youthful chick in a lilting rhythm side. Performance has a relaxed feeling and is not overburdened with excessive instrumentation. (Hawthorne, ASCAP)

(Continued on page 61)

KEEN HITS!

SAM COOKE'S

YOU SEND ME SUMMERTIME

Keen 34013

A MILLION SELLER

KEEN NEW RELEASE

THE VALIANTS

GOOD GOLLY, MISS MOLLY THIS IS THE NIGHT

Keen 34004

THE GREAT NEW KEEN GROUP

KEEN NEW RELEASE

JACK ROGERS

HEY, TEAM

YOU'LL NEVER KNOW

Keen 34001

A KEEN NEW HIT

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EVE BOSWELL

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STOP WHISTLIN', WOLF

with Tommy Watts' Orchestra and Chorus

c/w **IT'S BEEN A LONG, LONG TIME**

record no. 3829



HIS BIGGEST HIT!

RICKY NELSON

BE-BOP BABY

AND

HAVE I TOLD YOU LATELY THAT I LOVE YOU

5443

Imperial Records

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BILL DARNELL

RECIPE FOR LOVE

5298

JUBILEE RECORDS

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SALES BOOSTER KITS

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For as little as 50c a week you, too, can put these colorful window, wall and counter posters to work in your store . . . to help you push profits up, up, up!

Twice a month, you get all these sales-aids mailed to you in a special SALES BOOSTER KIT.

- "HONOR ROLL OF HITS" POSTER - 17"x22", flashy two colors. Lists the Top 10 Tunes of the week plus the up-and-coming hits.
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• **Best Selling Sheet Music in U. S.**

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

This Week	Last Week	Chart
1. TAMMY (Northern)	2	15
2. AROUND THE WORLD (Young)	1	19
3. FASCINATION (Southern)	3	11
4. CHANCES ARE (Korwin)	4	5
5. AN AFFAIR TO REMEMBER (Feist)	5	9
6. HONEYCOMB (Hawthorne)	6	6
7. MY HEART REMINDS ME (Symphony House)	8	8
8. WAKE UP LITTLE SUSIE (Acuff-Rose)	11	3
9. MELODIES D'AMOUR (Rayven)	10	2
10. DIANA (Pamco)	7	8
11. IN THE MIDDLE OF AN ISLAND (Morris)	9	12
12. REMEMBER YOU'RE MINE (Lowe-Ray)	14	6
13. JAILHOUSE ROCK (Presley)	—	1
14. WHITE SILVER SANDS (Fellows-Peer)	—	15
14. LOVE LETTERS IN THE SAND (Bourne)	13	23

• **Best Selling Sheet Music in Britain**

(For week ending October 19)

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

Tammy—Macmelodies (Northern)	In the Middle of an Island—Morris
Diana—Mellin (Pamco)	White Silver Sands—Southern (Fellows)
Forgotten Dreams—Mills (Mills)	We Will Make Love—Melcher-Toff (Artists)
Love Letters in the Sand—Francis Day (Bourne)	Man On Fire—Robbins (Robbins)
With All My Heart—Bron (Debmar)	I'd Give You the World—Macmelodies (Shapiro-Bernstein)
Island in the Sun—Feldman (Clara)	I'm Gonna Sit Right Down and Write Myself a Letter—Maddox (De Sylva, Brown & Henderson)
Wandering Eyes—Bron (Shapiro-Bernstein)	Bye Bye Love—Acuff-Rose (Acuff-Rose)
Around the World—Sterling (Young)	That'll Be the Day—Meridian (Nor-Va-Jak)
A Handful of Songs—Peter Maurice (Peter Maurice)	Remember You're Mine—Belinda (Tray & Lowe)
Puttin' On the Style—Essex (Melody Trails)	
Last Train to San Fernando—Essex (Ludlow)	

• **Best Selling Pop Records in Britain**

(For week ending October 19)

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. LET'S HAVE A PARTY—Elvis Presley (RCA)	5
3. THAT'LL BE THE DAY—Crickets (Vogue-Coral)	3
4. TAMMY—Debbie Reynolds (Vogue-Coral)	2
5. LOVE LETTERS IN THE SAND—Pat Boone (London)	4
6. ISLAND IN THE SUN—Harry Belafonte (RCA)	6
7. WANDERING EYES—Charlie Gracie (London)	11
8. TEDDY BEAR—Elvis Presley (RCA)	13
9. REMEMBER YOU'RE MINE—Pat Boone (London)	9
10. WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis (London)	16
11. WITH ALL MY HEART—Petula Clark (Pye-Nixa)	8
12. MAN ON FIRE/WANDERING EYES—Frankie Vaughan (Philips)	12
13. WATER WATER/HANDFUL OF SONGS—Tommy Steele (Decca)	10
14. LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia)	7
15. MY DIXIE DARLIN'—Lonnie Donegan (Ple-Nixa)	15
16. ALL SHOOK UP—Elvis Presley (HMV)	14
17. CALL ROSIE ON THE PHONE—Guy Mitchell (Philips)	20
18. BE MY GIRL—Jim Dale (Parlophone)	—
19. PARALYSED—Elvis Presley (HMV)	17
20. STARDUST—Billy Ward (London)	—

• **Tunes With Greatest Radio-TV Audience**

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

Radio

An Affair to Remember (R)—Feist—ASCAP
And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP
April Love (R) (F)—Feist—ASCAP
Around the World (R) (F)—Young—ASCAP
Bon Voyage (R)—Ardmore—ASCAP
Ca C'Est L'Amour (R) (F)—Buxton Hill—ASCAP
Chances Are (R)—Korwin—ASCAP
Fascination (R) (F)—Southern—ASCAP
Forgotten Dreams (R)—Mills—ASCAP
Got a Date With an Angel (R)—Chappell—ASCAP
Honeycomb (R)—Hawthorne—ASCAP
I'll Remember Today (R)—Hollis—BMI
I'm Gonna Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
It's Not for Me to Say (R)—Korwin—ASCAP
It's Not for Me to Say (R)—Feist—ASCAP
Just Born (R)—Winnerton—ASCAP
Language of Love (R)—Sequence—ASCAP
Lips of Wine (R)—Martin—BMI
Love Me to Pieces (R)—Acuff-Rose—BMI
Melodie D'Amour (R)—Rayven—BMI
Moonlight Swim (R)—Daniels—ASCAP
Rainbow (R)—Robbins—ASCAP
Sayonara (R) (F)—Berlin—ASCAP
Search for Paradise (R) (F)—Witmark—ASCAP
Swinging Sweethearts (R)—Morris—ASCAP
Tammy (R) (F)—Northern—ASCAP
There's Only You (R)—Broadcast—BMI
Till (R)—Chappell—ASCAP
White Silver Sands (R)—Fellows-Peer—BMI
With You on My Mind (R)—Muirfield—ASCAP

Television

All the Way (R)—Maraville—ASCAP
Alone (R)—Fifth Avenue—BMI
An Affair to Remember (R) (F)—Feist—ASCAP
And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP
Around the World (R) (F)—Young—ASCAP
Bernadine (R) (F)—Palm Springs—ASCAP
Blossom Blossom (R)—Shapiro-Bernstein—ASCAP
Bye Bye Love (R)—Acuff-Rose—BMI
Ca C'Est L'Amour (R) (F)—Buxton Hill—ASCAP
Chances Are (R)—Korwin—ASCAP
Deep Blue Sea (R)—Dominion—BMI
Diana (R)—Tamco—BMI
Fascination (R) (F)—Southern—ASCAP
Fun Lovin' Baby (R)—Amber—ASCAP
Happy Happy Birthday Baby (R)—Ardonna—BMI
Have I Told You Lately That I Love You (R)—Duchess—BMI
Honeycomb (R)—Hawthorne—ASCAP
I'll Never Say Never Again (R)—Bregman, Vocco & Conn—ASCAP
In the Middle of an Island (R)—Mayfair—ASCAP
Just for Ever (R)—Volando—ASCAP
Listen to the Rockin' Bird (R)—Warnow—ASCAP
Melodie D'Amour (R)—Rayven—BMI
Moonlight Swim (R)—Daniels—ASCAP
Remember You're Mine (R)—Lowe-Tray—ASCAP
Send for Me (R)—Winnerton—BMI
Silhouettes (R)—Regent—BMI
Tammy (R) (F)—Northern—ASCAP
Up Above My Head (R)—Beechmond—BMI
Wake Up Little Susie (R) (M)—Acuff-Rose—BMI
With You on My Mind (R)—Muirfield—ASCAP

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• **Reviews of New Pop Records**

• *Continued from page 59*

EARL GRANT
Malaguena73
DECCA 30475—Flashy piano and organ soloing against Latin rhythm on the Lecuona standard. It has been done many times before, but any new version is a cinch for spins. Tempo and styling go wild midway. (Marks, BMI)
Fever....66
The erstwhile Willie John hit gets treated to a Nat Cole-type vocal styling, against a danceable rock by the band, with organ and tenor standing out. Much too late for action despite quality. (Lois, BMI)

PAUL HAMPTON
Play It Cool.....72
COLUMBIA 41037—Rockabilly side by this new Columbia artist has a good arrangement, and the chanter delivers with a distinctive quality. (Famous, ASCAP)
Classy Babe....72
Insinuating tempo marks this side, with the chanter backed by chorus. Arrangement has a Latin feeling in the rhythm pattern. (Famous, ASCAP)

DEL REEVES WITH CHESTER SMITH
You're Not the Changing Kind.....72
CAPITOL 3819—She's not the kind he's looking for, and he's looking elsewhere. It's a weeper, and a tear-drenched one at that. Strictly c&w, with no pop chorus. Fine for the purists. (Central Songs, BMI)
Love, Love, Love....71
The r&b hit of some months ago (The Clovers) gets a country treatment here. Duo has the legit c&w sound—guitars and fiddles, and no pop chorus. (Progressive, BMI)

GORDON MacRAE
Sayonara72
CAPITOL 3816—Perceptive, rich-voiced interpretation of lovely title theme from Marlon Brando's new movie. Other versions out on tune, but this one's a quality platter for jocks. (Berlin, ASCAP)
Never Till Now....70
Excellent, legit-styled rendition of impressive theme from "Raintree County" pic. Another quality side for jocks. (Miller, ASCAP)

ANN LEONARDO
Three Time Loser.....72
CAPITOL 3817—Tender reading by lark on poignant waltz-tempo theme with folksy flavor and mildly r&r backing. Merits jockey attention. (Paramount, ASCAP)
I'll Wait Till Monday....68
Warmly expressive thrushing on slinky

blues. Flip is stronger side. (Johnstone-Montel, BMI)

TOMMY CHARLES
The Masquerade Is Over.....72
DECCA 30354—Medium-beat, shuffling pace on the evergreen is a strong pitch by the artist. Light string backing and chorus support help sell the side. (DeSylva, Brown & Henderson, ASCAP)
Love, You're a Stranger....68
Another, attractive side. The tune has a "Young Love" quality. (Cedarwood, BMI)

PAUL WYATT
How Many Moons?.....71
SMASH 2003—Artist sounds like a vocal blend of Don Cornell and Don Rondo on this ballad. Lush rhythm backing and chorus support help make side a contender. (Iris-Trojan, BMI)
Be Anything, But Don't Be Sorry....71
Production on this side is similar to that on flip. Good vocal effort. Shuffling rhythm and brief alto solo are effective. (Denny, ASCAP)

DOUG HARDEN
Foolin' Me .. .70
SMASH 2004—A country-flavored pop side. Harden's vocal is quite effective, backed with simple string accompaniment and a chorus. (Pontra-Rush, BMI)
The Storm....70
The title here refers to inner conflict. Lyric has a dramatic quality, and is well chanted by Harden. (Pontra-Rush, BMI)

SAMMY HAGAN & THE VISCOUNTS
Wild Bird70
CAPITOL 3818—Interesting rock and roll material with Latin tempo is accorded okay delivery. Moderate spin potential both pop and r&b. (Planetary, ASCAP)
Don't Cry....69
Meaningful vocal by Hagan on moving ballad with spin possibilities for both pop and r&b jocks. (Loughorn, BMI)

BILLY PORTO
Foolish Dreams70
MERCURY 71205—Porto sings out with feeling and sincerity on a pretty ballad. Interesting new talent. (Meridian, BMI)
Ruby Ruby....66
Dramatic theme with driving tempo is warbled in acceptable fashion, but flip is better showcase for Porto. (Whitehall, ASCAP)

(Continued on page 62)

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

• *Continued from page 46*

3 EXCERPTS FROM THE DAMNATION OF FAUST (1-12")—Orch. drawn from Alumni of National Orchestral Association (Barzin). Columbia ML 517673
Album memorializes achievements of National Orchestral Association which trained first-rank professionals assembled for present occasion. Playing is of high quality, but competition on Mozart Symphony is severe, and some shoppers may not like pairing of works.

HINDEMITH: CONCERTO FOR ORGAN & CHAMBER ORCH.; RHEINBERGER: SONATA NO. 7 FOR ORGAN (1-12")—E. Power Biggs, Organist; Columbia Chamber Orch. (Burgin). Columbia ML 519972
These works offer new organ repertoire on long play, offered with finish and good style by one of the instrument's most consistent performers. At the same time, the unfamiliarity of selections may limit sales. Hi-fi aspects are strong, especially in Rheinberger piece.

TAVERN SONGS (1-12")—The Deller Consort. Vanguard BG-56170
English part-songs (catches and glees) by Purcell and others are skillfully projected by counter-tenor Deller and members of his group. Drinking songs and love songs are set to frequently bawdy texts. Deller's admirers will appreciate the intricate vocal lines.

CHERUBINI: SYMPHONY IN D MAJOR; WEBER: SYMPHONY NO. 2 (1-12")—Vienna Symphony Orch. (Zecchi) Hague Philharmonic Orch. (Van Otterloo). Epic LC 340270
These symphonies explore some pleasant music of the early 1800's. Weber's youthful effort and Cherubini's sole symphony receive precise performances at the hands of the respective conductors. Interesting additions to the catalog, not too far off the beaten track.

ORFF: CARMINA BURANA (1-12")—Stahlman, Ferrante, Meredith, Hartford Symphony Orch. & Chorale. (Mahler) VRS 100770
Two previous recordings may have covered most of the market for this off-beat contemporary work which has

been so successful on disks. Quality of sound will help present release, as will performances by soloists. Dealers might be well advised to concentrate on any one particular version.

BETHOVEN: SONATAS NOS. 1, 4 & 5 FOR VIOLIN & PIANO (1-12")—Arthur Grumiaux, Violin; Clara Haskil, Piano. Epic LC 340069
After tackling the Mozart violin repertoire with eminently satisfactory results, Grumiaux is on a Beethoven cycle. This second set of the sonatas, also with the excellent Miss Haskil, carries forward the promise of the first, issued several weeks earlier. The No. 5 ("Spring") has been done by most of the names, but this reading can take its place with the best. A solid package for the connoisseur.

SPOHR: OCTET IN E MAJOR; MARCEL POOT: OCTET (1-12")—Vienna Octet. London LL 161067
High finish in playing and recording marks this issue of sharply contrasted works. Spohr "Octet" is typical early 19th century work, similar to composer's "Nonet," on the market for some time. Poot's work is in modern vein, altho not too dissonant. For shops carrying very extensive classical repertory.

FRESCOBALDI: VARIOUS KEYBOARD WORKS (1-12")—Paul Wolfe, Harpsichord. Experiences Anonymes EA0022
Extremely realistic recording of harpsichord in lively performances of works by 17th century Italian. Sales potential is small, but venturesome buyers will be rewarded with fresh material of high value, competently played.

LAS CANTIGAS DE SANTA MARIA (1-12")—Oberlin, Counter-tenor; Idone, Lute. Experiences Anonymes EA-002365
Fascinating compendium of 13th century works ascribed to Alfonso the Wise, of Spain. Flexible, sensitive performances by Oberlin give life to selections derived from Gregorian chant, medieval popular song and Arab music. Commercial value is strictly limited, however, to small connoisseur group.

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VOX JOX

By JUNE BUNDY

DETROIT DISK BIZ SLOW: Echoing a national complaint of record men, Robin Seymour, deejay-program director of WKMH, Detroit, reports that in recent weeks the best selling lists around the Motor City have become static, with fewer and fewer new records making their way onto the charts. The jock opined that poor economic conditions locally are to blame, but added the optimistic prediction that things should change soon, since Detroit record sales during fall and Christmas have topped each previous year for the past several yules.

THIS 'N' THAT: Carroll Hardy, WHAM, Rochester, N. Y., has started a new jazz show tagged "Music for Shorthairs Only," and is anxious to contact other jocks who might have had experience in starting jazz clubs amongst their listeners. . . . Jazz jock Joe Young, who recently took a cross-country trek on a motor scooter, has left KDYL, Salt Lake City, to join Time, Inc., station KBUR, Burlington, Ia. He will emcee two daily pop shows, and a special jazz ainer. . . . Meanwhile Milt Hale, veteran deejay and radio-TV producer-director, has replaced Young at KDYL. Hale will handle the station's evening programs, plus some special features.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

- NOVEMBER 1, 1947
1. Near You
 2. I Wish I Didn't Love You So
 3. I Wonder Who's Kissing Her Now
 4. You Do
 5. Feudin' and Fightin'
 6. An Apple Blossom Wedding
 7. The Lady From 29 Palms
 8. When You Were Sweet Sixteen
 9. Peg o' My Heart
 10. I Have But One Heart

NOVEMBER 1, 1952

1. You Belong to Me
2. I Went to Your Wedding
3. Jambalaya
4. Wish You Were Here
5. Glow Worm
6. Meet Mr. Callaghan
7. Half as Much
8. It's in the Book
9. Because You're Mine
10. Trying

Buck Leigh has joined WTRC and is doing "Traffic Jamboree" from 4 to 5 p.m. and his own platter program from 9:30 p.m. to midnight. . . . Chris Martin, morning deejay and salesman for WABY, Albany, N. Y., appointed sales-promotion manager of that station. He will continue to handle his wake-up show chores. . . . Dick Reynolds resigns from WCUE, Akron—effective November 1—to concentrate on his new nightly show aired over WJW, Cleveland. Heretofore Reynolds has doubled between his daytime WCUE shows and a "Moondog House" stint on WJW.

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:

- 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:
- Safford, Ariz.
 "An Affair to Remember," Vic Damone, Columbia.
- Ocala, Fla.
 "Honeycomb," Jimmie Rodgers, Roulette.
- New York
 "I'll never Say Never Again," Dinah Shore, RCA Victor.
- Fort Pierce, Fla.
 "Tammy," Debbie Reynolds, Coral.
- Eau Claire, Wis.
 "Just Born," Perry Como, RCA Victor.
- Omaha
 "Chances Are," Johnny Mathis, Columbia.
- Hattiesburg, Miss. 0 0
 "Moonlight Swim," Tony Perkins, RCA Victor.
- Schenectady, N. Y.
 "All the Way," Frank Sinatra, Capitol.
- Salt Lake City
 "April Love," Pat Boone, Dot.
- Kingsport, Tenn.
 "Around the World," Victor Young, Decca.

• Reviews of New Pop Records

• Continued from page 61

MERRILL JAY SINGERS
 Wabash Cannonball 68

CABOT 110—Well-produced side starts with the sounds of a roaring train. The sound effects continue as the chorus sings the folk theme in rather straight-forward fashion. It could appeal in some areas. (Shapiro-Bernstein, ASCAP)

Casey Jones 68

Another well-made side. Delivery is similar and will probably go as well as flip. (Marla, BMI)

DICK RICHARDS
 I Love You So Much It Hurts 68

COLUMBIA 41035—Sincere tenor approach to a familiar old waltz melody. Eddie Zack and Dude Ranchers give it a strong Western flavor. Pretty enough reading with only fair chances. (Melody Lane, BMI)

Not Until I Pray for You 66

Richards hands these sentimental thoughts, a delicate reading, with simple backing of humming chorus, vibes and guitar. Attractive sound with slim selling power. (Golden West Melodies, BMI)

JAY RAYE ORK
 Steel Guitar Rock 66

EPIC 9241—Pleasant steel guitar solo work with an island flavor on pretty instrumental theme with a swing tempo. Moderate spin potential. (Concal, BMI)

Finesse 65

Sophisticated leisurely paced theme is wrapped up in a pleasing instru-

mental with a light, danceable beat. (Joy, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

- THE BUFFALOS:** Suzy/Jibber-Jabber—Look 1003
- GEORGE CATION:** Don't Say It's True/The Murrin Kind—Ring 500
- GUY CHOOKOORIAN ORK:** Armenian Rock/Opal From Caostaninople—Lightning 5718
- LAMAR DAVIS RHYTHMASTERS:** Without You/If You Only Knew—Lu 5000
- THE HARRIS SISTERS:** Happiness/Don't Let Me Fall in Love—Smash 2002
- JO ANN LEAR & JOHNNY SANDS:** On This Side of the Ocean/Kelley's Daughter—Vanity 567
- RANDY LUCK:** Kiss Me Once/Yes, I Love You—Ace 117
- RICHARD MACADO:** These Young Girls/Vacation's Over—Look 1000
- FRED NEIL:** Don't Put the Blame on Me/You Ain't Treatin' Me Right—Look 1002
- ROYCE PORTER:** Yes, I Do/Our Perfect Romance—Look 1001
- JIM ROBINSON:** It's a Wonderful Feeling/A Whole Lot of Lovin'—Epic 9234
- GARY SHELTON:** My Hero/Don't Send Me Away—Smash 2001
- KIRK STUART:** Je Vous Adore/Never Till Now—Jubilee 5304
- HUB SUTTER:** I Don't Want My Baby Back/Gone Goshin—Columbus 103
- DICK WILLIAMS:** You Walked Out/Don't Look Now—Decca 30476

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C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING OCTOBER 19

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Weeks on Chart	Chart
1. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers ..	1	5
Maybe Tomorrow (BMI)—Cadence 1337		
2. JAILHOUSE ROCK (BMI)—Elvis Presley	2	8
Treat Me Nice (BMI)—Vic 7035		
3. FRAULEIN (BMI)—Bobby Helms	3	31
Heartsick Feeling (BMI)—Dec 30194		
4. MY SPECIAL ANGEL (BMI)—Bobby Helms	10	3
Standing at the End of My World (BMI)—Dec 30423		
5. GEISHA GIRL (BMI)—Hank Locklin	6	10
Living Alone (BMI)—Vic 6984		
6. MY SHOES KEEP WALKING BACK TO YOU—		
Ray Price	5	12
Don't Do This to Me (BMI)—Col 40951		
7. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—		
Jerry Lee Lewis	4	19
It'll Be Mine (BMI)—Sun 267		
8. HOME OF THE BLUES (BMI)—Johnny Cash	7	7
GIVE MY LOVE TO ROSE (BMI)—Sun 279		
9. HONEYCOMB (ASCAP)—Jimmie Rodgers	14	2
Their Hearts were Full of Spring (ASCAP)—Roulette 4015		
10. HOLIDAY FOR LOVE (BMI)—Webb Pierce	8	4
DON'T DO IT DARLIN' (BMI)—Dec 30419		
11. WHY, WHY? (BMI)—Carl Smith	12	5
Emotions (BMI)—Col 40984		
12. TANGLED MIND (BMI)—Hank Snow	11	15
MY ARMS ARE A HOUSE—Vic 6955		
13. IS IT WRONG? (BMI)—Warner Mack	15	11
Baby Squeeze Me (BMI)—Dec 30301		
14. BYE, BYE LOVE (BMI)—Everly Brothers	9	24
I Wonder If I Care as Much (BMI)—Cadence 1315		
15. I'LL ALWAYS BE YOUR FRAULEIN (BMI)—		
Kitty Wells	13	6
What I Believe Dear (BMI)—Dec 30415		

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 19

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Weeks on Chart	Chart
1. WAKE UP LITTLE SUSIE—Everly Brothers	2	4
Cadence 1337—BMI		
2. MY SHOES KEEP WALKING BACK TO YOU—		
Ray Price	1	13
Col 40951—BMI		
3. FRAULEIN—Bobby Helms	3	9
Dec 30194—BMI		
4. I HEARD THE BLUEBIRDS SING—		
Jim Edwards, Maxine & Bonnie Brown	5	9
Vic 6995—BMI		
5. WHY, WHY?—Carl Smith	7	6
Col 40984—BMI		
6. TANGLED MIND—Hank Snow	4	11
Vic 6955—BMI		
7. GEISHA GIRL—Hank Locklin	9	8
Vic 6984—BMI		
8. HOLIDAY FOR LOVE—Webb Pierce	8	5
Dec 30419—BMI		
9. MY SPECIAL ANGEL—Bobby Helms	10	3
Dec 30423—BMI		
10. HOME OF THE BLUES—Johnny Cash	6	5
Sun 279—BMI		
11. JAILHOUSE ROCK—Elvis Presley	14	2
Vic 7035—BMI		
12. WHOLE LOTTA SHAKIN' GOIN' ON—		
Jerry Lee Lewis	12	15
Sun 267—BMI		
13. BYE, BYE LOVE—Everly Brothers	11	25
Cadence 1315—BMI		
14. I'LL ALWAYS BE YOUR FRAULEIN—Kitty Wells ..	—	4
Dec 30415—BMI		
15. TREAT ME NICE—Elvis Presley	—	1
Vic 7035—BMI		
15. IS IT WRONG?—Warner Mack	—	9
Dec 30301—BMI		

FOLK TALENT & TUNES

By BILL SACHS

Willie Thall, who formerly for a number of years headed up WLW's "Midwestern Hayride" as emcee and comic, launches a new c.&w. television show on WKRC-TV, Cincinnati, November 2. Show will be heard weekly from 11:15 p.m. to 12:15 a.m. Estil McNew and His Kentucky Briarhoppers will appear as one of the features. Rest of the talent line-up will be announced this week. Working with Thall on the project is Kenny Smith, who formerly booked the WLW country talent on personals as head of WLW Promotions, Inc. . . . Pee Wee King's latest RCA Victor waxing is slated for release November 4. One of the sides, "Prelude to a Broken Heart," was written by King in collaboration with Redd Stewart. Flip side, "Congratulations, Joe," was penned by the Bryants. Chet Atkins supervised the session.

November 14. . . . Jerry Thomas, general manager of WHIN, Gallatin, Tenn., leaves this week for the West Coast, where he joins Dot Records as right bower to Randy Woods, Dot chieftain. Charlie Brewer has replaced Thomas at WHIN. . . . Morris Taylor and His Sierra Melody Gang have their first release coming out on Key Records November 1. . . . Gene Vincent and His Blue Caps are due back in the States this week after what they describe as a "fabulous tour of Australia."

Lawton Williams, writer of "Fraulein" and "Geisha Girl," was in Nashville recently to cut his first session as an artist for RCA Victor, with Chet Atkins directing. He cut four originals which are slated for early release. Williams is still a regular Saturday night feature on "Cowtown Hoedown," Fort Worth. . . . Captain Stubby

Minnie Pearl will appear as the feature of the Ernie Ford show from the West Coast

Reviews of New C&W Records

DON RENO-RED SMILEY
Where Did Our Young Years Go? . . . 78
DOT 15649—Poignant weeper harmony on a strong, down-to-earth country opus. Styling is deep traditional hill style. Good territorial possibilities. (Tree, BMI)
Cotton-Eyed Joe . . . 70
Bucolic team tears off some hoe-down pluckin' and fiddlin' along with their harmony on the folk tune. Attractive stuff for boxes in the back-country. (Gallatin, BMI)

JOHNNY BOND
Broken Doll . . . 75
COLUMBIA 41034—Country-flavored song, with a moody, rockabilly feeling—particularly in the guitar. Touching. (Vidor, BMI)
That's Just What I'll Do . . . 73
Up-tempo country song, with a rollicking beat and a solid lyric. Deejays will find this an appealing side, with catchy rhythm and retentive melody. (Red River, BMI)

BILL AND MARY REID
In the Valley . . . 73
STARDAY 325—A ranchero-styled Western job, with the pair belting out some flashy sounds with nice banjo and fiddle accompaniment. Not the more familiar "Down in the Valley." Good bright juke type sound for the right sectors. (Starrite, BMI)
She Can't Stand the Light of Day . . . 72
Tune has been around before, but it's a strong moral message and it still can win attention. Mary Reid solos on this one and makes it sound like a powerful sermon. Some spins possible. (Starrite, BMI)

BILLY BOWMAN
Midnight in Old Amarillo . . . 70
DECCA 30477—Instrumental features steel guitar. Nice sound on the pretty, medium-beat tune can provide good programming material for c&w jocks. (Copar, BMI)
Coquette . . . 70
Attractive, Western styling on the pretty standard makes a listenable side. Arrangement has a Spade Cooley sound. Good jockey item. (Felt, ASCAP)

KENNY ROBERTS
Arizona Yodeler . . . 70
DECCA 30472—Cheerful sound by the artist on an up-tempo country tune features bright guitar. Fancy yodeling stint can do some business. (Cole, BMI)
Dream, Little Cowboy . . . 69
Cute tune is slanted for the kiddies. Effective, clippity-clop backing adds to the appeal. (Amber, ASCAP)

ROGER MILLER
Poor Little John . . . 69
MERCURY 71212—Lively country ditty with interesting simulated Scotch bagpipe flavor to backing, and good vocal stint by Miller. (Starrite, BMI)
My Pillow . . . 68
Pleasant rendition of gentle weeper. Okay jock material. (Starrite, BMI)

MELVIN ENDSLEY
Lovin' On My Mind . . . 69
RCA VICTOR 7062—Bouncy, lightweight tune clefted by Endsley and sung competently, but with no special distinction. (Acutt-Rose, BMI)
Hungry Eyes . . . 66
More conventional country tune here. Side is less likely to stand out in current crop. (Alamo, ASCAP)

MARGIE SINGLETON
Beautiful Dawn . . . 67
STARDAY 323—Fair reading by the thrush of a tome of the various activities of the wedding day. Full of a sad, mournful quality despite joyous occasion. Possible jock spins. (Starrite, BMI)
Take Time Out for Love . . . 65
A bouncy invitation handled in acceptable fashion by the thrush. No important message, however. (Starrite, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

JIMMIE DAWSON: If I Can't Have You— Loguc 806

and the Buccaneers, now heard daily on "Smile Awhile" and the "Red Blanchard Show" over WLS, Chicago, have added the WLS "Dinnerbell" program at 12:30 p.m. to their daily stint. . . . Frank Evans and the Topnotchers have a new Starday release titled "Lonesome Love," which is available to deejays who will write to him at 5705 Florida Avenue, Tampa 4, Fla. Evans, part-time deejay at WHBO, Tampa, continues to keep busy with his unit on personals thru the Deep South.

Marty Roberts, entertainer-deejay, who recently left (Continued on page 65)

This Week's C&W Best Buys

No selections this week.

Review Spotlight on . . .

C&W RECORDS

JIMMIE RODGERS

Kisses Sweeter Than Wine (Favorite, ASCAP)
Better Loved You'll Never Be (Planetary, ASCAP)—Roulette 4031—See review in Pop Spotlight section.

GENE VINCENT

Dance to the Bop (Central, BMI)
I Got It (Ridgeway, ASCAP)—Capitol 3839—See review in Pop Spotlight section.

CHARLIE GRACIE

Cool Baby (BRS, BMI)
You Got a Heart Like a Rock (Mayland, BMI)—Cameo 118—See review in Pop Spotlight section.

BILL JUSTIS ORK

Raunchy (Hi-Lo, BMI)—Phillips International 3519—See review in Pop Spotlight section.

NED MILLER

Lights in the Street (Dandelion, BMI)
Turn Back (Dandelion, BMI)—Dot 15651—The country warbler-cleffer delivers a strong reading on "Lights," a weeper that could also register in pop markets. Flip, "Turn Back," is a snappy ditty with chorus backing. The lyric is strong and the rhythm is contagious. Either side can be in there.

JIMMY EDWARDS

Love Bug Crawl (Mayflower, BMI)—Mercury 71029—See review in Pop Spotlight section.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING OCTOBER 19

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed

Birmingham

- Holiday for Love, Webb Pierce, Dec.
- Is It Wrong? Warner Mack, Dec.
- Fraulein, Bobby Helms, Dec.
- Jailhouse Rock, Elvis Presley, Vic.
- Love Has Finally Come My Way Faron Young, Cap.
- Geisha Girl, Hank Locklin, Vic.

Dallas-Fort Worth

- Geisha Girl, Hank Locklin, Vic.
- Fraulein, Bobby Helms, Dec.
- Is It Wrong? Warner Mack, Dec.
- Don't Do It Darlin', Webb Pierce, Dec.
- My Shoes Keep Walkin' Back to You Ray Price, Col.
- Home of the Blues, Johnny Cash, Sun
- Jailhouse Rock, Elvis Presley, Vic.
- Wake Up Little Susie Everly Brothers, Cdc.
- Love Has Finally Come My Way Faron Young, Cap.

Houston

- Wake Up Little Susie Everly Brothers, Cdc.
- Is It Wrong? Warner Mack, Dec.
- Geisha Girl, Hank Locklin, Vic.
- Holiday for Love, Webb Pierce, Dec.
- Fraulein, Bobby Helms, Dec.
- I Found My Girl in the U. S. A. Jimmie Skinner, Mer.
- Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

Memphis

- Jailhouse Rock, Elvis Presley, Vic.
- My Special Angel, Bobby Helms, Dec.
- Wake Up Little Susie Everly Brothers, Cdc.
- Holiday for Love, Webb Pierce, Dec.
- Why, Why? Carl Smith, Col.

Nashville

- Jailhouse Rock, Elvis Presley, Vic.
- Wake Up Little Susie Everly Brothers, Cdc.
- Geisha Girl, Hank Locklin, Vic.
- Why, Why? Carl Smith, Col.
- Home of the Blues, Johnny Cash, Sun

- My Shoes Keep Walkin' Back to You Ray Price, Col.
- My Special Angel, Bobby Helms, Dec.

New Orleans

- Fraulein, Bobby Helms, Dec.
- Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun
- Jailhouse Rock, Elvis Presley, Vic.
- Home of the Blues, Johnny Cash, Sun
- Bye Bye Love, Everly Brothers, Cdc.
- Searchin', Kitty Wells, Dec.
- Don't Do It Darlin', Webb Pierce, Dec.

St. Louis

- Jailhouse Rock, Elvis Presley, Vic.
- Wake Up Little Susie Everly Brothers, Cdc.
- Liechtensteiner Polka, Will Glahe, Lon.
- Honeycomb, Jimmie Rodgers, Rit.
- Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

CHICAGO'S BEST
CH 230
"WEDDING POLKA"
Eddie Wojcik
CH 237
"FIREFLY POLKA"
Joe Jarosz
CH 236
"LIVE IT UP POLKA"
All Stars
CH 231
"FIRE DANCE"
Hi Notes
HOTTEST 12" L. P.
CLP 507
"THE DYNAMIC NATURALS"
Polka Band
CHICAGO RECORDS
864 North Ashland Ave., Chicago 22, Ill.

First Time Together
HELEN CARTER and WILEY BARKDULL
singing

"HE MADE YOU FOR ME"
Hickory 1069

SMASH HIT!
"WHOLE LOT OF SHAKIN' GOING ON"
and
"IT'LL BE ME"
JERRY LEE LEWIS
SUN 267

This Week's R&B Best Buys

ROCK AND ROLL MUSIC (Arc, BMI)—Chuck Berry—Chess 1671—Berry came very close with his last effort, and the strong sales on pop action. Flip is "Blue Feeling," (Arc, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . R&B RECORDS

ERNE FREEMAN Raunchy (Hi-Lo, BMI) — Imperial 5474 — See review in Pop Spotlight section.

JOE MORRIS ORK Sinner Woman (Progressive, BMI) Going, Going, Going (Progressive, BMI) — Atlantic 1160 — Sock phrasing by vocalist Louis Madison with excellent backing makes "Sinner Woman" a strong side. The brass choir support is in the spiritual vein and nicely assists the vocal. "Going," the flip, has strong presentation. Both can score.

JIMMIE RODGERS Kisses Sweeter Than Wine (Favorite, ASCAP) Better Loved You'll Never Be (Planetary, ASCAP)—Roulette 4031—See review in Pop Spotlight section.

GENE VINCENT Dance to the Bop (Central, BMI) I Got It (Ridgeway, BMI)—Capitol 3839—See review in Pop Spotlight section.

CHARLIE GRACIE Cool Baby (BRS, BMI) You Got a Heart Like a Rock—(Mayland, BMI)—Cameo 118—See review in Pop Spotlight section.

R&B DISK JOCKEY PROGRAMMING

ROBERT BANKS On the Street Where You Live (Chappell, ASCAP)—Glow Hill 502—The organist uses an Erroll Garner rhythmic approach on the pretty "My Fair Lady" tune. The fresh styling should go well with listeners. The neat performance is backed by a frenzied instrumental on a theme called "Destination." (Dazzler, BMI).

THE VELOURS This Could Be the Night (Malver, BMI) Hands Across the Table (Mills, ASCAP)—Onyx 515—Fine vocal by the lead with excellent group support on "Night" makes the platter a hot contender in both pop and r.&b. markets. Medium-beat, rhythm backing helps create a listenable mood. The production on "Hands," the old standard is similar and also appears a good bet to collect coin. (Review was omitted last week.)

Reviews of New R&B Records

LLYOD PRICE Hello Little Girl . . . 80 KRC 303—Blues, with a strong rhythm figure, and interesting work by the horns. In fact, instrumental arrangement adds a lot to showcasing the vocal. (Progressive, BMI) Georgianna . . . 76 Solid blues shouting, showcased by funky instrumentation. Lyric here has some novelty value, too. All in all, strong r&b wax. (Progressive, BMI)

HAROLD (POP POP) ROLLINS Wow, PARTS I & II . . . 79 GLOW-HILL 501 — Novelty instrumental, featuring very clever organ

and fanciful one-note honking by the tenor. Staccato rhythm patterns pick up interest, with the second side a gasser. Great for jocks looking for something unusual. Watch it. (Dazzler, BMI)

THE CELLOS The Be-Bop Mouse . . . 77 APOLLO 516—The Cellos had a hit in "Rang Tang Ding Dong," and this amusing novelty has something of the same flavor. Watch it. (Bess, BMI) Girlie That I Love . . . 76 Group packs plenty of vitality and showmanship into fast-moving rhythm tune with a spirited tempo. (Bess, BMI)

JIMMY SCOTT When Day Is Done . . . 77 KING 5086—The old standard ballad is delivered by Scott with rhythm backing and listenable chorus support. The new sound on the old tune could score in pop markets, too. (Harms, ASCAP) What Sin? . . . 70 Pretty ballad is warmly chanted by Scott with good chorus and ork support. Rhythm backing nicely complements. (Real McCoy, BMI)

THE IMPRESSORS Is It Too Late? . . . 75 ONYX 514—Slow, strongly rhythmic ballad job. More distinctive material (Continued on page 65)

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING OCTOBER 19 Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Keep A' Knockin', Little Richard, Spe.
2. You Send Me, Sam Cooke, Keen
3. Honest I Do, Jimmy Reed, V J
4. Jailhouse Rock, Elvis Presley, Vic.
5. Farther Up the Road Bobby (Blue) Bland, Duke
6. Wake Up Little Susie Everly Brothers, Cdc.
7. Happy, Happy Birthday, Baby Tune Weavers, Che.
8. Stardust Billy Ward & His Dominoes, Lib.
9. Wait and See, Fats Domino, Imp.
10. Mr. Lee, Bobbettes, Atl.

Charlotte

- 1. Jailhouse Rock, Elvis Presley, Vic.
2. Honeycomb, Jimmie Rodgers, Rit.
3. Diana, Paul Anka, ABC-Para.
4. Keep A' Knockin' Little Richard, Spe.
5. Mr. Lee, Bobbettes, Atl.
6. That'll Be the Day, Crickets, Brk.
7. Wake Up Little Susie Everly Brothers, Cdc.
8. Be-Bop Baby, Ricky Nelson, Imp.
9. Honest I Do, Jimmy Reed, V J

Chicago

- 1. Jailhouse Rock, Elvis Presley, Vic.
2. Wake Up Little Susie Everly Brothers, Cdc.
3. Honeycomb, Jimmie Rodgers, Rit.
4. Lotta Lovin', Gene Vincent, Cap.
5. Happy, Happy Birthday, Baby Tune Weavers, Che.
6. Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun

Cincinnati

- 1. Honest I Do, Jimmy Reed, V J
2. Think, Five Royals, King
3. You Send Me, Sam Cooke, Keen
4. Mr. Lee, Bobbettes, Atl.
5. Farther Up the Road Bobby (Blue) Bland, Duke
6. Peanut Little Joe & the Thrillers, Okeh
7. Jailhouse Rock, Elvis Presley, Vic.

Detroit

- 1. Wake Up Little Susie Everly Brothers, Cdc.
2. Jailhouse Rock, Elvis Presley, Vic.
3. You Send Me, Sam Cooke, Keen
4. Silhouettes, Rays, Cam.
5. Honeycomb, Jimmie Rodgers, Rit.
6. Diana, Paul Anka, ABC-Para.
7. Be-Bop Baby, Ricky Nelson, Imp.
8. Honest I Do, Jimmy Reed, V J
9. Little Bitty Pretty One Thurston Harris, Ala.
10. Keep A' Knockin', Little Richard, Spe.

Los Angeles

- 1. Honeycomb, Jimmie Rodgers, Rit.
2. You Send Me, Sam Cooke, Keen
3. Diana, Paul Anka, ABC-Para.
4. Jailhouse Rock, Elvis Presley, Vic.
5. Happy, Happy Birthday, Baby Tune Weavers, Che.
6. Honest I Do, Jimmy Reed, V J
7. Silhouettes, Rays, Cam.
8. Whole Lotta Shakin' Goin' On Jerry Lee Lewis, Sun
9. That'll Be the Day, Crickets, Brk.
10. Think, Five Royals, King

New Orleans

- 1. Jailhouse Rock, Elvis Presley, Vic.
2. Keep A' Knockin', Little Richard, Spe.
3. Wake Up Little Susie Everly Brothers, Cdc.
4. Honest I Do, Jimmy Reed, V J
5. Diana, Paul Anka, ABC-Para.
6. Happy, Happy Birthday, Baby Tune Weavers, Che.
7. Think, Five Royals, King

New York

- 1. Wake Up Little Susie Everly Brothers, Cdc.
2. Silhouettes, Rays, Cam.
3. Jailhouse Rock, Elvis Presley, Vic.
4. Be-Bop Baby, Ricky Nelson, Imp.
5. Happy, Happy Birthday, Baby Tune Weavers, Che.
6. My Special Angel, Bobby Helms, Dec.
7. You Send Me, Sam Cooke, Keen

Philadelphia

- 1. Wake Up Little Susie Everly Brothers, Cdc.
2. Jailhouse Rock, Elvis Presley, Vic.
3. You Send Me, Sam Cooke, Keen
4. Send for Me, Nat King Cole, Cap.
5. Little Bitty Pretty One Thurston Harris, Ala.
6. Be-Bop Baby, Ricky Nelson, Imp.
7. Honeycomb, Jimmie Rodgers, Rit.
8. Silhouettes, Rays, Cam.
9. Think, Five Royals, King

St. Louis

- 1. Wake Up Little Susie Everly Brothers, Cdc.
2. You Send Me, Sam Cooke, Keen
3. Honest I Do, Jimmy Reed, V J
4. Jailhouse Rock, Elvis Presley, Vic.
5. Mr. Lee, Bobbettes, Atl.
6. Keep A' Knockin', Little Richard, Spe.
7. Be-Bop Baby, Ricky Nelson, Imp.
8. Hula Love, Buddy Knox, Rit.

Washington, D. C.

- 1. Wake Up Little Susie Everly Brothers, Cdc.
2. Jailhouse Rock, Elvis Presley, Vic.
3. Happy, Happy Birthday, Baby Tune Weavers, Che.
4. Little Bitty Pretty One Thurston Harris, Ala.
5. You Send Me, Sam Cooke, Keen
6. Honeycomb, Jimmie Rodgers, Rit.
7. Keep A' Knockin', Little Richard, Spe.

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING OCTOBER 19

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throught the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like JAILHOUSE ROCK, WAKE UP LITTLE SUSIE, HONEYCOMB, etc.

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 19

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with columns: This Week, Last Week, Weeks on Chart. Lists sides like MR. LEE, WAKE UP LITTLE SUSIE, JAILHOUSE ROCK, etc.

The Big One! PAUL PERRYMAN Long Enough and Nobody Loves Me #169 Duke Records, Inc. 2809 Erastus St. Houston 26, Tex.

New Releases! LILLIAN OFFITT JUST LONESOME! THAT'S ALL and DARLIN' I'LL FORGIVE YOU Excello 2124 DJ's—if you haven't received your samples, please contact NASHBORO RECORD CO., INC. Nashville, Tenn Chappel 2-2215

ARTHUR GUNTER BABY CAN'T YOU SEE and YOU'RE ALWAYS ON MY MIND Excello 2125

BREAKING IN N. Y. & NEWARK! "Your Souvenir" WILLIS SANDERS & THE EMBERS WRITE—WIRE—PHONE JUNO RECORDS 154-02 119th Avenue QUEENS 34, N. Y. • JA 9-4145

Vee Jay 258 'TIME MAKES YOU CHANGE' THE DELLS VEEJAY RECORDS 2129 S. Michigan Ave., Chicago 16, Ill. All Phones: CAIumet 5-6141

COMING UP!!! BLUE MOON Don Julians Meadowlarks—#424 A LOVER'S PRAYER Vernon Greens Medallions—#425 PHIL'S BOOGIE Phil Goodman Trio—#423 Dooto Records 9512 S. Central Ave., L. A., Calif.

A BILLBOARD SPOTLIGHT that will pull in dollars! "D. D.'s BOUNCE" (Parts 1 & 2) D. D. "FOOTS" FORD write—wire—phone GLOW-HILL RECORDS 301 Academy St. Newark, N. J. Market 4-9821 GIVE TO DAMON RUNYON CANCER FUND

Reviews of New R&B Records

Continued from page 64

would have helped this otherwise fine production. (Malver, BMI)
No-No-No...73
The same drawback here, on another well-produced side. (Figure, BMI)

PIANO RED
South.....75
RCA VICTOR 7065—Sock instrumental version of bouncy oldie with some interesting piano solo work. Fine for jocks and jukes. (Peer Int'l, BMI)
Coo Cha...72
Rather monotonous vocal treatment of repetitive ditty, highlighted by solid sax solo work. (Hill & Range, BMI)

KENNY MARTIN
My Love Is Coming Down.....75
FEDERAL 12310—Blues-like theme with solid support, featuring organ and bright guitar. Good talent here. (Pearl, BMI)
I'm the Jivin' Mr. Lee...70
This is the male answer to The Bobbettes' hit platter, "Mr. Lee." Strong warble by Martin, good ork support, and background activity by chorus make this one to watch. (Armo, BMI)

ANNIE LAURIE
Love Is a Funny Thing.....74
DE LUXE 6151—Fine chirping on a blues taken at a medium pace. Good phrasing plus brassy orking make this worth considering. (Men-Lo, BMI)
Nobody's Gonna Hurt You...74
Multi-track vocal on a minor, bluesy theme is a good effort. Potential appears equal to flip. (Hennessy, BMI)

BIG AL SEARS
So Glad.....73
JUBILEE 5303—Sears honks his way thru a medium swinging side with organ, guitar and drums accompaniment. Strong box fare with jock action possible, too. (Sylvia, BMI)
Chicken Walk...73
Blues instrumental that swings. Same commercial comment as flip. (Sylvia, BMI)

THE KING BEES
Lovely Love.....73
KRC 302—Snappy, up-tempo rhythm backs this blues warble by lead and

group. Material is routine, but the performance packs personality. (Progressive-Dell-Co, BMI)
Can't You Understand?...71
Punching group rendition of a pleading ballad with sock support from Lloyd Price's band. Material isn't the most unusual, but performance rates whirrs. (Progressive-Dell-Co, BMI)

CARMEN TAYLOR
So What?.....70
KING 5085—Side has an okay swinging sound with the thrush pounding out the frantic tones. Belting performance might get some listens. (Jay & Cee, BMI)
Why Did You Leave Me Alone?...64
Miss Taylor waits to little advantage on a colorless song. Whole arrangement has a ponderous quality. Little commercial punch. (Rush, BMI)

TINY TOPSY & HIS CHARMS
Come On, Come On, Come On.....69
FEDERAL 12309—The chanter blazes thru this pleader and never lets up the pressure. Even so, there's little here to lift it above many others. Moderate chances only. (Hennessy, BMI)
Ring Around My Finger...66
Topsy is a shouter and he gives plenty on this swinger. Starts very strong, but after the first chorus there's little change to keep interest. Windup is a letdown. (Umbrella, BMI)

BIG BOB DOUGHERTY
Movin'.....68
WESTPORT 137—Gutbucket blues instrumental features nice tenor work. Not too different from several other available sides. (Westport, BMI)
The Bear...66
Novelty deals with two cats who spy a bear in the forest. Brief tenor solo is featured in the up-tempo bridge. (Westport, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

OLLIE SHEPHARD: My Babe Is Gone/Say Yeah—Gee 1044

On the Beat

By REN GREVATT

"As of the other day, he was still communing with God." That's how a source close to the gospel-struck Little Richard summed up the situation. The spokesman hastened to add a mundane note, however. "We may owe a little debt to the Russians," he said, "because it appears that Sputnik, in slicing across the sky, may have interrupted the singer's communication with the Lord. There is reason to hope that he may change his mind and return to the world of rock and roll."

Last week Little Richard threw off the fetters of rock and roll and dramatically gave himself over to religion. This happened in Australia, and since then Richard has returned to his palatial California home. It's reported that his manager, Sherry Landry, is constantly communing with him on such subjects as a contract calling for \$15,000 to appear at the New York Paramount Theater on Alan Freed's Christmas rock and roll show, and on the possibility of accepting lucrative offers for engagements in Great Britain. "It's all in the hands of the Lord now," was the way another put it.

A press release tells us that the Platters, "four boys and a beautiful girl, who were attendants in a Los Angeles parking lot only three years ago, where they were heard harmonizing by Buck Ram, a down and out writer," have finished an 18-week tour of Latin America and are now appearing at the Olympia Theater, Paris. The release continues, "No longer a down and out songwriter, Ram manages the troupe and writes all their material. Last year he paid taxes on a personal income of over a quarter of a million dollars. As for the Platters, they've made so much money they're buying Los Angeles parking lots of their own."

Talent Enterprises has been formed in San Antonio by Al Cohen. Functions of the outfit will include personal representation and promotion for small labels, publishing firms or personalities. Firm will accept new talent for promotion and will keep tapes of new performers available for diskeries. . . . The Shepherd Sisters move in for a one-week stint at the Copa Club, Pittsburgh, Monday (28).

Jimmy (Honeycomb) Rodgers, whose first album has just been released, is now on the Coast prepping for his appearance on the CBS-TV "Shower of Stars" Thursday (31). Buddy Ace and the Pluma Davis group, all of the Duke-Peacock axis, are touring the Deep South and Southwest. . . . Two names to be conjured with, agent Jolly Joyce and WMCA, New York, deejay Murray Kaufman, joined forces this week. Joyce will be handling bookings for the jock. Kaufman is currently emceeing the show at the Apollo Theater, which also includes the Five Satins, Billy Ward and the Dominoes, Charlie and Rae and Billy Darwin. . . . Roy Hamilton heads out for Baltimore, Norfolk, Richmond, Raleigh and other Southern locales shortly with a new package, including the Clovers, the Tune Weavers, Thurston Harris, Doc Bagby, Little Joe and the Lovers. Booking is by the Gale Agency.

Shaw Artists has booked a number of extra dates for its "Fall Fantabulous Rock and Roll Show" beyond the original closer on November 3. The show will continue for two more weeks playing dates in Texas, Arizona, New Mexico, Denver, Kansas City, Mo.; Evansville, Ind.; Columbus, O.; Flint, Mich., and St. Louis.

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FOLK TALENT AND TUNES

Continued from page 63

WCKY, Cincinnati, after six years, when a strike knocked him and six others out of work, is back at the station that started him on the radio trail back in 1934—WDZ, Decatur, Ill. Besides serving as farm director at WDZ, Marty will do three hours of records shows a day, divided between

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pop and country. By a twist of fate, Jimm Seaney, WDZ program director, who hired Roberts on this occasion, is the same lad Marty introduced to WDZ when he left there six years ago.

"New Dominion Barn Dance," Richmond, Va., now being operated each Saturday night by Don Reno and Red Smiley and their manager, Carlton Haney, has as regulars Reno and Smiley and their Tennessee Cut-Ups, Little Ronnie Reno, Grandpa Jones and Ramonia, Scot Stoneman and the Blue Grass Champs, Bill Haney and Curtis Lee and the Dixie Buddies, Pete Pike, and Clyde Moody and the Carolina Woodchoppers. The show gives only one performance each Saturday, 8-10:30 p.m. and is aired via WRVA from 9:05-9:30 p.m. Every third week "Dominion" will be aired over the CBS radio net via WRVA from 8:05 to 8:45 p.m. Haney's East Coast Booking Agency is setting the talent.

Slim Bryant is now using guests on his Thursday night TV show over WTRF-TV, Wheeling, W. Va. Guests last Thursday (24) were Dusty Brown and Johnny Angelo, with Buzz Aston slated to follow this week or next. Bryant and His Wildcats play Connelville, Pa., November 1 and Bedford, Pa., November 2, and show their wares at a party of thorobred cattle men at Webster Hall, Pittsburgh, November 3.

Texas State Fair Snaps Back Strong; Counts 2,540,967

'Fair Lady' Nets Record \$337,500; Icer, Thrill Show, Midway Down

DALLAS—The State Fair of Texas made a strong recovery following a bad weather slump and raced into a powerful finish with an attendance total of 2,540,967 for the 16-day run.

The fair was only 131,246 off the record-breaking attendance of 2,672,253 racked up by last year's pace-setting exposition. It was the third highest attendance total the fair has ever had, falling behind 1955 and 1956.

Fair officials were extremely gratified by the strong close. At one time, following three days of rain which started on the fair's traditionally big middle Sunday, the fair was lagging 228,783 behind last year.

When weather cleared Wednesday (16), however, crowds started to build and the final four days were record breakers for those particular days.

Altho the fair's chances of matching the '56 attendance were wiped out by the rain, even while the stuff was coming down in sheets, fair officials were making plans to pep up the final weekend and heighten attendance when the rain clouds moved out.

A free fireworks show and stage performance of the Javier DeLeon Aztec-Mayan dance troupe in the Cotton Bowl was switched from Wednesday night (16) to the last Sunday evening (20) to hypo the finale. Art Briese, of Thearle, Duffield Fireworks, co-operated with the fair by rearranging his schedule to shoot the Sunday evening pyrotechnics.

'Lady' Sets Record

"My Fair Lady," the musical attraction in the Auditorium, played to 89,000 customers in the 4,126-capacity house. Two hundred extra chairs were added downstairs to give the Auditorium a 4,326-seat capacity for seven of

80G Fire Hits Lockport, Man., Fun Center

LOCKPORT, Man. — An estimated \$80,000 fire struck Rendezvous Amusement Park here Monday (21) destroying eight concession stands, a restaurant, the dance hall, a tool shed and an office.

E. J. Casey, veteran carnival and amusement park operator, owned the concession building which was destroyed, estimating his losses at \$20,000, which were covered by insurance. A Funhouse, just four feet from the concession building, was saved by firemen.

The dance hall and restaurant were owned by Franke Wiebe, who purchased the property a year ago. He said he was not sure just how much of his loss could be recovered from insurance.

The fire reportedly started in the kitchen of the restaurant at 10 o'clock shortly after employees had closed it for the night.

None of the rides, owned by Casey, were damaged.

the 24 performances. The show netted \$337,500 after taxes, a new record take for a fair show. Previous record was held by 1950's "South Pacific," which netted some \$320,000. "Pacific" played to more people, about 105,000, but tickets were scaled somewhat higher this

(Continued on page 79)

Columbia Gate Up, Ink WOM for 1958

New Grandstand Gets Strong Crowds; Exhibits, Midway Biggest Ever

COLUMBIA, S. C.—A superb week for the South Carolina State Fair was disrupted in mid-week when rain fell steadily all Thursday morning (24). However, attendance increases had been registered by then and the outlook both for weather and turnouts was encouraging.

Manager Paul V. Moore, emphasizing the improvement in the quality of exhibits and in the midway, announced signing the World of Mirth Shows to repeat in 1958, terming their layout on the fun zone last week as larger and more eye-pleasing than anything seen here to date.

All commercial space was sold in the Steel Building and elsewhere, and livestock barns were at capacity. Coming in for a measure of credit was the new concrete-and-steel grandstand, which replaces the old wooden structure of

Seek Showcase For Magical Musical Show

NEW YORK — A New York appearance for the "Sim Sala Bim" musical magic revue is possible in November. The show debuted on this continent at Quebec City's Exposition Provinciale.

Another possibility is being explored by producers Harold Steinman and Sam Shayon, who imported the unit. Two Las Vegas hotels are interested in the show.

Intent is to offer the unit in a spot which would gather national critical comment. Attendance has been only fair in Montreal, Toronto and Detroit, altho reviews have been good. The Boston engagement opens Tuesday (29) in the Shubert Theater under Shrine auspices. Reaction so far has been identical to that experienced in Quebec, where customers were highly pleased but inadequate in number.

Kalanag, star of the show and a co-producer, is an illusionist and sleight-of-hand artist. His stunts range from small to massive, and his show is lavishly costumed and populated with dancing girls and vocalists.

OUTDOOR BIZ PROMINENT IN TODD DOINGS

NEW YORK — Outdoor show business, which at one time included Mike Todd as a member, figured prominently in the latter's party which was televised by CBS from Madison Square Garden Thursday (17).

Pat Valdo, former Ringling staffer, produced the event. John Leahy's Danbury (Conn.) Fair provided many of the Steele's props, and clown Emmett Kelly and performers from Buck troupe figured in the program. Props from Danbury included a stagecoach, prairie wagons, trackless train and an ox cart.

the past. Open-air for the present. Moore said, it is to be enlarged steadily and may sport a roof next season.

Showing before the grandstand was George Hamid's "International Revue" which was well reviewed and drew strong houses the first two nights. There was no show Monday (21), which is a preview day here, altho the midway was running full speed. Fireworks by Tony Vitale were offered nightly, and Jack Kochman's Hell Drivers were booked in for Saturday (26).

Thursday's rain was expected to

(Continued on page 79)

La. State Fair Down 5 Per Cent

Rain Pares Early Gate Surplus; Wild Mouse Rings Up Hefty \$\$

SHREVEPORT, La. — The Louisiana State Fair was down about 50 per cent in attendance thru Wednesday (23), the fifth day of its nine-day run, due to an all-day rain Tuesday (22).

Actually, the event was running ahead of '56 in attendance until the rain hit Tuesday. The fair opened on a strong note with a well-attended prevuc Friday night (18) continued strong over the

Gov. Knight To Speak at WFA Conclave

SACRAMENTO, Calif. — Governor Goodwin J. Knight of California will speak at the annual convention of the Western Fairs Association next month, Louis S. Merrill, association general manager, announced. The convention will be held November 20-23 in Fresno, Calif.

The governor will address the director's breakfast on November 21. According to Merrill, 500 fair executives from nine States and Canada will be on hand for the four-day confab.

Flu and Rain Halt Fast Raleigh Pace

Epidemic Cited in Weekend Drop In Attendance; Gate Equal to 1956

RALEIGH—This year's North Carolina State Fair was equal in attendance and revenue to the 1956 edition, which was somewhat disappointing, as last year's event bucked rain on several days.

The obstacles were more complicated this time, Dr. J. S. (Doc) Dorton, manager, noted. Rain spoiled all of Thursday (17) and the flu epidemic, mild prior to the fair, grew in seriousness during the week. Press coverage on the flu was wide and discouraging to attendance.

The resultant over-all view was satisfying, however, Dorton said. Midway earnings on the James E. Strates Shows were over last year's, which was pleasing for the recipients, as the State's crop situation was disappointing this year, what with a serious drought that deprived the agricultural population of considerable income.

Entertainmentwise, the arena shows pulled less strongly than in 1956, it was reported. Outdoors, both the Kochman and Chitwood thrill shows had satisfactory days, and the Sam Nunis-promoted auto racing was termed very good at the box office. GAC-Hamid's "International Revue" was featured in the Coliseum.

Final activities on the closing Saturday (19) of the five-day fair included a baton-twirling contest, folk festival, arena show, auto racing, and Tony Vitale's fireworks. Competing in the baton-twirling event were more than 75 majorettes and teams representing 18 cities of the State.

Dorton said improvements for next year will include extending

the life-up of cantilever-roofed restaurant buildings, which will encircle the track when completed. A new hospital room will be constructed, and considerable painting is in store for the plant. Construction of the buildings will begin in early spring.

Beaumont, Tex., Holds Its Own Despite Rains

BEAUMONT, Tex. — Despite two days of steady rain, the South Texas State Fair went into the final two days of its 10-day run here Friday (25) with not too big an attendance deficit.

Karl D. Schwartz, secretary, reported that attendance thru Thursday night (24) amounted to 210,000 compared with 232,000 to that point last year. The decline was directly attributed to rain on Monday and Tuesday, and, altho it cleared up Wednesday, cool and cloudy weather then moved into the Beaumont area.

The fair had its biggest kid's day on record Saturday (19) when youngsters swarmed over the Olson Shows' midway. Schwartz said rides and shows grossed in the

(Continued on page 81)

Indiana Board Sets Callahan

INDIANAPOLIS—Estel L. Callahan, of New Augusta, Ind., has been named to another two-year term on the Indiana State Fair Board.

Callahan, who is educational director of the Indiana Farm Bureau, has been a member of the board the past four years and currently is serving as its treasurer.

The terms of Homer Schuman, Columbia City, Ind., and E. C. McNamara, Indianapolis, expire next month. The board will meet for reorganization November 13.

Ga. State Beating Last Year's Gate

Macon, Ga.—The threat of rain Thursday (24) was a short-lived one for the Georgia Fair, and the event carried on toward one of its most profitable engagements. Every available foot of space was sold, and the ground-stretcher was jokingly referred to when manager Robert M. Wade located a couple of exhibits on porches.

The new poultry barn held the finest poultry display ever seen here, with upward of 800 fowl in the show. Aberdeen Angus livestock was below expectations in number, but the Hereford exhibit was a big success.

Entertainmentwise, in addition to the Cetlin & Wilson Shows' midway, the fair offered the Cisco

Kid, Wednesday, Pinky Lee, Monday and Tuesday, and the "Renfro Valley Gang," Thursday thru Saturday. Gentry's Animal Circus, booked thru the Gus Sun Agency, also entertained.

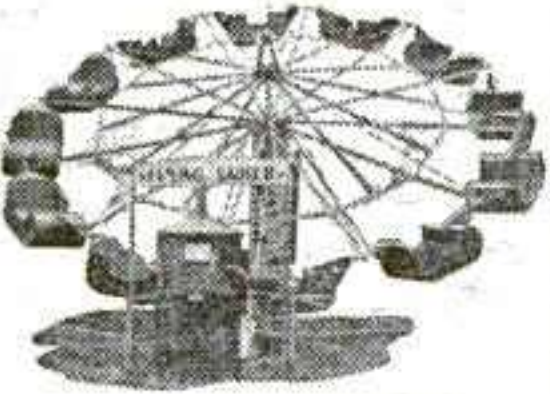
Prices were unchanged from last year, with the gate at 60 cents and 25 cents plus 50 cents for parking. Grandstand admission was 50 cents for adults and 25 for kids. The grandstand has been a constant loser but prices have been kept low to build up the gate attendance.

Biggest Kids' Day

Monday (21), Children's Day, was the biggest ever, featuring a parade in which Pinky Lee was a

(Continued on page 79)

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• Continued from page 1

part continental outfits concentrated on skating at the expense of production, wardrobe and novelty. Thus, native shows don't seem to retain the interest of Europeans.

Where there were eight German ice shows when "Holiday" first entered Europe's rink race, now there are but two. Besides similar ones in some other parts of Europe, there are the more elaborate British shows. And there is one out of Vienna, which now has shown the Russians what it's all about on skates. It toured beyond the Iron Curtain.

Chalfen has hoped to fill that role with Russia, where ice skating productions should prove popular, and fact that the Austrian show got in first has not ended his interest.

But he is not optimistic about new negotiations doing any better with Soviet authorities than did his previous efforts, when he and Sonja Henie went to Moscow to try setting the plans a few years ago.

Even if Russian red tape could be surmounted, there remains the problem of currency exchange. Russian units coming to America can take out their dollars. But U. S. companies that might go to Russia would not be allowed to convert rubles to dollars, as it stands now.

Whether anything ever comes of hopes for sending a "Holiday" icer to the Soviet Union, there does seem to be a possibility that some Russian shows may be brought here. U. S. immigration regulations no longer require that all Russians be fingerprinted upon entering this country. This change has cleared the way for impresario Sol Hurok to bring in dance groups soon.

Seeks Moscow Circus

Chalfen has not been idle. Working thru West Europeans, he is attempting to import the Moscow State Circus to the United States. This circus already has played a number of places in Europe and two acts from it will be in

ARENAS & AUDITORIUMS

**Sanitarian Expo Spotlights
Specialists, Display Users**

By TOM PARKINSON

TWO years ago three organizations of sanitarians broke away from a plant maintenance show and established their own. The second Sanitation Maintenance Show and Conference was staged at Chicago's Navy Pier three days in mid-October. The third annual show will be at Philadelphia's Convention Hall.

The show was produced by Orkin Exposition Management. There were about 90 booths of displays. William S. Orkin pointed out that in this sort of operation his organization not only handles sale of display space but also carries out much of the office routine and detail work in the technical conference that comprises the other half of the session.

Here is an example of a trade show which has had much to do in focusing attention on a specialized field. In other shows of wider scope the sanitarians were only a part of the whole. Now this show has spotlighted the sanitarians' specialized field. Two of the three organizations supporting it have joined forces to make up the Institute of Sanitation Management; the third may join later. Meanwhile, the show is not only inspiration for greater activity by the specialists but also is a success in itself.

The show has focused attention of sanitarians and suppliers on their common field and has made a new entity of the profession.

Conversation with exhibitors at the show revealed a great similarity in the trade show policies of the companies involved. For example, the Speedi Dri Company, of New Jersey, has a display built by Art Display of Newark. The display is expandable, with extra sections to add for major shows. The display is shipped to about a dozen larger shows and about six smaller ones in a year. Usually the transportation job goes to Railway Express Agency. There is little continuity of personnel from show to show.

Lein Chemical Company, of Illinois, has a display built by Three Dimension, Chicago, and ships it via common-carrier motor freight. The booth and one man make about 10 shows a year. Potlatch Forests, Inc., sends its California-made display to about six shows yearly, using common carriers. The Waxtra division of Johnson Wax Company made its own display and has the same staff at each of the shows it makes. Common-carrier transport is used.

Kimberly-Clark had an attractive display designed by Ad Art Studios and built by Hartwig Displays, Milwaukee. It is moved by common carrier freight truck to 12 shows a year and is built so it can be converted to display either of two types of products. G. H. Tennant & Company, Minneapolis, has displays built by Displaymaster and Gardner, and they are moved by motor freight, each of four displays going to six shows a year.

Procter & Gamble's display was built by Capex, Evanston, Ill., and is transported to many shows by Railway Express. It came here from a New York hospital show and was going next to a Cincinnati motel show and then a New York hotel exposition.

While most of those exhibitors interviewed handle the operation themselves, Nibroco Towels is an example of another system. Its display equipment was built by Displayers, Inc., New York, and the same company also handles the job of shipping the equipment to each show in which it is scheduled.

a Christmas season show in London. There seems to be some possibility for it to come here.

Apart from Russian attractions which might some time come available, Europe holds few things that Chalfen regards as prime prospects for American tours. Only exceptions, he says, are the demonstration units of the British and French armies and these are not available on any type of commercial deal. Only a trade with the U. S. for

some similar attraction from the American government is likely to clear the way for these teams to come here, he states. The British team includes a specialty in which it starts with bare parts and in a matter of seconds assembles British army vehicles. The French outfit features camel troops. He likens these units to the Royal Canadian Mounted Police Musical Ride rather than the Scot Guard and Black Watch bands.



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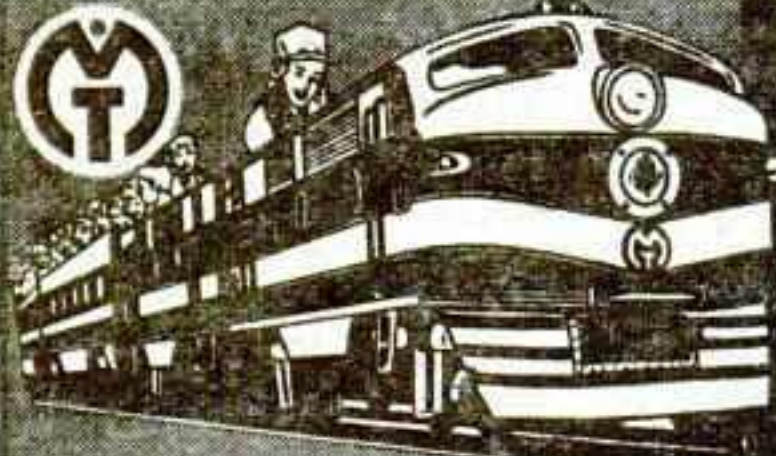
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ICE SHOW REVIEW

Beauty, Comedy Mark 'Holiday on Ice of 1958'

By **TOM PARKINSON**
 FORT WAYNE, Ind.—With its newest edition, "Holiday on Ice of 1958," the icer lays new, firm claim to its established position among the top-flight ice shows of the country.

Production, lighting, music, wardrobe, novelty and skating itself are evidenced in quality. When caught here, the cast was depleted by flu, but this failed to hide the show's good entertainment values.

It starts with precision thumping and marching by a skating drum corps. Then tiny Debbie Williams, skating with her dad, wins hearts of the audience for the whole company. First good laugh comes when lights pick up dog-suited Sam Houston Jr. and John Whitten to the music of Elvis Presley's "Nothin' But a Hound Dog," and they proceed to accumulate the laughs that such a turn guarantees. Jinx Clark steps from a magazine cover to join Tommy Collins in the pleasant grace of figure skating and dancing. Then a rock and roll number steps up the pace.

Aladdin Produces

If a real genie were conjuring up the "Holiday" production of "Aladdin and His Wondrous Lamp," odds are it wouldn't be any more colorful. This is ice production at

its best. And it gives the first full showing of "Holiday's" new stage and curtain arrangement, as well as its "Miracle Fountains."

Building around the platform that serves as stage and contains the fountain units, company manager Ken Stevens devised an overhead frame from which to hang the show. Then around the whole apparatus has been placed a theater-type curtain. It gives the show new production opportunities and adds beneficial mass and height as the background for the entire show.

The Aladdin set has minarets that appear by magic. Murray Galbraith and Dorothy Goos are principals and Frank Savers' skating as the besilvered genie is a standout.

Kai Farrelli's juggling number amazes the audience. Jeanne Sook and Ted Roman make their first-half appearance in "Gypsy Moods," a display of lifts and carries and adagio work, featuring highly spectacular spins.

Paul Andre is the comic lead in this show and he proves it in "Officer of the Deck," a set of stock, sure-fire tricks like throwing water, standing in a wash tub, playing crack the whip.

"Waterama" signals the full show-off of "Miracle Fountains."

The display of changing water and light combinations is an ideal adjunct to an ice show, the answer to a producer's quest for something new and appropriate. It is effective here as a feature and in other displays as background.

Dorothy Goos usually leads the "Waterama" skating but understudy Joyce Lockwood filled the role here. Lighting and wardrobe as well as the ballet skating by chorus and principal are superior, for a beautiful display.

Resume With Toyland

After intermission comes one of those light-hearted numbers with which ice shows are so adept, this one called "Alice in Toyland." There are skaters in costumes of toys, dolls, clowns and more. Six giant toy ducks steal this display. Jean Cheadle and Lee Timmer have the leading parts in the number.

Tommy Collins, who works in a number of supporting roles thruout the show, has it all to himself for a figure skating display. Then Jeanne Sook and Ted Roman return with a comedy adagio number in which each becomes tangled in flowing wardrobe. It is billed as something that might happen at rehearsal. The seeming ease with which each tangle is accomplished makes it amazing that similar but unintended tie-ups don't happen often in other acts.

Jinx Clark stars in a sophisticated skate dance routine in company with the Ice Squires. Frank Savers and Jean Cheadle appear in plaid wardrobe and bright smiles for more dancing. Then the Schaller Brothers, trampoline duo, perform their circus act and it seems even more spectacular in new surroundings.

'Fiesta,' Holidays

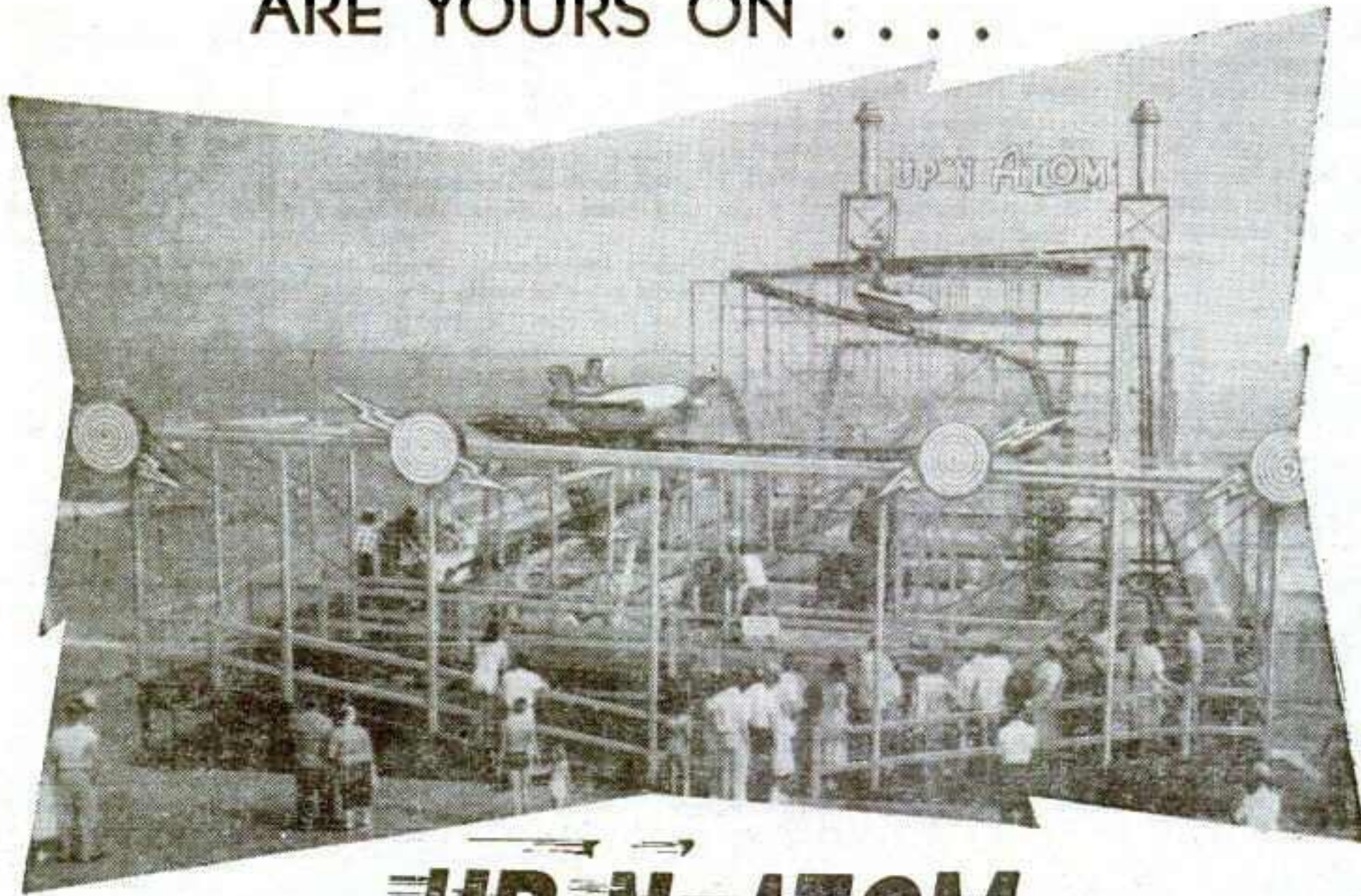
"Fiesta in Spain" has the chorus marching and Murray Galbraith soloing with figure skating and elaborate leaping spins. Twenty-two girls perform matador dances, and a girl costumed as a red bull skates opposite Galbraith.

With "The Housing Boom," the ice show comics make a bow to the skills of Willie, West and McGinty. In a setting remindful of the latter act, Paul Andre and Tommy Collins, aided by Bob LeCompte and Hart Breaux, fall from scaffolding, duck under saw horses and fall into mortar boxes. Click finish on the act has Andre hitting a trampoline and bounding up and out thru a window in the prop building.

"Happy Holidays to You" is in the tradition of "Holiday on Ice"

(Continued on page 81)

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20 Festivals Repped At Assn. Meeting

Flu Cuts Turnouts; Broad Subject Range Given Enthusiastic Reception

NEW YORK—Despite the flu epidemic, 20 events were represented Thursday and Friday (24-25) for the second annual meeting of the Festival Managers' Association at Hotel Biltmore. A broad range of subject matter was discussed and there was encouragement in the wires of 15 other members who cited the flu as causing their failure to attend.

The affair, presided over by President John Geisler, of the St. Paul Winter Carnival, heard from

three speakers on opening day. Sandy Bain, tour director of Bingular Vacation Tours, opened with pointers on how to arrange for bus tours for festivals. Comments on the session were uniformly enthusiastic. L. F. Vaugh, Minneapolis float builder, sent copies of his 162-page book about the use and construction of floats to all.

Paul Levitan, director of the CBS Special Events Division, spoke on how festival managers can cooperate with CBS-TV for on-the-spot coverage of post-festival film reports. Luncheon speaker was Capt. Edward Tait, U. S. Army, who told how to attract military participation.

John Balmer Resigns Post At Omaha Aud

OMAHA—John R. Balmer has resigned as manager of the new Civic Auditorium here, and he has returned to the Ice Capades organization.

Charles Warren, of the city's parks and recreation department, is handling business for the auditorium, pending the appointment of a successor for Balmer.

Lou Walters Sign Arenas

NEW YORK — Plans have moved ahead for the projected auditorium-arena association of Lou Walters Enterprises. To date, 19 locations have affiliated with Auditorium Industrial Operations, Inc., which was chartered last month with Walters as president, Ralph Rushmore as executive vice-president, and Cass Franklin, secretary-treasurer.

The association proposes to service conventions, consumer shows and traveling attractions, represent large and small locations, produce and manage exhibitions, and produce stage presentations on a package basis, providing names, music and choreography.

Rushmore, who is handling the bulk of organizational work, has been with the Walters organization for the past two years, and prior to that was in public relations. Walters this year disposed of his interest in a nightclub. He has offered a revue at fairs and has also produced some industrial shows and arena presentations.

Sandy Beach Adding Rides

RUSSELLS POINT, O. — Sandy Beach Park, under the new management of Carl O. Swanson, is bringing in a Round-Up and a Scrambler for the 1958 season.

Five new kiddie rides will also be installed in a newly built Kiddieland.

Other improvements include a general overhaul and face-lifting job, complete renovation of the Roller Coaster, black-topping the midway, newly added neon lighting, and new excavation for deep water swimming and diving at the pool.

JACKSONVILLE TO DISPLAY NIKE MISSILE

JACKSONVILLE, Fla. — The Greater Jacksonville Agricultural and Industrial Fair has jumped on the missile bandwagon that's hitting the front pages. The annual, to be held here November 14-23, will display one of the Army's huge Nikes as part of its Armed Forces exhibit.

The Nike aircraft defense weapon is more or less common around metropolitan centers, but there's none located in Florida at this time.

Plan Additions For Auditorium At Flint, Mich.

FLINT, Mich.—A \$1,500,000 addition, including a 900-seat theater-type auditorium, is to be added to the IMA Auditorium's present 6,200-seat structure here.

The project has been put up for bids. Besides the theater section will be two smaller meeting rooms, IMA offices, a veterans' service department and a storage area.

Paul Rewey, manager of IMA Auditorium, and Hubert L. Curtis, president of IMA (Industrial Mutual Association), said the addition should be completed by next fall.

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.
Bradenton—Manatee Co. Fair, Jan. 27-Feb. 1. Harper Kendrick.
Brooksville—Hernando Co. Fair, Nov. 6-9. H. J. Brinkley.
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.
Fanning 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, Dec. 2-7. Quentin Medlin.
Jacksonville—Greater Jacksonville Ind. & Agrl. Fair, Nov. 14-23. Ted Chapeau.
Kissimmee—Kissimmee Valley Livestock Show, Feb. 19-23. O. L. Partin.
LaBelle—Hendry Co. Fair, Jan. 28-Feb. 2. Frank Polhill.
Largo—Pinellas Co. Fair & Horse Show, Feb. 25-March 1. J. H. Logan.
Madison—North Fla. Livestock Show & Sale, Feb. 24-25. O. R. Hamrick Jr.
Miami—Southeast Fla. & Dade Co. Youth Show, Jan. 18-26. Ralph E. Huffaker.
Ocala—Southeastern Pat Stock Show & Sale, March 3-7. Louis Gilbrath.
Orlando—Central Fla. Fair, Feb. 24-March 1. C. T. Blackford.
Palatka—Putnam Co. Agrl. Fair, Nov. 11-16. Hubert Maltby.
Panama City—Bay Co. Fair, Oct. 28-Nov. 2. D. C. Suggs.
Plant City—Hillsborough Co. Jr. Agrl. Fair, Dec. 12-14. D. A. Storms.
Plant City—Fla. Strawberry Festival, Feb. 17-22. Fred W. Nulter.
Sarasota—Sarasota Co. Agrl. Fair, Jan. 10-15. K. A. Clark.
Sebring—Highlands Co. Fair, Feb. 24-March 1. B. J. Harris Jr.
- (Continued on page 79)

ESE Offered as Site Of Music Tent Theater

WEST SPRINGFIELD, Mass. —A music tent operation for the Eastern States Exposition grounds is nearing reality. The operation would be permanent.

Patrons at the fair were polled about their reaction to the proposal during this year's fair. At Storowton, colonial village near the fair's Avenue of States, there was set up an attractive exhibit showing photos and other examples of musical tents throught the country.

Several thousand signatures were

placed on questionnaires asking support for the ventures. Replies are still being received under the name of Storowton Musical Theater.

Local solicitations for the project are being handled by Wally J. Beach, Springfield publicist, who has circus, legitimate and tent-theater experience. Involved in the project's backing are Lee Guber, Frank Ford and Shelly Gross, who have the Valley Forge, Camden County and Westbury Music fairs.

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Carnival Routes
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Amusements of America: (Fair) Sumpter, S. C.; Charleston 4-9.
Bayou State: Ville Platte, La.
Bean's Attractions: (Fair) Amelia, Va.; Kenbridge 4-9.
Blue Grass: (Fair) Biloxi, Miss.; (Fair) Andalusia, Ala. 4-9.
Capell Bros.: Sells, Ariz., 25-27; Cila Bend 28-Nov. 2.
Capital City: (Fair) Thomasville, Ga.; (Fair) Valdosta 4-11.
Cattlett Greater: Beeville, Tex.
Cetlin & Wilson: (Fair) Albany, Ga.; (Fair) Waycross 4-9.
Crystal Am. Co.: Lakeland, Ga.
Drew, James H.: (Fair) Panama City, Fla.; (Fair) Dublin, Ga. 4-9.
Dumont: Adel, Ga.
Empire State: McGregor, Tex., 30-Nov. 4.
Endy, David B.: (Fair) Fort Pierce, Fla.
Gold Medal: Waterloo, S. C.; Warsaw, N. C., 4-9.
Hammond, Bob: (Fair) Bryan, Tex.
Heeth: Cordele, Ga.; Bainbridge 4-9.
Hoard & Mullins: (Fair) Ashburn, Ga.
Hottle, Buff, No. 2: Baton Rouge, La.
Lucky Strike: Gadsden, Ala., Nov. 4-9.
Manning, Ross: Fort Bragg, N. C., 30-Nov. 9.
Mighty Interstate: (Fair) Samson, Ala.
Miller, Ralph R.: (Fair) St. Martinsville, La.
Moore's Modern: Del Rio, Tex., 29-Nov. 3.
Page Combined: (Fair) Starke, Fla.; (Fair) Brooksville 4-9.
Palmetto: (Fair) Anderson, S. C.; Clover 4-11.
Penn Premier: (Fair) Trenton, N. C.
Powelson Amusements: Newark, O.
Prel's Broadway: (Fair) Columbia, S. C.
Pryor's: (Fair) Pascagoula, Miss.
Raley Bros.: (Fair) Loris, S. C.
Rock City: Hornersville, Mo.
Schafer's Just for Fun: (Fair) Gilmer, Tex. (Season ends.)

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Siebrand Bros.' Comb.: Phoenix, Ariz., Nov. 2-11.
Southern Fair: Dallas, Ga.
Southern States: Gainesville, Fla.
Southland Am. Co.: Headland, Ala.
Star An. Co.: Cherry Alley, Ark.
Strates, James E.: (Fair) Charleston, S. C. (Season ends.)
Tinsley, Johnny T.: (Fair) Camilla, Ga.; (Fair) Hawkinsville 4-9.
Tivoli Expo.: Lafayette, La.; Lake Charles 4-12.
Tower Am. Co.: Carlsbad, N. M.; Odessa, Tex., 4-10.
United Expo.: Texarkana, Tex.
United States: Barnesville, Ga.; Warrenton 4-9.
Wolfe Am. Co.: (Fair) McCormick, S. C.
World of Mirth: Augusta, Ga.

Circus Routes

Beatty, Clyde: Texas City, Tex., 28; Orange 29; Lake Charles, La., 30; Crowley 31; Lafayette, Nov. 1; Baton Rouge 2; Bogalusa 3.
Clyde Bros.: Des Moines, Ia., 28-29; Marshalltown 30; La-Crosse, Wis., Nov. 1-3.
Cristiani Bros.: Ocala, Fla., 28; Winter Haven 29; Sebring 30; Bradenton 31; St. Petersburg, Nov. 1; Tampa 2-3. (Season ends.)
Davenport, Orrin: Houston, Tex., Nov. 7-17.
Hagen Bros.: Columbus, Miss., 28; Starkville 29; Greenwood 30; Belzoni 31; Greenville, Nov. 1; Dermott, Ark., 2; Eldorado 4; Magnolia 5; New Boston, Tex., 6; Winnsboro 7; Greenville 8; Dennison 9; Tishamingo, Okla., 10. (Season ends.)
Polack Bros. Eastern: Philadelphia, Pa., 30-Nov. 2; Baltimore, Md., 4-9; Savannah, Ga., 18-19; Augusta 22-23; Orlando, Fla., 25-26; Jacksonville 28-30.
Polack Bros. Western: Ardmore, Okla., 29-30; Little Rock, Ark., Nov. 1-2; Oklahoma City, Okla., 6-9.
Ringling Bros.-Barnum & Bailey: Albuquerque, N. M., Nov. 1-3; El Paso, Tex., 5-7; Lubbock 11-13; Waco 15-16; Dallas 19-24; San Antonio 29-Dec. 1; Mexico City 5-Jan. 6.

Ice Shows

Holiday on Ice of 1958: Columbus, O., 28-29; Indianapolis, Ind., 30-Nov. 6. Huntington, W. Va., 7-10.
Ice Capades, 17th Edition: San Antonio, Tex., 29-Nov. 3; Albuquerque, N. M., 5-10.
Ice Capades, 18th Edition: Raleigh, N. C., 28-30; Cleveland, O., Nov. 1-17.
Shipstads & Johnson's Ice Follies: Detroit, Mich., 29-Nov. 10; Louisville, Ky., 13-17.

Miscellaneous

Autry, Gene: St. Louis, Mo., Nov. 5-10; Harrisburg, Pa., 12-16.
Avalon, Al: (Casino) Boston, Mass., 28-Nov. 2; (Gayety) Baltimore, Md., 3-9; (Casino) Pittsburgh, Pa., 11-16.
Black Watch Band & Pipers: Minneapolis, Minn., 28; Moorhead 29; Winnipeg, Man., 30; Regina, Sask., Nov. 1; Saskatoon 2; Edmonton, Alta., 4; Calgary 5; Vancouver, B. C., 6; Seattle, Wash., 7; San Francisco, Calif., 8-9; Denver, Colo., 10.
Burke's Wild Cargo: (Fair) Biloxi, Miss., 28-Nov. 2.
Green, Dr. Morton (Hypnotist): Chanute, Kan., 28; Neodesha 29; Larned 30; Cherryvale 31;

THE FINAL CURTAIN

BEARDSLEY-Nelson (Whitey), 66, a veteran of nearly 50 years in Eastern carnival business, October 17 in a hospital in Albany, N. Y. Active with many shows over the years, he had spent this season with the Reithoffer Shows. (Details in Carnival section.)

BENNETT—Harry H., 58, concessionaire on Carroll Greater Shows and a veteran of 30 years in outdoor show business, October 14 in Jackson, Miss., following a heart attack. He joined the Carroll organization nine years ago after many years on Roy Rainey Shows. His widow, Clara, survives. Burial in Canby, Minn.

GRAM—Aage, 79, head of the Gram Bros. machine firm, in Vojens, Denmark, October 7. The Gram firm makes various types of machines for making ice cream specialties, such as custard and ice cream bars on sticks.

McBEATH—N. W., 74, former treasurer of the Iowa State Fair, recently in Winterset, Ia. (Details in Fairs section.)

RUNDELL—Roy J., 70, former Ringling band member, in Louisville recently. Surviving is a son, J. Roy Rundell Jr., Parker, N. D.

Silk City Gets Late N. Y. Week

NEW YORK—Silk City Shows, of Paterson, N. J., got in a late week on Rockaway Parkway in Queens last week. Several rides were up for a Jewish Center charity affair, which panned out fair altho rain fell in mid-week. The show worked about 12 weeks this year at festivals in New Jersey and Pennsylvania, Angelo Longo reported. It was the first venture into Pennsylvania. There was a minimum of four rides used plus concessions. Joe Gianduso had a string of games. Longo's son, Augie, was vice-president and ride superintendent, and Jake Hogan, mechanic. Business was termed good. Equipment will be in the barn in Paterson next week.

Arthur Godfrey Plays Cow Palace At San Francisco

SAN FRANCISCO—The Grand National Livestock Exposition, in the Cow Palace November 1-10, will feature Arthur Godfrey and his horse. The exposition is the year's final major point-scoring rodeo, approved by Rodeo Cowboys and International Rodeo associations, the world's championship jumper sweepstakes, and the international finals of the Miss Rodeo America contest, along with the showing of breed, dairy, and herd stock, and the auction sales of cattle, lambs, and market hogs.

Kinsley, Nov. 1; Fairbury, Neb., 2.
Hitler's Personal Auto: (Fair) Biloxi, Miss., 28-Nov. 2.
Matchstick City: Biloxi, Miss., 28-Nov. 2.
Meier's, Josef, Black Hills Passion Play: Anderson, S. C., 27-30; Augusta, Ga., Nov. 2-5; Columbus 7-12; Anniston, Ala., 14-19.
No Time for Sergeants: Lawrence, Kan., 28; Wichita 29; Kansas City, Mo., 30; Lincoln, Neb., 31-Nov. 2; Sioux City, Ia., 4; Des Moines 5-6; Davenport 7-8; Burlington 9.
Noell's Ark Gorilla Show: Starke, Fla., 28-Nov. 2; Brooksville 4-9.
Royal Ballet (Sadler's Wells): Cincinnati, O., 28-29; St. Louis, Mo., 31-Nov. 2; Dallas, Tex., 4-6; Houston 8-10.

IN MEMORY OF JOSEPH EXLER
Died October 28, 1956.
"Till we meet again, my love."
Wife VIOLET
Daughter ROSALIE


IN LOVING REMEMBRANCE OF MY HUSBAND WALTER H. POLLITT
Who Went Away Oct. 29, 1956.
"You Will Live Forever in My Heart."
VERA

IN LOVING MEMORY OF MATTHEW J. (SQUIRE) RILEY
Died November 3, 1948.
"Always in Our Hearts."
LILLIAN & MARK


IN MEMORY OF MATTHEW J. (SQUIRE) RILEY
Passed away November 3, 1948.
IMOGENE RILEY, Wife

IN MEMORY Of My Beloved Husband D. C. (MAC) McDANIEL
Died in Spartanburg, S. C., October 29, 1933.
BERTHA (GYP) McDANIEL

After 50 Years He's Not Forgotten MAT WIXOM



Born in Farmington, Michigan, January 14, 1843; Died at Bancroft, Michigan, November 2, 1907.
On the 50th Anniversary of his death I feel it is fitting to reverse the memory of Michigan's pioneer wagon circus entrepreneur and to eternize both he and his circus, which for 34 years pleased and entertained myriads of satisfied patrons, many of whom survive to relate to a new generation the glories of MAT WIXOM'S GREAT SHOW. To me his passing was the saddest day in circus history. May he eternally rest in peace in the center ring of the celestial big top.
Clyde Wixom, grandson.



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OCTOBER 28, 1957

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THE BILLBOARD

71

ROLLER RUMBLINGS

Roster of Operators at RSROA Oakland Meet

OAKLAND, Calif.—Operators attending the recent convention of the Roller Skating Rink Operators' Association of America included:

Marie Abrami, Empire Roller-drome, Brooklyn; Paul V. Ames, Thunderbird Arena, East St. Louis, Ill.; F. E. Baker, Long Beach (Calif.) Skating Palace; Mary C. Batt, Rainbow Rink, North Tonawanda, N. Y.; David H. Bengson, Skateland-at-the-Beach, San Francisco; Raoul E. Bernier, Bal-A-Roue Rollerway, Medford, Mass.; G. E. Bergin, Holiday Rink, Fort Worth; Mr. and Mrs. M. L. Bleser, Skaters' Paradise, Highland, Ill.; Mr. and Mrs. R. Bolinger, Oaks Park Rink, Portland, Ore.; Mr. and Mrs. T. Boydston, Lincoln, Neb.; Troy A. Braswell, Troy's Roller-drome, Little Rock; Donald H. Bromley, Hippodrome, Long Beach; Mr. and Mrs. Victor J. Brown, Newark, N. J.; Mr. and Mrs. William T. Brown, Seattle; Ted Bruland, Rolladium, Bellingham, Wash.;

Mr. and Mrs. C. A. Bryant, Casino, Vallejo, Calif.; Mr. and Mrs. F. W. Bullman, Diamond Rink, Oakland; Mr. and Mrs. V. Caille, Printz Roller-Way, Holly Oak, Del.; Mr. and Mrs. B. L. Canoll, Glidome, Napa, Calif.; Mr. and Mrs. M. J. Carstensen, Redwood Roller Palace, Santa Rosa, Calif.

Mr. and Mrs. N. E. Chapman, Ogden (Utah) Rink; Mr. and Mrs. P. Cloud, Valley Skateland, Spokane; Mr. and Mrs. LeRoy Coffin, Little York, N. Y.; Donald O. Crumpler, Southland Roller-drome, Houston; Mrs. F. Dauenhauer, D & D Roller Bowl, Wenaichee, Wash.; Mr. and Mrs. C. Davidson, Roller-drome, Grant's Pass, Ore.; Frank C. Dutton, White Rock Rink, Dallas; W. R. Dyche, Pla-Mor Rink, Kansas City, Mo.; Mr. and Mrs. W. C. Eddie, Roller Prolie, Burlington, Wash.; Mr. and Mrs. J. Eisenhammer, Skateland, Yakima, Wash.; John Pasisko, Broadway Rink, Glasport, Pa.; Marie E. Flaherty, Merilark, Fullerton, Calif.; Mr. and Mrs. F. W. Flesher, Center Rink, Gresham, Ore.; Andrew E. Foster, Lind Arena, Zanesville, O.; Adrian Fournier, Flint (Mich.) Park Roller-drome; Mr. and Mrs. R. Fox, Cross-town, Omaha; John S. Fragale, Skateland, Beaumont, Tex.

Charles J. Fridinger, Skateland, Reading, Pa.; Paul J. Gilbert, Skateland of Fresno, Calif.; Edna Betz Crashin, Lexington, Pittsburgh; Mr. and Mrs. A. Guaraglia, Skateland, Pittsburg, Calif.; Mr. and Mrs. J. V. Guider, Rainbow, Sacramento, Calif.; Mrs. Winfield Hackmann, Roller Gardens, Federal Way, Wash.; Mr. and Mrs. H. Hensien, Skate Arena, Modesto, Calif.; George Horvath, Rollerland, Columbus, O.; Mr. and Mrs. J. W. Huber, Skateland, Bakersfield, Calif.; Kess Hudgens, College View Palace, Marysville, Calif.; Jack L. Jay, Skyline Pavilion, Moses Lake, Wash.; Mr. and Mrs. O. Jose, Fernwood, Pearla, Ill.; Mr. and Mrs. F. T. Johnson, Rocket Skating Club, Oklahoma City; Frank J. Kastner, Rollerland, Oakland; Arthur Kepes, Roller Skating Arena, Detroit; Owen Holleman, Arcadia, Detroit; Mr. and Mrs. J. M. King, Cortland (N. Y.) Skateland; Al W. Kish, Pearson Park Rink, Toledo; Mr. and Mrs. M. J. LaCombe, Skate Haven, Walnut Creek, Calif.

Mr. and Mrs. T. Lane, Senator Roller Drome, North Sacramento; William T. Lenox, Exton (Pa.) Rink; Arthur E. Litzenberger, Crystal Palace, Philadelphia; Edward Martin, manager, Roller Skating Arena, Detroit; Mr. and Mrs. Fred A. Martin, Fort Lauderdale, Fla.; Mr. and Mrs. J. P. Meagher, Ludendri Roller Drome, Shreveport, La.; Mr. and Mrs. G. B. Moran, Skateland, Fort Worth; Benjamin F. Morey, Riverview Beach, Pennsylvania, N. J.; Joe Nazzaro, Redwood Rink, Redwood City, Calif.; Mr. and Mrs. Clement Pallo Jr., Fallomar, Milwaukee; Roy W. Parker, Moonlight Palace, Bradley, Ill.; Mr. and Mrs. C. W. Pattison, Roller-drome,

Freed Survey Shows Interest In Promotions

SALT LAKE CITY — Promotions, public relations and advertising are the subjects most park men want to hear discussed at the December convention of the NAAPPB.

This was confirmed in a poll made by Robert Freed, program chairman for NAAPPB and manager of Lagoon Park here. He said the convention program will be based on results of the survey.

In the postal returns, Freed said, the proposed promotional workshop won the most votes. Other leading topics included use of a central ticket office, cost of food, price percentage and the relationship to receipts, new ideas in children's playground equipment, employee bonus plans, ride prices, holiday business and pass policies, and a film about Disneyland.

Spokane; John E. Paxson Jr., Merryland, Glasgow, Del.; Mr. and Mrs. K. Robertson, Robertson's Roll-Land, Seaford, Del.; Cap Cefferino, Price Hill Rink, Cincinnati. Mr. and Mrs. C. Reynolds, Wheeling (W. Va.) Roller-drome; Mr. and Mrs. J. B. Robinson, Robinson's Rink, Fort Worth; A. V. Rodman, Roller-drome, Gardena, Calif.; Mr. and Mrs. A. Russell, Southgate Roller-drome, Seattle; Mr. and Mrs. C. Sanford, Sanford's Rink, Fort Lauderdale, Fla.; C. M. Saunders, Skateland, Redondo Beach, Calif.; Mr. and Mrs. J. W. Sawyer, El Torreon, Kansas City, Mo.; Mr. and Mrs. H. Scherer, Marin Skateland, San Rafael, Calif.; M. M. Shattuck, Redwood Rink, Redwood City, Calif.; John W. Shaysman, Whittier (Calif.) Skateland; Aris M. Snyder, Arena, Tulsa; Joe Spillman, North St. Mary's, San Antonio.

H. P. Stewart, Redlands Skating Club, Redlands, Calif.; Mr. and Mrs. Ed Stollery, Rolladium, San Mateo, Calif.; Mr. and Mrs. H. A. Sues, Pattison Lake Rink, Olympia, Wash.; Mr. and Mrs. M. Tieg, Roller-drome, Nampa, Idaho; Mr. and Mrs. G. B. Van Roekel, Skate Ranch, Santa Ana, Calif.; Paulette Wagner, Fairgrounds Skateland, Reading, Pa.; Roy L. Wetherbee, Westchester Skateland, Inglewood, Calif.; Esther L. Whitney, Hi-Hat Rollerway, Lowell, Mass.; Gordon R. Woolley, Salt Lake City; John A. Wright, manager, Palsade Gardens, San Diego, Calif.; Mr. and Mrs. N. A. Young, Chilhowee Rink, Knoxville, Tenn.; C. W. Young, Roller City No. 1, San Pablo, Calif.; Mrs. W. D. Young, Dal-Kliff, Dallas; Mr. and Mrs. Ed LaVenture, Whalom Park Rink, Pitchburg, Mass.; John B. Ranod, Wal-Lex Waltham, Mass.; Mr. and Mrs. F. Wharram, Whittier (Calif.) Skateland; and Robert Zlotoff, Palsade Gardens, San Diego, Calif.

New \$120,000 Rollery Going Up in Houston . . .

HOUSTON—Construction has been started here on a skating rink in the Bellaire section by Kagan-Rudy, builders for J. B. Robinson, who is moving here from Fort Worth. The project will cost about \$120,000.

To be known as Bellaire Skating Rink, the steel and masonry building will cover 20,000 square feet. It will be a Metallic Building Company product.

The rink interior will feature maple flooring and central music broadcast system. Air conditioning will be installed next spring.

Associated in the venture with Robinson will be his son, Claude Robinson. The elder Robinson has been in the rink business 17 years.

Price Studies Ride Sites At Virginia Resort Area

WASHINGTON — The new Freestone Point development, taking shape near Woodbridge, Va., may offer an amusement park set-up next season. Used in recent years as permanent mooring place for the S.S. Freestone, four-deck entertainment ship, the area contains hundreds of usable acres which are being turned into a shore resort.

Concerned with the promotion

of a ride spot is Gerald Price, former manager of Glen Echo Park, outside Washington. Price has been investigating the ride possibilities and told The Billboard the prospects are excellent.

Freestone Point's facilities will include a 12-story hotel, two motor courts, mile and a half of sandy beach, mile-long picnic area, yacht club and country club.

Parking is provided for 10,000 cars and access is by rail, water or highway. Spot is 30 minutes from the nation's capital. Construction work has been under way for some time.

Spanglers Tour Europe, See 2-Deck Jenny

SUNBURY, Pa. — The R. M. Spanglers have returned here from a trip that took them to England, Holland, Germany, Switzerland, Italy and France. Spangler is owner of Rolling Green Park here.

He said the park, celebrating its 50th season this year, enjoyed good weather and fine business, in contrast to last year's rain-out.

In Europe, he said, they visited Milan's Luna Park, which was in limited operation at the end of its season. Spotted there was an 84-year-old double-decked Merry-Go-Round. The spot also has some American rides.

The Spanglers will leave November 10 for the West Coast and on their return trip they will stop in Chicago for the NAAPPB convention.

Ocean Beach Grosses 256G

NEW LONDON, Conn.—Ocean Beach Park receipts for 1957 were \$256,253 and attendance was 673,119, it was reported last week.

The park board has awarded a three-year contract to present operators of the Gamette Restaurant. Operators will pay \$3,750 annual rent, plus 15 per cent on any amount over \$25,000 gross.

WANTED—WANTED

Clean, middle-aged Ferris Wheel Operator. No ups or downs. Must have references. \$45 a week and good bonus at end of season, September 15. Job year around. Start first of February. No telephone calls.

FOREST AMUSEMENT PARK, INC.

JIM FOREST
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TO BUY • SELL • LEASE

Parks, Arcades, Etc. WANT Locations for Bingo Group Games. WANT Arcade & Amusement Center Locations. Write



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Holmes Cook Miniature Golf Co.
599 Tenth Ave. New York, N. Y.

Dudley Cooper Opens Market

NORFOLK, Va. — Dudley Cooper, amusement park owner, has opened a new Farmers' Market and Auction here.

Located on Virginia Beach, it will house 100 retail merchants and include food sales, appliance merchandise, sporting goods, furniture and many other items.

Entertainment features, including hillbilly bands, were planned for the grand opening.

SENSATIONAL SATELLITE FOR SALE

Timely attraction featured at Palsades Park during 1957 season. Original costs; 50 ft. front with Rocket.

\$5,000

Specially designed Tent, \$1500. Superbly constructed & electrically activated interior of Satellite, \$35,000. All in perfect condition.

A Real Bargain at \$15,000 Complete Or will discuss selling Tent, Front or Satellite separately.

Robert Carrington

905 Madison Ave. New York, N. Y.
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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.

KIDDIE LAND, INC.

841 Swarthmore (Phone: Parkview 1-5395 or Parkview 5-8827), University City 24, Missouri.

FASCINATION GAME

FOR SALE

In desirable location. 14-wk. summer season Metropolitan New York or your own location. Reasonable.

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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, 486 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 8th Ave., Pittsburgh, Pa.

High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y. ESTABLISHED 1888

RINK-COTE

The surfacer with traction to preserve new roller skating floors and add life to old floors.

Immediate delivery from

CURVECREST, INC.

Muskegon, Michigan (Home office)

Also from Southwest Chicago Skate Agency, Venus, Texas

Skating Rink Supply Co., Birmingham, Alabama

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Schiazz Bros., 2406 S. 71st St., Philadelphia, Pa.

Fo-Mac Enterprises, Inc., Tulsa, Oklahoma

Myrie Berger, Melody Lane Roller Rink, Georgetown, Pa.

SKATES, RINK EQUIPMENT FOR SALE

450 pr. Shoe Skates, \$5-\$6-\$7 a pair; ready to roll, or take \$2,000.00 cash. 165 pairs Clamp Skates, take \$250.00 for lot. 135 pr. cut-down Plate and Skates, ready to mount on shoes, \$1.75 a pair. American 12-in. Floor Sander, needs motor repair, as is, \$125.00. 100-watt, 75-watt Operadio Sound System for large or small skateland. 3 Jensen 18-in. Auditorium Speakers, 2 Utahs, 15-in. Mikes, etc., \$375.00 full price; very good sound system. Chicago Skate Grinder, \$75.00; used very short time. Full Precision Parts, Skate Parts, Tape, many Articles, Brooms, Rails, Chairs, many other bargains galore. Not junk; first come. Reason, health; changing into other amusement business. Phone: Sylvan Beach, N. Y., Poplar 2-4443 after midnight, or write SKATES, Box 341, Sylvan Beach, N. Y.

ROLLER RINK

Puente, Calif., for sale or lease, due to ill health. Size 100x33, going business and real money maker. Paved parking area. Owner will agree on sale of \$10,000.00 down and \$444.10 per month, including 6% interest. With 167,100 acres and 5-room house and double garage. It is M-1 1/2 zone property. Contact E. M. C. Realty at 71613, Sy 54279, or CHAS. PILANT, 6226 N. Lotus, San Gabriel, Calif.

ROLLER SKATES

Everything for the Rink. Agents for Chicago Skate Co.

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SKATING RINK TENTS

42 X 102 IN STOCK
53 X 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

USED TENTS FOR SALE

10x10 Ft.	40x 80 Ft.
10x15 Ft.	40x 90 Ft.
14x21 Ft.	40x100 Ft.
20x30 Ft.	60x 60 Ft.
20x40 Ft.	60x 90 Ft.
30x50 Ft.	60x120 Ft.
30x60 Ft.	60x150 Ft.
30x90 Ft.	50x180 Ft.
40x60 Ft.	60x210 Ft.
40x70 Ft.	60x240 Ft.

CAMPBELL TENT & AWNING CO.

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RENT A BLDG.—GET IN BUSINESS

Porto-Bilt

SECTIONAL RINK FLOORS and TENTS Write
W. T. SHACKELFORD
Box 425, Smyrna, Ga. Phone: HE 5-5978
Phone 8-2183, Marietta, Ga.

GENUINE 'CHICAGO' SHOE SKATES



High Quality and Long Service
Cheapest in the Long Run
Quality remains after Price is Forgotten

Order Yours Now
It Pays to Play

CHICAGO ROLLER SKATE CO. 4427 W. Lake Street Chicago, Illinois

Longo Funspot Adding Rink

WASHINGTON, N. J.—Work is progressing on an enclosed roller rink at Butler Park here, operated by the Longo family of the Silk City Shows. The operation is four years old. The rink foundation is already in place.

Addition this year was a kiddie Auto Ride on a macadam area. Other rides were the Merry-Go-Round, Ferris Wheel, three kiddie units and Swings. There was boating offered on the Musconetcong River.

Ringling, Buck Gross 121G at Hollywood

6-Day Stand Brings Total for Runs In Los Angeles Area Near \$250,000

LOS ANGELES — Ringling Bros. and Barnum & Bailey Circus racked up more than \$121,000 in admissions during its six-day run at Gilmore Stadium here thru Sunday (20).

This brought the total gross for 16 days in the Los Angeles area to nearly \$250,000, according to H. Werner Buck, head of Show Management, the organization which promoted the circus at six stands in California and Arizona. The other part of the 16-day total was the 10-day stretch played at the Los Angeles County Fair, Pomona, some weeks ago. Attendance there was about 84,000.

In Hollywood's Gilmore Stadium the final three performances were all-important. Several thousand were turned away at the Saturday and Sunday afternoon shows. The closing show, at 5:30 p.m. Sunday, had the 10,500 seats filled again. Police and firemen had stopped the sale of tickets at the afternoon shows and had closed parking lots near the ball park. The twilight show might have drawn even better if rain had not started in outlying areas. The rain, however, did not come to the ball park until after the show was over and equipment was being loaded.

The show opened Tuesday (15) with an afternoon attendance of approximately 3,500. The night show pulled about 4,200, including 1,000 radio, movie and television personalities and civic officials. Wednesday's matinee and night held well. Thursday afternoon showed an increase and Thursday night hit around 4,000. Matinees were at 4 p.m. to get the school kids, now forbidden by State

Carson-Barnes Goes to Barn

AVONDALE, Ariz.—The Carson & Barnes Circus closed a highly successful season, best in its history, here Wednesday (23).

The circus headed for its Hugo, Okla., winter quarters and was expected to arrive there Saturday or Sunday (26, 27).

With Co-Owner Jack Moore as general manager, the show played Rocky Mountain territory and other Western areas to predominantly strong business.

TOM PACKS-SHRINE

Aerial Acts to Mark New Orleans Line-Up

ST. LOUIS—Details of Tom Packs' 12th annual New Orleans Shrine Circus, to be held November 22-December 1, were announced here last week.

An innovation will be Arthur Adano, French-Canadian escape artist, who also will take part in a pre-opening publicity stunt for which plans are now being formulated.

The following acts will appear: Pat Anthony's Wild Animals, Welde's Bears, Lenero's Pigs, Nicolini's Chimps, Odette de Paris and Her Doves; Pete Cristiani's Elephants, with Rex and Barbara Williams; Scott Brothers and the

law from being excused for events of this kind.

Concession sales were reported ahead of those done by the circus on other stands. Cool weather cut beer sales in the park but upped hot drinks.

The show was fairly well billed for the engagement. Emphasis was on radio and television coverage. Show Management's staff, with Tom Durant, Sparky Saldana and Shirley Carroll worked in close cooperation with Norman Carroll, of the circus staff. Television and radio coverage included more than 70 live television and radio guest spots. Passes were offered as prizes on disk jockey shows.

Promotions also included 90-minute remote on "Sheriff John Show," television production, with two-week build-up for the circus. "Skipper Frank" and "Chucko the Clown" were "honorary ringmasters" and had a two-week build-up on the show. All seven of the television stations carried newsreel films of John Ringling North being interviewed. Carroll made transcripts, with show personnel appearing including Harold Ronk, Felix and Amelia Adler, Otto Griebing, Chuck Burns, Galla Shawn, Shirley Carroll, Harry Dube, Bob Dover and others.

SOUTH MEDIOCRE FOR KELLY-MILLER

Weather, Flu, Strikes Affect Business; Crowds Turn Out Well in Some Stands

BOLIVAR, Tenn.—The Al G. Kelly & Miller Bros. Circus played to mediocre business in the South during recent days, running up against weather, epidemic and strike.

There also was an opposition date with Hagen Bros. Circus, and K-M did well there. Hagen was to play the spot later.

Franklin, Tenn. (14), gave Kelly-Miller half and full houses. Columbia, Tenn. (15), had one-third and one-half houses, with the blame going to the fact that strikes had hit the town's economy and Asian flu had caused a quarantine of school kids. Moreover, rain softened the small lot.

In Pulaski, Tenn. (16), the show

FALL FRAMING GOING STRONG

CHICAGO — The fall flurry of plans for framing new circuses is going full force. Good business enjoyed by almost all shows this season apparently has prompted more showmen than usual to lay plans for opening new shows next season.

While none of the principals has announced formal plans, there are reports varying from dim hopes to nearly confirmed schedules for as many as nine new circuses.

Flu, Weather Trim Polack's Denver Crowds

DENVER—Polack Bros. played the Shrine date in the Arena here (11-17), with the flu epidemic, cold and rainy weather, cutting attendance 10 per cent off last year's total.

The afternoon shows pulled 4,500, 3,800, 6,200, 3,000, 3,000, 3,200 on consecutive days and the night performances attracted 5,400, 4,000, 6,000, 6,000, 5,000, 5,000 and 4,900 people.

The date is a flat-price sale by the Polack show, with the Shrine handling its own promotion.

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had more mud and rain and again the school children were kept home by flu. Afternoon house was one-quarter and night house was one-half filled. Show had to snake each truck off the lot with tractor and elephant power.

Late in Alabama Difficulties in leaving Pulaski led to a late arrival at Athens, the show's only Alabama stand. Lot there was grassy and the fair association was used as an auspices. Business there was a half house in *(Continued on page 73)*

Flu Strikes Cristiani Town

HAMLET, N. C.—The Cristiani show played to a thin house during afternoon at Aberdeen (14), but came back and played to an almost full house for the night show.

With rain in Lumberton (17), the show pulled a quarter-house afternoon show and a half-house night show.

Flu epidemic caused half-house afternoon and evening shows in Hamlet.

Ringling Show 5th in Mexico

MEXICO CITY — When the Ringling - Barnum circus comes here in December it will become the fifth important U. S. show to play Mexico. Others were Miller Bros.' 101 Ranch Wild West Show, Sells-Floto Circus, Norris & Rowe Circus, and Carl Hagenbeck Wild Animal Show.

Clyde Beatty Closes Nov. 17 in Florida

MACON, Ga.—Clyde Beatty Circus ends a five-week tour of Texas and heads directly east for the remainder of a highly successful season, scheduled to end November 17 at St. Petersburg, Fla.

Floyd King, general agent, visiting at home in Macon, said the show ends its Texas dates at Orange (29) and will move swiftly across Louisiana, Mississippi and Alabama.

It will return a big winner to the winter quarters in De Land, Fla., where the show opened April 17. The 31-week season extended as far east as Halifax, N. S., and Cape Breton Island, and as far west as Carlsbad, N. M. King said the total mileage will be 13,184.

Arrangements were completed with E. Lawrence Phillips, owner of the fairgrounds at De Land, for the show to use the same buildings as last winter. Instead of a fall lay-off, King said plans call for work to start immediately. First item for repair is a seat wagon, which was recently wrecked in the Sherman, Tex., area.

The Beatty show re-enters Florida with a 146-mile jump from Andalusia, Ala., to Tallahassee. Other Florida dates will be played in the following order: Jacksonville, Daytona Beach, Gainesville, Leesburg, Lakeland, Tampa and St. Petersburg.

Joe Sullivan is in charge of the advance sale in St. Petersburg, and King said that three performances have been scheduled to take care of the heavy demand for tickets.

Monarch Acts, Program Told

REEDSBURG, Wis.—Monarch Productions, owned and operated by Todd Henry and Jack Poster, recently played several Wisconsin dates.

Included in the line-up of acts were:

Bum Henry and Ralph Duke and daughters, pony drill; Bill Irwin, table rock; Eddie Frisco, slack wire; Duke's Roman rings; Jimmy O'Neill, barrel jump; Pete Schuch and Bill Irwin, clowns; Dolly Jacobs, Pete Schuch, and Bum Henry, dogs; Bob Parry, skiing trampoline; Clark McDermott, bear act; Harrison Duo, bicycles; Eddie Frisco's hot rod; Art Henry's riding dogs; the Duke Sisters, and Barth and Maier, web and perch; the Wonder Kids, trampoline; Monarch Liberty horses, with Todd Henry; Barth and Maier, hand balance; Duke's juggling; Dee Dee Dawn, contortionist, and Dolly Jacobs' elephants. *(Continued on page 73)*

Hagen Sets Nov. 10 Closing; Business Falls in Tennessee

JACKSON, Tenn. — Hagen Bros. Circus closes its season November 10 at Tishamingo, Okla. When it arrives at winter quarters in Edmund, Okla., it will have 30 weeks and 9,330 miles behind it.

Manager Robert Couls said his show has had bad business since coming into the South. Cotton is late and the crop is off, he pointed out. Miners are being laid off in territory the show is playing. Tobacco money is not circulating yet. The only dates that have been

Neil Berk, executive contracting agent, and Mrs. Berk spent several days in Macon, leaving Monday (21) for Augusta. King and Berk conferred on the 1958 route and the winter contracting plans.

Meanwhile in Texas the Beatty show gave an extra night show and refunded some ticket money in order to handle the large crowd that turned out at Laredo Thursday (17). In San Antonio (15) the show had about 1,500 persons for the afternoon and 3,300 at night. Polack and Ringling are booked for the same city.

On Sunday (20), with only an afternoon show scheduled in Raymondville, the show pulled a three-quarter house. Many people in the area had caught the show earlier in the week elsewhere in the Rio Grande valley.

Season Wins; Famous Cole Ending Tour

CORDELL, Tex.—The Famous Cole Circus will close the season November 10 and return to its winter quarters south of Conroe, Tex. The manager of the show is Herb Walters.

This was a successful year for the Cole show.

Shamrock, Wellington and Memphis, all in Texas, gave the show big business. Cordell, Tex., and Hennessey, Okla., were good also, with Hennessey pulling the biggest Sunday afternoon in the show's history.

A wild animal compound will be open to the public for the season at winter quarters.

Merle Evans Plans Dates, Record Album

CHICAGO—Merle Evans, circus bandmaster now with Orrin Davenport shows, announced here last week that he will make a 12-side album of circus music for Decca Records in January.

He also said that in March he will be guest conductor at two cities and make appearances at high schools in four others. His high school band appearances will be at Elkhorn, Wis., March 11; Whitewater, 12; Beaver Dam, 13, and Wood River, Ill., 18. He will *(Continued on page 73)*

holding up are those with Shrine auspices, he stated.

The situation on Hagen Bros. is like that with several other shows in the territory. Earlier the outfit's business was excellent.

Hagen's best day was Grand Rapids, Mich., and its poorest was Pawhuska, Okla. An afternoon show was missed at Shawnee, Okla., and a night show was lost at Wichita, Kan. In two towns, Florissant, Mo., and Muskegon, Mich., the Hagen show gave four performances in single days. The only three-day stand was at Cicero, Ill.

UNDER THE MARQUEE

Jim Snell, clown, was in Chicago recently ... Omaha fans that attended the Clyde Bros. Circus in Fremont, Neb., visited with Tex Burwell, Tony and Inga Smaha, John Welde, Nina Hanel, June Dewsbury, A. M. Hasek, and the St. Leon Troupe. Mr. and Mrs. Rink Wright of Stanton, Neb., also caught the show. New CFA members in the Omaha group are Mr. and Mrs. Arthur Klauschie, Mrs. Virginia Peterson, and Mr. Floyd Sanders.

Leonard Rogers, producer of the Rabbit Foot Minstrels until this year, is with station WIOK, of Tampa ... Joe Beach of Springfield, Mass., recently visited the Kayo Troupe, the St. Leon Troupe, the Lucky Girls, and the Honey Girls ... Bill Bailey, Memphis clown, will be at the Sears store for the holidays.

Freddie Freeman writes from the Ringling show that recent visitors have been Henry Ringling North, Dave Cavagnaro, John Brott, Tommy Upton, Eddie Brown, Bill (Hammerhead) Dwyer, Farris Brown, Thelma and Howard Bryant, Slivers and Jo Madison, George Emerson, Arden Beecher, Johnnie and Milonga Cline, Ted Dewayne, Bob Lorraine, Parley and Ernestine Baer, Elizabeth Clarke, Bobby Kaye, Harold Hall, Laurence Cross, Jack Harris, Harry Hammond, Helen and Frank Jones, Lis and Larry Bastian, Ken and Bertha Maynard, Jack of Hollywood, Noah Berry Jr., Barbara Stanwyck, John Smith, Mr. and Mrs. Billy Hamond, Buff Brady Jr., Bob Lowery, Carl Joyce, Hoot Gibson, Milly and Harold Ward, Homer Goddard, Everett Hart, Roy Barrett, Alex Lowande, Art Springer, Freddie Fredericks, the Ralph Brambles and children, Arky and Toni Scott and Marie and Klara Delbosq. ... Martha Henderson has joined Doc Henderson and will remain with the show for the rest of the season.

Jake (Clown Cop Corrigan) Disc is in St. Cammilius Hospital, Milwaukee. ... The U. S. Tent Co. had a full page picture and story feature in The Sarasota (Fla.) News about its move to Sarasota.

Frank T. Kelly, who was in the cookhouse of the Yankee Robinson, Hagenbeck-Wallace and John Robinson shows, has been in a rest home in Elmira, Calif., for the past two years with a broken hip and would like some mail.

Merle and Nena Evans will visit Paul F. Van Pool at Joplin, Mo., soon.

Several people have closed with the Cristiani show, included were Pete Cristiani, Jack Rosenheim and Arnold Maley. Maley has joined the Virginia Greater Shows.

Hagen Bros. people visited the Kelly-Miller Circus.

D. R. Miller, co-owner of the Kelly-Miller show, is hospitalized at Lawrenceburg, Tenn., with pneumonia.

The Schaller Brothers, trampoline act that was with the Polack show a couple of seasons ago, now are with "Holiday on Ice."

Paul Jung, clown who operates a prop plant in Florida during the winters, makes items for "Holiday on Ice." This year's set includes four big paper mache clown heads and they are made to look like Emmett Kelly, Lou Jacobs, Harry Dann and Jung himself.

Earl Shipley, who's working with F. A. Boudinot and Harry Bert at the General Outdoor Advertising Company in Chicago, also has been clowning special events and picnics around Chicago this summer.

Nellie Vaughan and Viola MacLeod visited the Polack Eastern show in Toledo. ... Bill Brinley now is marketing build-it-yourself miniature circus kits for children, along with circus sound-effects records. Brinley tours with his miniature circus and will be at Sterns in Philadelphia a month starting November 23.

Roy (Valentine) Romas writes that his Royal Bros. circus attraction just closed its fair season and his acts are in Houston readying for indoor dates. The Flying Romas will make the Fort Worth Shrine show.

Hamid-Morton elephants made headlines last week when one of them ran loose in New York State and Al Vidbel attempted to round it up.

An off-Broadway attraction in New York's Carnegie Hall Playhouse for four weekends thru November 3, is called "The Littlest Circus." Cast of six marches down the aisle as if in a circus parade. They pull a wagon onto the stage and from it take the props with which the play is given.

Former clown Roy Barrett writes from Los Angeles that he has received his patrolman's commission and is a guard at several plants.

Packs-Shrine

Flying Victors and Flying La Vals; Arthur Adano, strait-jacket and water escapes, and the Great Wilno, cannon act.

In clown alley will be White-side and O'Donnell, Roy Adkinson, Kokomo Maddox, Teto Flint, George Barnaby, Arden Beecher and Bozo Harrell, with the latter appearing one week in advance of the show for publicity purposes.

Assisting Tom Packs will be C. W. Hoerber and Jack Leontini. Dick Ware will be the announcer and William Prun will front the band. John Manko will be in charge of working personnel.

The Shrine will stage its traditional circus parade on the eve of the opening, November 21.

Following the date Jack Leontini, the working personnel and the equipment go to Sarasota where preparation will be made for the Havana date, set for December 20-January 6, 1958, with a six-day option.

Packs, Hoerber and their families will join the show in Havana.

Fort Worth Triples Sale; Performance Plans Told

FORT WORTH—Fifteenth annual Shrine Circus will be at the Will Rogers Memorial Coliseum here November 22-December 1, and Sproesser Wynn, general chairman, has announced the line-up of acts as well as promotional plans.

There will be 10 night and six afternoon performances, and all seats are reserved, with the price scale ranging from \$1.20 to \$2.40. Free parking is provided.

Advance sales this year are three times those of previous season at the same point.

Promotion will include a downtown parade on Friday (November 22).

Kelly-Miller

Continued from page 72

the afternoon and two-thirds of capacity in the evening.

Lawrenceburg, Tenn., the Friday (18) stop, had a half house in the afternoon plus a full one at night. Lot was grassy and weather was okay.

In Savannah, Tenn., Saturday (19), Kelly-Miller had the opposition with Hagen. Both shows used paper in extra quantities; however, it was reported that neither show damaged or covered the other's posters. Hagen used radio spot announcements every five minutes on K-M's date. K-M's downtown units were operating all day.

As is often the case, opposition created new circus interest and the K-M show had a near-full afternoon and a night show that was just short of capacity. Hagen was coming Friday (25).

In Bolivar, Tenn., Sunday (20), the Kelly-Miller afternoon-show-only had two-thirds of capacity on the fairgrounds lot.

Merle Evans

Continued from page 72

be guest conductor with the championship VFW band at Fostoria, O., March 16, and with the Municipal Band at Elkhart, Ind., March 23.

A new march, "Sarasota," written by Evans, was published during the summer. It was played by 4,000 musicians in massed bands at a Northwestern University football game October 19, he reported.

Jack and Ruby Landrus have closed the season with Gil Gray and are now in Corpus Christi, Tex. They will leave shortly for Houston, and Fort Worth to play Shrine dates ... Leo Francis will again be Santa Claus at Black's Toyland in Indianapolis, this being his 19th year as Santa for the same company.

Clyde Bros. Going Great In Kan., Neb., S. D. Stands

SIoux FALLS, S. D.—Clyde Bros. Circus has had big business in Kansas, Nebraska, and South Dakota, playing to several sell-outs and full houses.

The 4,000-seat Agriculture Hall in Salina, Kan. (10-12), had a sell out one night. The afternoon shows total for the three days was 3,200 while the night show pull was about 10,000 people.

In the Fairgrounds Coliseum, Lincoln, with 7,500 seats, the show had 1,200 and 800 people for the two afternoon performances (15-17) and the night shows pulled 1,600 and 1,400.

Line-up of acts follows: Grand entry, with the Manhattan Rockets; Dick Clemens and his Capistrano Lions and wire-walking bear; Miss Mara, Lalage, Sils Sisters and Lorrna, high trapeze display; Nita and Pepi's knockabout; Piet Van Brechts, contortion, and Valitha and Aldino's barrel jumping; Sandy the Seal and Sharkey the Seal; clown walk-around and Fatini, high sway lamp post.

Alcety; Tasso; Dogs Alcety's plate spinning and Dieter Tasso's cup and saucer juggling; Cimses' Collies and Willie Necker's Dalmations; clowns; web and ladder production with 18 girls plus the Manhattan Rockets and the Rhodins, aerial act; intermission.

Manhattan Rockets' Indian production; Flying Malkos and Flying Royals; Vernon, Bumpy and Company; Ray, Arthur and Company's unicycle and juggling and the Victoria Troupe's cycling; the Royal Inca Llamas and two Howard Suesz pony drills; clowns; Triska Troupe and Gretoua Family, high wire acts.

Kelly Miller Elephant Kelly-Miller Elephants, in herds of three, five and three, plus long mount, worked by Fred Logan; clowns; the Wazzan Troupe and the Symphonettes, acrobatics; and a finale with the entire personnel and the Manhattan Rockets' drum routine, Christmas scene and snow and bubbles. Display ends with a high dive to a flaming tank.

Clowns include Happy Kellems; George LaSalle, producing; Van Wells, producing; the Sylvesters; Joy and Roy Thomas; the Landrus Duo, Dan (Pappy) Kerr; Bill Fee, Slim Williams, and Dime and Connie Wilson.

Staff is headed by Robert F. (Bob) Atterbury, general director. Charles Basile is his assistant. Izzy Cervone will have the band. Hal Sands is in charge of production numbers. Phil Escalante is the prop boss, while Andrew Castle is the chief rigger. Dorothy Conova, choreographer; Melvin Dacus, vocalist; Lela Shelton, wardrobe mistress, and Betty Escalante, assistant wardrobe mistress, complete the staff.

Cristiani Runs Up 13,127-Mile Tour

SARASOTA, Fla. — Season's mileage for Cristiani Bros. Circus will be 13,127 after the show completes its appearance at Tampa November 2-3. Last stands will be Ocala (28); Winter Haven (29); Sebring (30); Bradenton (31); St. Petersburg (1) and Tampa. The show then goes to quarters in Sarasota. Business at recent stands in South Carolina has been bad, with Winnsboro the low spot.

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Detroit Sets Free Matinee Grandstand

Establishes Dime Gate Charge for Children; Seeks Construction of New Race Track

DETROIT — The Michigan State Fair last week made four major changes in its 1958 operation, establishing a free afternoon grandstand, putting in a dime gate charge for children 6-12, and charging 75 cents, the full adult fare, for all children over 12.

The cuffo grandstand is the result of poor turnouts at daytime attractions in recent years. The new outside gate charges are a departure from the past few years when all children under 15 years of age were admitted to the grounds free.

Donald L. Swanson, fair manager, said that increased income from the outside gates should make it possible for the fair to put on the same type of show that has been in front of the grandstand the past several years.

The free grandstand, which will prevail on all 10 afternoons of the fair, is expected to bring in larger

numbers of youngsters. This added juvenile attendance is counted on to hike total turnouts and also provide added business for the midway rides, shows and concessions.

A change in operations at the Coliseum, which annually features a big list of recording stars, is also being mulled. Curtailed turnouts to these shows, on a three-a-day basis, may result in cutting the number to two daily shows.

Swanson also disclosed that negotiations are being conducted with Pete Spencer, auto race promoter, to build a three-eighths-mile asphalt track inside the present mile dirt oval. The track, which would be lighted, would be used for weekly still-date races and on seven of the 10 nights of the fair. Tentative plans for the other three nights of the run include booking of a name attraction bill in front of the grandstand.

N. W. McBeath Former Iowa Exec, Dies

WINTERSSET, Ia.—N. W. McBeath, 74, former treasurer of the Iowa State Fair, Des Moines, died here recently after a three-year illness. He had been associated with the State Fair board for 54 years and served as treasurer 30 years, retiring last May.

REVUE FADES

Hamid Labels TV Names as Antidote

RALEIGH, N. C.—The traditional grandstand revue has seen its day as a leading fair attraction, George A. Hamid claims. While variety and circus acts will survive on the fairgrounds as long as there are children, he added, there must be a growing acceptance of television and a willingness to live with it.

Hamid commented on a prevailing apprehension of fair managers over TV. He holds that rather than

Saskatoon Ex Nets \$100,000 For Sixth Year

\$114,119 1957 Profit Falls Below 1956; Income Sets Record

SASKATOON, Sask.—For the sixth year in a row the Saskatoon Exhibition has reported an operating surplus in excess of \$100,000.

The 1957 profit of \$114,119, however, was \$13,232 lower than the record \$127,351 achieved in 1956.

Revenue from all sources, including the summer exhibition and numerous livestock events, reached an all-time high this year of \$380,032, an increase of \$21,432 over last year.

The next best revenue year was 1955 when the figure was \$378,473.

Expenditures in 1957 also reached record-breaking proportions with a total of \$265,913, up \$34,665 from last year, and \$14,650 higher than in 1955 when the province observed its Golden Jubilee was observed.

Assets total \$1,726,147. These include \$38,456 cash on hand and \$322,677 in bonds and investments. Buildings and equipment, less depreciation, are valued at \$995,634.

Revenue from the exhibition week races totalled \$64,432, an all-time high and up \$2,306 from 1956, the next best year. On the spending side, racing purses, at

(Continued on page 81)

FAIR MEETINGS

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 Iowa, Des Moines, December 9-11. C. S. Miller, Tipton, secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 3-4. Mabel C. Hetzer, 307 First National Bank Building, Huntington, secretary.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 5-7. Hubert Ransom, St. James, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 7-8. Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 9-10. Rollo E. Singleton, 108 Parkhill, Columbia, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 13. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 14-16. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 14-16. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 16-17. Jack Vinson, Tennessee-Carolina Fair, Newport, secretary.

Western Canada Association of Exhibitions, Palliser Hotel, Calgary, Alta., January 17-19. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, John Marshall Hotel, Richmond, January 18-20. William E. Finch, Fairgrounds, Danville, secretary.

The Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 19-21. Harry B. Kelley, Hillsdale, secretary.

Massachusetts Agricultural Fairs Association, Hotel Bradford, Boston, January 20-21. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 22-23. Roy E. Symons, Skowhegan, secretary.

Kentucky Association of Fairs Kentucky Hotel, Louisville, January 23-24. L. Doc Cassidy, Kentucky State Fairgrounds, Louisville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 26-28. C. C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 26-28. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 27-28. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Pennsylvania State Association of County Fairs, Americus Hotel, Allentown, January 29-31. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Oklahoma Association of Fairs, Youngblood Hotel, Enid, February 3-5. Roy Davis, Enid, president.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 6-8. Bob Murdoch, 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.

OPPOSITION

Georgia State Day-and-Dated By Ice Show

MACON, Ga.—For the first time in recent history the Georgia State Fair had a show in opposition in Macon last week. The fair opened its 102d run Monday (21) (Continued on page 81)

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run away from TV, the progressive fairs will adopt its better points, such as offering big names for their grandstand audiences.

He said there were a growing number of cases where fairs, unable to make out as well on grandstands as they were accustomed to, lowered their entertainment budgets with disappointing results.

Some Fairs 'Scared'

"My guess is they got scared," he said. "Television hurt them somewhat, so instead of battling this competition for their patrons' leisure time, they gave in and chedpened their grandstand shows.

A notable example of success in combating the inroads of TV was given as the annual Kent and Sussex Fair in Harrington, Del. The fair reportedly hiked its talent budget sharply after a decision was made to make a concerted effort to boost grandstand grosses. A heavy publicity campaign was launched, including a special newspaper on the grandstand show alone. Result was a 12 per cent increase.

At the fair in Altamont, N. Y., substantial progress was made thru raising the outside gate price to offset increased spending for grandstand talent. The free shows won great approval from the public.

Consolidation Urged

Hamid pointed to the North Carolina situation as an example of needed consolidation of community fairs. The idea, proposed in New York State, he said, would

(Continued on page 81)

Miss BeBe Says . . .

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RAS Even With '56 At Shreveport Fair

Early Rains Cut Into Grosses; Sedlmayr Feted at Birthday Party

SHREVEPORT — An all-day rain Tuesday (22), fourth day of the nine-day Louisiana State Fair, cut back early gains of the Royal American Show but by Wednesday night (23) the Royal was running about even with 1956.

Prevue night, Friday (18), yielded good business. The week-end provided higher grosses than last year. And, Negro Day, Monday (21), was big up until 10 p.m. when rain whittled back play.

All segments of the Royal's operation enjoyed good business. Leon Claxton's "Harlem in Havana" had a thumping day's receipts on Negro Day.

The Royal American Shrine Club gave its annual party at the Shrine Crippled Children's Hospital Thursday (24). Talent was supplied by acts from the "Harlem in Havana" Show, Lash La Rue's Western Show, and the Green Door, all with the Royal American Shows, and acts from "West-O-Rama," the fair's grandstand show.

C. J. Sedlmayr gave a birthday party Tuesday night (22) at Miller's Steak House for his father, Carl. Among those present were Mr. and Mrs. Al Sweeney, Mr. and Mrs. Jack Duffield, Doug Baldwin, Ida Cohen, O. J. (Whitey) Weiss, Bob Parker, Joe Monsour, Bobbie

Hasson, Robert L. Lohmar, Harry Julius and Frank Morrissey.

Visitors to the midway here included Baldwin, John Libby, C. C. (Specks) Groscurth, Harry Fraser, Tom O'Neil and Arlie Martin.

Show Circles Mourn Whitey Beardsley, 66

ALBANY, N. Y.—Funeral services were held here Monday (21) for Nelson (Whitey) Beardsley, 66, widely known Eastern concession operator and business manager. Beardsley, who had been confined in a hospital recently, died October 17.

A veteran of nearly 50 years in show business, he spent this season on the Reithoffer Shows. Past associations were with Art Lewis, O. C. Buck, James E. Strates and World of Mirth Shows, and some 20 years on the Coleman Bros.' Shows. For years Beardsley had taken his string of concessions on Southern dates after closing with Coleman Northern tour.

Beardsley operated Beardsley's Auto Exchange in Albany several years. His sons, James and Peerse, are expected to carry on with their father's concession operation. His widow, Margaret, of 336 Pearl Street, also survives.

Attending the funeral were Dick, Tim and Francis Coleman and their wives, the late Tom Coleman's wife, and Jim Carey of the New York State Department of Agriculture and Markets. Funeral was from Zwacks & Sons funeral

(Continued on page 77)

EXTRA GRAND

Buck, I. T. Help Swell NSA Funds

NEW YORK — Nearly \$1,000 was turned over to the National Showmen's Association Wednesday (23) at its second meeting in the new home. In a week's time, the building at 123 West 56th Street was fitted with new electrical fixtures and a floor tile job was accomplished. Improvements are to be finished by banquet week.

Sydney Daniels came in from the O. C. Buck Shows with a \$500 jamboree check and banquet table

(Continued on page 77)

DALLAS MIDWAY HIT BY WEATHER

Ride Business Off 10 Per Cent, Shows Down, Concessions Spotty

DALLAS — Midway and concessions at the '57 State Fair of Texas were hard hit by rain which also pared attendance at the fair, but gained swiftly in the stretch to rack up good overall grosses.

Virtually everything on the fairgrounds showed increases over last year during the final three days of the fair, which served as a badly needed shot in the arm following a first week not quite up to par and a rainy beginning for the second half of expo.

Midway Superintendent Fred Tennant Jr. said rides were off

some 10 per cent from last year, shows were down about 15 per cent, foods held their own, with some up over last year, and novelties were about the same as '56. Last year was a tremendous one on the midway.

Cool weather during the latter half of the fair, and even the rain, contributed to record-breaking sales of coffee, chili, hamburgers, hot dogs, corny dogs, French fries and the like. The opposite was true of cold drinks, snow cones, ice cream and so forth, all of which fell off.

Clif Wilson's midway shows were topped by Charlie Taylor's Cotton Club Revue. Other showmen with attractions in the fun zone included Earl Walsh, Art Noble, Jim Dunleavy, Art Converse, Dick Dillon, Charles Fogle, Bernie Landis, Austin Detlinger, Mike Miller, J. W. Thomas, Tom and Dot Blackhall, Bill Dusin and A. W. McAskill.

Jimmy Drew Nears End of Best Season

BLAKELY, Ga. — The James H. Drew Shows has been doing steady business and, despite rain at three Georgia fairs, is having its best season, Jimmy Drew, owner-manager, said here last week.

Following the fair here the show will move to Panama City, Fla., October 28-November 2, and then end its season at the Vidalia, Ga., Fair November 16. Rides and equipment will be moved to the Drew permanent winter base just outside Augusta, Ga.

Drew played host to both Georgia United States senators in recent weeks. Senator Talmadge visited the fair and midway at Swainsboro, Ga., while Senator Russell came around to say "hello" at the Quitman, Ga., annual.

Reithoffers Mull 1958 Dixie Repeat

MANNING, S. C.—More than midway thru its first Southern fair route, the Reithoffer Shows this week were giving serious thought to continuing the practice in 1958. While dates so far have not been uniformly good, the only operational problem, it was stated, appeared to be proper scaling of the show.

Possessors of a good number of rides and shows, the outfit made a long haul South from the fair in Bloomsburg, Pa., with no mishaps, using commercial drivers and tractors. The fair in Union, S. C., produced satisfactory revenue altho rain and mud were encountered.

Orangeburg, S. C., drew acceptable weather but no daytime business. Thursday and Friday nights featured college and high school football games. Closing Saturday was a disappointment. The kiddie matinee on Wednesday was good. For the date, the Reithoffers fielded two Ferris Wheels, Scrambler,

Scooter, Chairplane, Roll-O-Plane, Tilt, Octopus, Merry-Go-Round, Little Dipper, eight kiddie rides, two Minstrel Shows, Lew Alter's 10-in-1, two sit-down Girl Shows, Wildlife, and Funhouse.

For Newberry, prior to Manning, one of the Ferris Wheels was returned to Dallas, Pa., quarters and five kiddie rides were erected. Back-end units included Stella, Congo Minstrel unit, Funhouse, and Wildlife. A Bill Jones bingo made a couple of the South Carolina fairs with Reithoffer. The Scooter, added at the Allentown, Pa., Fair, is a reconditioned unit bought from King of Mount Clemens, Mich.

The show's decision for future dates in the South must be whether to scale down its equipment or seek larger dates, it was said.

This has been the family's best season to date, with as many as three ride units and upward of three dozen fair dates. Barrington, Mass., was satisfactory altho not outstanding. Bloomsburg pulled some inclemency. Allentown was the biggest week in the family's history. There was some apprehension in Pennsylvania about journeying into strange Southern territory on the heels of an exceptional season up North, but these fears have been dispelled by now.

MOWER GIVEN

Manning Sets Nov. 18 for Miami Debut

MIAMI—First meeting for the Miami Showmen's Association will be held Monday night, November 18, president Ross Manning announced last week. The nominating committee will meet at the club-rooms, November 18 at 2 p.m. Refreshments will be served as usual.

Marty Weiss, executive secretary, is back in the office after being confined all season in Hot Springs with a prolonged illness.

Fred Barrett has donated a mower to the club. The rooms are being kept in order by Ronald Huyler. Charles (Frenchy) Schwacha, who looked after the club-rooms since the club was originated, is sadly missed.

Calif. Concession Ops Seek Rate Adjustment

LOS ANGELES—Nathan Cohn, San Francisco attorney, has been appointed by a group of San Francisco and Los Angeles concessionaires to fight what the group alleges to be unreasonably high and unfair charges for concession space at some California fairs. The first official meeting of the group and the attorney is tentatively set

for November 14, the date being delayed because of the Arizona State Fair.

The concessionaire group, without official name, yet, has been functioning for several weeks, with Earl Leonard representing the group in San Francisco, and Norman Schue and R. K. (Boston) Kennedy, here.

Following the meeting in mid-November, the concessionaires' allegations are expected to be presented to the Western Fairs' Association, at its annual convention in Fresno, Calif., November 20-23.

The cost of legal counsel is being borne by the group, with concessionaires contributing to the fund.

"We are not mad at any one. We do not want to hurt any one," Schue said. "We feel that we are being pushed out of business and we want to do something about it."

In San Francisco, Cohn added: "The problem is one that costs to concessionaires have mounted and mounted to the place where concessionaires can not make any money. The remedy will have to come after meetings to find the best solution. The concessionaire only wants a fair return for his investment."

Cecchini-Levaggi Get Ex on Del Mar Games

DEL MAR, Calif.—Cecchini & Levaggi, concession operators, have been awarded a five-year lease for amusement game space at the Southern California Exposition here, Paul T. Mannen, fair manager, announced last week. The firm handled the concession sales last year for the first time, increasing the midway income 90 per cent or approximately \$48,000. C&L was represented by Louis Cecchini.

Under the arrangement, Cecchini & Levaggi will construct 30 semi-permanent uniform stands. An additional 600 feet of space will be sold to concessionaires, with those

who turned in satisfactory performances last year given preference.

Results of the midway operation were highly satisfactory, according to Mannen. Crafts Shows supplied the rides, but all concession contracts were written by the Exposition with Cecchini the liaison between operators and management.

An area west of the new Harvest Hall was used for the midway for the first time in 1956 and was satisfactory. Mannen said that it will be surfaced this spring.

The 1958 Exposition will open June 27 and run thru July 6.

Richmond, 3 More Contracted by C&W

MACON, Ga.—Four fairs are announced as contracted for 1958 by the Cetlin & Wilson Shows, all of them Eastern dates. Several others are pending and should be announced shortly.

Jack Wilson this week said contracts have been signed with J. A. Mitchell for the Virginia State Fair in Richmond, with Paul Black for the Piedmont Interstate Fair in Spartanburg, S. C., with Bob Wade for the Georgia State Fair in Macon, and for the Cape Fear Fair in Fayetteville, N. C.

Business continues good for the railroader, with fine weather gracing the opening days here. Monday's (21) Kids' Day was far ahead of last year's, and business on the following two days was on a par with 1956. Sally Rand continues to be a hard publicity worker, tak-

ing part in the opening parade and in the barbecue held before the grandstand on Wednesday for visiting mayors.

It was announced that the Don Dowis Sky Wheel has been acquired for the coming fair in Jacksonville, Fla., as has the Lash La-rue Western Show, which toured this year on the Royal American Shows. Joining here was Al Randall's SS Spellbound mobile aquarium.

Bill Moore has enjoyed a couple of excellent weeks on the front end at Southern fairs, and the outlook was good for the remainder of the route. A break in the weather, which only recently settled down to normal thruout the South, should give the show one of its better season's windups.

Greater JACKSONVILLE FAIR
AGRICULTURAL and INDUSTRIAL

GATOR BOWL

NOV. 14 TO NOV. 23

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CETLIN & WILSON SHOWS**

**DUVAL COUNTY'S ONLY ANNUAL
AGRICULTURAL FAIR AND
LIVESTOCK EXPOSITION**

For Eating and Drinking Stands contact
Cetlin & Wilson Shows
For Kitchen Gadgets and Direct Sales write or wire:

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ELgin 3-0535

GREATER JACKSONVILLE FAIR

Gator Bowl, Jacksonville, Fla.,
November 14 thru 23.

We can place Bird, Bear, etc., Pitches for this Fair. All Pitches open except Glass.

WANT: Legitimate Merchandise Hanky Panks and Eating & Drinking Stands. Merchandise Concessions only, no other need apply.

All Address

CETLIN & WILSON SHOWS

This week Albany, Ga.; next week Waycross, Ga.

WANT

for Warner Robbins, Ga., Air Base week of Nov. 4

Civilian and military pay—men all in with families and government homes. Plenty of drawing power in surrounding territory.

RIDES—Can place any and all Major Rides.
CONCESSIONS—Direct Sales and strictly legitimate Hanky Panks of all kinds.
SHOWS—Those of merit only. No Girl Shows.

Write **JOHNNY HOFFMAN**

c/o Prell's Broadway Shows, c/o Western Union, Columbia, S. C.
After Wednesday—**BARNEY TASSELL**
c/o Western Union, Warner Robbins, Ga.

GIVE TO DAMON RUNYON CANCER FUND

MIDWAY CONFAB

Maury Brod has entered a Tampa hospital for treatment. . . . Mrs. Alma Fennell writes that she was thankful for the acts of kindness and sympathy on the recent death of her husband, Richard. . . . Henry Varner writes from Akron that he visited the Circleville, O., Pumpkin Show where good crowds turned out despite cool weather. Gooding Amusement Company had the rides at the celebration, and Mr. and Mrs. R. Work had the Arcade.

Col. Lew Alter reports his Side Show wound up its season on Reithoffer Shows at Orangeburg, S. C., after a healthy tour. In addition to Alter, who is owner-manager, personnel included George Surtees and Milton Levine, front talkers; Mrs. Helen Alters and Vernon Tripto, ticket boxes; Dodi Shartees, inside lecture; Schlitzie, pinhead; Ethel Staley, Serpentina; Captain Clifford, escape artist; Dudley Clark, mechanical man; Carmen Del Rio, Madam India; Tex Harrison, iron-jaw; Beverly Buschay, monkeys; Stella Mae, Corilla Girl; Tommy McClan, tattooed man; Chief Staley, boss canvasman, and Joe Anne Miller, Princess Electrode.

Social events have taken the spotlight on Dumont Shows recently. Mrs. Lizzie Johns was honored at a stork shower, with Virginia Davidson and Mary Johns as hostesses. Guests included Mrs. Jean Grenlain Riley, Geanette Doss, Dorothy Puteett, Mary LaRocco, Lorraine Cooper, Edna Williams and daughter, Barbara, Sharon Rose Grenlain, Lizzie, Sara and Annie Johns; Bee Bee Johns, Mable Moore, Leona Crowe, Mrs. Jimmy James and Helen Bills.

Mr. and Mrs. Russell Cooper, also of Dumont Shows, were hosted at a surprise party on their 20th anniversary by Lon Riley and Gean Grenlain Riley. Guests included Mr. and Mrs. Jimmy Davidson, Mr. and Mrs. Bill Crowe, Mr. and Mrs. Babe LaRocco, Mr. and Mrs. Steamer Puteett, Mr. and Mrs. Mike Moore, Marty Furgerson and Sharon Rosa Grenlain.

Fred Landrus posts that World of Pleasure Shows closed its season at Boaz, Ala., but the Hall & Leonard Side Show is still playing fairs. Unit will move into Florida and is mulling a Cuban trip. . . . Westley Blair writes that he closed his season on the Side Show on Thomas Joyland Shows at Kinston, N. C. Reports that Bertie Le Paige is scheduled to return next season as the annex attraction. Lady Jean, sword swallower, also wound up the season at Kinston.

Rita Raye letters that she has joined the Side Show on the James E. Strates' midway. . . . Jay Williams, of Blue Grass, reports that he's beating the flu bug in an Alexandria, La., hospital. . . . Lou Pease passes on the info that his son, Bill, recently middle-aided it and received a house trailer as a wedding gift from his father.

With the return of showmen to Miami, visitors have been received at Veterans' Hospital in Coral Gables by Whitey Herzon, Jack Rose and Maxie (Seglins) Glynn. Dropping in at the clubrooms have been Dutch Saltus, Bud Hartman, Dutch Whiteside, Rip Weinkle, Fred Barrett, Johnny Applebaum, Fred Conti, Harry Matisof, James Zabriskie, Jack Russell, Abe Zuckerman, Leo Bistany, Harry Newfield, Fred Holtzman, Tex Sherman, Martin Black, Willie Lish, Bill Sullivan, Harry Wilson, William C. Bruant, Sol Cook, Eddie Crowell, Snoozy Goldberg, Harry Heisser, Joe Green, Al Tedlow, Duilio Berni, George Lewis, Joe Rowan, J. D. Frisbie, Bill Tucker, Mel Dodson, Chet Prezolomski, Al Beck, Paul Radler, Ben Levin, Carl Wilson,

Nate Farber, Frank Hamilton, Connie Phillips, Mickie Timin, Mickie Karr, Skill-Pool Red, Henry Steche, Earl Weiner and Ray Tanner.

Michael McCarthy, infant son of Mr. and Mrs. Charlie McCarthy, of United Exposition Shows, is seriously ill in General Hospital, Greenville, Miss. Mrs. McCarthy is remaining at the child's side, while McCarthy continues his business manager chores on the show. . . . Pep Hartley reports that Bill Sullivan, former knife thrower and show painter, is with a sign company in Springfield, O.

Charles (Scotty from Scotland) Wilson Jr., is confined in St. Agnes Hospital, Raleigh, N. C., and would like to receive mail. Scotty, who has been with Crafts, 20th Century, Royal American and Prell's Broadway shows, expects to be there for several months. . . . Tom and Ester Blackman, Walter Wanous Side Show Annex attractions on World of Mirth, were tendered a surprise anniversary party recently by Elmer and Mae McDaniels. All the Side Show personnel were on hand including 11-month old Walter L. Wanous Jr.

Troupers Set November 21 Homecoming

LOS ANGELES—The Regular Associated Troupers will hold its annual homecoming party November 21 with C. H. Allton as chairman, club officials announced last week. Tillie Palmateer, chairman of the bazaar committee, announced a ham dinner will be served October 31 with proceeds to go to the bazaar.

Howard and Rosemary Lovell entertained at the recent meeting with motion pictures of their trip around the world. Back from the road were Steve Vaughn, Bill and Ruth Korte Davis, Ernest Hoblitt, and Walter and Annabelle Patchett.

Two new members are Evelyn Berns and Maybelle Allton. Lilabel Williams attended the meeting following an illness. Myrtle Hutt Morris is visiting her father in Fargo, N. D.

Page Combined Shows

Want for Brooksville, Fla., Fair, Nov. 5-9

With 2 big kid days, white and colored schools co-operating.

CONCESSIONS: Want all types Prize-Every-Time Concessions. Positively no racket here. Also Ice Cream, Custard, Apples, Floss, Popcorn and Snow Cones. SHOWS: Working World or any clean family-type Shows. Want Live Pony Ride for this date and others to follow.

All replies to **BILL PAGE**
FAIRGROUNDS, STARKE, FLA.

RALEY BROS.' COMBINED SHOWS

"CLEANEST SHOW ON EARTH"

Want for Barnwell County Fair, Barnwell, So. Car. Heavy industrial payroll. Any Stock and Eating Stands, family-type Shows. Gigantic Armistice celebration at Summerville, So. Car., to follow, large armed service payroll; then several lots in Charleston, Loris, So. Car., this week

Contact **HAROLD RALEY** or **JUDSON WILDE**

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MIAMI, FLA., N.W. 27TH AVE. & 54TH STREET, NOV. 14 THRU DEC. 15.
Four big weeks, one location. Proven last year.

Want Hanky Panks of all kinds, Diggers, Straight Sales, Photos and Pronto Pups. RIDES: Round-Up, Scooter and Spitfire. SHOWS: Jig Show with own equipment.

JOHN VIVONA
SUMTER, S. C., THIS WEEK.

AMUSEMENTS OF AMERICA

Charleston County Colored Fair, Charleston, S. C., Nov. 4 thru 9.

Want Hanky Panks of all kinds, Eating and Drinking Stands, Diggers, Popcorn and Apples, also Photos. RIDES: Round-Up or Helicopter.

JOHN VIVONA
SUMTER, S. C., THIS WEEK.

BILL EDWARDS

AND

HARVEY BARNES

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No. 5 Eli Ferris Wheel, 2 Kid Rides, 2 Semi Trailers, 1 K-7 International, all have new rubber, all in good shape; Ground Cable, Junction Boxes, \$8,000.00 for all, cash only. Can be seen in operation. Apply to **PHILL SERRANO**, 9841 New Hammond Hwy., Baton Rouge, La. Phone WA 1-5504, 7:00 A.M. to 6:00 P.M.

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S. L. VIERS

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Andrew 2-2616
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CLUB ACTIVITIES

Showmen's League of America

Ladies' Auxiliary

New members include Nettie M. Barton, Barbara Sharon Ann Horan, Agnes Smith, Mrs. Sybil Lashbrook, Mrs. Robert Cawley, Perle W. Heitman, Ollie Shelford, Ellinor Gilbert, Beulah Reisch and Ella J. Ross.

A rising vote of thanks was given Dorothy Kennedy for her successful supervision of the bunco and card party.

Convention activities start November 29. Installation will be held the evening of November 30.

Phoebe Carsky and Evelyn Hock were given a rising vote of thanks for receipts turned in on the award books. Next regular meeting will be November 7 in the Hotel Sherman.

Miami Showmen's Assn.

MIAMI—The first meeting will be called to order by President Ross Manning Monday, November 18. Refreshments will be served, as usual.

Executive Secretary Martin (Marty) Weiss is back at the office after a long siege of illness in Hot Springs.

Dues for the year of 1958 are now acceptable at the office.

The club rooms are gradually being put in order by Ronald Huyler, custodian. Charles (Frenchy) Schwacha, who looked after the rooms since the club was originated, will be sadly missed.

Fred Barrett donated a power mower to the club. Whitey Herzon, Jack Rose and Maxie Glynn (Seglin), who are in the Veterans' Hospital in Coral Gables, had a number of visitors from the Miami Showmen's Club. They would like to hear from brother showfolk.

The following members were recent visitors:

Amos (Dutch Saltus, Pud Hart-

Show Circles

Continued from page 75

home here, with burial in Our Lady of Angels Cemetery. Our Lady of Angels Church was the setting for a Requiem Mass.

A member of the National Showmen's Association since 1943, Beardsley also belonged to the Miami Showmen's Association and the Moose Lodge. He was a familiar figure at fair meetings and show club sessions. He played with Reithoffer up to the fair in Cobleskill, N. Y., this season before leaving the road. He was born May 8, 1891, in Albany.

man, Dutch Whiteside, Rip Weinkle, Fred Barrett, Johnny Appelbaum, Fred Conti, Harry Matisof, James Zabriskie, Jack Ressel, Abe Zuckerman, Leo Bistany, Harry Newfield, Fred Holtzman, Tex Sherman, Martin Black, Willie Lish, Bill Sullivan, Harry Wilson, W. C. Bryant, Sol Cook, Eddie Crowell and Snoozy Goldberg, Harry Heisser, Joe Green, Al Tedlow, Duilio Berni, George Lewis, Joe Rowan, J. D. Frisbie, Bill Tucker, Mel Dodson, Chet Prexolowski, Al Beck, Paul Radler, Ben Levin, Carl Wilson, Nate Farber, Frank Hamilton, Connie Phillips, Mickie Timin, Mickie Karr, Skill Pool Red, Harry Steche, Earl Weiner and Ray Tanner.

Pacific Coast Showmen's Association

LOS ANGELES—Two new members were inducted and five applications favorably acted upon at the regular weekly meeting held here Monday night (21). Vice-President Jimmy Lantz conducted the session in the absence of President Bob Downie, with H. D. (Bob) Matthews, secretary, and Ed Harris, past president, on the rostrum.

Lou Lytton and Thomas Simmons were inducted into the organization by Harry G. Seber. Applications of Mayer Schwartzberg, Ray Turner, Raymond Leeft, Velay E. Payne and Howard B. Hill were okayed.

Committees reported, with Moe Levine representing the banquet and ball group; Dick Seearce and Joe Blash, membership; Ed Tait, finance; C. F. (Doc) Zeiger, legislation, and Joe (Red) Dauer, ways and means.

Extra Grand

Continued from page 75

order. The I. T. Shows, altho not holding a jamboree, nevertheless turned in \$400 from various projects in addition to its membership campaign money. Sixteen members were brought in by Morris Brown, who is near the gold-card total.

Several members paid their \$100 memorial plaque pledges. It was announced that Bess and George Hamid Sr., are sponsoring the names of Marlea and Joe Hughes, and that Hamid and Frank Bergen are sponsoring the name of Max Linderman.

Card Fee Upped

John Weisman, house committee chairman, put thru a motion to raise the card playing fee to \$1 per man per session. It was taken as a revenue producing measure. Named a co-chairman of the committee was Danny Thaler.

Still to be decided is what to do about the concession, involving cards, food and bar. Several names have been put forth for stewardship of the club.

Officers attending were Morris Batalsky, president; Al McKee, second vice-president, and Dr. Jacob Cohen, club physician.

New members sponsored by Morris Brown are Dave Wallace, Albert Semente, James Pidluski, Matteo Aquilino, Joseph Gianduso, Rudy Rutkin, Isaac Sloberman, Jack Chicarelli, Jack Ziveter, Anthony J. Maradie, John Cowan, Albert Dow, Thomas Pennacchio, Ralph Frank, Hyman Silverman, and Louis Kaufman. Edward Elkins sponsored John C. McDonough and Fred Baron. Anthony Varone backed Thomas Garguilo, Hy Malek backed Edward J. Daley, and Paul Goldfarb backed J. Gus Bowe. Other new members are Albert Roderique, Noah Garinisa, Roy Colter, James D'Amico, and William D'Amico.

THE LUCKY STRIKE SHOWS

Want for Gadsden, Ala., week Nov. 4-9, Big Junior Chamber of Commerce Fall Festival, downtown on Coliseum lot, center of 100,000 industrial workers; followed by Bessemer, Ala., Nov. 11-16; then the big one, Guntersville, Ala., Nov. 18-23.

RIDES: Roundup, Spinaroo, Coaster, Tilt, Octopus or any Ride not conflicting. Want 2 more Kiddie Rides.

SHOWS: Side Show, Jig Show, Wild Life, Arcade, Snake Show, Funhouse and Girl Show.

CONCESSIONS: Bingo, Popcorn, Floss and Apples, Cookhouse, all types Prize-Every-Time Games, Penny, Bird, Bear and Glass Pitches, Long and Short Range Galleries, Break-The-Record, Hats, Novelties, Photos, Mitt Camp, 6-Cats and Nail. CONCESSION AGENTS, TAKE NOTICE! Can use Peek, Count and P. C. Dealers, Bucket and Swinger Agents. Following People, get in touch: Topps, Vinson, Don Greco, John R. McSpadden, Tom Hickey, Nig O'Connel, Fred Cantrel, Hedy Jo Starr, Ralph Decker and Joe Suret.

Contact A. C. HILL, General Mgr. PHONE: Liberty 6-0234
MACK HOUSE, Liberty 6-3544, Gadsden, Ala.

CAPITAL CITY SHOWS

WANT FOR SOUTH GEORGIA FAIR, VALDOSTA, GA.—7 BIG DAYS AND NIGHTS—NOVEMBER 4-11. PARADES, BANDS, FLOATS. 2 BIG KID DAYS

LAST BIG FAIR IN GEORGIA

CONCESSIONS: Hanky Panks of all kinds. Can use one more Sitdown Grab, Bird, Bear, Toy Pitches, Long Range, Arcade, American Camp (no gypsies), Bushel Basket, Age and Scales.

SHOWS: Glass House, Drame, Mechanical or any outstanding Grind Show.

RIDES: Roundup, Rockoplane, a large Kid Train Ride or any Major Rides not conflicting with what we have. All replies to

J. L. KEEF, c/o Western Union, Thomasville, Ga., this week

FOR SALE

1956 Allan Herschell Roller Coaster Ride, drive mounted on new 32-ft. Loboy Semi, \$6,500.00. 1957 Allan Herschell Rodeo Ride, \$5,650.00. This ride like new, save \$1,000.00. 300-Watt Light Bulbs, standard base, 27¢ each. Sold in case lots only, 60 bulbs per case.

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Hanky Panks, Demonstrators, Ride Help, Truck Drivers and Workingmen. All answers to

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Southern States Shows
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Repairing and Rebuilding.

RAYMOND BASSETT
Cape May Court House, N. J.

CARNIVAL WANTED

Consisting of 15 or more Rides, Interested in showing at Seneca, Pa., for Firemen's Fair during the third week of July, 1958. Contact (during the month of November, 1957):

E. W. ETZEL
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FOR SALE

Allan Herschell 10-Car Auto Ride. New paint and in good condition, complete and ready to run. Contact

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November 4 thru 9, Waycross, Ga.

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Gator Bowl, Jacksonville, Fla.,
November 14 thru 23.

Any worth-while Attraction or Ride that does not conflict with what we have.

CAN PLACE: All legitimate Merchandise Concessions and Eating & Drinking Stands.

All Address This Week

CETLIN & WILSON SHOWS
Fair at Albany, Ga.

BLUE GRASS SHOWS

Want for Covington County Fair, Andalusia, Ala., Tuesday, Nov. 5-Saturday, Nov. 9; followed by Putnam County Fair, Palatka, Fla., week Nov. 11-16.

CONCESSIONS: Hanky Park Prize-Every-Time Games of all kinds, Bear and Lamp Pitches, Popcorn, Floss, Grab and all legitimate privileges open.

SHOWS: Any good Grind or Bally Show that caters to ladies and children.

RIDES: Scrambler, Roundup or any non-conflicting major Ride.

HELP: Foremen for 12-Car Dodgem and Tilt, also Foremen and Second Men on all other major Rides.

All replies to C. C. GROSCURTH, General Mgr.,
BLUE GRASS SHOWS, Biloxi, Miss., all this week

OCCONEE COLORED FAIR, DUBLIN, GA., NOV. 4-9;

TOOMBS COUNTY FAIR, VIDALIA, GA., NOV. 11-16

Want family-type Grind Shows, Snake, Monkey, Animal and Mechanical. Wire what you have.

Will place Merchandise or Straight Sale Concessions. Need Cookhouse or Sitdown Grab, Photos, Long and Short Range. Can place Bingo at Vidalia.

All address this week:

JAMES H. DREW SHOWS

Care Western Union

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- Acts
- Musicians
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For Winter Season's Work.

Contact: Tommy Thomas
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WANT TO BUY

Schiff Lo-Road Model Coaster, Super Roll-o-Plane, Spitfire. Rides must be in A-1 shape. (CASH.) Contact

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WANT TO BUY CATERPILLAR

Cars must be in good shape. Cash deal if price is right.

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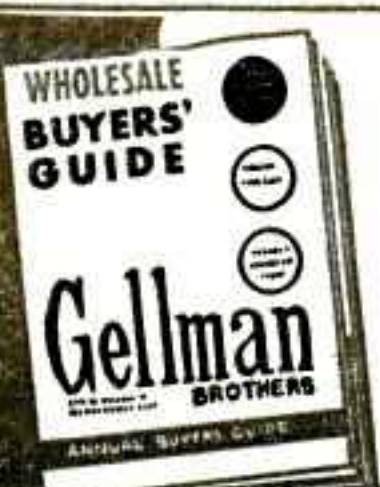
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Flood Lights with 9 1/4" Reflector \$1.45 ea. 50-Foot Cable, Neoprene Jacket, 14 gauge 2.46 ea. 100-Foot Cable, Same as above . . . 3.73 ea. 25% dep., bal. C.O.D., F.O.B. Chicago

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MERCHANDISE TOPICS

Midway Novelty Supply, Cary, N. C., reports that its souvenir lines of plates, glasses and ash trays are being well received by souvenir, gift and novelty shops thruout the country. The firm handles a wide variety of other souvenirs and novelty items, in addition to its regular line of carnival merchandise, and will send free price sheets upon request.

Providence Ring Company, 49 Westminster Street, Providence, R. I., says its No. 185 men's ring offers sensational profits. This item has a gold finish with white brilliant center and red or green side-stones. Stating that it's full of fire and brilliancy, the firm will send them out at \$3.25 per dozen or \$36 per gross.

PIPES FOR PITCHMEN

By BILL BAKER

JACK BOTTLES STOVER . . . is back in the valley at Harrisonburg, Va., after a 30-day trek that took him thru Kentucky, Ohio, Pennsylvania, Maryland and Virginia. "I was looking for sheet-writers," writes Bottles, "and contacted only three and heard of only a half dozen more being in the area. I can't bring myself to think that the greatest institution on earth is on the way out. Clyde (Quick-Money) Forker was thru here recently, and Al Porter paid a call in August. Had letters recently from E. C. Pardee, Phil Babcock and Mr. and Mrs. Marvin (Mike) Wharton. The latchstring is always out to all pitch folk at Harry Lee Solomon's shoe-shine stand here."

WORKING . . . N. K. Morris' Roto-Matic Chopper at New Jersey and Pennsylvania farm sales are Johnny Miller and Jack Powers, Johnny Lathan scribbles from Philly that he's working the same item in that area. Ditto, Jay Rosse around Long Branch, N. J.

LEON A. FRITSCHÉ . . . Corn punk expert of Vancouver, B. C., reports that pitchmen in the area are doing well with the Beistle Company's Wonder Dancers.

JACK TAYLOR . . . plans to open a gadget shop in Miami to be known as Cobb's Country Store. It will be a year-round operation and a haven for pitchfolk in the area, says Taylor.

NAT K. MORRIS . . . of N. K. Morris Manufacturing Company, Avon-by-the-Sea, N. J., typewrites under date of October 17: "I keep advertising in The Billboard on our RotoMatic Food Chopper, but it seems my competitors get all the breaks. Our chopper is the largest, fastest and best-packed on the market, and demonstrators who have switched will verify this. I would appreciate hearing from the girls and boys working choppers."

"NOT THAT . . . anyone cares," typewrites the astute and capable pitch veteran, Tom Kennedy, "but this is to inform all and sundry that this is my final year in the pitch business. I've had 31 years of it, either directly or indirectly, and during the past few years it's been strictly a rat race.

"Years ago one could go on a fair, select a good location and wind up with a few hundred dollars and no headaches. Nowadays you get mostly headaches, and I mean that literally. There are a few exceptions, but very few. If you have a new item that clicks, a good

spot and the rent is reasonable, you'll win some money. But the next spot you make you'll find four or five others with the same piece of merchandise—some even cutting the price in order to get back the money they laid on the line. And now it's strictly on the line, cash on the barrelhead.

"There was a time when you could work good fairs for \$15. I can name you ones today that charge more than that per front footage, and 10 or 12 feet is the minimum. You can say that everything has spiraled, including rental space. Granted, yet that doesn't mean it's worth it or you have to pay it. But on second thought, if you don't, some other sucker will come along who will.

"One character I know worked a fair this year with ironing board pads. He bought three spots and hired local girls of high-school age to demonstrate them. He didn't make a dime on the deal, but he kept a few experienced pitch people out who could.

"Another fair I made, all outside workers lost a day on account of the windjammers. Dressed in monkey suits, they paraded back and forth all day, blowing bugles and beating on drums. When they got tired another bunch was there to take their place. This raucous noise, coupled with the fact that notion workers and hot dog merchants were blasting over p.a. systems, could be likened only to that of a boiler factory with all hands working at top speed.

I made the Frederick, Md., fair this year and it was a total blank. Not only for me but a dozen others. Vegetable choppers and jam auctions were the only ones who got any money, and not much of that. Mr. and Mrs. Stroud were there and they both told me what was needed was more ice. They had plenty of cheap skates. So long, kiddies!"

Here's hoping the veteran Tom has a change of heart ere the new year rolls around. Pitchdom can ill afford to loose a worker of his stripe. We're making book that he'll be back.

JOE JOBLOTS . . . postals that the Raleigh and Trenton State Fairs were red ones for Red (Ala Baba) Lux and his partners. Joe reveals further that Pat (Balls) Raffo, chopper expert, recently hopped to Jamaica for a vacation, and that Moe (George) Simon plans to open a pet shop in the Big Town soon. Mike Di Napoli, the Kid from Syracuse, is a frequent visitor to Gotham, says Joblots.

Best in Merchandise Service & Price

- Appliances • Silverware • Hardware • Hand Tools • Portable Electric Drills & Saws • Tool & Tackle Boxes • Giftware • Watches • Costume Jewelry • Lamps • Household Articles • Leather Goods • Extension Cords • Carded Knives • Boxed Cutlery Sets • Electric Shavers & Haircutting Sets • Electric Sewing Machines.

COOK BROS. 916 So. Halsted St. Chicago 7, Ill.

Entirely New Varied Brands Toy Line

DIRECT FROM

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- Miracle Prayer Crosses, boxed . . . \$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 . . . 4.50
- Pin Earring Sets, boxed 4.00
- Necklace, Bracelet & Earring Sets, boxed Each 1.00
- 5-Piece Sets—gold plated, beautifully boxed Each 1.75

SEND FOR FREE "ATALOG" 48 Illustrated Pages. 25% Deposit on C.O.D.'s.

PACKARD JEWELRY CO. 48 W. 25th St., Dept. B, N. Y. 10, N. Y.

GERMAN AUTOMATIC

6-SHOT REPEATER

—22 CAL.

• Blank • Latest Cartridges Model

• No Permit • Fully Auto-Required

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made by the Finest West German Gunsmiths—Wonderful

for sporting events, theatrical performances, to scare would-be

attackers, etc. 4" long, perfectly balanced.

Sold on a money-back guarantee—Send \$6.95 cash, check or money order to:

BEST VALUES COMPANY

Dept. C-29, 402 Market St., Newark, N. J.



\$6.95

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Sell on Sight to Stores, Homes, Offices, Clubs —at 50c to \$2 each! ORDER SAMPLES TODAY! (Postpaid)

- 2 Metallic Foll Streamers, 13x48 . . . \$1.00
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- 6 Ultra-Blue Tintseled Signs, 11x11 . . . 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
- 15 Ultra-Blue Comedy Signs, 7x11 . . . 1.00

L. LOWY, 812 B'way, Dept. 962, New York 3

THE BEST SALES BOARDS

and JAR GAMES

Write for information and prices Dept. B **GALENTINE COMPANY** 519 E. Jefferson Blvd. South Bend 17, Ind.



SENSATIONAL SELLER!

"4 NICKELS TO 4 DIMES TRICK" Place MAGIC CAP over 4 nickels. Lift cap—you have 4 dimes! Nickels have vanished. No skill required. SAMPLE \$1.00 postpaid. WHOLESALE PRICE—\$5.00 per doz. postpaid. Remit with order. DEALERS: Ask for Wholesale Catalog of fast selling Tricks and Jokes. Mention business. **D. ROBBINS & CO.** 127-B W. 17th St. New York 11, N. Y.

WATCH SPECIALISTS

FOR 67 YEARS Men's Copy \$275. Die Watch, 3 New Styles Every Looker A Buyer \$4.50; Boxed \$7.25 Nat'l Ad 10 pc Sets \$5.95; 8 pc. \$4.40 Thin Metal Men's 17J \$9.95; Ladies' \$8.95. 25 Jewels. Nat'l. Adv. Very Thin Men's \$18. Catalog Available.

RESULT SALES

360 FIFTH AVE., NEW YORK 36, N. Y.

CLOSING OUT

For new plastic bottle, 2,000 cases BATES OVEN CLEANER in glass jars—burned-in glass label. Packed 12 8-oz. per case. Retail 69¢ or \$8.28 doz. Your cost \$1.50 doz. FOB Buffalo. Cash with order or write for sample. **BATES SOAP CORP.** Buffalo 10, N. Y.

Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum, Special Bingo Merchandise. **Catalog Now Ready—Write for Copy Today** IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP. 2201 Washington Ave., St. Louis 3, Mo.

when answering ads . . . Say You Saw It in The Billboard

Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

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, 2c)

- Adams, E. J.
- Adams, Mike
- Adams, W. T.
- Allen, Dick (Candy)
- Allen, Diane (Wilson)
- Allen, Mrs. Judy
- Ambrose, Al
- Anderson, Eddie
- Anderson, Robert
- Appl, Arthur J.
- Aquino, Sylvia
- Baggott, Mrs. Betty
- Baldwin, Billie
- Balterswas, Carmelita
- Balley, John J.
- Barnes, Tommie C.
- Barr, Andy
- Baye, Dick
- Beelman, Mrs. Ann
- Beitz, Fred & Mrs.
- Bennett, Earl E.
- Beppie, Kenneth
- Bernard, Joe M. & Billie
- Billingsley, Jimmy
- Black, Woodrow & Mrs.
- Blaise, Augustus & Mrs.
- Bogner, Jake
- Boley, Mrs. J. E.
- Boney, Judy
- Borelli, Arline C.
- Boesley, Lake
- Bowman, Charley T.
- Bradley, Jess
- Bradley, Richard
- Bradwell, Mrs. Bess
- Brook, Mrs. Ruth
- Brown, Mrs. Florence
- Burton, Howard
- Burster, Ralph (Red)
- Burter, Donald
- Buzzard, Sam
- Byrd, W. H.
- Carpenter, Earl W.
- Carroll, J. R. & Mrs.
- Cassey, Mr. Jean
- Cassidy, James
- Christensen, Geo.
- Chunas, Tony
- Cobb, Paul
- Coe, H. M. & Mrs.
- Coker, Whitley
- Cole, Frank (Hopper)
- Cramer, Garland Ray
- Cresso Rocket Car
- Crowell, Rita
- Dahl, Harvey A.
- Davidson, Mrs. Virginia K.
- Davis, Mrs. Ann (Yogi)
- DeRosia, James
- Decker, Ralph
- DeKirkwood Show
- DeLano, Buddy J.
- DeMar, Lisa
- Deppis, J. W.
- Deone, Van
- Dye, Jack
- Dismette, Jr., R. G.
- Dixon, Donna
- Dobson, Lucille
- Drury, Leo or (Specks)
- Dugan Jr., W. F.
- Dukes, Daniel T.
- Eckstein, Abraham
- Ellis, Wm.
- Enlish, Harold
- Erwin, L. O.
- Evans, Larry & Mrs.
- Fagan, Earl W.
- Farris, Mrs. W. L.
- Ferenz, James
- Flake's Derby
- Fleming, Blaine
- Foxner, Donald H.
- Francis, Russell & Mrs.
- Friedman, Max
- Fritz, Robt.
- Fustiano, Anthony
- Gallagher, Frank (Porky)
- Gallagher, John J.
- Gallagher, Russell
- Gamble, Mrs. Lynn
- Garbor, Billie
- Garrison, Ray
- Geller, Carol
- Harris, Harry Owen
- Gibson, Bennie
- Gik, Geo.
- Grouard, Anthony J.
- Glass, W. T.
- Glines, Morris
- Goth, Eugenia
- Golder, Al
- Goldstein, Mrs. Rebecca
- Goodreau, Mrs. Ruth
- Goodwin, Otis
- Goodson, Geo. H.
- Gray, Mrs. Clifford H.
- Greenberg, Harold
- Hackett, Edw. J.
- Hall, E. W. (Gulf Breeze Trailer)
- Hancock, Mrs. Loretta
- Hannafin, R. (Hannafin)
- Hanson, L. T.
- Hardley, Herbert G.
- Hartin, Frank
- Bardy, James R.
- Harrington, Paul
- Harrington, Red & Joan
- Hartod, Mrs. Robt. F.
- Haynes, Geo.
- Hazelwood, Howard
- Henderson, E. G. (Grabbo)
- Hendrix, C. W.
- Hilderbrand, Frank
- Hildebeck, Harold C.
- Hill, C. M.
- Horvath, Hal, Geo
- Hubbard, Betty
- Hudson, Cecil
- Humphrey, Tommy J.
- Puzsek, Michael
- James, Betty
- Johnson, Mrs. Anna
- Johnson, Mrs. Costa
- Johnson, James
- Johnson, Mrs. Juliana
- Johnson, Lloyd G.
- Kayarts, The (Aturo)
- Kelley, Henry James
- Kelley, Rose Marie
- Kelly, Charles O.
- Kelly, Emmett
- Kemp, Robert
- Kintzer, William

- Sunday, Mrs. Sid
- Sutton, Sharty
- Swank, Harry & Ruth
- Sword, Ronnie
- Tamany, John
- Tarber, Maxie
- Tate, June
- Thomas, C. M.
- Thomas, Col. Harry
- Thomas, Jack
- Thompson, Carl F. (Freak Animal Show)
- Thompson, Johnie
- Thomson, Mrs. Jacklyn
- Thundercloud, Leo
- Tomb, Doc (license plate 21c postage due)
- Trexler, Harry
- Troy, Jimmie
- Tuff, Dorothy
- Tyree, Dewey
- Vernon, Michael L.
- Wallace, Max Wm.
- Ward, J. Robert & Juliene
- Warren, Jess
- Washburn, George
- Weideman, Ed Huck
- Weizer, Kenneth
- Wheeler, William
- White, Flash
- Whitlock, Eugene (Tex) & Mrs. Williams, Jean
- Williams, Rex
- Wilson, Mrs. Dick
- Wilson, R. E. & Mrs. Wilson, Ted & Alice
- Wojaszek, Bronislaw
- Wright, Ervin
- York, Claude & Mrs. Youch, Lester & Mrs. Zamichowski, John V.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 36, N. Y.

- Acathan, S.
- Blakley, Ben
- Bowlegs, Lyvonne
- Burns, Gary
- Burgdon, James
- Carson, Sol
- Carson, Jack
- Demetry, Peter
- Gattis, Glenn
- Lee, Joe
- Leonard, Mrs. Eddie
- Lieb, Vivian Barlow
- Lorraine, Blanche
- Martie, R. A.
- Rack, Norm
- Orton, Myron, A.
- Pelloni, Ermino
- Radcliff, Marion
- Race, Hermann
- Schneider, William
- Weiss, Sylvia
- White, W.
- Wolff, William L.

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St.
Chicago 1, Ill.

- Anderson, Mary
- Benner, Larry
- Clewis, John M.
- Emphizer, Arthur Jr.
- Floyd, Don
- Gortley, Mrs. Johnnie
- Joyce, Jack
- Koffman, Al
- Kortez, Peter
- Nixon, James L.
- Pablo (The Magician)
- Powers, Patricia
- Rateiff, Curtis C.
- Robinson, Lee
- St. Cyr, Lili
- Taylor, Thomas
- Thomas, Harry
- Vare, Frank
- West, Forrest E.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.
St. Louis 1, Mo.

- Ackley, James W.
- Adams, Diane
- Aherne, Lee
- Allen, H. S.
- Allison, James B.
- Allison, Tex J.
- Ames Sr., Jack
- Anker, Mrs. M. Eddie
- Arnold, Woodrow
- Bain, John
- Barnett, F. A.
- Bennett, Charles
- Bennett, Jack Clark
- Bierbaum, Vince
- Bookedason, Ben
- Bourdeau, Adrian A.
- Briley, Sunny
- Brooks, Edward L.
- Vuchanan, Paul
- Burto, L.
- Carlton, C. A.
- Campbell, Archie M.
- Carl, Robert E.
- Carpenter, Mr. & Mrs. K. L.
- Carroll, James
- Cattlett, Patricia
- Chambers, Mrs. R. F.
- Chidester, William J.
- Clark, Mrs. Emily
- Cole, Fred Reason
- Conasee Jr., W. F.
- Cowboy Mac
- Cozart, John
- Curtis, Date
- Davis, Jaqueline E.
- Denis, Mr. & Mrs. Prince
- Dick, Daniel D.
- Dowling, J. J.
- Dukes, Daniel T.
- Fields, Vern (Speed)
- Foley, Mr. & Mrs. Jim
- Freeman, F. A.
- Gray, C. H.
- Grutel, Jack
- Hanes, Warren
- Hansen, H. I.
- Harper, C. Dudley
- Harcigan, S. P.
- Hayes, J. W.
- Herschenburger, Mrs. Ruby
- Hollinbeck, Harold (Tex)
- Hoot, Scott
- Hox, Pete
- Hyman, Harry J.
- Jackson, Harry H.
- Janz, Donald E.
- Jessop, Harold
- Jones, Mr. & Mrs. Claude
- Kelly, Kitty
- Kingsley, Ralph
- Kelley, C. O.
- Klassen, Fred W.
- Laurel, Bunny
- Lauther, William E.
- Luck, W. J.
- McCabe, Mrs. Ruth
- McCary, Shan & Cleo
- McDonner, Mack
- McGuire, Daniel L.
- McMillan, R. J.
- McSparren, W. P.
- Malbins, Edward
- Marion, Burt
- Martin, Mrs. Bea
- Mayberry, Wayne
- Maynard, (Red)
- Mellor, Robert F.
- Messina, Philip
- Middleton, Odell
- Miller, Ed
- Mitchell, Sandra T.
- Mofield, James
- Monarch Productions, Inc.
- Moran, Mrs. William
- Moreno Jr., Tito
- Mortensen, Arthur
- Murr, Hassie & James
- Nelson, H. E.
- Nelson, L. M.
- Noakes, H. E.
- Ogilvie, L. B.
- Osteen, James A.
- Owens, Ray
- Palmer, P. E.
- Partington, John E.
- Peters, Mary W.
- Peterson, Ernest A.
- Phinney, Margaret
- Piercion, Don
- Raish, Fred W.
- Reed, Harold
- Rhoades, Stephen H.
- Richardson, Joe
- Riley, Louis Milford
- Riley, Melvin
- Riley, Paggey
- Riley, P. B.
- Robertson, Mrs. Pearl
- Robinson, Robert
- Rogers, Gus R.
- Rucitto, Emil B.
- Schwartz, Herman
- Schwartz, Lois & John
- Senoff, Ed
- Sharp, Buck
- Sloneen, Abby
- Soller, Stanley O.
- Sorrell, Arthur
- Smith, Charles C.
- Smith, Iola B.
- Smith, J. L.
- Slacy, Bill
- Starnes, Lucky
- Stephens, William P.
- Stern, Maxine E.
- Stevens, Elmer
- Stevens, J. W.
- Stoddard, Jack
- Sutes, John W.
- Swan, John L.
- Swartz, Jay
- Thomson, Mrs. C. F.
- Timberlake, Forest B.
- Toiley, Virgil
- Trenholm, J. A.
- Vinson, Jack E.
- Wallace, Vernon Max
- Webb, Mary F.
- West, Mrs. Edna
- Whitson, L. W.
- Williams, Walter L.
- Wilson, Harvey T.
- Yamada, George
- Yoder, Tex.

Winter Fairs

Continued from page 69

- Tallahassee—North Fla. Fair, Oct. 29-Nov. 2. Lloyd Rhoden.
- Tampa—Fla. State Fair, Feb. 4-15. J. C. Haskisson.
- 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. 18-22. Robert J. Eastman.

COMING EVENTS

- Alabama**
Chickasaw—Celebration and Indian Pow-wow, Nov. 28-30. Walter B. Fox, P.O. Box 147, Mobile.
- Arizona**
Phoenix—Annual Rose Show, Oct. 31. Rose Garden Club.
Phoenix—Chrysanthemum Show, Nov. 16. Washington Garden Club.
Phoenix—Horse Show, Nov. 23-24. Ariz. Horse Lovers' Club.
Phoenix—Commercial Rabbit Show (Fairgrounds), Dec. 7-8. Commercial Rabbit Assn.
Phoenix—Christmas Flower Show, Dec. 7-8. Wickenburg—Rodeo, Nov. 28.
- California**
Los Angeles—Great Western Livestock Show, Nov. 29-Dec. 4. A. M. Mathews.
San Francisco—Grand Nat'l Livestock Expo. (Cow Palace), Nov. 7-10. Nye Wilson.
San Francisco—San Francisco Rodeo, Nov. 1-10. Nye Wilson.
Victoryville—Victoryville Rodeo, Nov. 16-17. Bob Angel.
- Connecticut**
Hartford—8th Annual National Autorama Expo., Feb. 19-23, 1958 (Conn. State Armory). Joe Kizis.
- Florida**
Cocoa—Cocoa Home Show, Nov. 22-26. A. Stern, P.O. Box 1225, Cocoa, Fla.
- Georgia**
Gibson—Centennial, Oct. 27-31. E. E. Griffin Jr.
- Illinois**
Chicago—Int'l Livestock Expo. & Horse Show (Amphitheater), Nov. 29-Dec. 7.
- Louisiana**
Baton Rouge—La. Livestock Show & Horse Show, Nov. 7-10. W. M. Babin.
Euras—Orange Blossom Festival, Dec. 6-8. Frank Ferguson, Gen. Del., Amite, St. Martinville—All Saints Celebration, Oct. 28-Nov. 3.
- Maryland**
Timonium—Eastern Nat'l Livestock Show, Nov. 16-25. Joseph M. Vial.
- Missouri**
St. Louis—Firemen's Rodeo (Arena), Nov. 5-10.
St. Louis—St. Louis Rodeo, Nov. 5-10. Tom Racks.
- Texas**
Dallas—Paul (Tex) Densmore, veteran outdoor stuntman and rodeo rider, is in Baylor Hospital here recuperating from burns sustained while performing in the Swenson Thrillcade at the State Fair of Texas. Densmore received the burns while driving a motorcycle thru a burning barrier.
- California**
La. State Fair
Continued from page 66
what normally would have been two big money-getting hours. The night grandstand attraction, "West-O-Rama," was rained out Tuesday night (22) and was hurt by cold weather Saturday night (19). One of the hits of the fair was the Wild Mouse ride, booked on the midway by the Royal American Shows. It registered a big hit and ran up a big gross. The fair's commercial space sales were 17½ per cent higher than last year, Joe Monsour, secretary, said. Concession sales were up to last year. From an exhibit standpoint, the big hit of the fair was the Medical Progress exhibit, sponsored by various medical groups. The exhibit occupied a large area and was so enthusiastically received that sponsors announced the start of plans for four more exhibits, each different, for the next four years.
- Texas**
Continued from page 66
year than in 1950, thereby accounting for a larger net. "Ice Capades" was reported slightly off from the previous year, and the Aut Swenson Thrillcade, playing in front of the grandstand, ran into tough luck with the weather, having numerous performances washed out and cancelling others because of a muddy track. The Midway suffered sharply from the weather, of course, but pulled up strongly on the last big weekend. Exhibitors expressed great satisfaction with response of fairgoers. Fair exhibits were generally considered to be the best on record. Even on rainy days the exhibit buildings were jammed. James H. Stewart, executive vice president and general manager, termed the fair a highly successful one, in spite of the bad weather. The strong close and the big net racked up by "My Fair Lady" is expected to make the final profit figure for 1957 stack up favorably with the better fair years in the past. The financial report on the year's operations will be made at the end of the fair's fiscal year December 31.

Time to CASH IN ON THESE SENSATIONAL Watch Values from WEINMAN'S

Write for catalog of other items you can sell at Sensational Profits!

BULOVA! ELGIN!

BRAND NEW STYLES

Choice Lot! 6 for \$49 (Sample, \$9.95)

Men's and Ladies! All famous makes! Complete with expansion band! Reconditioned—Guaranteed like NEW!

10 for \$69 (Sample, \$9.95)

Men's new style Elgins, Walthams. Expansion Band. Guaranteed like new!

SPECIAL Men's Waterproof WATCHES \$6.95 EACH

Round, waterproof cases. Expansion or leather band. (17-Jewel, \$7.95)

Sparkling Beauty! 7-JEWEL Rhinestone WATCHES \$7.95

17-Jewel, \$8.95
Latest style rhinestone or plain cases. In exquisite gift box! Reconditioned and GUARANTEED LIKE NEW!

7-JEWEL Pocket Watches \$7.95

15-Jewel, \$8.95
17-Jewel, \$9.95
Reconditioned and Guaranteed like new! Sell at sensational profits!

SPECIAL Ladies Late Style 7-Jewel Watches \$7.95

6x8, Yellow or white. Complete with stretch bands. 17-Jewel, \$8.95

GET A BETTER DEAL AT WEINMAN'S

182 S. MAIN ST., MEMPHIS, TENN.

Free Wholesale Catalog CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closets, Etc.

SEND FOR YOUR COPY TODAY
Please state your business.

FRISCO PETE 226 S. Wells St. Chicago 6, Ill.
All Phones: Franklin 2-2567

MILADY

Special Price in Dozen Lots.

GIMMICKS APPLIANCES

Send for **ILLUSTRATED BOOKLETS** on all Fast Selling **HOLIDAY ITEMS!**

See Our Entire Line on Display In Our Showrooms.

509 E. Spring Garden St. Phila. 23, Pa. Market 7-7428

RAKE COMPANY JEWELRY

MEXICAN REVERSIBLE PURSES

They Come in Two Sizes

6" x 9" \$ 8.90 ea.
7" x 10 1/2" 10.90 ea.

If one only, \$1.00 extra

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.

PEARL SALES CO.
Ask for Free Catalog
P. O. Box 475, El Paso, Texas

when answering ads . . . Say You Saw It in The Billboard

Hawaiian TI PLANT LOGS



Bagged in polyethylene...

KEEP LONGER, SELL FASTER!

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of seed or green. Excellent growing flash. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS

Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender flowers 10 lbs. \$8.50.

LOWEST PRICES ANYWHERE

Sherfy's

5801 University Way Seattle, Wash

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT
In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.
Also include 25¢ per insertion additional to cover cost of handling replies.

RATE: 20c a word—Minimum \$4.

CASH WITH COPY

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS
attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.
RATE: \$1 per agate line—\$14 per inch. Minimum \$10.

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(unless credit has been established)

ACTS, SONGS & PARODIES

A COPY OF "COMEDY GUIDE" FREE WITH your order for "Comedy Index." A gag file as fresh as this issue of Billboard. \$5. "Show-Biz." 1613 East 29th St., Brooklyn 29, New York.

"RICH AND RARE"—OVER 1,000 ALL-NEW classified gags and retorts. Spicy! Only \$1. Edmund Orrin, 2682 Filbert, San Francisco 23, Calif. de23

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs., doubles! 1,600 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. de23

AGENTS & DISTRIBUTORS

ATTENTION, HOSIERY: LOW PRICES FOR Jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery, Nylons \$1 dozen up; sample order one dozen slightly imperfect Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (S-1741), 1258 Market St., Chatsanooga, Tenn. oc28

AUTOMATIC LIGHTERS DOZEN \$3.75. Dollar ballpens dozen \$1.20. Rainhats gross \$7.20. Samples, catalog 1,001 bargains \$1.00. Millisales, 889 Broadway, New York. ch-de9

BIRTHSTONE JEWELRY—HOROSCOPES! 10 pages. 8 1/2 x 11". Full year's forecasts. \$1 sellers: \$18 thousand; samples, \$1. Jakiela, 2644-B No. Western, Chicago 47.

CHRISTMAS ITEMS—ASSORTED XMAS Corages, sample dozen, \$2. Ribbons for Gift Boxes, 100 yards, \$1. Charles Floral Supply, 57 West 27th St., New York, N. Y. MU 6-9765.

COMIC BOOKS (COVERLESS)—REGULAR 10¢ sellers; assorted, \$20 thousand, F.O.B. Philadelphia; 20 different samples, \$1. Saver, 707 Poplar, Philadelphia 23, Pa. oc28

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted; also make money with our line of automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 10, Massachusetts. ch-np

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. no18

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz.
Stoned & Tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, asst. 1.50 dz.
Eng. Lord's Prayer Neck, boxed ... 3.00 dz.
Fancy Miraculo Cross on Display ... 6.00 dz.
Children's Jewelry, boxed, asst. 2.50 dz.
Asst. Tie Slides, carded 1.90 dz.
2-Pc. Stoned Sets, asst. 7.20 dz.
Tie & Cufflink Set, asst. 3.50 dz.
Summer Earrings, asst. 12.00 gr.
Pearl Necklace (domestic) 1.45 dz.
Neck & Earrings, asst., boxed 9.00 dz.
Cufflinks, carded, asst. 1.95 dz.
Necklace, asst. 1.50 dz.

FREE BONUS OFFER UNTIL CHRISTMAS

ONE GROSS ASST. EARRINGS FREE

WITH EVERY \$100.00 ORDER

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.

1820 Westminster St., Providence, R. I.

HILARIOUS CHRISTMAS AND FUN Cards. Send \$1 for sample pack of each, wholesale price. Ace Enterprises, Box 262, Lyndhurst, N. J. FOR SALE—2ND HD. SHOW PROP. no11

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New German Scientific Synthetic Gems... TITANIA'S Replacement! White. Brilliant. HARD! \$2.00 per carat. Sizes 1-5 kts. 14 kt. Gold Rings, \$9.00. Also new Synthetic Rubies, Emeralds, \$2.00 kt. Mexican Fire Opals, \$2.00 kt. MexTex, 721B N. El Paso, Texas.

JOKERS FUN SHOP—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. oc28

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SG1 Gold finish with pearls, carded. Gross lots only \$31.50
SG2 Heart motif with pearls, hand polished, carded. Gross lots only \$4.00
NEW ENGLAND JEWELRY CO., INC. 124 Empire St., Providence, R. I. 30% deposit with order. Balance C.O.D.

TWO NEW 29" KITCHEN GADGETS, 300% profit. Sensational sellers; housewife, stores, mail order. Two samples, 25¢; catalog free. ER. Dohn-Marks, Broadview, Illinois. ch

WHOLESALE COMEDY CARDS! NINETY resalable samples, \$1 postpaid. Imprint Promotional Deal! Other money makers! Sebastian Printing, 10934-B Hamlin, North Hollywood, Calif. no11

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 603-AF West 12th Place, Chicago. ch-np

ANIMALS, BIRDS, PETS

ATTENTION, SHOWMEN—BOAS, SNAKE Dens, Iguanas, Monkeys, Agoutis, Pacas, Capybaras, Sloths, Giant Anteaters, Owls, Vultures, Coatimundis. Write for list. Chase Wild Animal Farm, P. O. Box 161, Biscayne Annex, Miami, Fla. Phone: Newton 4-7888. oc28

DONKEYS—IMPORTED MEXICAN MIDGET Burros. Delightful, patient, perfect pets. Peafowl. Cowden, Box 891, Raymondville, Texas.

WANTED TO BUY—TRAINED DOGS. THE younger the better. Send full details. Box A-199, Billboard, 1329 N. Gower, Hollywood 28, Calif. de18

BUSINESS OPPORTUNITIES

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40 masters of popular and western music, also DADDY ED'S Original Children Stories exclusive on the BAND BOX LABEL. Also Paper Disc Division with present and tentative orders for advertising and greeting cards. All goes cheap for a quick CASH sale. Make offer! For details and samples write to

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Or call at Belmont 7-0383

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31 CONCESSION SPACES UNDER COVER available at \$15 per week. Open 6 days per week. Want clean Pitch Men and Demonstrators. Parking for 2,000 cars. Hottest spot on Sun Coast. 1,500 daily attendance during our past 6 mo. season. Write or phone: Green Bench Auction City, 5151 34th St. No., St. Petersburg, Fla.

WANTED—GOOD CHARM LINE FOR Arkansas, Mississippi and Tennessee on exclusive basis. Jimmie Wilkie, 1820 Kendale Ave., Memphis, Tenn.

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GIRL SHOW, CLOWN, MINSTREL COSTUMES. Real Hair Wigs, Plumes, Bling-bling. Cheap. Free Hats. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: UNION 3-9509.

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ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Flies Machines, replacement Kettles for all Poppers. Krissy Koru, 129 S. Halsted, Chicago, Ill. de9

FOR SALE SECONDHAND GOODS

FOR SALE—CHICKERING GRAND PIANO, D. F. Cathedral Chimes, six acres of land. Helen Wilson, 220 E. 5th, Bloomsburg, Pennsylvania.

\$2,500—30-FOOT HOUSE BUS. TWENTY-foot living quarters, shower, stove, refrigerator, beds balance animals or property. Write Dick Berg, Box 333, Hermosa Beach, Calif.

FOR SALE—SECONDHAND SHOW PROPERTY

A.B.T. SHOOTING GALLERY—5 RIFLES, 2 Machine Guns, large Compressor, Moving Targets, Shot, 5,000 Tubes, Loader, \$350; also 32 ft. Tandem, electric brakes, aluminum trailer, complete with gallery, \$1,000; also 15 Panoramic Gunner Trainers, rebuilt, \$1,000; 14 ft. Tandem, electric, 4-way trailer for same, \$350. Any weekend, H. Zimmer, 427 E. Duane Rd., Wheeling, Ill.

FOR SALE

No. 5 Eli with transportation, \$6,000.00 (real nice). Miller Kiddie Roller Coaster (like new), \$7,500.00. Home-made Kiddie Merry-Go-Round, \$900.00. 14' Kiddie Ferris Wheel on trailer, lets down hydraulic, open seat, \$1,000.00. 14 Junior Tractors (save almost \$100.00 apiece). 1919 Wurlitzer Band Organ No. 148, plays 150 rolls, good condition, \$1,000.00. Long Range Shooting Gallery, six 241 Rem. Automatics, loading tubes, built by Byers Bros. on tandem trailer, cost over four thousand, will sell \$1,450.00. 1934 Photo-Mat, takes two pictures, cost \$2,200.00, take \$300 (you make it work). Guess Your Weight, complete with scales, P.A. system (real flashy), \$225.00. Portable Hanky Pank joints, complete with tents, different sizes, \$50.00 to \$150.00.

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Box 207 Marion, Iowa
Co/Mor Amusement Park

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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 inch90 each
26 inch	1.25 each
30 inch	2.00 each

ORDER TODAY!
Write for Catalog Sheets on other Alligator Novelties.

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\$139.50 VALUE

NEW PRICE \$42.95

6 Asst. Men's WATCHES

With Expansion Band, Ladies' with Cord Band.

GRUEN—WALTHAM—BENRUS—SULOVA—ELGIN

Sample Watch \$7.95. Reconditioned, guaranteed like new. Wholesale only—25% with order, balance C.O.D. 5-Day Money-Back Guarantee. Send money order or certified check. Write for FREE 1957 Catalog "B."

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SMALLER THAN A POSTAGE STAMP

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Plus shipping charges. Min. 3 dozen. Key chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

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Ideal for Engravers. State Your Business.

Attn., Street Vendors!

MECHANICAL FUR JUMPING DOGS

Large Size.....\$3.60 dozen
\$36.00 gross

Include postage with order. 25% deposit with c.o.d. orders.

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Wholesale Distributors Since 1880
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WITH IT AND FOR IT FOR THIRTY-FIVE YEARS

Attention: Carnival Men

28" Plush Bear	\$24.00 per dz.
25" Plush Bear	22.50 per dz.
Large Bird Nest Hats	1.60 per dz.
Heavy Beaded Bracelet	2.00 per gr.
Children's Ident Bracelet	2.50 per gr.

25% deposit if not known, balance C.O.D. Orders shipped same day received.

WE CARRY A COMPLETE LINE OF CARNIVAL SUPPLIES.

WHITIE'S NOVELTY HOUSE
130 Jackson Ave., Knoxville, Tennessee
Day Phone: 2-4410 Nite Phone: 3-1784

JEWELRY CLOSEOUTS

K1—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
T3—Asst. Tie Sets, Bxd. Dz.	4.50
500—Tie Set, Mon. Clip, Pen Set, Ea.	1.90
504—Neck-Ear Set & Jewel Pen, Dz.	16.00
505—Tie Set, Money Clip & Pen, Dz.	16.00
O1—Odd Lot Neck & Bracea. Gr.	15.00
B1—Bracelets, Asst. Gr.	24.00
W1—Men's 6-Piece Watch Set	5.50
W2—Ladies' 5-Piece Watch Set	6.00
WP—Gent's W.P. & Ek. Bd. Watch	6.00
W8—Men's Stone Dial Watch	5.50
P15—Men's 10-Piece Watch Set	6.75
P15—Men's 10-Piece Watch Set	6.75
P16—4 Asst. Cuff Sets, Bxd.	2.25
P24—Men's 5-Piece Watch Set	4.75
R3—Gent's Stone Rings, Asst. Dz.	2.50

TRY SAMPLES OF ANY ITEMS AT REG. PRICES. 20% DEP., BAL. COD. FREE CATALOG.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Providence, R. I.

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$4.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.
(14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... issue

I enclose remittance of \$.....

Name.....
Address.....
City..... State.....

BUILD KIDDIE RIDES FROM TESTED Plans: Airplane, Auto, \$100 Chairplans; Little Pet: Hand Car; \$5 each; free 72 page catalog: Brill, Box 875, Peoria, Ill.

COMPLETE TENT, FOLDING CHAIRS, Stage, Theater Chair; Lockers, Bleachers, Stadium Chairs, Shelving, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

FOR SALE CHEAP—FERRIS WHEEL. NO transportation for Wheel but spokes on spoke trailer. Box 212, Fullerton, Nebr.

FOR SALE—EIGHT PUSH BUTTON DIGGERS, excellent condition. Top and frame, flash, Diamond T ton panel, \$925. Frank Jones, Baley Shows, Loris, S. C., per route.

FOR SALE—WAGNER STEAM TRAIN, good running condition, \$3,000. Terms to right party. Jess Buehler, 1920 N. 8th St., Pekin, Ill. n04

KIDDELAND AMUSEMENT PARK, LOUISVILLE, Ky., on 9 1/2 acres, ideally located. Eight rides, 18-hole Miniature Golf, Concession Stand, Arcades, etc. Priced for quick sale. Contact James Lobred Co., Brokers, Commonwealth Bldg., Louisville, Ky.

KIDDIE FERRIS WHEEL, ADULT CHAIR—plane, Binge Top and Frame, Complete Amusement Park, sell or trade. Percelle's Amusement Park, South Williamsport, Pa.

MUST SELL 1956 ALLAN HERSHELL Kiddy Take Ride. Now operating on Ross Manning Shows. Elsa Drayer, c/o Ross Manning Shows, as per route.

FOR SALE

Double Loop, \$900; Steam Train, 3 coaches and carts, \$1,500; some Track, 30¢ per foot. WANTED TO BUY—ROCKOPLANE.

P. O. Box 284 Rochester 1, New York

72 FT.—7 HEAVY GREEN SIDE WALL, fire, water proof, \$20; Chimpanzee type Ventriloquist Figure, extra movements, \$14; Illusions, Magic, Show Equipment. Carroll Miller, R. D. #2, Holly Hill, Fla.

36 YOUNG SMALL PONIES, ALL FOR \$800. These are ideal for Xmas gifts; there are no more like these. They are going to be sold at once. Delivering charge 25¢ per mile one way. No time for letter writing. Phone day or night 9317. P. L. Cobb, Amite, Louisiana.

60X90 TENT, 9 FOOT WALL, POLES, 12 lengths Seats. Priced to sell. Phone Greenfield, Ind. Hopkins 2-5911. No collects. TENT STAKES, "FORD AXLES." 1,500 stock, \$1 each. F.O.B. Dallas. G. B. Willard, 1321 2nd Ave., Dallas, Tex. c028

THIRTY FACTORY RECONDITIONED Rides. These have been accepted as trade-ins on new equipment and have now been rebuilt. Write today for new list. King Amusement Co., P. O. Box 308, Mt. Clemens, Mich. n011

FOR SALE

Park Caterpillar, good running order. Cheap for cash.

HARRY STEWART

Warner Park, Chotanonogo, Tenn.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details. \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. n04

12-FT. CONCRETE TRAILER—ALL steel, with elec. brakes. Opens on one side. 2 yrs. old. Good cond. Sacrifice \$650. Glenna Wilson, Sharon Drive, Butler, Pa.

INSTRUCTIONS BOOKS & CARTOONS

A PLEASING, DYNAMIC SINGING AND speaking voice can be yours. Self-training records. Thrilling details! Canfield, 2018-Z Fifth Ave South, Minneapolis 4, Minn. n012 YOU CAN ENTERTAIN WITH COMIC Chalk Talk Stunts and colorful Rag Pictures. Illustrated catalog, 16¢. Balda Art Service, Oshkosh, Wis. n011

MAGICAL APPARATUS

NEW 152-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spook, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature transistorized radiophone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises (Dept. 16), 336 South High, Columbus, Ohio. n04

MISCELLANEOUS

BINGO SUPPLIES OF ALL KINDS—BLOWERS, Cages, Heavy Cards, Double Cards, Spectals, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, Ohio.

MILLION DOLLAR OPPORTUNITY FOR striking it rich with a tape recorder. Revealed for only \$2.50. R. H. Lane, Hustonville, Ky.

WATCHES & WATCH REPAIRING FROM \$1; satisfaction guaranteed. Alvin Baggett, Palmyra, Tenn. PRINTING

MUSICAL INSTRUMENTS, ACCESSORIES

ELECTRIC SPANISH GUITARS, AMPLIFIERS, Double-Necks, Triple-Necks, Pick-ups, Parts, etc. Free wholesale catalog. Carvin B B, Box 287, Covina, Calif. np

PERSONALS

ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic religion. Paulist Instruction Center, Dept. E, 2 Columbus Ave., New York 23. ch-np MASSAGE, REDUCE & RELAX. SCIENTIFIC treatment. Joseph Keytala, JU 6-6300, New York City. c028

PHOTO SUPPLIES DEVELOPING—PRINTING

PHOTO BOOTHS, CAMERAS, D.P. PAPER. Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fn

PRINTING

ALWAYS FASTEST SERVICE—QUALITY 3-color posters! 14x22 window cards \$5 hundred; 17x26 size, \$12.50 hundred. Tribune Press, Dept. 457, Earl Park, Ind. d023

ATTRACTIVE PRINTING REASONABLY priced. 150 bond Letterheads (8 1/2x11), \$1.50; 150 Envelopes (6 1/2x9), \$1.50 postpaid. Taylor, 5103 Forty-Third Ave., Hyattsville, Maryland. n04

MIDWAY SPECIAL—200 BUSINESS CARDS, 200 8 1/2x11 Letterheads, 200 6 1/2 Envelopes, \$5 postpaid. Printing by Ace, Box 262, Lyndhurst, N. J. n011

PRINTING—1,000 NO. 6 1/2 WHITE WOVE Envelopes, beautifully printed with your name and address, black ink, for only \$9.55 p.p., or 1,000 5 1/2x8 1/2 plain or ruled statements for \$9.55 p.p. Rogers Printing Service, 5218 Brow Ave., Newburg Hts. 5, Ohio.

SPARKLING EMBOSSO LETTERHEADS! Dynamic illustrations in golds and colors for Midways, Circuses, Magicians, etc. Samples 25¢. Solidays Colorprint, Knox, Indiana. n04

200 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.95, black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. n04

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-167, Chicago 32, Ill. c028

EVERY TAVERN A PROSPECT! 40% profit. No stock. Write Double or Nothing Enterprises, Centralia 3, Ill. c028

GOLDMINE OF 600 MONEY MAKERS—Free copy. Specialty Salesman Magazine, Desk 22-B, 307 North Michigan, Chicago 1. ch-c028

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. c028

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 Zeis, 726-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: 20¢ a word—Minimum \$4. CASH WITH COPY. Forms Close Wednesday for the Following Week's Issue

DOG ACT—FIRST CLASS, ONE-DAY stand February 27. Give full details and price. Post Office Box 354, Joplin, Mo.

GIRLS WANTED WITH OR WITHOUT Experience. Dancers, singers, waitresses, hostesses. Wardrobe furnished. Diamond Horse Shoe Club, 4th Ave., Tampa, Fla. n04

OPPORTUNITY FOR MARRIED STAFF Radio Announcer. Send resume, tape, picture, availability. Permanent position. ABN Network, Radio Station KFRO, Longview, Tex.

ORGANIST—COCKTAIL LOUNGE; SIX nights week. Versatile, white, age 35 or under. Salary \$125 week. Call Elizabeth 3-9065 between 4 p.m. and 6 p.m. John R. Reilly, 58 Jefferson Ave., Elizabeth 4, N. J.

SECOND TRUMPET WANTED FOR TRAVELING commercial band. Contact Jess Gayer Orchestra, 1612 N. Broadwell, Grand Island, Nebr.

WANT CONTRACTING AGENT WHO CAN book local Auspices, one night stands. Easy to sell stage show, best of booking material. Top money to right man. Box C-244, c/o The Billboard, Cincinnati 22, O. c028

WANTED—JAM MAN AND AUCTIONEER to travel. Write Box C-245, c/o The Billboard, Cincinnati 22, Ohio.

WANTED—REPUTABLE ROCK-AND-ROLL Show, expecting to tour Florida November to May. To play Sarasota. Write South Trail Fire Dept., 2200 Stickney Point Rd., Sarasota, Fla.

WANTED—SAX PLAYER DOUBLING Drums or Cocktail and Vocals for location work. Play commercial. Write Speedy Rey, 1711 S. Madison, Muncie, Ind.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Wednesday for the Following Week's Issue

CIRCUS & CARNIVAL

AT LIBERTY 'TIL XMAS. HUSKY DOG Act; 4 Pony Drill; Dog, Pony and Monkey combination; Trick, Talking, Posing, Pick-Out Pony. E. L. McCall, c/o V. J. Beebstein, Route 1, Box 36, Grand Rapids, O. Telephone NO 21656. n04

RAVS CIRCUS REVUE SOLICITING offers 1958; just closed 3rd successful season Bill Greens Bird & Animal Farm, Fairlee, Vermont. Now winterquarters. Magnolia, Ohio, Route #1. Phone: Union 62010. d023

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 Larabes, 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 Fife. Available as single or combined units. Contact Frontier Attractions, 422 West High Ave., New Philadelphia, O. n011

BOOKED SOLID TILL FEBRUARY 1, 1958. Magic with doves. Write The Kardwells, 82-45 135th St., Kew Gardens, L. I., N. Y. c028

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F Diehl, Route 3, Staunton, Va. j02 '58

MUSICIANS

A-1 RINK ORGANIST AVAILABLE, ANY location; thoroughly experienced, best rinks, good style, beat. References. Write Box C-247, c/o Billboard, Cincinnati, O. n04

AT LIBERTY—COMMERCIAL DRUMMER double Vibe; Read, Shows, Latin. Johnny Lancaster, 127 N. Spanish St., Cape Girardeau, Mo. Phone Edgewater 56719.

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.

DRUMMER—SEMI NAME EXPERIENCE, young, single, cuts all styles. Prefer jazz combo. All offers considered. Larry Stevens, 745 S. 3rd, Sioux Falls, S. D. Ph. 2-6569. c028

FOUR PIECE BAND AVAILABLE FOR Night Clubs, Cocktail Lounges, etc. Plays rock and roll, jazz, etc. A show within the band. Wire or write: Orchestra Leader, 5727 LaSalle St., Chicago, Ill. n025

GIRL BASS PLAYER—READ OR FAKE; sober, reliable, experienced all types music; will travel; union. Double section tenor. Box C-242, c/o The Billboard, Cincinnati 22, O. n011

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. c028

PIANIST—WHITE; READ, FAKE, SHOWS; Latin, society, etc. Location only. Union. Hyman Zimmer, 723 Duval St., Key West, Florida. c028

PIANO MAN AVAILABLE FOR COMMERCIAL unit. Prefer south. Consider all. Musician, 504 South McDonough St., Montgomery, Ala. Phone Amherst 4-3167.

TENOR CLARINET DESIRES FLORIDA location. Fine tone, read, fake anything, commercial, society, Dixie; no bops or progressive. Union, sober, neat. Join trio or quartet. Writer: Musician, Apt. 1, 252 Park Ave., Portland, Me.

VERSATILE TRIO—DOUBLE 9 INSTRUMENTS. Held over 12 weeks; play any style; hotels, clubs, resorts. Special rates for long locations. Neat appearance, cut any show at sight. Extensive Latin and varied repertoire, definitely crowd pleasers. Photos, tapes and references on request. Available about Nov. 15. Box C-241, c/o The Billboard, Cincinnati 22, O. c028

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Demmon, Indianapolis 21, Ind. n018

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, Ind. Telephone: Eastbrook 3312.

VOCALISTS

OUTSTANDING MALE VOCALIST—POP, rhythm and blues. Will send audition recordings to all recording companies requesting same. Box C-246, c/o The Billboard, Cincinnati 22, O. n018

Saskatoon Ex

Continued from page 74

\$36,450, were higher than ever before.

Grandstand revenue of \$75,223 was high but did not reach the record \$78,231 established in 1955 and was slightly lower than the \$75,507 reported for 1954.

Gates and auto admissions to this year's exhibition amounted to \$66,463, an all-time record.

Rentals for the past year were \$32,396, up more than \$10,000 from 1956 and higher than ever before.

The \$28,291 revenue realized from livestock shows and sales established another all-time record.

On the spending side, cost of general help, amounting to \$23,419, was higher than at any time in the past. The \$28,326 for the 1957 grandstand attractions and the \$36,020 outlay for salaries and general administration were also the highest to date.

Beaumont, Tex.

Continued from page 66

neighborhood of \$25,000. This big day overcame any loss due to weather, and rides and shows were still a little ahead of '56 on Thursday. Schwartz and Paul Olson huddled at midweek and the carnival was again awarded the midway pact for next year.

The fair again featured free entertainment on the grounds, this year signing a bill of name performers thru Eldred Stacey, Music Corporation of America. Included on the list were Snooky Lanson, who, in addition to playing the

Hamid Speaks

Continued from page 74

produce one comparatively stronger annual by combining two or three in adjoining counties. In New York this was offered as a way by which greater State aid would be forthcoming for the combined fair. The Carolina situation has been deteriorating for years, Hamid said. Fifteen years ago some 30 fairs bought talent shows, but with the inroads of TV this market has dropped sharply, he declared.

Hamid said he would gladly give up one or two promoted fairs if consolidation would produce one solid agricultural event.

TV name attractions are the solution, but these must not be bought blindly, according to the veteran booker. The name situation being tricky, fairs must know the wants of their populations.

Georgia State

Continued from page 74

to the biggest Kids' Day on record, aided by an elaborate bicycle parade and street pageant, with Pinky Lee, Sally Rand and other notables.

On Tuesday (22) "Holiday on Ice of 1957" opened a run at the Macon Auditorium, about a mile from the fairgrounds. Date here is usually played by "Ice Vogues" in February. This year it has been reduced to four days and will end Friday (25). State Fair runs thru the 26th.

V. E. King and J. H. Waits Jr., promoters of the ice show here, said the advance ticket sale was good and they feel the presence of extra thousands of visitors from over the State will help their business.

Cetlin & Wilson Shows were ready in advance of the noon opening of the fairgrounds. Show train arrived from Spartanburg, S. C., at 6 p.m. Sunday, several hours earlier than on past runs.

Ice Review

Continued from page 68

finales. Each of the principals makes a reappearance in one of the greeting card sequences. The Williams Family depicts St. Patrick's Day. Sook and Roman dance in the Easter parade. The Fourth of July entry includes sparkles and "Miracle Fountains." Jinx Clark's solo for Thanksgiving is expert.

The Christmas section brings the show to a upbeat climax and the brief New Year's touch puts the night cap on it. Spectacular in this combination is the wardrobe of the chorus. Lavish skirts are shaped as Christmas bells edged with light bulbs which flash in time with "Jingle Bells." It is a strong finish, and the New Year's bit only brings in more skaters to release buzzer balloons over the audience before "Miracle Fountains" comes on for the walkout.

Earning attention in the production are the efforts of producers George and Ruth Tyson, choreographer Chester Hale, musical conductor and arranger Ben Stabler, master of ceremonies Wayne Thompson, lighting director Doug Morris, "Miracle Fountains" technician George Swift and wardrobe designer Robert Mackintosh.

fair, made many downtown meetings; Crew Cuts, Hank Thompson, Tex Ritter, Sonny James, LeRoy Van Dyke, Randy Brown, Commodores, and Janet and Jackson, high act.

Featured in the agricultural department of the fair was the State Angus Show plus a huge poultry exhibit and two new departments, goats and pigeons, both of which were quite popular, Schwartz said.

Spending thruout the grounds was high due to a record high employment count in local industries.

AUTOMATIC ELECTRIC SKILLET. Complete with cover. Silicone treated—foods won't stick. Westinghouse thermostat. Automatic controlled heat. Big capacity. Electric sever. Heavy gauge aluminum. Pilot light signal. One appliance with many uses: Fry • Bake • Roast • Stew • Grill • Dutch Oven • Casserole. Retail Price \$39.95. \$6.43 ea. in doz. lots. \$6.85 ea. in lots of 3. SAMPLE \$7.90. Send for FREE 108-Page Full Color Name Brand Catalog and Xmas Toy Supplement. 25% dep., bal. C.O.D., F.O.B. Chicago. STANDARD INDUSTRIES. 1112 So. Wabash Ave. Dept. B-R Chicago 5, Illinois. ALL FAST SELLERS—Prices quoted are Wholesale F.O.B. Chicago Warehouse. Send check with order to save C.O.D. fees, or 25% deposit, balance C.O.D. Open Account to Firms Rated in D. & B.

RONSON TYPE POCKET LIGHTER. ONLY \$4.75 PER DOZEN. This lighter is fully automatic and has a smooth mechanism. It is covered with pearl covering and will sell easily for \$1.29 each. The above picture is of the exact lighter that you will receive. Per Doz. (6 Doz. Lots).....\$4.75 Per Doz. (Less Than 6 Doz.)... 5.50. DURHAM IMPORT-EXPORT CO. 115 Poplar Dr. Greer, S. C.

21" MOUSE DOLL. bagged, \$5.50. 25" MOUSE DOLL \$9.00. 13" PEASANT \$6.00. 24" CLOWN & Doll, taffeta, \$6.50. 25" DOLLS \$8.40. 42" BOZO \$16.50. 28" BEAR \$15.00. \$1.00 MECH. & FRICTION IMPORTS \$6.50 Doz.—\$75.00 Gross. F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. FREE: NEW colorful catalog of 400 plush and carn. items. TOY MFG. COMPANY 834 Broadway, N. Y. C. WA 5-3334.

'JEWELRY ENGRAVERS' High Quality—Low Prices Many New Items FREE CATALOG Send for yours NOW! DELAWARE VALLEY JEWELRY MFG. 132 Pinewood Drive, Levittown, Penna.

OVER 3000 TERRIFIC VALUES! BULB SPIDER GIRL, \$7.20 per gr. 25% Deposit—Balance C.O.D. B. PALMER SALES CO. 1431 Second Avenue Dallas 10, Texas

When answering ads... SAY YOU SAW IT IN THE BILLBOARD!

EXPANSION NOT EASY

Supermarket Bulk Vending Profitable, But Different

By FRANK SHIRAS

The continuing growth of the number of supermarkets, paralleling the urbanization of the United States, provides a growing market for bulk vending. This is the first in a series of articles on the development of bulk vending in chain and independent supermarkets.

CHICAGO—Supermarkets are profitable locations for bulk vending, but they are unlike any other type location.

A growing number of operators recognize they are profitable, but unfortunately not all realize they are different from other locations.

Of four operators whose supermarket vending was examined in detail, the three who show the most success recognized these differences and changed their tactics and procedure accordingly.

Commissions Vs. Service

Commissions are not as important to the supermarket as to the

corner store. That is because, with the large volume in the markets, commissions can only constitute a tiny fraction of total earnings.

Operators who ignore this fact and persist in basing their sales pitch on an earning basis have trouble getting into supermarkets, and too often when they do get in the grudging acceptance of the store manager keeps the venders from being placed in the best spots.

Altho the successful operator never fails to go carefully into gross sales and commissions, he tends to play up smooth operation, good servicing and, above all, what he considers the public-service aspect of bulk vending.

A Denver operator tells store managers that parents patronize the venders as a means of solving ordinary behavior problems of their children.

A Chicago operator makes his approach with the claim that gum relaxes people and in the long run will appreciably influence sales in the supermarket.

Studies indicate, that the rule-of-thumb procedure whereby the number of machines located is based upon the amount of traffic does not seem to hold true for supermarkets. Operators report they soon learn that it doesn't pay to locate machines all over the

(Continued on page 85)

FTC: Cig Mfr., Pays Unequal Allowances

WASHINGTON—Promotional allowances paid to some "favored" vending machine operators were cited in a complaint issued against the Brown & Williamson Tobacco Corporation, Louisville, Ky., by the Federal Trade Commission.

Commission complaint charges that the company, whose sales exceeded \$350 million in 1956, pays promotion allowances to some customers, but does not offer or pay such allowances to other competing customers. Complaint alleges that when such allowances are paid, they are in varying amounts and violate the Clayton Act which requires payment on a proportionally equal basis.

According to the complaint, Brown & Williamson paid some

(Continued on page 85)

August State Cig Taxes Cut 1957 Increase

CHICAGO—State taxation of cigarettes for the eight-month period ending August is running 3.6 per cent higher than the same period of 1956, but State taxation for the month of August alone is down 1.7 per cent from last year, according to figures released by the Tobacco Tax Council. (See Tobacco Tax Council chart in this section.)

There are 43 States (District of Columbia included) that have a cigarette tax. During the eight-month period 10.6 billion packages of cigarettes were taxed, 371,261 more than the same period of last year. During August, however, the total number of 1.38 billion packages taxed represents a drop of 23,610 from last year's mark.

Of the 43 States taxing ciga-

(Continued on page 83)

Banquet for 23 Distributors at NAMA By L. M. Becker

CHICAGO—The L. M. Becker & Company, manufacturer of charms, recently had a cocktail and dinner party for the distributors of the firm during the National Automatic Merchandising Convention in Philadelphia.

The dinner was planned as an informal get-together during which better distribution of charms in the future could be discussed.

A total of 23 distributors attended the prime-rib banquet in the Garden Terrace Room of the Benjamin Franklin Hotel. Lyle Becker, president of the firm, acted as host.

Eppy Releases 2 New Charm Items

NEW YORK—Samuel Eppy & Company, local charm manufacturer, released two new items this week. They are the Nail and Screw Finger Trick and the Ice Cream Soda charm.

The former, a silver-vacuum-plated item, serves as a practical joke. When the purchaser dons this item on his finger, it gives the digit the appearance of being pierced by a screw, with the head boring into one side of the finger and the tapered end coming out of the other side.

The Ice Cream Soda is a two-piece plastic item which simulates the soda fountain treat.

Distributors Add Six Members to Assn.

CHICAGO — The National Vending Machine Distributors, Inc., has added six new members, for a total of 17, since its formation last July 28, and now has distributor representation in 10 States, reports Jack Nelson, Logan Distributing Company, Chicago, vice-president of the association.

Nine of the original 11 members and five new ones were present at meetings of the organization, October 14-15, in Philadelphia during the National Automatic Merchandising Association convention. The five new members present were Manny Rake, Rake Coin Machine Exchange, Philadelphia; Irvin Kovens, Parkway Machine Corporation, Baltimore; Morris Moskovitz, Sidmore Vending Company, Pittsburgh; Sam Kaff, Veeco Sales Company, Philadelphia, and Max Hurvich, Birmingham Vending Company, Birmingham.

Four-Point Policy

A four-point policy was voted on by the membership during the

meetings: (1) "To take constructive action on problems pertinent to the distribution of vending machines and supplies; (2) to acknowledge the position of importance our customer, the operator, holds in our industry; (3) to acknowledge the position of importance our source of supply, the manufacturer, holds in our industry; (4) to request acknowledgement by both the manufacturer and operator of the distributor's rightful and important place in our industry, as the connecting link between the two."

Voted was a new insignia which "denotes the harmony of interests the organization is striving for," said Jack Nelson. The insignia is to be used by members in trade-paper advertising. Three links of a chain are depicted in the insignia, and within the links are printed the words "Manufacturer," "Distributor" and "Operator."

President Moe Mandell, Northwestern Sales, New York, appointed five members of the association from different parts of the country to a membership committee. They are Everett Graff, E. J. Graff & Company, Dallas; Irvin Kovens, Parkway Machine Corporation, Baltimore; Paul Crisman, King & Company, Chicago; Jack

(Continued on page 98)

BULK BANTER

By FRANK SHIRAS

The National Automatic Merchandising Association convention saw a large turnout of bulk operators and distributors. Among those attending were Sidney Rubenstein, Pioneer Vending, Brooklyn; Roger and Harold Folz, Oceanside, New York; Edward Flanagan, Northwestern Sales and Service, Boston; Mors Simon, J&M Vending, Miami; Glen Gillette, Wilksburg, Pa.; Mr. and Mrs. Bennett, Reme Sales, Greensboro, N. C.; Paul Guynan, Graff Vending, Dallas, Tex.; and Paul Crisman, King and Company, Chicago.

Others were Mr. and Mrs. Carl Hill, Detroit, who came with their son and daughter in law; Arthur Lipton, Siegel Amusement Company, Toronto, Canada; Bert Fraga, Standard Specialties, Oakland, Calif., who went on to New

(Continued on page 84)

News in Brief

Vend-Rite Complies With FTC 'Illegal' Practice Charge . . .

Richard J. Tennes, president of Vend-Rite Manufacturing Company, Chicago, Ill., last week (22) agreed to discontinue certain practices considered "illegal" by the Federal Trade Commission. According to FTC, Tennes agreed not to claim that satisfactory locations for venders will be obtained unless they are obtained, and further not to misrepresent security offered by purchase of his equipment. Tennes also agreed not to claim: purchasers will realize profits greater than those which have been regularly earned by operators; that purchasers incur no risk of losing their investments, and that, contrary to fact, he will resell machines for customers. Agreement, FTC points out, does not constitute an admission by Tennes that he has violated the law.

Instant Vs Self-Brew Coffee Sharply Debated at NAMA . . .

Coffee Workshop of National Automatic Merchandising Association convention was dominated by debate on self-brew versus instant coffee vending. Crowd of 200 operators and some machine and product suppliers did not look with favor on self brew. Altho there has been a decided growth of self-brew vending during past 11 months, operators still insist it is used only as a "competitive necessity." No operator at the two-hour session showed any real enthusiasm for the venders that percolate or brew from regular grind coffee.

Coca-Cola to Vend Canned Drink in Gary Plants . . .

Gary, Ind., steel mills are said to be slated as first test site for Coca-Cola's new experiment in which Cokes will be vended in cans. Gary was chosen because the company's sales have suffered from competition of other manufacturers vending soft drinks in cans. Previously, Coca-Cola has sold its drink in cans only for overseas consumption by the military.

Hot-Food Vending Can Handle In-Plant Feeding Demands . . .

Able to provide hot sandwiches, hot lunches, and full-meal meals, hot-food vending is now on solid ground and in a position to handle in-plant feeding demands during the coming year. NAMA convention had 20 manufacturers displaying both new and improved equipment. For first time in 11 years hot sandwich equipment was introduced; also in production are casserole or plate-type venders; and canned hot-food venders are gaining ground. Said to have been first break-thru in hot-food vending at its introduction two years ago, more than 13 canned-food machines were exhibited by 11 companies at NAMA.

Production of Varied Milk Venders on Increase . . .

New milk vender models introduced at NAMA showed the increasingly important role milk vending is taking in automatic merchandising. Nine new machines were announced by seven manufacturers: five bulk-milk venders, two milk-shake and two carton-type machines. Improved carton venders were exhibited by four other firms. There are now almost as many venders of bulk milk as carton milk. Totals of the types of machines shown are as follows: six carton, five bulk and three shake-type machines made by 11 companies. Another shake unit to be produced brings total of shake-type units to four. Six firms producing carton machines are concentrating on that model exclusively.

No Big Changes in Candy Venders Seen at NAMA . . .

Trend in candy venders toward higher capacities and more selections was seen at NAMA to have leveled off. Only all-new candy machine was shown by Apco, which formerly had restricted production to drink venders. New machine, called Candy-Pastry Shoppe, has 12 selections and 600-unit capacity. Deliveries are set for next April. Revised model of DuGrenier's Candymart has 200-bar capacity but retains eight selections. Lehigh entered candy vending with machine having 240-bar capacity and three selections. Rowe Manufacturing Company had a new gum vender with four columns and capacity of 160 nickel packs. Other manufacturers displayed essentially the same machines they had last year.

Military Vending Subject to New Sanitation Code . . .

New tri-service military policy for sanitation evaluation of devices, processes and items of equipment is in effect. With respect to venders, when prospective military user determines that machine would fulfill a military need, the Surgeon General of appropriate service must then pass on it. Operator must furnish complete description of product, have statement describing extent of civilian usage, and present results of reputable investigation designed to determine whether vender will fulfill intended function under military conditions. Aside from military regulations, new vending equipment must comply with provisions of Public Health Service, Sanitation Ordinance and Code Covering the Vending of Foods and Beverages, 1957. Venders presently on military installations must be tested on or before July 1, 1958.

Fagin Leaves Hebel Corp. For Automatic Canteen . . .

Robert Fagin has joined Automatic Canteen Company, New York. Formerly he was vice president and sales manager of Fred Hebel Corporation, and before that was general sales manager of Automatic Merchandising Company, Chicago.

Cig Taxes Cut

Continued from page 82

rettes, 39 stayed ahead of 1956 thru August, but in August itself 17 or almost half of the States took in less revenue than during the same month of the previous year.

Six States dropped behind August revenues of 1956 by more than 10 per cent. Montana and West Virginia fared worst with taxes respectively, 31.7 and 37.7 per cent less than 1956. However, West Virginia figures may not be comparable to 1956 due to a processing delay. For the eight-month period three States are ahead of 1956 by more than 10 per cent, those being Florida, Louisiana and Rhode Island.

Total gross amount of taxes for the eight-month period is \$55,450,933.

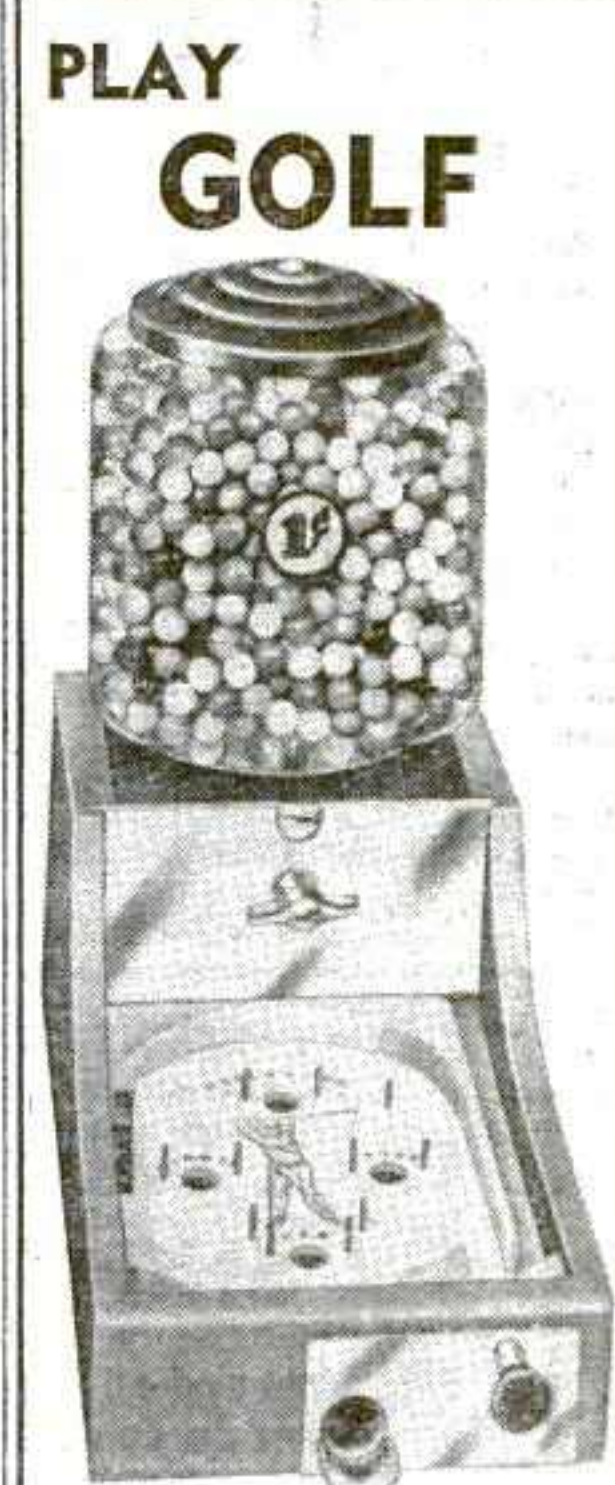
State Cigarette Taxes for August, 1957

State and rate per package	Gross amount of taxes (a)	Packages taxed during August			Packages taxed January thru August		
		1957 (add 000)	1956 (add 000)	Per cent change from 1956	1957 (add 000)	1956 (add 000)	Per cent change from 1956
Alabama (4)	953,739	23,843	22,689	+ 5.1	177,941	164,036	+ 8.5
Arizona (2)	190,289	9,514	9,781	- 2.7	80,771	73,703	+ 9.5
Arkansas (6)	667,800	11,270	11,930	- 5.5	88,180	84,460	+ 4.4
Connecticut (3)	851,007	28,367	28,167	+ 0.7	215,138	210,809	+ 2.0
Delaware (3)	125,920	4,197	4,754	- 11.7	38,207	36,921	+ 3.4
District of Columbia (2)	201,240	10,062	8,959	+ 12.3	73,568	71,354	+ 3.1
Florida (c)	2,123,918(b)	42,478	40,195	+ 5.7	359,756	321,729	+ 11.8
Georgia (5)	1,375,121	27,502	28,989	- 5.1	220,001	214,884	+ 2.6
Idaho (4)	222,417	5,560	5,486	+ 1.3	38,817	37,760	+ 2.8
Illinois (3)	3,080,635	102,688	104,777	- 2.0	798,106	770,949	+ 3.5
Indiana (3)	1,422,680	47,423	48,607	- 2.4	350,520	339,771	+ 3.1
Iowa (3)	688,060	22,935	23,344	- 1.8	173,137	168,272	+ 2.8
Kansas (4)	757,820	18,946	17,979	+ 5.3	136,442	134,186	+ 1.6
Kentucky (8)	874,995	29,167	26,056	+ 11.9	212,199	198,972	+ 6.6
Louisiana (3)	1,985,957	24,824	25,576	- 2.9	198,300	179,997	+ 10.1
Maine (5)	542,217	10,844	11,989	- 9.5	81,907	79,081	+ 3.5
Massachusetts (5)	2,611,651	51,320	52,663	- 2.5	397,500	387,077	+ 2.7
Michigan (5)	3,558,171	71,163	78,510	- 9.4	605,115	589,571	+ 2.6
Minnesota (4)	1,251,171	31,279	39,562	- 5.8	217,685	208,899	+ 4.2
Mississippi (5)	663,431	13,269	13,741	- 3.4	105,214	101,047	+ 4.1
Missouri (2)	898,842	44,942	46,673	- 3.7	333,930	339,239	- 1.5
Montana (8)	436,558	5,160	7,551	- 31.7	45,470	50,622	- 10.1
Nebraska (3)	364,830	12,161	12,306	- 1.2	92,011	93,555	- 2.7
Nevada (3)	111,900	3,730	3,941	- 5.4	28,715	27,435	+ 4.6
New Hampshire (3) (d)	334,480	10,467	10,307	+ 1.6	66,215	64,007	+ 3.4
New Jersey (5)	2,975,690	59,514	64,552	- 7.8	471,754	459,623	+ 2.6
New Mexico (5)	365,291(b)	7,364	5,696	+ 29.2	49,583	47,754	+ 3.8
New York (6)	5,721,180	190,706	195,542	- 2.5	1,448,695	1,414,023	+ 2.4
North Dakota (3)	314,580	5,243	4,584	+ 14.4	35,777	34,192	+ 4.6
Ohio (3)	3,031,516	101,051	101,888	- 0.8	754,413	728,959	+ 3.4
Oklahoma (5)	992,848	19,857	19,654	+ 1.0	148,069	143,176	+ 3.4
Pennsylvania (5)	5,201,596	104,032	100,931	+ 3.0	792,755	758,740	+ 4.4
Rhode Island (3)	324,105	10,804	10,348	+ 4.4	89,189	76,809	+ 16.1
South Carolina (3)	531,994	17,733	17,067	+ 3.9	129,367	124,176	+ 4.2
South Dakota (3/4)	190,499	5,862	5,201	+ 12.7	41,588	39,755	+ 4.6
Tennessee (5)	1,521,402	30,428	26,425	+ 15.1	203,553	190,696	+ 6.7
Texas (5)	4,098,350	81,967	82,553	- 0.7	632,702	610,138	+ 3.7
Utah (4)	164,857	4,121	4,514	- 8.7	34,757	33,778	+ 2.9
Vermont (5)	217,124	4,342	5,048	- 14.0	32,299	31,564	+ 2.3
Washington (5)	1,120,428	22,397	25,611	- 12.5	184,892	181,469	+ 1.9
West Virginia (5) (e)	521,882	10,438	16,764	- 37.7	119,665	121,559	- 1.6
Wisconsin (5)	1,763,230	35,265	36,983	- 4.6	259,337	251,311	+ 3.2
Wyoming (3)	99,512(b)	3,317	3,946	- 15.9	26,819	26,297	+ 2.0
TOTAL	\$55,450,933	1,377,552	1,401,162	- 1.7	10,590,059	10,218,798	+ 3.6

Number of States showing increase in volume from: August 1956 17
 Number of States showing decrease in volume from: August 1956 26
 Total taxing States including District of Columbia 43

Note: Above data compiled from reports received from State tobacco tax administrators.
 (a) Represents the face value of the cigarette stamps and meter impressions sold within the month, and, in the case of Massachusetts and Michigan, the gross amount of taxes assessed under their respective reporting systems. Exceptions are Louisiana, Maine, South Carolina and Utah, in which States the dollar figures shown relate to net collections from cigarette taxes adjusted to gross value basis; the package figures for these States are derived from the gross value figures thus obtained. The figures here shown for Massachusetts and Michigan reflect the operations for the month of June.
 (b) A part of the State imposed cigarette tax here shown is returned directly to the political subdivisions of the State. This figure includes both the State and local shares of the gross value of stamps sold within the month.
 (c) Tentative figures.
 (d) A rate per package somewhat higher than the rate here shown is imposed on certain premium price cigarettes.
 (e) Tax Administrator reports that due to an intra-office delay in processing the August revenue receipts the figures herein shown may not be wholly comparable with the corresponding month of 1956.

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VENDING MACHINES - Parts, Supplies: Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hersheys, 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.

INSIST ON STAR BRITE BALL GUM
Save Money!
NEW!
 Beats all others "All Hollow"
CRAMER'S 7/8" SIZE SOLID BALL BUBBLE GUM
 8 COLORS 8 FLAVORS
 Ask your distributor to stock Cramer's "Star-Brite" for you!
210-170-140 BALL GUM

CRAMER'S GUM CO. INC.
 150 Orleans Street
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 Member of National Vendors' Assn.

Accurate COMPASS RING
\$3.60 PER GROSS (Lots of 7 Gross)
\$3.00 PER GROSS (Lots of 35 Gross or More)
 Vacuum Plated Base
 With Imported Compass.
MILLER-NEWMARK DISTR.
 42 Fairbanks
 Grand Rapids, Michigan
 Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

VENDING EQUIPMENT

K-12 Smokemaster \$259.50	10-Keeney 300 Cup \$150.00
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Candymart 254.50	5 Keeney Snack Vendors 150.00
Pastrymart 250.00	1 Keeney Soup Vender 450.00
Fedam Hot Food Vender	.. 229.50	2 Lyons Cold Drink Vendors 165.00
Keeney 22-Column Cigarette Vender 314.50	7 Fedam Hot Food Vendors 75.00
Eastern Electric MARK II	.. 335.00	930-National Cigarette Vender 95.00
Victor Vendors		9-M National Cigarette Vender
Large Supply of Ball Gum and Charms.			

We can use Candy or Cigarette Vendors or AMI D-80, E-80, F-80 Phonographs.
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American Beauty Diamond Ring
 Probably the richest looking ring a child has ever owned! Terrific attraction. Giant center stone, with side stones in beautiful assorted colors. Gold and Silver Vacuum Plated.
SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.
Send 35¢ for SAMPLE KIT OF CHARMS
The PENNY KING Company
 2538 Mission Street, Pittsburgh 3, Penn.
 World's Largest Selection of Miniature Charms
NATIONAL SALES HEADQUARTERS FOR ATLAS-MASTER MACHINES

Give TO CONQUER Cancer
AMERICAN CANCER SOCIETY

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
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 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.

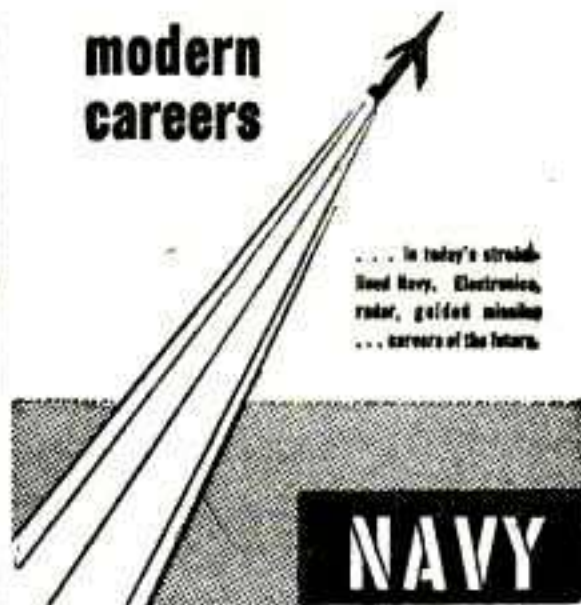
NATIONAL VENDING SERVICE CO.
 308 Furman St. Brooklyn, N. Y.
 TRiangle 5-1857

COWBOY WESTERN BOOT

Vacuum Plated
 Lots of 1,000 ... \$8.25 M
 Lots of 5,000 ... 7.50 M

J. SCHOENBACH
 1645 Bedford Avenue
 Brooklyn 25, New York

modern careers



NAVY

Bulk Banter

Continued from page 82

York City after the convention, and Max Hurvich, Birmingham Vending Company, Birmingham, Ala., who visited his son while at the convention.

Mr. and Mrs. Russ Thomas, Vender Distributing Company, Memphis, Tenn., also visited their son in Philadelphia and afterwards went on to New York City and enjoyed the Broadway plays... Manufacturers or their representatives present at the convention were Bob Guggenheim, Karl Guggenheim, Inc.; Sam Eppy, Samuel Eppy & Company; Paul Price, Paul A. Price Company; Bill Falk, Plastic Processes, all four of New York, and Waldo Bolen and W. R. Greiner, Northwestern Corporation, who exhibited and held open house for their distributors at the convention.

Rolfe Lobell and Jane Mason represented Leaf Brands, Inc., Chicago, at the confab, while Sterling Douglas was there for Cramer Gum Company, Inc., Boston, Mass... Appa, wife of Lester Hardman, Penny King Company, Pittsburgh, went to Jacksonville to visit her grandchild while Lester was attending the convention.

Alvin (Bob) Kantor, Confection Specialties, Chicago, is recovering at his home in Glencoe from an operation... Fred McCullom, Bellwood, Ill., operator, went on a hunting trip to Canada and bagged a moose... Bert Farmer, Seattle, Wash., distributor, was also off to Canada after moose... Tom King, King and Company, Chicago, has recovered from the flu... Bernard K. Bitterman, Kansas City, Mo., distributor, returned home from a trip to Chicago and Morris, Ill.

Ragland New President Cig Tax Council

RICHMOND, Va.—Edward F. Ragland, Executive Secretary of Associated Tobacco Manufacturers, was elected president of the Tobacco Tax Council at its annual meeting last September.

A native of Virginia and a graduate of Temple University, Ragland has been associated with the tobacco industry the whole of his professional life.

Other officers elected were Albert Clay, Lexington, Ky., vice president; W. P. Hedrick, Raleigh, N. C., secretary, and Carl T. Hicks, Walstonburg, N. C., treasurer.

Re-elected as executive director of the council was C. S. Darling, who has held this office since the inception of the organization.

WESTERN MIX CHARM ASSORTMENT

Mix of All Large Western Charms including, Western Hat, Western Boot, Arrowhead, Gun & Holster, etc.

Lots of 1,000 \$9.00 M
 Lots of 5,000 7.60 M

SIDMORE VENDING CO.
 2137 5th Avenue
 Pittsburgh 19, Pennsylvania

FINEST RECONDITIONED VENDORS

- Victor Capsule Machines \$ 7.00
- Victor Rocket Machines 7.00
- Advance Comb Machines 12.95
- Atlas 5c Capsule Machine 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
- Assld. Counter Games 19.50
- (Write for List)
- Columbus Bi-More Machine 15.00
- N. W. 5-Col. 5c Pkg. Mach. 19.50
- Silver King, 1c or 5c 8.50
- Acorn, 5c 10.00
- N. W. Model 49, 5c Machine .. 12.50
- Master, 1c and 5c 8.50
- 3-Col. Hot Nut 22.50
- DuGronier, 6-Col., 1c Tab ... 14.50
- Mills 6-Col., 1c Tab 17.50
- Factory Reconditioned "Popcorn Sor" Machines 125.00

Send for 1957 Catalog-Mdse. List! All Machines Completely Checked and Ready for Location. Order With Complete Confidence. 1/3 Dep., Bal. C.O.D.

Rake Coin Machine Exchange
 609-A Spring Garden St.,
 Philadelphia 23, Pa. LUmbarD 3-2676

GIMMICKS CHARMS CHARMS GIMMICKS

VACUUM-PLATED
 PAINTED BUTT

GUN SMOKE SIX SHOOTER

With Painted Butts \$7.50 per 1,000
 Unpainted Butts .. \$5.00 per 1,000 in 5,000 lots and up

SAMUEL EPPY & CO., INC. 91-15 144th Place
 Jamaica 35 L.I. N.Y.

HAVE YOUR OWN COPPER MINE!!

In Every Restaurant Location You Go Into. The SWAMI and MADAM X 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.

In TORONTO, CANADA



Kenneth McPhail
 of McPhail Vending says:
 "After 8 years in the business thousands of Oak machines have helped me to become Toronto's largest operator. In fact, my entire stock of machines are Oak manufactured."
 There's not much we can add to that, except... Oak machines can deliver maximum profit for you, too.

oak's famous ACORN all-purpose vendor

The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect. The one machine with virtually no depreciation—today's Acorn looks the same as the original!

Contact your distributor or West Coast Factory Sales Office OPERATORS VENDING MACHINE SUPPLY 1023 So. Grand Ave., Los Angeles, Calif.



East & Midwest Factory Sales Office M. J. ABELSON, Phone: At 1-6478 2033 Fifth Ave., Pittsburgh, Pa.

OAK MANUFACTURING CO., INC., 11411 Knightsbridge Ave., Calver City, California

7 KEENEY VENDERS

Bring 7-Way Profits!

- New Keeney "22" Riviera Electric Cigarette Vender
- Coffee • Soup
- Coffee/Chocolate Sr.
- Coffee/Chocolate Jr.
- 4-Way Cold Drinks
- 4-Way Auto-Maid Milks and Fruit Juices

Write for Full Details, Prices and Easy Payment Terms

J. H. KEENEY & CO., Inc.
 2600 W. 50th St., Chicago 32, Ill.

JOBBERS WANTED

With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDERS 3 SIZES.

With or without nickel & penny changers.

None finer quality; none lower in cost!

Also candy, cookies, postage stamps and perfumes.

OUR 25th YEAR!

SHIPMAN MFG. CO.
 LOS ANGELES 23, CALIF.

J. SCHOENBACH
 Distributor For oak Manufacturing Co., Inc.
 1645 BEDFORD AVE., BROOKLYN 25, N. Y.
 PResident 2-2900
 PHONE or WRITE FOR PRICES

"GOOFY" TOOTHBRUSH

It's "goofy" cause kids will want a different pastel colored toothbrush for each tooth! Good for results—play value, gags, gimmicks, etc. Assorted beautiful colors. Made of polyethylene plastic with flexible bristles. Hole in handle permits hanging or stringing. Load your machines and brush in profits! Order today.

\$6.50 per M

Labels available at your distributor or:

paul a. **Price** co. inc.
 55 Leonard St., N. Y. 13, N. Y. COrtlandt 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

Vending Machine HEADQUARTERS

FOR

- SANITARY PRODUCTS
- SANITARY NAPKINS
- COMBS
- BALL POINT PENS
- RAZOR BLADES
- COIN TOILET DOOR LOCKS

ALL Machines and Refills for Men's and Women's Restrooms.

Authorized Factory Distributors of **ADVANCE MACHINES**

A complete supply of merchandise for ALL TYPES of machines . . .

WRITE FOR FREE CATALOG

Write, Wire or Phone 6640 N. Western Ave. Chicago 45, Ill. Dept. 8 BRiatgafe 4-3830

NATIONAL SANITARY SALES, INC.

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) 906

Name.....
 Address.....
 City.....Zone.....State.....
 Occupation.....



VICTOR Standard TOPPER
1c BALL GUM VENDOR
\$13.25
Each

\$12.75 Each
100 or more

30 day money-back guarantee
If not satisfied

1/2 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



Puzzlerooos
Real Ball-Rolling
PUZZLE-GAMES

\$15.00 per thousand assorted
at your distributor or ...

Karl Guggenheim INC.
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

Supermarket Vending Different

• Continued from page 82


supermarkets even tho traffic is many times heavier than in typical locations.

No one really knows why the greater numbers of people won't support proportionately greater numbers of machines. A good guess, however, is that people on moving up and down aisles—looking for particular products—don't have the psychological "set" or "impulse" to buy from a bulk vender.

Operators report maximum use of the venders in spots where people either are forced to wait or where they aren't consciously engaged in making their purchases. Thus, the entrance and exit remains a prime spot. Check-out counters, the meat counter and special attractions for children have been found good spots peculiar to the supermarket.

New Problems

Another requisite to successful operation in the supermarkets, particularly with a chain, is full realization by the operator of what is involved. Instead of picking up locations one by one, the operator contracts for a whole chain and has no way of knowing the peculiarities of each store. As time goes on he can make adjustments, but in the interim profits may well be far from those anticipated.



WESTERN COWBOY HAT
Vacuum Plated

Lots of 1,000 \$10.00 M
Lots of 5,000 8.75 M

Plastic

Lots of 1,000 \$6.00 M
Lots of 5,000 5.00 M

NORTHWESTERN SALES & SERVICE CO.
1194 Tremont St.
Boston, Massachusetts

COIN MARKET PLACE
CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt caps.
RATE: 20¢ a word—Minimum \$4.00.

DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATES: \$1.00 a line—\$14.00 per inch CASH WITH ORDER
Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Used Coin-Operated Equipment

CIGARETTE, CANDY VENDING MACHINES; reconditioned, refinished, guaranteed like new. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. de30

COIN-OPERATED RADIOS FOR SALE. Several hundred RCA, Radio and Coin Radio, also 25 TV. Or entire very profitable established route in Eastern North Carolina. All sets very good condition. C. B. Kuzler, Washington, N. C. no11

FOR SALE—4 9-COLUMN NATIONALS, Models 930 & 950, \$75 each; 2 10-Column Electro, \$100 each; 2 11-Column Nationals, \$175 each. Scitoto Novelty, Inc., 1909 8th St., Portsmouth, Ohio. Ph. El 3-4179. oc28

SHIPMAN DUPLEX STAMP MACHINES. \$10; Triplex, \$29.50 each, like new. Folders direct factory prices USP Co., 100 Grand, Waterbury 5, Conn. no25

POPCORN MACHINE (DIMENSIONS: 54"x44"x29"), nicked all around frame, pops \$50 per hour wet pop-kettle type. Good for years of durability, never uncared. On hand freight was \$700. First come, \$255. Wire if interested for at once shipment. Star, 2904 12th NW, Canton 8, O.

45 VICTOR TOPPERS—JUST OFF LOCATION, mechanically and paint good condition, need new plastic globes, \$6.50 each, 3 Silver King 1c, \$8 each, 1 Silver King 5c Hot Nut, new, Steiwagon, 150 East 24 St., Riviera Beach, Fla.

200 DAHLBERG HOSPITAL RADIOS, 10¢ hour, almost new, bed brackets, make offer; trade for Hotel Radios, Sandhaus, 5417 Guarina Road, Pittsburgh 17, Pa.

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted. 49's, Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-17n

CASH! HIGHEST CASH PAID FOR C.C. Blinkers, Bull's-Eyes; United Genco Williams Guns and Baseballs. Allied Coin Machine, 786 Milwaukee, Chicago 22, Ill. Or call: CA 6-0293. de2

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

Cigarette Mfr.

• Continued from page 82

vending machine operators more than \$343,000 during the last quarter of 1956 to promote its Kool filter and Viceroy brands of cigarettes. At the same time, no allowances were available—or proportionally unequal allowances were made—to competitors of these "favored" customers. The payments were made at the rate of \$5 or \$12 per machine, depending on whether one or both brands were put in the machine, FTC claims.

The following California venders were cited in the complaint as having received allowances: Davidson Brothers and Los Angeles Cigarette Service, both of Los Angeles, with allowances of \$2,579 and \$1,418, respectively. Two San Francisco operating companies, Automatic Merchandising Company and San Francisco Cigarette Service, allegedly received \$2,429 and \$1,322 respectively. Automatic Merchants, Cambridge, Mass., allegedly received an allowance of \$617, while Metro Tobacco & Candy Company, Brookline, Mass., received \$196.

The company is granted 30 days to file an answer to the complaint. A hearing is scheduled January 20 in Louisville, before an FTC hearing examiner.

Milk Production High

Farm production of milk during September totaled 9,611 million pounds, a new record output for the month, according to Agriculture Department. Amount was 1 per cent above the previous high set last year, and 5 per cent above the 1946-'55 average for the month. Milk production in the first nine months of this year amounted to 99.4 billion pounds, about 1 per cent more than the previous high of 98.5 billion pounds produced in the comparable period last year.

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 Porc. B.C. 6.50
Columbus 5c Bulk 6.50
Silver King 1c B.G. or Mdse. 7.45
ABY Guns 30.00
Acorn, 1c or 5c 9.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen \$.69
Pistachio Nuts, Large Tulip66
Pistachio Nuts, Vendor's Mix57
Pistachio Nuts, Sheik43
Cashew Whole64
Cashew Butts58
Peanut Jumbo42
Spanish37
Mixed Nuts35
Tabby-Lets, 520 ct.32
Rainbow Peanuts32
Boston Baked Beans28
Jelly Beans28
Licorice Gems28
Leaflets, 650 ct.40
M & M, 550 ct.50
Hershey-ets43

Rain Blo Gum, 60 ct. \$.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.36
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 ct45
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

USE THIS HANDY FORM TODAY

Forms close Wednesday for the following week's issue
Please use pencil when filling in this form

- Clip your ad to this form.
- Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes For Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above Sorry, no illustrations or cuts.
 - Regular
 - Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only

\$ _____ Payment enclosed

Address _____
Address _____
City _____ Zone _____ State _____



ADVANCE SANITARY VENDOR
The Finest for Vending Flat-Pack Products

Here is a durable, reliable, sanitary vendor with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 1/8" by 2" by 3 1/4" . . . has separate cash box . . . Advance coin detector with automatic coin return when machine is empty . . . protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today.
J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1645 Bedford Ave., Brooklyn 25, N. Y.
P Resident 2-2900

\$25 DOWN

Balance \$10 Monthly

400 DELUXE PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies



15" HIGH
49" HIGH
24" HIGH
13" WIDE
WEIGHT, 165 LBS.

Invented and made only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1899. Telephone Columbia 1-2772
Cable Address: WATLINGITE, Chicago

THERE ARE BIG PROFITS IN

NUTS

GET YOUR SHARE WITH *Northwestern*

49 NUT VENDER

Interchangeable SANI-CARRY globe for faster servicing.

Displays merchandise to best advantage.

Also available in Hot Nut.

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LONGacre 4-6467

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—



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.

THE NORTHWESTERN CORP.
27104 ARMSTRONG ST. MORRIS, ILL.

Brooklyn Grand Jury Indicts Al Cohen

Juke Box Union Organizer Charged With Conspiracy; DA Calls Local 531 'Phony'

BROOKLYN—Al Cohen, head of Local 531 of the United Industrial Unions, Thursday (24) was indicted on a count of conspiracy by a Brooklyn Grand Jury.

Local 531 had attempted to organize the juke box industry here and earlier this month had been served with a permanent injunction by Judge Samuel C. Coleman in New York Supreme Court.

Specifically, Cohen is charged with attempting to coerce tavern owners to throw out their existing operators and replace them with officials of his local union.

Bail Asked

Assistant District Attorney Aaron Koota has asked that Cohen be held in \$3,500 bail until trial. He added that the parent union, the IUI, is as "phony as the local."

Judge Samuel J. Leibowitz said that if the charges against Cohen are true, his efforts at organizing the juke box industry are "stabbing at the heart of the labor movement."

The indictment is a personal victory for Al Denver of the Music Operators of New York and for Barney Schlang and Drew Calland, officials of Local 1690, Retail Clerks International Association.

Injunction

Denver, Schlang, Calland, RCIA, MONY and Local 1690

were instrumental in first getting a stay and then a permanent injunction against Cohen and Local 531.

The indictment itself charges Cohen with the practices of which Judge Coleman accused him the injunction decision.

Judge Coleman held that Local 531 was not, in effect, a labor union, but a conspiracy to force tavern owners to eject their juke box operators and replace them with other operators designated by Cohen.

He pointed out that "the so-called union had no mechanics or service people who would be prepared to take over the servicing of the machine, and that 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 startling unconventional manner of obtaining union contracts with the owners of the machines."

The original complaint charged that representatives of Local 531 would threaten tavern owners with picketing unless he switched to an operator designated by Cohen.

Cohen was also accused of sending out hundreds of circulars to location owners. The circulars threatened the location owners with picketing unless these owners used juke boxes which bore the label of Local 531.

License Battle Detailed at Boston Meet

BOSTON—The Music Operators' Association of Massachusetts was given a full account of the progress of the suit being prepared for presentation before the Supreme Court of Massachusetts on the question of both the city's and State's right to levy entertainment licenses on juke boxes.

Attorney Arthur Sherman, counsel for MOAM, described the steps being taken before a crowded

(Continued on page 91)

N. Y. Guild Holds Meeting

KINGSTON, N. Y.—Some 35 members and guests attended a recent meeting of the New York State Operators' Guild here at the Governor Clinton Hotel.

The new Rock-Ola 120 was displayed by three representatives of Capitol Projectors, newly-appointed Rock-Ola distributor. They were Charley Katz, Ralph Hotkins and Al Blendow. Jack Barabash, of the Rock-Ola factory, was also present.

Other guests included Bob Catlin, Albany branch manager of the Bilotta Distributing Company; Harry Kelley, business manager of the New York State Coin Machine Association, and a representative of the Mid-State Record Company.

Ken Knauf



Ships, Coin Machines and Hamburg Good Company

HAMBURG, Germany—The West Germans explain their amazing progress in two words—hard work. This, combined with excellent shipping facilities and a half dozen large enterprising coin machine firms, has made Hamburg leading contender as center of Europe's coin machine industry.

The firms include H. Bergmann & Company, Helmut Rehbock, Lowen-Automaten, National Rejectors of Hamburg and Nova Apparate.

Warm Reception

WITHOUT exception these organizations, among them manufacturer, distributor, operator and export-importer, are impressive, fast moving and friendly. It has been pleasant to realize that often the bigger and busier a German coin company is, the warmer the reception given to trade representatives from abroad. It would be difficult for this reporter to forget the cordiality shown him in Hamburg.

Here in Hamburg, U. S. juke boxes and amusement games arrive, are uncrated, checked and distributed thruout the country. Used machines and new German-made juke boxes are exported from Hamburg to far-flung points on the globe. We saw one large shipment earmarked for Malta, another readied for Australia. Our tour of the manufacturing plants revealed the latest production facilities and smart, modern German music machines, coin games and vending machine equipment rolling along production lines.

Bid for Top

WE got the impression that these people aren't completely satisfied with second place in the international coin machine field . . . they are bidding for the top.

There can be no doubt that tremendous potential is theirs. A large factor in this respect is the united front of the German industry—manufacturer, distributor, operator. Each group is united individually, and all three groups are united collectively. This is in deep contrast to the situation in the United States where associations, unions and trade groups are loosely cooperative at best. While German factions have their differences, the differences are aired, for the most part, in open discussion.

Such group effort, combined with economic, political and social conditions conducive to brisk trade have made the German coin industry dominant in Europe.

G. Young New Calif. Distrib For Wurlitzer

LOS ANGELES—The Wurlitzer Company named George K. Young of Selma, Calif., distributor for the firm in the Northern California and adjoining Nevada territories.

Appointment was announced last week by Robert H. Bear, Wurlitzer sales manager. Young replaces Sierra Distributing Company, which formerly handled the entire California territory. While Wurlitzer officials were silent on the subject of additional appoint-

(Continued on page 91)

SLOW AND EASY

Memphis Ops Find Adult Groups Best for Programming Standards

By ELTON WHISENHUNT

MEMPHIS—Music operators in Memphis program all the standards they put on location in the spots catered to by the middle-aged group because all have found standards get by far the biggest play at these locations.

This was disclosed in a survey of top operators in the Memphis area recently by The Billboard.

In other spots, such as the locations for the teen crowd and those patronized by young adults, the operators found they had to rely mostly on rock 'n' roll and the pop-

ular tunes. There were exceptions, as always, but generally this is the trend.

Another factor revealed was that operators preferred standards on singles. They had few on EP's. Their reasons for sticking with singles are twofold:

An EP usually takes twice as long to play as a single, thereby cutting down the precious time a juke box has to take in collections while the crowd's there. (Dual pricing is not prevalent in the Memphis area.)

Second, the EP's cost more than singles and operators want to keep their record costs down.

Here's a rundown on the way four top operators said they programmed standards and why:

Drew Canale

Drew Canale, owner of Canale Amusement Company:

"I use the standards that are legendary because I think those are still the ones the middle-aged

(Continued on page 88)

PITCH TALENT

UMO Promotes Civic Shows in P-R Move

DETROIT—A fall public relations program keyed to presenting professional talent for youth and civic groups was kicked off recently by United Music Operators of Michigan.

First on the agenda was a deejay-emceed record hop in Toledo, Ohio, which UMO co-sponsored in cooperation with Fred Mitchell, disk jockey of station WOHO, Toledo at the Toledo Sports Arena, Sunday (6).

Boy Scout Show

Last week, Sunday (13), UMO produced a show for the annual meeting of executive officers of the Boy Scouts of America of the Detroit area, at the Fort Shelby Hotel. The Toledo show, advertised as

the Two Bit Ball, drew an estimated 4,000 people. Full proceeds were donated to a worthy charity.

Vickie Adams, "The Rock and Roll Redhead," who is shortly to start recording for Jubilee Records, and the Meltones, made the trip to Toledo, accompanied by Roy Small, UMO conciliator.

The show, Sunday (13) for the Boy Scouts of America executive officers was put on for the third consecutive year by UMO. It drew an estimated 500 leaders of scouting and featured the presentation of special awards to outstanding scouts. All talent for the event was booked by UMO conciliator Roy Small, who is also chairman

(Continued on page 91)

MORE THAN POP HITS ON LARGE JUKES

Programming other than hit tunes has had varied acceptance by operators thruout the country. All maintain that pop hits are their bread and butter. However, today's large selection juke boxes leaves room for more than pop hits. Opinion splits as to just what operators should do to supplement their hit categories.

This is a continuation of a series on how operators program other than current top hits. Previous issues of The Billboard carried reports from Minneapolis, Detroit, Miami; Cary, Ind., and Memphis showing the effect of jazz as an alternate category in juke box programming.

This article deals with standards and their effect on Memphis juke boxes.

Discuss Dime Play Tips at Colo. Op Meet

DENVER—While great strides forward have been made in the matter of establishing dime play in the Denver and surrounding area, it is as yet by no means unanimous, according to the Colorado Music Merchants' Association, as the group held its monthly October meeting.

Most of the meeting was devoted to a study of practical ways and means of convincing small route operators that 10-cent play will

(Continued on page 91)

Distrib Hosts Forum Session for Ohio Ops

TOLEDO—Fifty music operators from Northwest Ohio attended a half-day business forum session here, last week (15), conducted jointly by Music Systems Inc., local Seeburg distributors, and Seeburg district manager Jack Gordon.

The meeting, held at the Park Lane Hotel, Toledo, was primarily keyed to subjects pertaining to increasing the efficiency of route operations, with little sales emphasis involved. It was kicked off at noon with a buffet lunch. Business sessions followed.

Subjects on the agenda included: Programming of album records; sound systems; 10-cent play conversion problems and tip; on how to solve; use of dual pricing with album records; and a talk and discussion on the operator's part in the background music field.

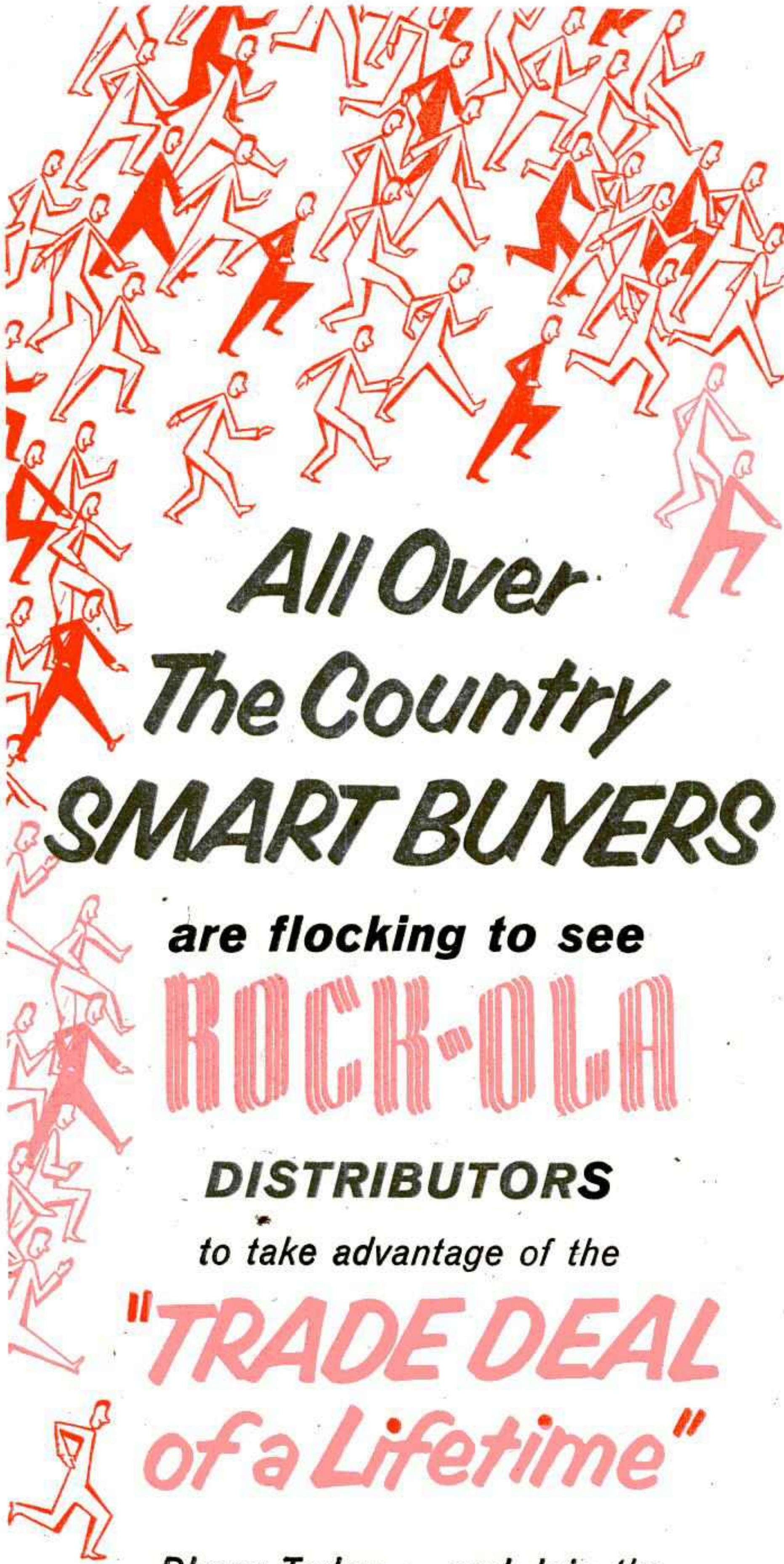
Frank J. Martin of Music Systems indicated the session was

well received among operators and would be repeated at regular intervals in the future. Topics of discussion would be selected from points operators deemed of current importance.

Among operators in attendance were: Joe Elum, Findlay, O.; Paul Heaton, Monroe, Mich.; Ray Smith, Vermillion, O.; Robert Thompson and party, Forest; Bert Frost, Fremont; Mr. and Mrs. Frugh, Tiffin; Bud Leonard, Manitou Beach, Mich.; Dwight Horn, Adrian, Mich.; Don Van Brackel, Defiance, O.; Harve Blair and M. Shaffer, Findlay, O.

Other operators from Toledo included: Carl Voegeli, George Grebe, Leon Ladd, Gene Bykowski, Sam Lupica, and Tony Conti.

Hosts from Music Systems were Jack Menard, service; Keith Healey, sales; and Frank Martin, manager.



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Capital 8-7565

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DAN STEWART COMPANY, INC.
140 East Second South Street
Bevo 2-2473

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2919 4th Street, N. W. 4-1626

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Everglade 4-2300

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CALDERON DISTRIBUTING CO., INC.
450 Massachusetts Avenue
Melrose 4-8468

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Forest 7-6730

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Nebraska

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1205 Douglas Street Atlantic 1121

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Minnesota

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302 University Ave. Capitol 6-1037

Kansas City
Missouri

UNI COIN DISTRIBUTING COMPANY
3410 Main St. Jefferson 1-1205

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Illinois

HALLGREN DISTRIBUTORS, INC.
1626 Third Avenue 4-6703

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GILBERT MUSIC COMPANY
108 South Center Street 4-4090

Detroit
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BRIGHT MUSIC COMPANY
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Diamond 1-2750

Dubuque
Michigan

FABIANO AMUSEMENT COMPANY
109 Liberty Ave. Osborn 5-5131

Cleveland
Ohio

LAKE CITY AMUSEMENT CO., INC.
4533 Payne Ave. Henderson 1-7577

Cincinnati
Ohio

ROYAL DISTRIBUTING, INC.
3726 Kaspar Ave. Montana 1-5000

Youngstown
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5555 Mahoning Avenue
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Tulsa
Oklahoma

AUTOMATIC MUSIC COMPANY
1214 W. Archer St. Luther 4-4775

Dallas
Texas

WALBOX DISTRIBUTING COMPANY
3909 Main Street Taylor 4-1671

San Antonio
Texas

PAN AMERICAN SALES CO., INC.
373 S. Alamo St. Capital 7-8371

Houston
Texas

AMUSEMENT DISTRIBUTORS, INC.
1615 St. Emanuel Capital 7-3347

Memphis
Tennessee

S & M DISTRIBUTING CO., INC.
1074 Union Ave. Broadway 5-1133

Jackson
Mississippi

CAPITOL MUSIC DISTRIBUTING CO.
135 E. Amite St. 2-1822

New Orleans
Louisiana

HIEBY DISTRIBUTING COMPANY
3760 Airline Highway Forest 6-2101

Montgomery
Alabama

FRANCO DISTRIBUTING CO., INC.
24 N. Perry St. Amhurst 3-6463

Nashville
Tennessee

SANDERS DISTRIBUTING COMPANY
415 Fourth Ave., S. Alpine 5-4119

Louisville
Kentucky

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811 E. Broadway Juniper 7-1343

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Tennessee

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241 W. Main St. 945

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2826 S. Boulevard Edison 2-6437

Atlanta
Georgia

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335 Edgewood Ave., S. E.
Jackson 4-5207

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ROSS DISTRIBUTING COMPANY
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Newton 5-2531

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Florida

ROSS DISTRIBUTING COMPANY
90 Riverside Ave., Elgin 6-1551

CANADIAN

St. John's
Newfoundland

WILLIAM POUND AGENCIES
68 Water Street Phone: 2430

Montreal
Quebec

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Phone: CHumet 1001

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906 9th Ave. East Phone: 55452

ROCK-OLA MFG. CORP.

800 N. Kedzie Ave., Chicago

Adult Groups Best for Standards

• Continued from page 86

group likes best. Among these tunes are "Night and Day," "Begin the Beguine," "Star Dust," "Summit Ridge Drive," "Tenderly," "Sentimental Journey" and others.

"I usually select them for the location by popular demand or request. I program them on a more or less permanent basis. I mean by that, once it's on the machine it stays there for years. It gets good play and produces sufficient profit to warrant leaving it there.

5-10 Per Cent

"I use only a few standards—about 10 on my 200 machines and about 10 on my 100 machines—about 5 per cent of all the records. The rest are necessarily hits—either those on top, those coming or those dying.

"In season we always take from our library the seasonal standards and put them on our boxes, such as 'White Christmas' and others during the Christmas season.

"When we add a record we don't put it in the same spot. We try to put it in its category. We select standards from our library if we have them. We buy new records when they need replacing."

Parker Henderson

Parker Henderson, general manager of Southern Amusement Company:

"We select standards by their popularity of past performance. Occasionally we put them at locations on request.

"We use from 5 to 10 per cent standards on our machines. We use few EP's. It is, of course, according to what is available on them. If an EP has a pair of good standards it is a good buy and we pass the bargain on to the customer.

"But we do this sparingly. We don't want to have many on the machines because they slow down the playing time. It is only a few

hours a day that a phonograph is played by customers. This time is precious and must be utilized to the fullest.

Library

"We select our standards from our library if possible. When we don't have them, or ours wear out, we buy new ones.

"When records are added—we usually change several at the same time—the serviceman reshuffles them on the box. He puts the most-played tunes in the left columns. We take off the records that have gotten the least play, according to the popularity meter.

"We find that the standards get far greater play in the spots where mostly middle-aged persons are the predominant customers. We find they do not appeal to the teen-agers, but they do to the upper age group of the young adults or young married people.

"But speaking of that, a funny thing is happening. The teeners have discovered that a recent record of 'Star Dust,' a standard with us for many years, is a great song and it's on the local Hit Parade. This is one example where a standard suddenly became a big pop hit."

Allen Dixon

Allen Dixon, general manager of S&M Sales Company:

"We select standards mostly by who the record star is. Our men watch the record lists in the wholesale record houses. They get advance notices of what is coming out and what artists have new records. They wait for these, decide by the artist which will go and order in advance. We also place standards by requests from the locations.

"We use about 5 per cent of standards on our phonographs. We've found that the best spots

for standard play are those frequented most by the middle-aged crowd, such as the nice, atmosphere type restaurants with good food.

"When our servicemen add records, they put the new ones in the spots where the old ones came off. The reason is it is a big time-saver. Also, the older title cards on the phonograph get yellow and dirty and it always helps to pull it and put in a new, fresh one. Besides, we don't try to keep the records typed into a particular category or section.

Pop Tunes

"We buy standards new if we don't have them in the library, but we use them from the library when we have them. We are always programming some standards for certain spots where we know the play is good, but, of course we all realize that most of the play comes from your popular tunes and we always program those as soon as we know a song is on the way to the top.

"We spot programming to the particular location's clientele, as most operators, I'm sure, do. For the teen crowd we have their favorites, the subdued pop tunes for the young adults, and the pop and standards for the middle-aged group."

Dixon said he also did not use many EP's, either with popular music or standards. He prefers singles for the same reasons given by Canale and Henderson.

E. H. Newell

Edward H. Newell, owner of Ormatt Amusement Company:

"We use only singles and no EP's on standards. The EP's slow down the play and I think it is giving too much for the money. The few hours a juke box can earn for the operator should be utilized

to the fullest, because the phonographs stand idle most of the time. "The operating expense has risen so sharply in recent years that operators, I believe, have had to watch little things like this. It can be the difference in success or failure in their programming.

"We select standards on our judgment of their performance in the past. Good tunes that have been a solid favorite for years are usually the best for phonographs.

"We use not too many standards—about 3 to 4 per cent—but they pay off well. They get as much play because we have them where they're requested.

Title Strips

"We don't reshuffle the title strips when we put on new records. The reason is that it saves our servicemen time.

"Another good reason we put the new tunes on where the old ones are taken off is this: Last week a man may have gone in and played his favorite, No. 28. He goes back in to play it this week. He finds it is not at No. 28.

"He thinks the record has been taken off and doesn't play the phonograph. A lot of people play the machines like that—by number. That is why we try always to leave the records on the same numbers until it is replaced by a new record.

"So I don't think it helps to program by category, such as boogie woogie, rock 'n' roll, popular, and so forth."

Newell said he also found that standards went over best at the locations which have more middle-aged people frequenting it than other age groups.

He found that the young adult group is next best and teen-agers third. The other three top operators interviewed also placed the three groups in that order.

Newell said the reason, probably, was that the middle-aged group had more money and spent more. It was the same for the young adults, and teen-agers, having the

least of the three, spent less.

The teen-agers, on the other hand, were among the biggest buyers of records for home phonographs, Newell said, and that was perhaps the reason their juke box play was low from teeners compared to the older age groups. The teen-agers apparently spent their money for records to take home.

Memphis operators are on dime play or three for 25 cents. EP's are used sparingly, except in the case of one operator. Charles Kahn, Tri-State Amusement Company, who has programmed them successfully. Kahn uses a great deal of standards on the EP's he buys.

Price per play on EP's is the same as on singles—10 cents or three for 25 cents.

Some Memphis operators used EP's when they made their conversion from nickel to dime play to cushion the change.

This programming feature was successful and the EP's were gradually removed until about a year after the changeover practically all operators were back on singles except for a small per cent of EP's.

New Quarters For Automatic

CHICAGO—Automatic Phonograph Distributing Company, AMI distributors for this area, are planning to move to new quarters at 3652 West North Avenue.

The firm will occupy a new one-story building, giving it 50 per cent more floor space than it currently has. Automatic will also have improved parking facilities, with ample street parking as well as a possible private lot addition.

According to Automatic's head, Mike Spagnola, the quarters will be set up with showrooms in front, shop and service in the center of the building, and warehousing facilities in the rear. Automatic expects to make the move sometime toward the end of November.

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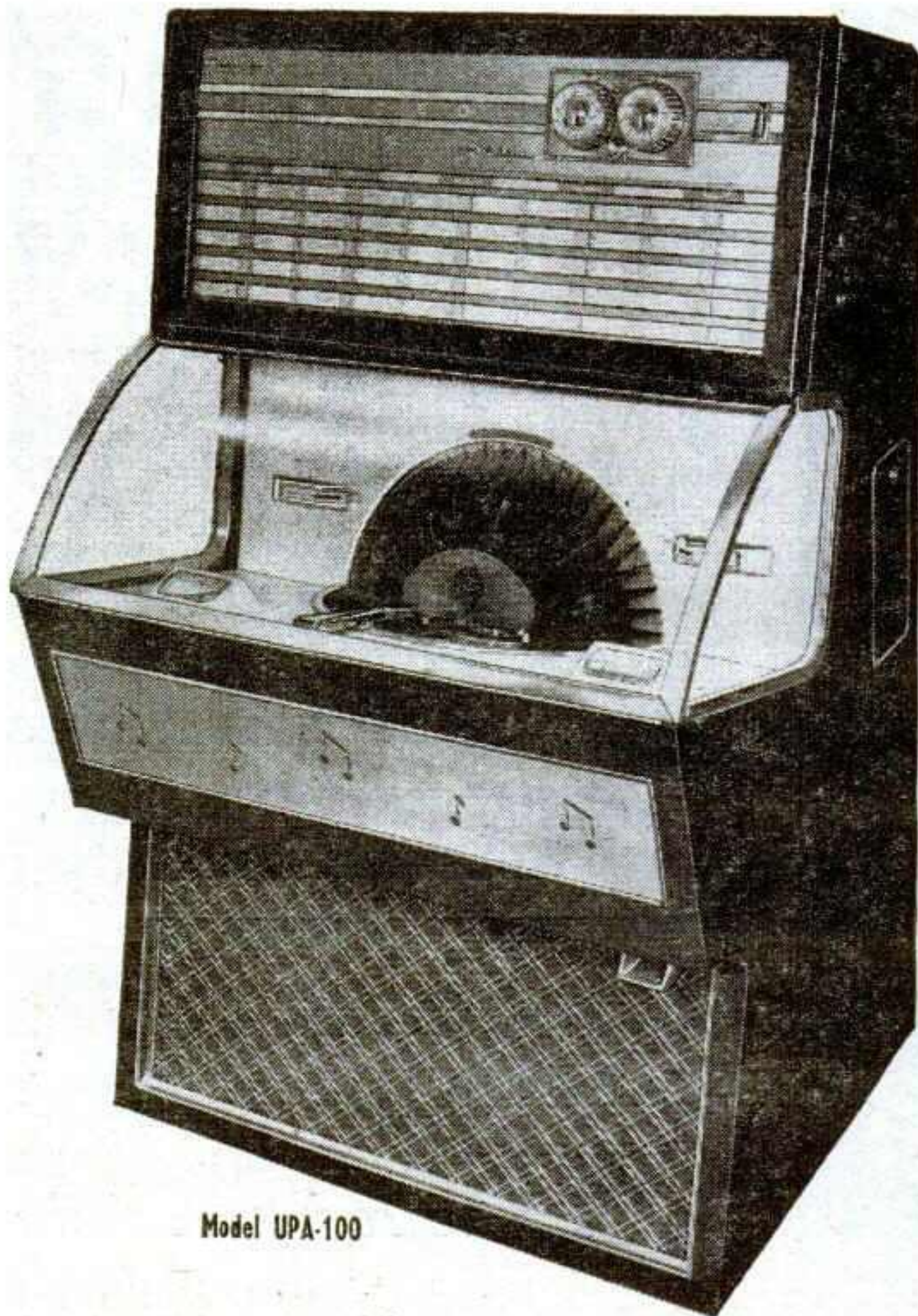
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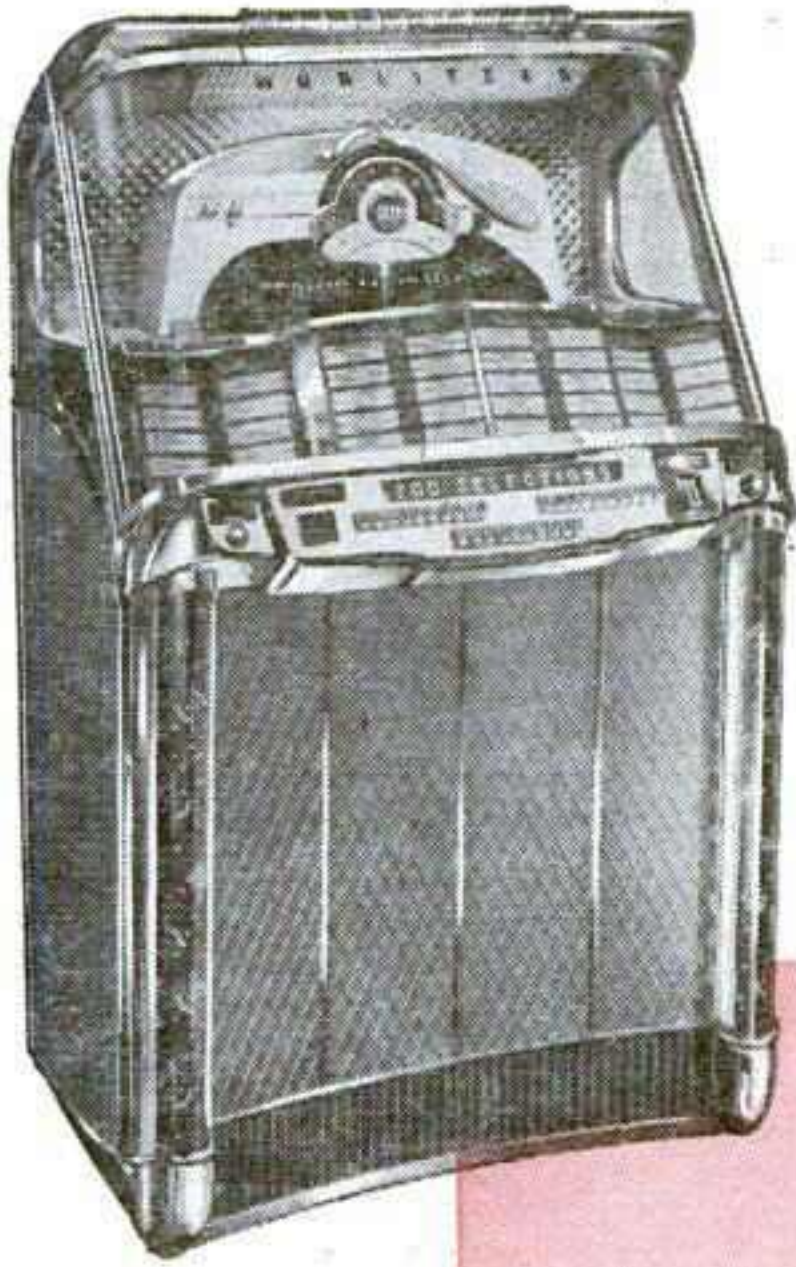
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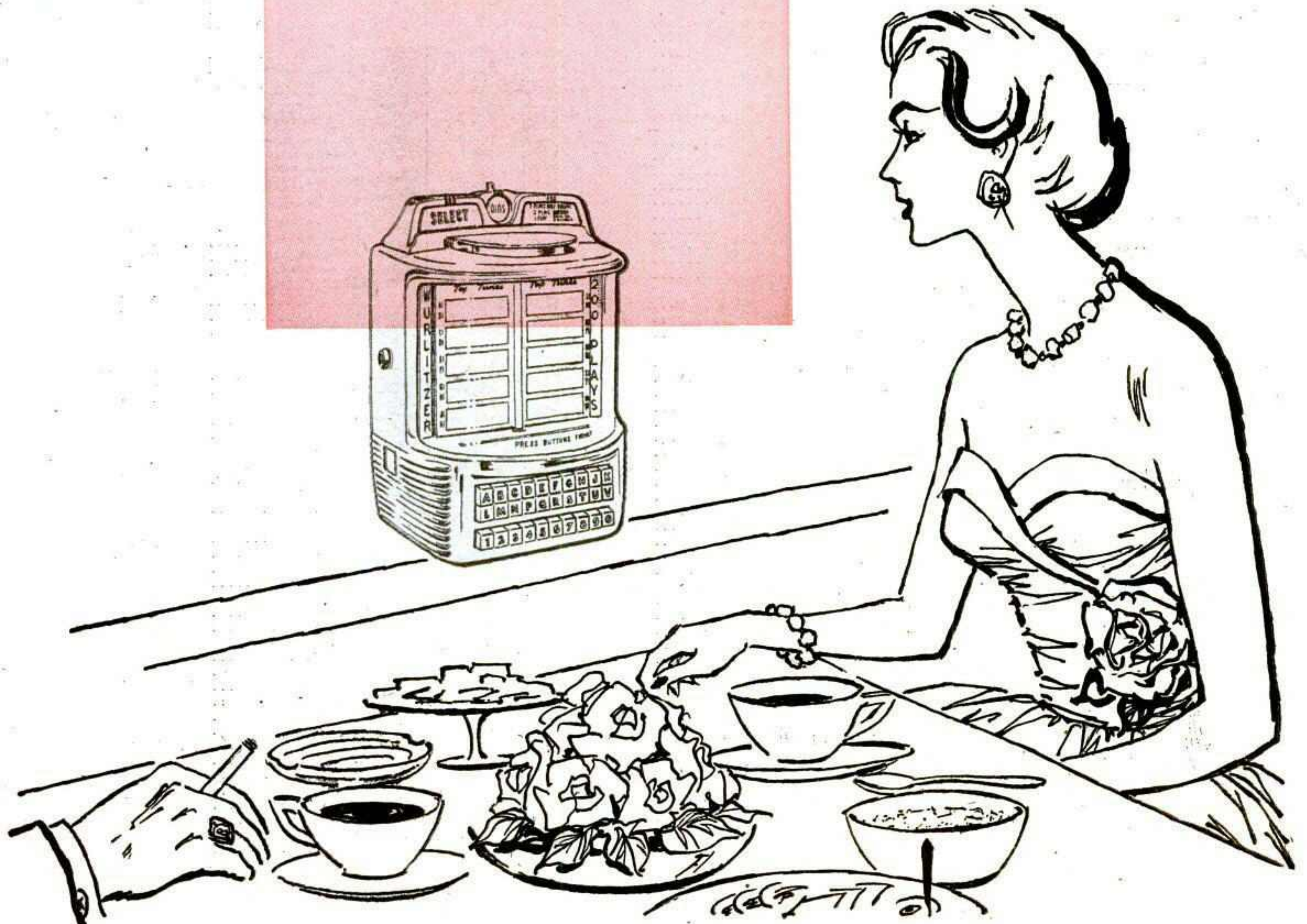
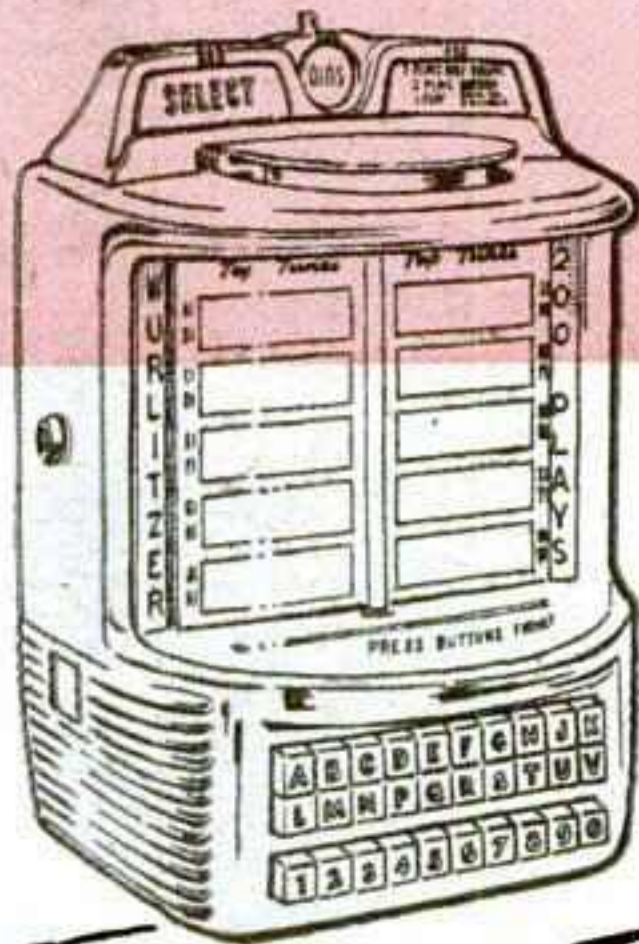
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THE WURLITZER 2100

THE WURLITZER COMPANY

NORTH TONAWANDA, NEW YORK



THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS 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 21, 1957)

MUSIC MACHINES table with columns: Model, High, Low, Mean Avg. Includes sections for AMI, ROCK-OLA, SEEBURG, WURLITZER, and PINBALL GAMES.

Table with columns: High, Low, Mean Avg. Includes sections for UNITED and SHUFFLE GAMES.

Table with columns: High, Low, Mean Avg. Includes section for ARCADE EQUIPMENT.

	High	Low	Mean Avg.		High	Low	Mean Avg.		High	Low	Mean Avg.
Shooting Gallery (Ex) (6/54)	\$225.00	\$ 95.00	\$150.00	Standard Metal Typer, F. S.	\$325.00	\$199.00	\$275.00	Du Grenier Tab Gum (6 Col.)	\$ 17.50	\$ 14.50	\$ 17.50
Sidewalk Engineer (W) (5/55)	150.00	125.00	150.00	Star Series (W) (4/49)	89.50	79.50	89.50	Master 1c & 5c Bulk	9.95	6.50	8.50
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00	Submarine (K) (1/42)	125.00	125.00	125.00	Northwestern 39, 1c	9.50	7.50	9.95
Silver Gloves (M)	195.00	195.00	195.00	Super Home Run (CC) (3/54)	250.00	125.00	225.00	Northwestern 33 Ball Gum	8.50	4.95	7.95
Six Shooter (Ex)	125.00	50.00	95.00	Super Jet (CC) (4/53)	295.00	224.50	225.00	Northwestern 49, 1c	12.50	11.95	12.00
Sky Gunner (G) (9/53)	150.00	75.00	125.00	Telequiz (1/49) (T)	95.00	75.00	75.00	Rowe Candy (8 Col.)	60.00	57.50	60.00
Sky Gunner (CC)	150.00	95.00	125.00	Zingo (1/51) (U)	65.00	65.00	65.00	Silver King 1c	8.50	7.45	8.50
Sky Rocket (G) (5/55)	260.00	225.00	225.00	VENDING MACHINES				Silver King 5c	9.95	7.45	8.50
Sportland (Ex) (11/51)	275.00	125.00	199.50	Acorn, 5c or 1c	\$ 12.50	\$ 8.00	\$ 9.95	Stoner Candy (6 Col.)	135.00	80.00	90.00
Sportsman (K) (11/54)	175.00	40.00	175.00	Columbus 1c Bulk	8.50	5.00	6.50	Stoner Candy (8 Col.)	165.00	110.00	110.00
				Du Grenier (11 Col.)	115.00	45.00	65.00	Uneda Model E (8 Col.)	80.00	75.00	75.00

License Battle

Continued from page 86
meeting at the Hotel Beaconsfield in Brookline. The suit is an attempt to get relief from the \$150 fee per year per machine for operating a juke box seven days in the city. The State charges \$50 and the city \$100.

Supreme Court

Stipulations are now being drawn up between the plaintiff and the city and State in order that the case may be presented before the Supreme Court. This is expected to be sometime in December. A preliminary hearing already was held which cleared the way for this step.

David J. Baker, president of MOAM, outlined plans for the coming second annual banquet to be held November 12 at Hotel Bradford. He reported that more than 500 tickets had been sold for the affair. Dave Gropman is in charge of tickets.

Ralph Lackey, chairman of the ad book, told the members that the program book looked as tho it would go well over last year's. Most of the talent has been lined up and it is expected that there will be as many as the 27 acts that entertained last year. State and city officials have signified their intention of attending.

Calif. Distrib

Continued from page 86
ments, it is expected they will make subsequent announcements of distributor appointments, most likely for the Los Angeles and San Diego areas.

Young Territory

The Young territory will include the counties of Fresno, Inyokern, Kings, Madera, Mariposa, Merced, San Luis Obispo, Stanislaus and Tulare in California and Esmeralda and Nye in Nevada.

The firm's offices, with complete sales and service facilities will be located in Selma, Calif.

The Young staff will include Pete Ley as sales representative and Lee Stephenson in charge of service and parts.

The firm's head, George Young, is a life-long resident of Selma, Calif. He is married, with three children. Paul, the eldest who is also married with two children, will be active in the distributorship with his father.

UMO Promotes

Continued from page 86
of the Boy Scout Arrangement Committee.

Talent

Bob Maxwell of local station WWJ (television and radio) emceed the event assisted by Ron Dunn of WBRB (Mt. Clemens) and Sgt. Art De Coninck of the Detroit Police Traffic Safety Bureau.

Appearing were vocalist, Vickie Adams; the Meltones, an instrumental group, who also accompanied all the acts; Adele Storm, singer and also office secretary of UMO; The Starlets, a chorus line of four girls from the Polish Women's Alliance (Council 20); East Detroit vocalist, Sherry Rodgers; dancer, Carol Garstka; the Four Tabs, male vocal quartet; and dancer, Jadzja Tusinski.

Coinmen You Know

Chicago

By NICK BIRO

Paul Huebsch, busy Keeney exec is back after a strenuous week in Philadelphia, during the National Automatic Merchandising Association convention. Huebsch, together with Herb Perkins, Purveyor Distributors, drove the trip. The pair then went on to New York, and a tour thru the East. . . R. Lindelof, Chicago music operator, off for two weeks for a fishing trip to Canada.

Ed Ratajack, AMI sales head, back in town after a trip to Grand Rapids. . . Sam Stern, Williams prexy, returned from a trip thruout Europe, visiting Paris, Hamburg, Milan and Geneva. . . Milton T. Raynor, counsel for Chicago game operators' association, is in California on business.

Frank Padula, Chicago music operator checked in at Garfield Park Hospital for general observation. Frank is reported in good shape. . . Alfred W. Adickes, head of Nova Apparate in Hamburg, is in town visiting music and game manufacturers. He distributes Rock-Ola juke boxes thruout Europe and spent considerable time at the Rock-Ola plant with Kurt Kluever. Another quick stop—Art Weinand at Williams.

Joel Stern at World Wide reports a fall pick-up in business with foreign orders playing a big part. Firm is shipping a large number of pinballs, in-line and shuffle games, with Germany, Belgium, Italy and South America being chief markets.

Len Micon, World-Wide music head huddled with other distributors on the possibility of setting up a joint service depot for juke box parts. Micon says the idea is beneficial.

Discuss 10c Play

Continued from page 86
benefit them, according to Jack Arnold, president of the group. Most operators who are continuing to offer music at a nickel are part-timers who operate comparatively small strings of machines and who don't have the time to sell location owners on the benefit of 10-cent play, it was pointed out.

Location Problem

"It isn't the operator but the location owner who represents the problem right now," it was stressed. "Location owners in some instances feel that the 5-cent phonograph play is something like the old 5-cent cigar, and that if they increase the music rate to 10 cents, customers will be angry enough to stop coming in, which, of course, means less beer sales.

"It is up to us to convince such location owners that 10-cent play, even in a below-average location, will earn more profit than a whole of a lot of beer sales will. The best plan of attack usually would be to make up some sort of presentation which would be taken around to balky tavern owners in the interest of increasing their spots to dime play."

ing developed. . . Ben Polo of Hy Polo Amusements attended the Chicago Independent Amusement Association meeting last week, and talked to this reporter on the possibilities of setting up some sort of manufacturer school for games servicemen and mechanics, similar to that conducted by music manufacturers. Ben said he'd discussed the idea with several people and expected to have a concrete proposal soon.

Ken Knauf, game editor for The Billboard, still touring Europe, expected back November 4. . . Mike Spagnola, Automatic Phonograph Distributors' head, busy making plans to move soon to new and more spacious quarters. The firm will have about 50 per cent more floor space with adequate parking available.

Detroit

By HAL REVES

L. G. Monger, manager for Canteen Company, was in Chicago recently on a business trip. . . Vincent F. Nowak, partner in Variety Vendors, reports the company's activities in bulk vending are now concentrated in a small number of penny peanut venders, with the firm primarily active in other aspects of standard diversified venders.

Henry C. Lemke, pioneer operator-distributor, head of the Lemke Coin Machine Exchange, has sold his downtown offices and warehouse, but has leased the property from the new owner, so that no physical move is contemplated.

Howard E. Appleberry, formerly in the milk business, is making his first venture in the coin machine business with the acquisition of a juke box route from former owners who plan to concentrate upon a retail record business they also operate. Appleberry, who is making his headquarters in the west side suburb of Livonia, has named his business the Urban Music Company.

John Rogosky is establishing a games operation under the name of Rogers Shuffleboard Route, with headquarters in the north end suburb of Birmingham.

A group of five vending companies, each named after a suburban or Up-State Michigan area, is being incorporated here, thru a corporate service office—Bay Vending Company, Fraser Vending Company, Niles Vending Company, St. Clair Vending Company and Pontiac Vending Company. Each is incorporated for \$5,000 capitalization with common stock at \$100 par value.

United Music Operators of Michigan staged its annual public relations program keyed to presentation of professional talent shows for youth and civic groups. First show took place in Toledo, with Vickie Adams, "The Rock and Roll Redhead," as featured vocalist. Second show was put on for executive officers of the

Boy Scouts of America, and Roy Small, UMO conciliator, booked all talent for the event. Adele Storm, secretary of UMO, was a main singer at the show.

Linden F. Bush, partner in Bush Music Company and 24 years an operator, returned from his annual hunting trip in Wyoming, after which he went to the West Coast. He made a special survey of Indiana, Illinois, South Dakota, Wyoming and the Frisco-Monterey area of California. He reports, "I couldn't find any nickel machines like we have in Detroit. I think we're a little backward here."

A new partnership to operate a soft-drink route and possibly add other types of machines later is being formed as the Tire Way Vending Company in Northeast Detroit. Owners, all new to the business, are two brothers (who spell their name differently), Donald Ericson and James R. Erickson, and Roy Totze. James Erickson will be actively in charge of operations.

A large stock of new 30-column, 20-brand cigarette venders is being delivered to Howes-Shoemaker Company "because of the large demand today for different brands of cigarettes," reports Benny Koss, vending manager. The company is currently modernizing its headquarters building. Important public service activity for Howes-Shoemaker is the current distribution of 54 tons of candy to "Little Leagues" on a basis designed to give the eager youngsters a profit of their own.



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Memphis

Bob Goad, president of Game Sales, Inc., reports bowling games going well, with sales up a good bit over this time last year. . . Clarence A. Camp, president of Southern Amusement Company, has a mechanical horse distribution center near his phonograph and game headquarters.

Drew Canale, owner of Canale National Tobacco, Inc., is planning a new record business using Stanley Kesler, composer, as musical director. Kesler has written three songs recorded by Elvis Presley.

GEORGE SAMMONS, president of Sammons Pennington Company, was on a swing thru Arkansas recently calling on music and game operators. . . Parker Henderson, general manager of Southern Amusement Company, reports a shortage of pin games. Reason is most operators in the Mid-South territory are buying up all used ones to replace bingo pin games they took off location.

Southern Amusement Com-
(Continued on page 93)

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U. S. to Test In-Line Payoff Case Oct. 29

Seek to Establish in-Lines as Gambling Devices Without Proof of Payoffs

By NICK-BIRO

SPRINGFIELD, Ill.—A hearing in which Federal authorities hope to establish in-line games as gambling devices per se, without any need to prove payoffs, has been scheduled in Federal District Court here, before Judge Charles G. Briggie, Tuesday (29) at 10 a.m. The hearing involves a suit filed here, September 30, in which nine in-line games were seized by federal authorities thruout the State. (The Billboard, October 21).

There was no evidence of any payoffs. Federal authorities merely seized the machines because of their failure to have a \$250 federal gambling tax stamp affixed.

No Answer

At press time, defendants have filed no claims, objections or pleadings to contest the federal suit.

If the suit goes un-contested, effect will be that the machines will be forfeited. However, federal officials are hopeful of a contested trial in order to obtain a clear ruling of law supporting their position, which would then serve as precedent in federal courts thruout the country. This would enable authorities to seize in-lines without any need to prove payoffs.

In the recent Korpan case involving in-lines, in the United States-Supreme Court, the ruling showed that proof of payoffs was necessary for the machines to be classed as a gambling device, re-

(Continued on page 95)

Bowlers OK'd For Buffalo

BUFFALO — Bowling games were authorized for operation in Buffalo by police commissioner Joseph A. DeCillis last week.

However, the proviso is that each game has to be inspected and approved by the police and the license director. If it is licensed, it has to be approved a non-gambling device and no attachment may be added to convert it to gambling purposes, DeCillis said.

News Welcomed

The move was welcome news to Buffalo game operators, who have been severely handcuffed in the past as to type of games they could operate by city ordinance.

DeCillis said he authorized the permits after he had been approached by numerous representatives of Buffalo restaurants and taverns. They argued they were being discriminated against because the machines had been approved for use thruout Erie County, of which Buffalo is part.

DeCillis further pointed out there is no comparison between the modern bowling machines and coin-operated gambling machines of yesteryear.

How DSA Runs Top League Competition

Problems, Details of Setting Up League Play Handled for Operators by Assn.

This is the second of a two-part article.

By HIAL REVES

DETROIT—How can the problems and myriad details of operating successful league competition be licked?

Even if operators agree that the idea of tournament or league play is a good one basically that increases interest and play, who is going to set it up and run it?

These are questions which the Detroit Shuffleboard Association, in conducting league play on shuffleboards over a period of years, provide some good answers to.

Altho no tournaments have as yet been set up in the Motor City on either bowling or pool games, the possibility is being examined by operators and distributors there, as in many other sections of the country.

The DSA pattern may prove helpful. Problems of handling leagues and setting up tournaments

indicate the need for the kind of operation used successfully by DSA.

These problems were vividly summarized by Clarence F. Codling, a Detroit operator. "Some stops try to work up little leagues among their own customers. But there is so much squabbling about how it should be set up, it is hard to find anyone who will run one anymore."

Codling points to the fact that it is especially important that play be organized in bowling tournament, since there are other problems not existent in shuffleboards. For example, Codling points out that there are different types of games.

Joseph Kanterman, partner in K&S Company, noted that in Detroit regulations were an important consideration in the type of game used. In Detroit he uses target bowlers (with pockets instead of pins), outside Detroit he uses long-alley bowlers with pins. This complicates tournament competition.

However, all operators agree the

(Continued on page 95)

Chi Ops Mull License Fees At Fall Meet

Transfer Privilege, Half-Year Pro-Rata Schedule Sought

CHICAGO — The first fall meeting of the Chicago Independent Amusement Association was held last week (22), with a discussion of city licensing and more favorable commission splits highlighting the discussion.

The meeting, held at the Sunset Room of the Congress Hotel, was attended by 46 game operators, all members of the association.

Official Meeting

Sam Greenburg, CIAA president, told the group that their legal counsel, Milton T. Raynor, had met with the city game board and Mayor Richard J. Daley, in an effort to relax some of the stringent restrictions imposed by the city's bagatelle ordinance.

(As it now stands, the ordinance prohibits any game with a ball action. However, final say is with the board, which has ruled on each new amusement game individually. Effect is that certain types of bowlers, shuffle games and pool games have been allowed, while pinball and certain other games, for no apparent reason, have been excluded.)

CIAA seeks to have the ordinance amended to include all games which are normally legal thruout the State.

Greenburg stated the group was also working to have the license or-

(Continued on page 94)

Witsen, Enbar Open Arcade

HARRISBURG, Pa.—The E. W. Arcade Company has opened a 20-unit Arcade in the Pennsylvania Railroad Station here. The installation has 12 pinball machines, three bowlers and five gun games.

Partners in the venture are Abe Witsen, International Scott-Crosse Company, Philadelphia distributor, and William Enbar, Lebanon game and music operator.

E. W. Arcades plans to open coin-operated funspots thruout Central Pennsylvania. Their first installation was in the Middletown Farmers' Market, about eight miles from here.

Witsen is also a leading Arcade operator in the Philadelphia area.

CLOUD OF CONFUSION LIFTS

New Orleans In-Line Pins Return To Normal With \$250 U. S. Stamps

This is the third in a series of articles on the effects of the Supreme Court ruling subjecting payoff pinballs to the \$250 gambling tax.

By JIM TITTERINGTON

NEW ORLEANS—Pinball operations here have taken a quick turn back to normalcy during the past few weeks, according to distributors and operators in this area.

The recovery of the industry follows a lengthy period of confusion resulting from the decision by the U. S. Supreme Court placing payoff pinballs in the \$250 gambling tax category.

"There was great confusion among the operators here following the Korpan case in which the court ruled that pay-off pinballs must be included in the gambling tax category," Nick Carbajal, of the Crown Novelty Company, Inc., said.

Cite 3 Milw. Ops For Tavern & Game Route Ownership

MILWAUKEE — Three local amusement game operators were summoned to appear before the common council's license committee last week to answer charges that they also had a financial interest in taverns.

The joint interest in amusement game operations and taverns is not in violation of any law, but is contrary to the policy of the licensing committee, a spokesman indicated.

The committee official pointed out that there has been a policy in effect since 1952 of not granting tavern licenses to coin machine operators. "We also have had a policy of not granting amusement machine licenses to tavern keepers," he added.

The official refused to say whether he and the committee

(Continued on page 94)

"And it became even more confusing when the Appellate Court reversed the lower court decision, only to be reversed itself by the later Supreme Court ruling.

"The confusion of these decisions and reversals definitely crippled pinball activities in this area. But during the past three weeks, pinball operations here have recovered and are now back to normal."

More than 100 operators of pinball machines in New Orleans alone have complied with the new law and have secured gaming stamps for coin-operated devices, even tho there are State and city laws against gambling.

The State and city both permit and license free-play pinballs, "for amusement only."

Positive proof that payoffs are being made must be established by arresting police if their cases against pinball payoffs are to hold up in court.

There have been drives in the area against illegal pinball operations in the past by State and city police, but none of any significance during the past two years.

The only notable drives against illegal pinball payoffs during these two years have involved cases where juveniles have been allowed to gamble.

Altho all three daily newspapers in New Orleans are strongly anti-gambling, none of them recently has attacked pinball operations in general, except in those cases where juveniles were involved.

Chester A. Usry, district director of the Internal Revenue Service at New Orleans, summed up the difficulty of pinpointing illegal pinball payoffs when he said "it takes time and a lot of manpower."

Usry said his department has not conducted any drive against illegal coin machine operations since last fall, "when we confiscated a few illegal machines."

"We were planning another raid here after the original decision in the Chicago case," Usry said, "and

the day before the raid was scheduled the reversal by the Appellate Court interpreting the law as not to include pinballs was handed down. So the drive was called off."

He said there has been no drive since the Supreme Court ruling.

Usry said the Internal Revenue Department is interested only in compliance with the law.

"If operators have a tax stamp for each machine in their establishment, they are free to conduct pay-off pinball games if they wish as far as this department is concerned.

"I wish to point out, however, that the stamp is not a license to gamble, but only a federal authority to operate a gambling device."

Usry said there has been a great increase in gambling tax stamps issued by his office during the past year, and added that his department planned no drive against illegal pinball operations at this time.

"If there is any evidence that areas are not conforming to the law, a drive on illegal pinball operations will be made, however," he said.

In the confusion before the Supreme Court decision, a number

(Continued on page 94)

Lipkin, Melone Complete Trip

UNION CITY, N. J.—Sol Lipkin and Nick Melone, of the American Shuffleboard Company, have returned from the recent American Recreation Congress in Long Beach, Calif., where they exhibited the firm's line of coin-operated shuffleboards.

On the way home the pair made a good-will tour and visited the following operators: Lou Olney, San Bernardino, Calif.; Lou Germany, Santa Barbara, Calif.; Stan Lystad, Oakland, Calif.; Les Lystad, Seattle, and the following Texas operators: Harry Pippin, George Greene and Bill Sheffield.

N. Y. Coinmen to Hold 8th Annual Fete Dec. 14

NEW YORK — The Associated Amusement Machine Operators of New York, Inc., holds its eighth annual dinner dance at the grand ballroom of the Park-Sheraton Hotel here December 14.

According to the Claire Morano, of the AAMONY staff, a record 500 persons are expected to attend. Tickets, at \$17.50 each, go on sale this week. The reception is set for 7 p.m., with dinner an hour later.

Chairman of the affair is Irving Holzman, assisted by Morris Wurtzel and Harry Schilderout. The AAMONY staff of Claire Morano, Eli Kasper and Lillie Shamlain is in charge of seating and ticket sales.

'Silver' New Pin Game by D. Gottlieb

CHICAGO—Silver, a new five-ball novelty pin game with a special rotating target feature, was introduced by D. Gottlieb and Company last week.

Targets are activated by two spin bumpers on either side of the play field. Each of the targets is inscribed with a letter, spelling out the word S-I-L-V-E-R. The entire word can be lit up for specials, with the feature holding over from game to game. Unit has 10-cent and quarter chutes, with the multiple play feature.

Unit also features rollovers and spot buttons that complete numbers 1-2-3-4 to light holes for specials, powered flippers and kickers.

Match feature is also available. Unit has steel door over the coin mechanism and steel legs. Rejector is National.

Coinmen You Know

Continued from page 91

pany, headed by Clarence A. Camp, president, and Parker Henderson, general manager, recently had some new phonographs on display at the Arkansas Restaurant Association display in Robinson Auditorium, Little Rock.

Jack Canipe Jr., president of Memphis Music Association, and other association leaders, including Drew Canale, Allen Dixon, Guy Canipe and C. A. Camp, were pleased to have Mayor Edmund Orgill, of Memphis, address them at a monthly meeting. The mayor asked for scholarships to help build a successful football team for Memphis State University, and the operators have it under advisement.

Bill Fitzgerald, manager of Music Sales Company, says Memphis is becoming a recording center. Just a few years ago, says Fitzgerald, Memphis was unknown in the music world.

Mid-South operators seen in Memphis recently shopping for equipment and supplies: Louis Jack Berger, Berger Amusement Company, West Memphis, Ark.; Charles Gist, Gist Music Company, Helena, Ark.; Pete Adams, Adams Music Company, Forrest City, Ark.; Lee Trefl, Delta Vending Company, Cleveland, Miss.; D. C. Johnson, Johnson Amusement Company, Corinth, Miss.; Danny Diamond, Diamond Music Company, Clarksdale, Miss.; Joe Tierce, Tierce Amusement Company, Greenwood.

Bill Marvel, Marvel Music Company, Poplar Bluff, Mo.; John Stafford, F&W Sales Company, Bernie, Mo.; Elgie Foster, Foster Amusement Company, Bolivar, Tenn.; M. B. Morris, Morris Music Company, Somerville, Tenn.; Austin Johnson, Central Music Company, Cleveland, Miss.; Richard Kelso, Kelso Music Company, Cleveland, Miss.

Earl Holtzlander, M&H Music Company, Pine Bluff, Ark.; George Heard, Heard Amusement Company, Newport, Ark.; Grady Wallace, Wallace Amusement Company, Columbus, Miss.; Pete Manos, PM Music Company, Greenville, Miss.; John Tirey, Fairway Amusement Company, Columbus, Miss.; Guy Taylor, Taco Music Company, Oxford, Miss.; J. A. Butcher, Butcher Amusement Com-

pany, Dyersburg, Tenn.; Jourd White, Jourd White Sales Company, Paris, Tenn.

C. O. Temple, owner of Hope Novelty Company, Hope, Ark., was seen recently staging a rodeo. He is president of the Hope Riding Association and rode his horse in front of the parade to the fairgrounds. His bookkeeper, Lola Woodall, also rode her palomino in the parade.

Joe Colten, owner of Louisville Novelty Company, Louisville, Tenn., said his business was off some during the summer. He made up for it with a sideline of running an electrical business, wiring houses for air conditioning. . . . Tex Dickens, Arkansas Novelty Company, Magnolia, Ark., had planned to convert to dime play when Arkansas A&M College opened, but he has been ill with the flu and has not made the change yet.

I. E. McCray, owner of Country Club Amusement Company, at Benton, Ark., near Little Rock, recently went all out in a diversification move and built a bowling alley. He has a new building housing 10 bowling lanes, all with automatic pin-setters. It's the first automatic bowling operation in Arkansas.

Arkansas operators seen in Little Rock and Memphis recently shopping for equipment or on other business: Bill Poland, Poland Amusement Company, Forrest City; Charles Gist, Gist Music Company, Helena; Jack Ethridge, Jack's Music Company, Thornton; H. E. Taylor, Warren Music Company, Warren; James Akers, Akers Music Company, Harrison; Olan Jackson, Jackson Music Company, Brinkley; Henry Hitchcock, Jonesboro Music Company, Jonesboro.

Others included J. Earl Gill, Gill Amusement Company, Hot Springs; Nathan Wheelless, Service Amusement Company, Jonesboro; Lloyd Barber, Barber Novelty Company, Forrest City; Bill Smead, Camden Novelty Company, Camden; Billy Bledsoe, Chicot Music Company, Lake Village; W. E. Lewis, Lewis Novelty Company, Hot Springs; Dean Hosey, Hosey Amusement Company, Nashville; Roy Rumsley, Rumsley Music Company, Texarkana; Charles Cole, Melody Music Company, Paragould; Mason Day, Day Amusement Company, Blytheville; Orell Bledso, National Novelty Company, El Dorado; J. W. Singleton, Singleton Music Company, Marked Tree; Robert Brunner, John & Frank Music, Inc., Marked Tree; Wilbur Green, Spa Amusement Company, Hot Springs.

Denver

By BOB LATIMER

Reduced phonograph profits over the summer are almost sure to be offset by heavier play in the fall and winter, according to members of the Colorado Music Merchants' Association. Play during late September and early October was up as much as 50 per cent in many locations and in many others at least 25 per cent. Local juke box savants look for the best winter in several years.

Pat Ryan, owner of Bell Music Company, has sold part of his phonograph and game routes to Johnny Knight, of Skyland Music Company. . . . Mike Savio, of Draco Sales

Company, started out in early October on his last "good will tour" of Wurlitzer phonograph operators in the mountain communities west of Denver and Colorado Springs, Colo. With deep snow and cold weather prophesied for most of this winter, long automobile swings over the mountain passes will be difficult later.

Making one of his infrequent visits to Denver was Harvey Kelly, music and games operator from Glenwood Springs, Colo., 275 up in the "high Rockies." . . . Kelly, who has routes in Aspen, Colo., and many small surrounding communities, is looking forward to an all-time high this winter, inasmuch as the hotels, resorts and lodges which formerly closed down at the end of summer will stay open this winter. Prompting them to do so is the growth of skiing and other winter sports in the Colorado Rockies, with Aspen now a leading ski center of the world.

Where winter population in the area at one time dropped to less than 3,500 people, winter sports combined with hunting and the early fishing season will mean a crowd closer to 35,000 thru most of the winter months. Kelly, who has added a lot of new equipment on his routes, was buying new phonographs to expand "in all directions at once."

Charles Cousins, Denver phonograph operator, has returned to his route following an extended vacation. Before that, Cousins was in a Denver hospital for several weeks. . . . In visiting distributors recently, Wyoming operator Paul Scott had some impressive figures to back up his decision to install as many machines equipped with 50-cent slots as possible. Over a three-week period after installing a new 200 with the 50-cent chute, 75 per cent of the total take was in 50-cent pieces.

Bill Trout, Cheyenne, Wyo., music operator, was in Denver recently adding several 200's to his routes in the Wyoming capital. Trout also owns the Melody Shop, a combined record gift shop, which grew directly from Trout's reselling of records from his route machines. The Melody Shop recently received national recognition for excellent business management.

Elton Deines, head of Deines Music Company, has announced sale of a new 200 for installation in the new Memorial Building of the University of Colorado. Selling the equipment brought no happy smiles, however, inasmuch as Deines sold the machine only when the University asked for bids to buy its own. Prior to that time this had been one of the best locations on Deines' string. . . . Ted Winfrey has been appointed route service manager for Automatic Catering Company, Inc., large vending organization servicing the Denver area.

Little Rock, Ark.

Little Rock operators report the integration trouble has hurt their business in recent weeks. Among those whose collections are way off because people wouldn't go out at night are Robert Kirsipel, Kirsipel-Hollenberg Music Company; Andrew Cassinelli, Little Rock Company; C. W. Holmes, Western Sales Company, and Harold Dunaway, Twin City Amusement Company.

Others included J. D. Ash-

ley, Globe Amusement Company; C. E. Craig, Arcade Amusement Company; Bob Franklin, Southern Amusement Company; Jeep Thomas, Thomas Amusement Company; Dutch Yancey, Arkansas Music Company; George Seheck, George Seheck Amusement Company, and Cecil Hill, Twin City Amusement Company.

Lynn Farr, owner of Central Music Company, Texarkana, Ark., is developing a subdivision as a form of diversification. He has just finished his 20th house. He says he had to diversify, as Texarkana is still on a 5-cent play and operators can't get together yet on changing to dime play. . . . George Vathis, brother of Ernest Vathis, owner of Twin City Amusement Company, Texarkana, Ark., was married recently.

Atlanta

Bob Ozburn, Friedman Amusement Company, in the hospital at Savannah. . . . Jim Faulk, Sparks Specialty Company, now traveling South Georgia and part of South Carolina. Quite a jump from his home in Columbia, S. C. . . . Bill Hamm, Chambers Music Company, Athens, was in Atlanta picking up new equipment. . . . Bill Chambers, owner of Chambers Music Company, popping up here and there all over the State while keeping an eye on his various operations. Bill reports business good.

L. C. Renfro's Central Music Company, Fitzgerald, says that it pays him to make a trip to Atlanta, over 200 miles, every week in order to pick up the latest records for his machines. He feels that customers in his area should have all the late records as soon as possible after release. They play the phonographs more and he realizes a greater profit.

Glen Bailey, Weathers Music

Company, La Grange, in Atlanta picking up supplies for his music and cigarette route. Glen operates in and around La Grange and in Alabama. . . . Cecil Byrd, B. & N. Amusement Company, La Fayette, shopping coin machine row for supplies and equipment. Cecil and his partner, Len Neely, are probably the only people in the world who have careened down the side of Lookout Mountain in a truck and lived to tell about it. That was two years ago and left them shaken, but not enough to keep them from getting back on their daily route for long.

Los Angeles

By SAM ABBOTT

Bob Portale of Advance Automatic, San Francisco, in town for a few days on business. . . . Leo Weiner of West Coast Enterprises, bulk vending operation, returned from a (Continued on page 94)

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Board Meeting Set

ALBANY, N. Y.—The board of directors of the New York State Coin Machine Association meets 8 p.m. Tuesday (29) at the DeWitt Clinton Hotel here.

Board members will discuss the membership drive and plans for a lobby in the State Legislature.

N. O. Pins Return to Normal

Continued from page 92

of operators in this area were arrested for illegal pinball operations and their cases are still pending, according to M. Hepburn Many, United States attorney.

Many said the defendants in these cases, thru their attorneys, are attempting to compromise and pay the taxes and costs due, even if it means pleading guilty to the charges.

"I am personally willing to compromise in these cases due to the circumstances under which the charges were brought," Many said.

"But the decision will have to come from Washington. I have referred all of the details to Washington, and it will be up to them whether a compromise will be accepted or whether the cases will be prosecuted."

Many said his office is making checks for illegal pinball operations, and that all efforts are being made to enforce the federal laws.

"I personally am against gambling because I think it is a fundamental social evil," Many said, "and I am especially against gambling thru pinball pay-offs because it is attractive to children. It is a particularly vicious form of gambling."

The Metropolitan Crime Commission of New Orleans has carried on the only active campaign against over-all pinball operations this year.

The commission recently attempted to have the city council pass a law forbidding liquor permits to owners of places where pinball machines are operated, but the council refused the proposal.

Today, the confusion supplied by the Supreme Court decision has disappeared in this area. Pinballs are getting an active play in the city and thruout the entire metropolitan New Orleans area.

The bingo pinball is by far the most popular type of machine in the area, although many five-ball machines are still getting strong play.

COINMEN YOU KNOW

Continued from page 93

visit to San Francisco and the Bay with friends in Texas... Pete area... Mrs. Ruby Marquis, wife of Stanley Marquis, Oakland bulk operator, back home from a visit Thelen, Glendale operator, is back on the job following a jaunt to Lake Tahoe and Reno.

Pete Shupp and his partner, Mac McCollum, are opening a new restaurant, the New Chateau, in Lynwood. Announcements have been sent operators, distributors and friends along West Pico... Bill Yedlin, local operator, returned from a hunting trip to Utah... Dick Hall of Ventura also enjoyed hunting in

(Continued on page 96)

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Chi Ops Mull

Continued from page 92

dinance amended to allow licensing on a six-month pro rata basis as well as conditional transfer of licenses from older machines to new.

It would mean that machines bought before July 1 would be licensed at the full \$25 amount; those licensed after that date would be charged half the amount or \$12.50 per unit.

Transfer Bottleneck

Greenburg stated that currently the sought after change in the transfer portion of the ordinance was keeping it from being passed. He said, in all probability, the pro rata feature could be obtained.

Greenburg also urged operators to adopt more equitable commission arrangements with their locations in order to maintain a feasible operating margin. (Most new games in the city are being placed at a 60-40 split, however, many older games are still out on the antiquated but traditional 50-50 basis.)

Operators also heard a talk on pros and cons of car rentals by Nate Natkin and Art Williams of A&A Auto Rental Agency. A proposal for a CIAA dinner-dance was tabled for further discussion.

Cite 3 Milw. Ops

Continued from page 92

would ask the three operators to sell their interest in taverns.

Involved were Joseph E. Beck, owner of Mitchell Novelty Company, one of the city's largest firms, who holds a 60 per cent interest in the Mayfair Tavern; Joseph B. Maniaci, who also owns Roland's Cricket tavern, and Marvin Klein, who also owns Phillips Cocktail Bar.

Final outcome of the case was not settled at press time.

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How DSA Runs League Competition

Continued from page 92

tournament idea is a sound one that could produce more play.

"Tournament play could be a tremendous thing for the coin machine business," Kanterman said.

He paid special tribute to the work done for locations and operators in this area by the Shuffleboard Secretarial Service (SSS), headed by John C. Westerdale. This service, an independent venture, is owned by Westerdale, who also serves as director of leagues for the Detroit Shuffleboard Association (DSA).

This is believed to be the largest, and probably longest established, league of its kind in the country. Significantly, it must operate under heavier restrictions than in any other State.

The skill element in games is of paramount importance. Rules against anything conceivably adaptable to gambling are well enforced.

Here's the way DSA and SSS function:

While the detailed organization varies somewhat from year to year, the pattern is consistent. SSS normally services 14 leagues thruout the year. In addition, there are house leagues within a given organization, and additional teams which are serviced for-part of the year only.

This means that SSS handles the essential liaison functions and paper work for about 200 teams, averaging eight players each or about 1,600 regular players. Playing once a week, these 1,600 not only come themselves to a given shuffleboard location weekly, but bring their friends, families and an assured gallery of spectators for this team play.

The sanctioned leagues in Detroit, co-ordinated thru SSS, all play as one division of a large city league, Westerdale explained, with the set-up leading to over-all tournament play, where a unique feature, welcomed by location owners, is introduced.

At the completion of the regular league season for each of the divisions, the two top teams in each division (each of which consists of eight teams), continue playing home-and-home matches right up to the city championship. These are played regularly in the leading teams' own locations, right on their own boards.

This form of home-and-home match competition is strictly legal and is the answer to the problem of tournaments which, the Michigan Liquor Control Commission has ruled, may not be held in the place of business of a licensed establishment (tavern or other spot selling liquor and/or beer). It is this regulation which has resulted in comparatively few tournaments in the State at large.

The home-and-home competition, however, is highly welcomed by bar owners, since the presence of championship play right in their own places usually brings in an assured crowd of people to the spot, and means more business at the cash register. There is thus a basic incentive for the development of winning teams on the part of each location owner.

"Bar owners like this. On any playoff match you can fill any bar in the city," said Westerdale. "Other teams are not playing at that time, and their players come around to watch the championship."

"Under a straight tournament set-up, bar owners and shuffleboard operators both lose money, because the play is not on their own boards and the championship teams must go elsewhere to play where they play the boards free for two weekends.

"At the same time, the championships draw the regular patrons as well as the players away from their home locations. The bar owner, on top of that, has to pay a fee

for entering his team in the championships."

In Detroit, accordingly, under SSS aegis, the play moves right on up to the coveted city championship on a home-and-home basis, playing on the regular boards for each competing team.

An entirely different set-up has been established on a basis of friendly co-operation for the State championship tournament. Actually very few Detroit teams want to participate in this, "because they have more fun in the city championships," Westerdale said.

Competing teams for the State are almost entirely from up-State areas. The State championship in itself is not and apparently cannot be made a profitable venture, and the basic support comes chiefly from the Oakland County Shuffleboard Association, which is a location owners' group, with support from SSS for "an institutional promotion which will ultimately benefit the entire league play set-up in Detroit."

Westerdale stresses that a prime rule must be that a tournament is never conducted in a place where it is illegal, such as a tavern under Michigan regulation, because "you are jeopardizing the owner's license, and the reputation of all the others concerned."

He cited as an example of successful operation the one conducted under his direction at the Michigan State Fair Grounds, extensively reported in The Billboard at the time. No license was available for the sale of liquor or beer (of course, this was on State-owned property within the city).

Problems were created when players and spectators, finding there was nothing to drink for sale on the premises, began bringing in their own liquor and beer supplies, creating difficulties with local officials.

"It requires careful policing by the tournament management, making enemies out of our good friends, by having to convince them that it was possible to play shuffleboard without drinking."

When SSS was organized nine years ago, it was expected that codification of playing rules would simplify matters to the point where almost anyone in the league could handle the secretary's job, just as is commonly done in bowling leagues. "But it did not work out that way," said Westerdale.

"Problems are constantly arising. We have to go out to the lo-

U. S. to Test

Continued from page 92

quiring a \$250 federal tax stamp, classed as a gambling device, requiring a \$250 federal tax stamp,

Future Action

John B. Stoddard, U.S. District Attorney for the Southern Federal Division of Illinois said no decision had been made on what the government would do if the case was settled without contest.

Legal authorities feel one possible effect is that the government could urge the Internal Revenue to act on the basis of the Springfield decision. Thus federal authorities would be authorized to confiscate all in-lines not bearing a \$250 stamp. For all practical effect, they would continue to do so, until a suit was filed by some in-line operator contesting the legality of the action. This would then result in a test case, which would serve to settle the issue.

Another possible alternative for the government is to seize additional machines not bearing the \$250 tax stamp and file another action. Same effect of this would be the same as above.

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COINMEN YOU KNOW

Continued from page 94

Utah. . . . Another Ventura operator just back from hunting in Utah is Bob Hathway. Tom Workman is back from a trip to Salt Lake City. Tom is the manager of M. A. C. Vendors. . . . Ray Powers of C. A. Robinson Company is in Sacramento on business. . . . Walter Tatum, Orange operator, off to Florida, where his mother is reported ill. . . . Syl and Jim Burris, Montebello operators, enjoyed a hunting trip in Utah. . . . News from Seattle is that Dick Robinson is out of the hospital and will soon return to his regular duties with Dunis Distributing Company.

Jackson, Miss.

J. T. Lavene, Lavene Music Company, Clarksdale, Miss., reports a big pick-up in business with the fall harvest season here, as does Clarence Spain, Tunica, Miss. The big cotton crop is responsible. . . . Frank Steed, Steed & Hearn Music Company, Clarksdale, is finished with his conversion to dime play and reports it going well. The change-over was timed to coincide with the lush harvest season.

Leo Trefl, Delta Vending Company, Cleveland, says a summer slump in business is being made up for by the big upswing in collections in recent weeks. . . . Paul Maucelli, Paul's Novelty Company,

Greenville, Miss., is well again after an attack of Asian flu.

J. T. Long, owner of Long Amusement Company, Hollandale, Miss., reports his son, Jimmy, 20, recently out of the Army, is making a good juke box man. . . . Billy Bledso, Chico Amusement Company, across the river from Greenville, Miss., reports his new 200 juke boxes going well on his route. . . . Johnny Allegrazza, Ace Music Company, Shaw, Miss., is completed with his conversion to 45 r.p.m. and says he's glad it's finished.

Pete Manos, PM Music Company, Greenville, reports the restaurant he bought recently is going well. . . . Chester Richardson, owner of Richardson Music Company, Greenville, is on the road with his carnival. . . . Bert Shives, Yazoo Novelty Company, Yazoo City, Miss., is happy with dime play.

Grady Wallace, owner of Wallace Amusement Company, has his new 60-foot yacht on the Tennessee River. . . . A. B. Fort, Fairway Amusement Company, Columbus, Miss., just completed streamlining his route. . . . Abe Malouf, Malouf Music Company, Greenwood, recently completed upgrading his equipment for the fall season. . . . Joe Tierce, Greenwood Music Company, reports his venture into coffee vending successful. He also has cigarette machines.

Carlton Collins, Crystal Amusement Company, Grenada, Miss., reports he's about finished converting his juke boxes to 45 r.p.m. . . . Guy Taylor, Taco Amusement Company, Oxford, Miss., says business is lively these days. . . . E. J. Tiery, Tiery Amusement Company, Isola, Miss., reports good business.

Operators in Jackson, Miss., recently on business included Dee Brassell, Brassell Music Company, Water Valley; O. H. Rushing, Rushing Amusement Company, Philadelphia; George Fraley, Macon Music Company, Macon; Bert Shives, Yazoo Novelty Company, Yazoo City; Bluford Taylor, Holmes Amusement Company, Tchula; Henry C. Smith, Dyess Music Company, Greenville; Carl King, King Amusement Company, Leland; Charles Ethridge, John Haley Music Company, Durant.

Manuel Nassar, Nassar Music Company, Shelby; Eddie Barnes, Eddie's Music Service, Greenville; Cy Puckett, The Music Man, Lambert; John Haley, Haley Music Company, Canton; J. T. Long, Long Amusement Company, Hollandale.

Lexie Howard, Crystal Amusement Company, Grenada; Pat Harrington, Houston Music Company, Houston; Joe Tierce, Tierce Amusement Company, Greenwood; Don Wallace, Wallace Amusement Company, Columbus; Red Vander-vander, Red's Music Company, Booneville; Warner Williams, Columbus Tobacco and Candy Company, Columbus; Abe Malouf, Le-Flore Music Company, Greenwood; Pete Manos, PM Music Company, Greenville, and Leo Trefl, Delta Vending Company, Cleveland.

Milwaukee

By BENN OLLMAN

A strong representation of Milwaukee coinmen attended the National Automatic Merchandising Association convention last week in Philadelphia. A partial list of the Beer City vendors who journeyed

East for the conclave included Herb Geiger, Geiger Automatic Sales; Carl Millman, Automatic Merchandising Corporation; John Cocking, Automatic Coffee Service; Nick Novasio, County Venders; Kenny Wolf, Ace Foods, and Herb Wagner and Glenn Geadtke, C&W Novelty Company.

Music and games people report that their takes have not yet bounced back from drop experienced during the World Series period. . . . Woody Johnson, United, Inc., general manager, notes an increasing demand for used 45 r.p.m. music equipment for use in low-volume locations. Stopping in at the United, Inc., Stronghold last week were Harry Kososki, Niagara, and Milton Wudtke, American Coin Machine Company, Milwaukee.

Jerry Groll, head of the Paster Distributing Company's premium goods department, reports considerable optimism over the business outlook. We're "getting ready for a big Christmas season," he says. . . . Work is progressing at Radio Doctors, downtown one-stop disk outlet. According to Laz Glassman, the entire enlarging project should be completed within several weeks. Jack Hastings is no longer handling the bookkeeping chores for Hastings Distributing Company. He's out on the road as a salesman for the firm.

Joe Pelligrino and Bob Pucio are hard at work leveling out the lot next to their P. & P. Distributing Company headquarters. "We bought it just to use as a parking lot," says Joe Pelligrino. . . . E. Z. Gregory, Madison, Wis., vender, also attended the NAMA convention in Philadelphia.

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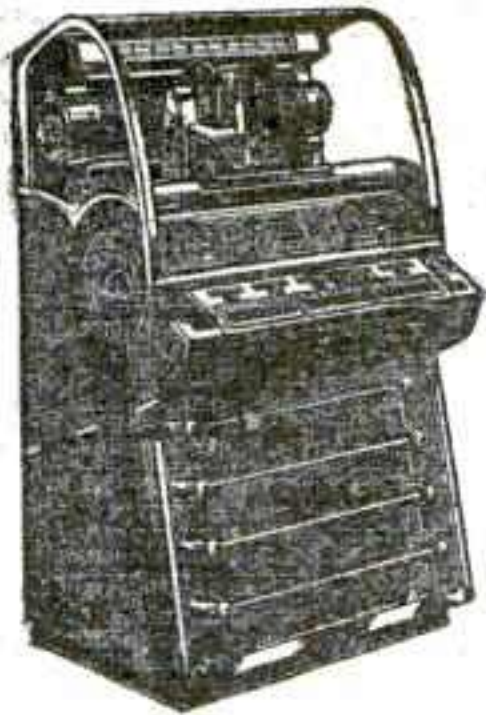
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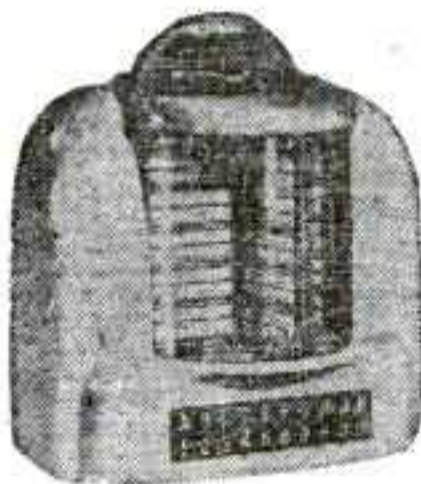


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- D-40 139.50

WURLITZER

- Model 1900\$675.00
- Model 1700 495.00
- Model 1650 275.00
- Model 1550A 299.50
- Model 1400 149.50

Write for Illustrated Catalog

SHAFFER MUSIC COMPANY

In the Coin Machine Business Over 25 Years

Columbus, Ohio, 849 N. High St. AX 4-4614

Cincinnati, Ohio, 1200 Walnut St. MAin 1-6310

Indianapolis, Ind., 1327 Capitol Ave. MErose 4-3571

BUSINESS BOON

Jukes Delivered by Op in Special Trucks

ST. LOUIS—"The Type of rolling stock which the operator uses in handling his machines has a lot to do with the impression which he makes on a location owner." That's the way in which John Gazzoli, owner of Star Novelty Company here, looks at phonograph operation—and the reason for which he has created a highly unusual vehicle fleet.

First, for phonograph delivery, Gazzoli invested in a "stand up" three-quarter ton truck, completely enclosed and tall enough to allow any phonograph and any employee to stand up in it with ease. The truck is finished in glittering jet black with gold lettering, emphasizing the company slogan: "Star Thanks You," which has been used on all vending machines, games, and phonographs since Gazzoli went into business. Below, Gazzoli has added his own name, in bright red and

gold, along with his nickname, "Mr. Star." Kept immaculately clean and extensively lettered, the big stand-up truck has invariably made "the right sort of impression on the prospect," Gazzoli reports.

Other Trucks

Along with the truck, the company uses five panel deliveries, likewise finished in jet black, and lettered in gold and red. Each vehicle is washed at least twice per week, polished once a month, and it is every routeman's responsibility to keep his truck in "showroom condition" at all times. There have been dozens of instances, Gazzoli reports, in which a location owner has called in and asked for a salesman to call upon him simply because the Star Novelty Company "rolling stock" had impressed him on the highway or parked at the curb.

Prospect of Extra Tune Free Boosts 50c Juke Box Play

NEWARK, N. Y.—Jim Bilotta, who operates Lake Shore Amusements here, has all his new equipment set on dime play and three for a quarter. On equipment which accepts half dollars, the rate is seven for 50 cents.

One of Bilotta's best locations is Caruso's, a better-class restaurant

and bar. The stop has been on dime play for some time, with the juke box giving seven tunes for 50 cents.

A couple of weeks ago, the serviceman inadvertently set the box up at eight plays for a half instead of seven plays. Then the fun began.

Word got out that the 50-cent chute gave an extra play. Customers who were in the habit of playing only one tune at a time began throwing in half dollars. Other customers, who seldom played the box at all, couldn't resist the opportunity of getting away with something. They, too, threw in half dollars.

When Bilotta discovered the error, his first inclination was to have the machine reset to seven for a half. But the 50-cent play was so heavy that he decided to let things ride.

Later on, he did switch back to seven for a half, and 50-cent play remained high for a while. When it slacked off, play was boosted to nine for a half, then seven.

After a while, the customer took pot luck, as the machine would be switched every few days. The customers tried to outguess the machine—at 50 cents a guess.

Bilotta repeated the procedure on other locations, with similar results. Every once in a while he will throw in a bonus disk on 50-cent play, and the customers, enthralled with the prospect of getting something for nothing, will eschew the quarter and dime slots for the 50-cent aperture.

SHOPPED AND READY FOR LOCATIONS

- 5 Seeburg 100-JL\$695
- 2 Seeburg V-200 650
- 3 Seeburg 100-J 650
- 3 Seeburg 100-R 625
- 2 Seeburg 100-W 550
- 5 Seeburg 100-C 425
- 1 Seeburg 100-B 375
- 2 Rock-Ola 1452 550
- 2 Rock-Ola 1442 400
- 1 Rock-Ola 1434 125

All Prices F.O.B. Charlotte.

Terms: 1/3 Dep., Bal. C.O.D.

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- 3. ONLY 18"x18"

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- Big Time 125.00
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- Hi-Fi 45.00
- Frolics 45.00
- Palm Springs 45.00
- Surf Club 55.00
- Yacht Club 55.00
- Spot Life 45.00

RINGER BALL \$95.00

ARCADE

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- United Slugger 225.00
- Genco Fl Fly 195.00
- Photomatic 245.00
- Quarterback 185.00
- Hooligan Pool 85.00
- Sportsman Gun 175.00
- Rifle Gallery 145.00
- Champion Base-ball 185.00
- Seeburg Bear Gun 85.00

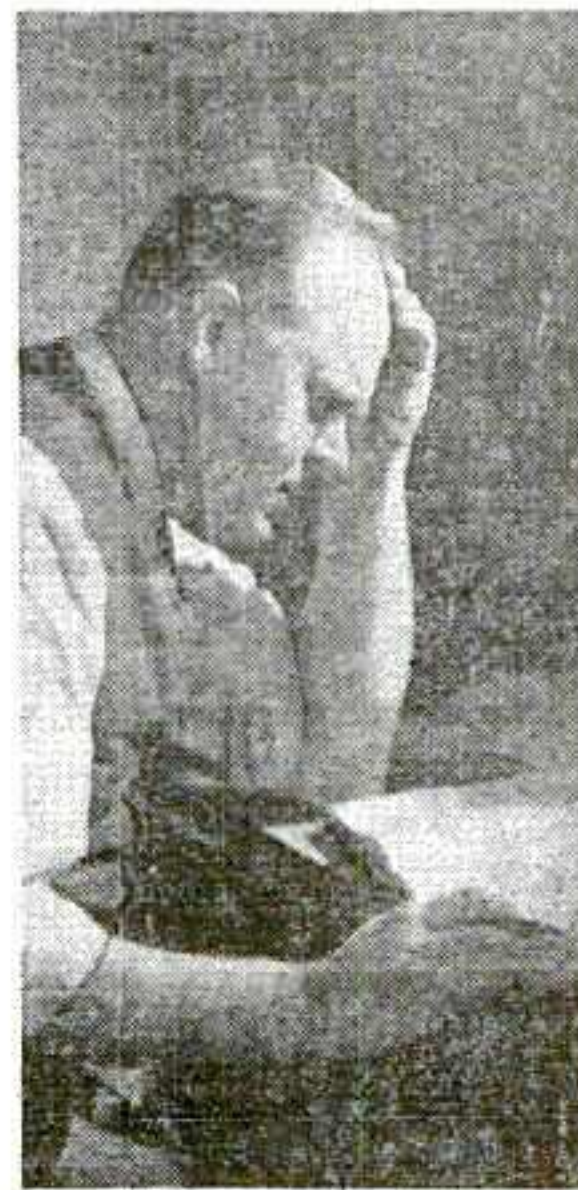
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- SEEBURG M-100C 475
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- A.M.I. E-120 375
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1434 (78 RPM, Reconditioned) \$135
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WURLITZER

1790F \$515
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H200 (like new) WRITE
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WALLBOX SPECIALS

SEEBURG—3W1, 100 Selection Chrome Wall Boxes, Reconditioned \$54.50
ROCK-OLA—50 Selection Chrome Wallboxes, Reconditioned \$29.50

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"



GIVE TO DAMON RUNYON CANCER FUND

AMI Exhibits Line at Gotham Hi-Fi Confab

NEW YORK—While only one juke box manufacturer exhibited at the second annual New York Hi Fidelity Show which ended its five-day run Saturday (12), the music industry showed more than passing interest in the display of flexible hi-fi systems and component parts.

The juke box firm was AMI which displayed a line of amplifiers, cabinets and loudspeaker systems. All told, more than 100 manufacturers displayed more than \$5,000,000 worth of equipment.

Increased emphasis was placed on tape this year, with one business session—"Design of an Audio Program Selector"—of particular interest to juke box people.

Several Years Off

Consensus is that selective tape in juke boxes is still several years off, but that music machine manufacturers are still watching carefully tape developments.

While tape has proven the answer for many background music systems, its application to selective coin-operated music machines poses a few problems.

Tape lacks the flexibility of records. While one record may be substituted for another, the changing of selections on tape requires the substitution of an entire new tape.

Individual Spools

Instead of continuous tape, individual spools may be used for each selection. However, this would negate one advantage of tape over records—compactness.

Chances are no serious effort will be made to use tape in coin-operated music machines until the demand for tapes for home use forces manufacturers to make tapes of new pop tunes.

In other words, the juke box industry will probably do little pioneering in tape. If and when tape replaces records to any degree, tho, the industry may adapt tape to its use.

The hi-fidelity business itself grossed about \$500,000,000 last year, with 475,000 magnetic tape recorders expected to be sold by the end of 1957.

Distribs Add 6

Continued from page 82

Schoenbach, J. Schogabach Company, Brooklyn, and Bert Fraga, Standard Specialty Company, Oakland, Calif.

Schedule Meet

It was decided that the next meeting is to be held May 1-4, 1958, at the Deauville Hotel, Miami Beach, Fla. The meeting will be for the purpose of exchanging of credit information, the setting of price structures of vending machines and vending-machine merchandise, and the interchange of successful operating procedures for vending machine operators, Nelson said.

At the October 15 meeting the association was addressed by Rolfe Lobell, sales manager of Leaf Brands, Inc., Chicago, who reviewed the success of the ball gum business and outlined the pitfalls which he thought distributors could help operators to avoid.

Lyle Becker, L. M. Becker Company, Brillion, Wis., and Les Hardman, Penny King Company, Pittsburgh, spoke to the distributors individually and, said Nelson, "assured the distributors of the utmost co-operation in the supply of charms."

Both manufacturers previewed new action charms to be released.

KANSAS DISTRIBUTOR-WURLITZER

Seeburg Wall Boxes, V3WA, Dual Credit, 200 Selection, \$ 99.50
Seeburg 100 Selection Chrome Wall Boxes 45.00
Wurlitzer 1400 Phonographs. 135.00
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Wurlitzer 1900 Phonographs \$795.00
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AMI E-80 Phonographs 350.00
Seeburg V-200 Phonographs. 695.00
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SILVER

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RECONDITIONED 5-BALL GAMES

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REGISTER, 4 PI. \$325
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SEA BELLES, 2-PI. 285
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- UNITED DELUXE BOWLER
- BALLY CIRCUS
- BALLY ABC SUPER DELUXE BOWLER
- KEENEY "22" CIGARETTE VENDOR
- FISCHER NEW 6 POCKET POOL
- FISCHER NEW 9 BALL POOL TABLES

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The Billboard, 188 W. Randolph St., Chicago 1, Illinois

NO SOAP

Op Cleans Machines With Wax

DENVER—Liquid-wax preparations containing a cleaning detergent have proved the most effective means of keeping machines on location clean and attractive for Sam Kaplan, Kap's Vending Company.

He reports that the wax works equally well on painted, chrome or metal surfaces, and not only removes ordinary food splashes and dust but grease stains, lipstick and rust as well. Nicks and scratches that don't warrant a complete re-paint job are also minimized by the wax coating.

The wax spreads on evenly and the surface quickly dries to a white, powdery finish. Wiping away the powder removes the stains that dissolved in it thru action of the detergent, and the wax leaves the machine with a high glossy finish.

Dissatisfaction with detergent and water, and later ammonia, led Kaplan to experiment with other cleaning methods and the eventual discovery of the wax detergent. Altho ammonia and plain detergent removed ordinary dirt and finger prints well enough, they were ineffective in combatting grease stains. Kaplan reports that they tended to emphasize scratches and nicks on the machines as well.

Now Delivering!

Genco's Sensational New

MOTORAMA

NEW — DIFFERENT — FASCINATING

- ▶ United's JUMBO Bowling Alley
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ARCADE

Crane	\$125.00	Drivemobile	\$195.00
Quarterback	195.00	BB Champ	140.00
Sidewalk Eng.	125.00	Round the World Trainer	325.00
Photomatic	275.00	Grandma	495.00
Goatee	95.00	Steam Shovel	125.00
Peppy	225.00	Star Slugger	275.00
Hi Fly Baseball	225.00	Big Bronco	345.00

FIVE BALLS

Poker Face	\$ 85.00	Easy Aces	\$195.00
Hit 'N' Run	65.00	Grand Champion	81.00
Skill Pool	70.00	Race the Clock	200.00
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Marble Queen	85.00	Superscore	250.00
Green Pastures	100.00	Smoke Signal	160.00
Guys and Dolls	80.00	Peter Pan	150.00
DeLuxe Duet	195.00	Snafu	185.00
Scoreboard	275.00	Piccadilly	265.00
Lovely Lucy	110.00	Circus Wagon	225.00
Toreador	295.00	Thunderbird	125.00
Stagecoach	150.00	Three Deuces	180.00
Jockey Club	130.00	Star Dust	225.00
Pin Wheel	100.00	Big Ben	125.00
Twin Bill	150.00	Bandwagon	275.00
Hawaiian Beauty	120.00	Twenty Grand	50.00
Lady Luck	150.00	Yukon	375.00
Sluggin' Champ	180.00	Quartette	95.00
Daisy May	145.00	Times Square	70.00
Arabian Knight	125.00	Gay Paree	485.00
Gypsy Queen	175.00	Hot Diggity	275.00
Dragonette	175.00	Fun House	245.00

BINGOS

Miami Beach	\$145.00
Atlantic City	65.00
Frolic	80.00
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Beauty	75.00
Hi Fi	75.00
Stardust	210.00
Pixies	145.00
South Seas	295.00
Brazil	295.00
Caravan	225.00
Big Show	350.00
Big Time	125.00
Parade	255.00



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Chicago Coin, Bally, United	\$550.00
14 Ft.	295.00
Un. Regulation	295.00
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FIVE BALLS

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Circus Wagon	195.00
Balls A Poppin'	215.00
Harbor Lights	195.00
Blondie	195.00
Capri	195.00
Guys & Dolls	65.00
Mystic Marvel	125.00
Chinatown	65.00
Quinette	75.00

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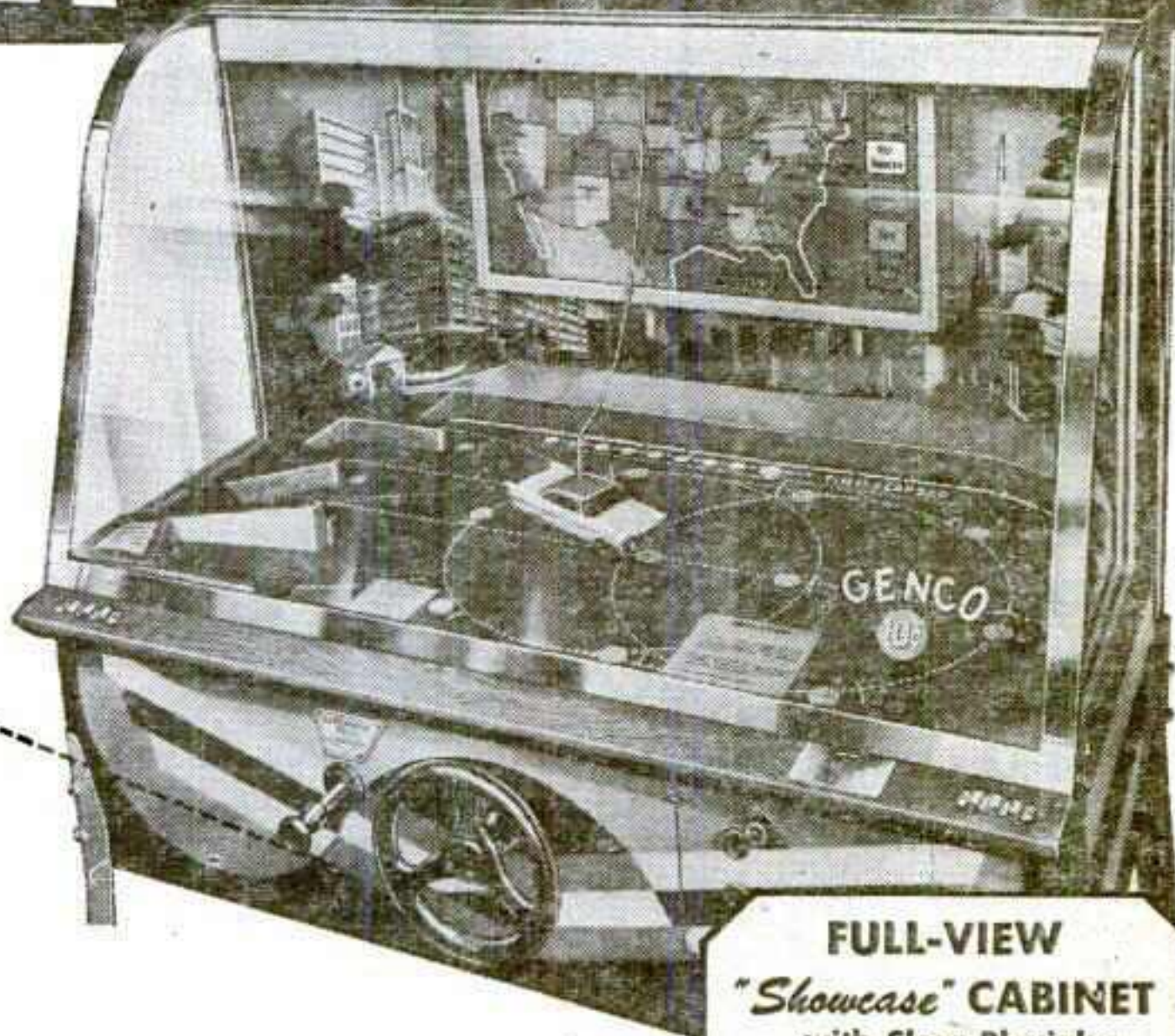
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NOTHING LIKE IT EVER BEFORE!
Real MINIATURE CAR Runs Free on the Playfield—No Tracks or Rods!



URNS RIGHT AND LEFT—Goes Forward and Back at Variable Speed!
Remote-control car operates just like driving a real one—rides over targets to roll up high scores!

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Only 44" Wide, 26" Deep, 60" High

- ADJUSTABLE REPLAY FEATURE
- EXTRA TIME BONUS—ADJUSTABLE
- KNOCKOUT ROLLOVERS

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To Bag the Game You Want,
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**KAYE'S
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Greatest Value in
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Kaye Super Deluxe
SLATE POOL GAMES
Finest mahogany cabinet. Genuine Slate
Tops! Jumbo Plastic
Bumpers! **\$215**

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**NEW VALLEY
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Slate or Regular Tops
Write for Price

Largest selection of FIRST-
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Write for listings and prices.

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The FIRST Offer Is the Best Offer!
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Genco LUCKY SEVEN
—Write for Special Price

SPECIAL!

FIRST-Conditioned

Exhibit SHOOTING
GALLERY \$110
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- ★ GIANT SIZE 2 1/2 LB. DUCK PIN BALLS—LARGER THAN EVER!
 - ★ GIANT SIZE REALISTIC PINS—LARGER THAN EVER!
 - ★ GIANT SIZE COLLECTIONS—LARGER THAN EVER!
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Chicago Coin

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6-PLAYER.....**\$325**

14-FT. BOWLERS

FIRST-Conditioned

Chi Coin BOWLING LEAGUES
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FIRST Quality—FIRST Value!
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WORLD'S MOST COMPLETE
COIN MACHINE CATALOG!
**56 PAGES! FULLY
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**Added Cig
Tax Urged
In Boston**

BOSTON — Cigarette vending operators are breathing easier now that one of the longest legislative sessions has come to an end. Governor Furolo had been pushing the solons to enact an additional 1-cent State tax on cigarettes, which would have put the total at 6 cents, one of the nation's highest.

Only last June the wholesale price was hiked and Bay State operators were hard pushed to make conversions quickly enough to take up the slack. Help for pushing pennies into packs was hard to get and some time was lost in getting machines in line with the new price.

But the change turned out to be favorable to operators on a profit basis altho there was an overall decrease in volume of sales.

Now that summer vacations are over, sales are on the increase and the decrease of approximately 16 per cent is being whittled away. The danger of another price hike has passed for this year and operators are fairly satisfied with 28 cents for regulars and 30 cents for king-size and filters.

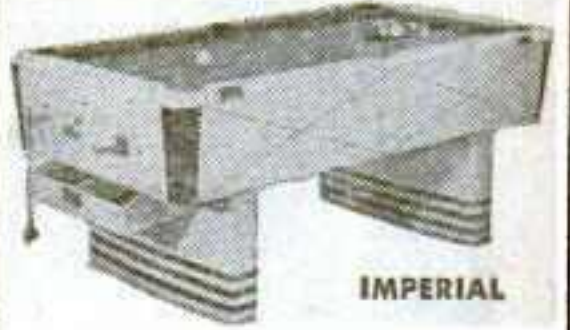
Another Bill, among five which the governor has announced he will "pocket veto," is one that would have raised the minimum statutory "cost of doing business" mark-up on cigarettes from the present 6 per cent to 12.4 per cent. This bill was sponsored by the Greater Boston Tobacco Retailers, Inc.

The explanation apparently was that as a matter of practice tobacco dealers are allowed a 12.4 per cent cost of doing business mark-up by State tax authorities and the bill would peg the ceiling in the statute.

**"DECOR DESIGN"
POOL TABLES**

by **Fischer**

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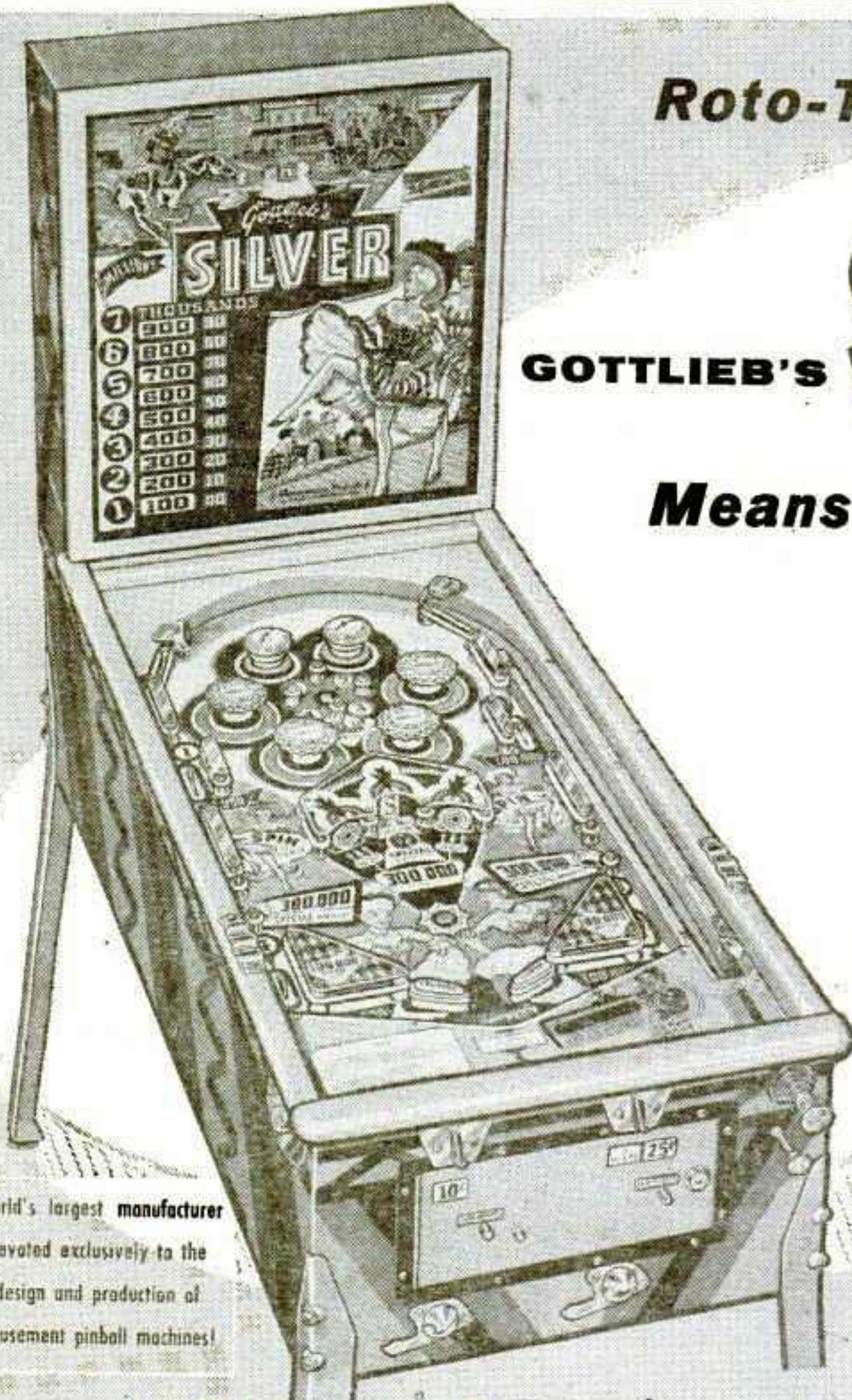
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Silver has an exclusive Lite-A-Name feature that holds over from game to game until S-I-L-V-E-R is lit; then, complete name lites targets for specials. Silver also includes: Rollovers and spot button that complete numbers 1-2-3-4 to lite holes for specials; super-powered flippers that shoot ball up field at Roto-Targets; cyclonic kickers; twin chutes and an all steel door and door frame for lifetime service. Match feature.

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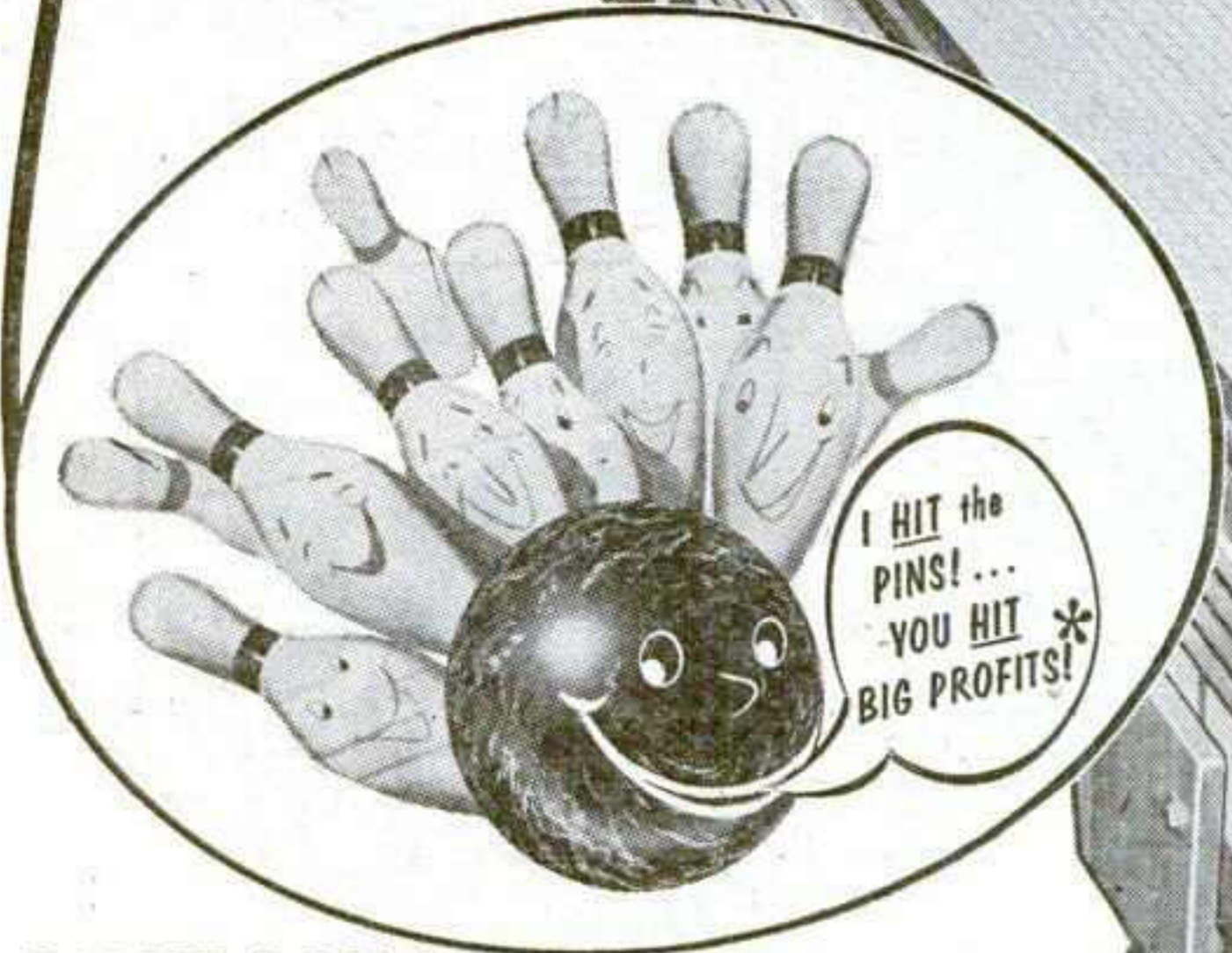
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Fast, fascinating action and powerful last-ball suspense insure plenty of repeat play... plenty of double-coin competitive play. For stepped-up novelty profit, get CARNIVAL busy for you now.



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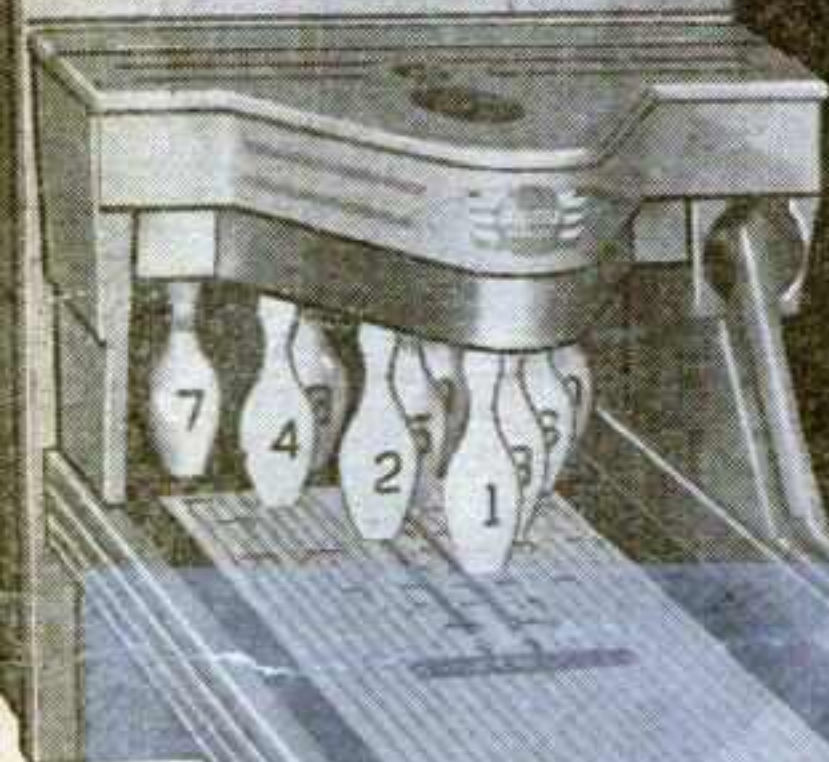
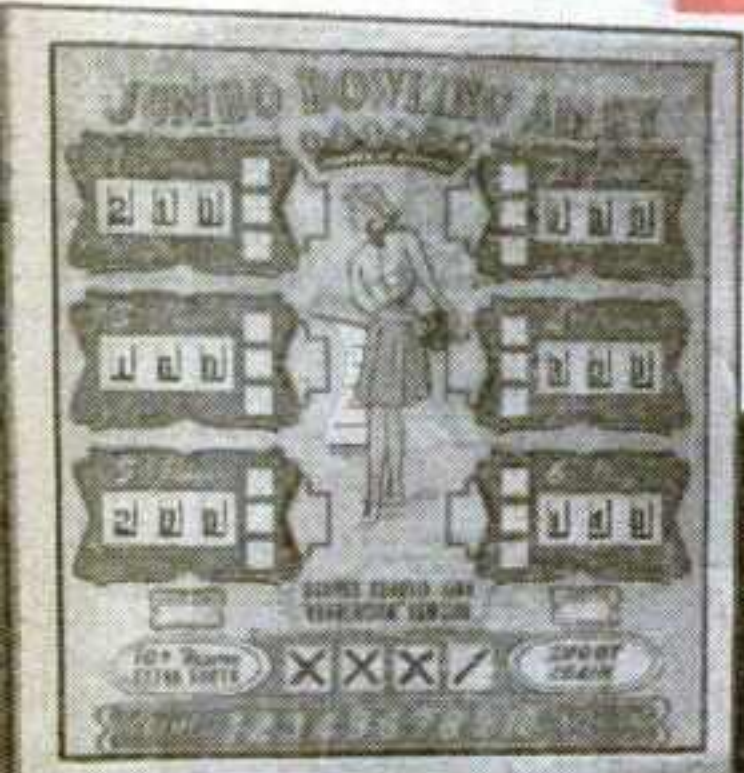
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HITS THE PINS!
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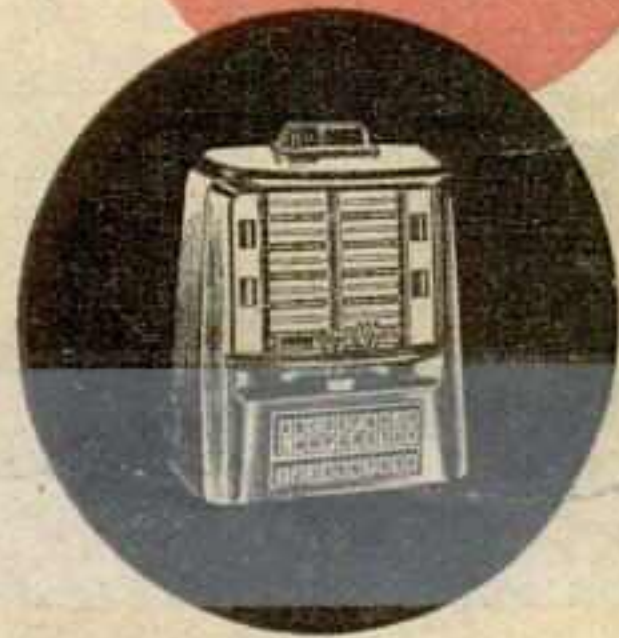
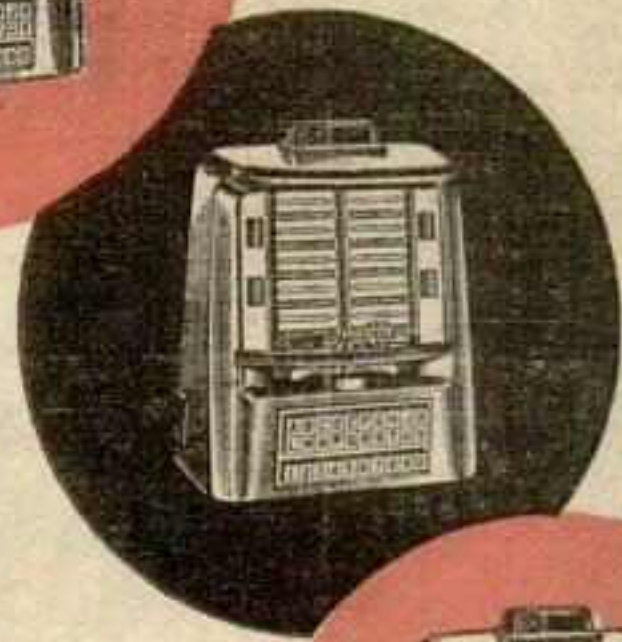
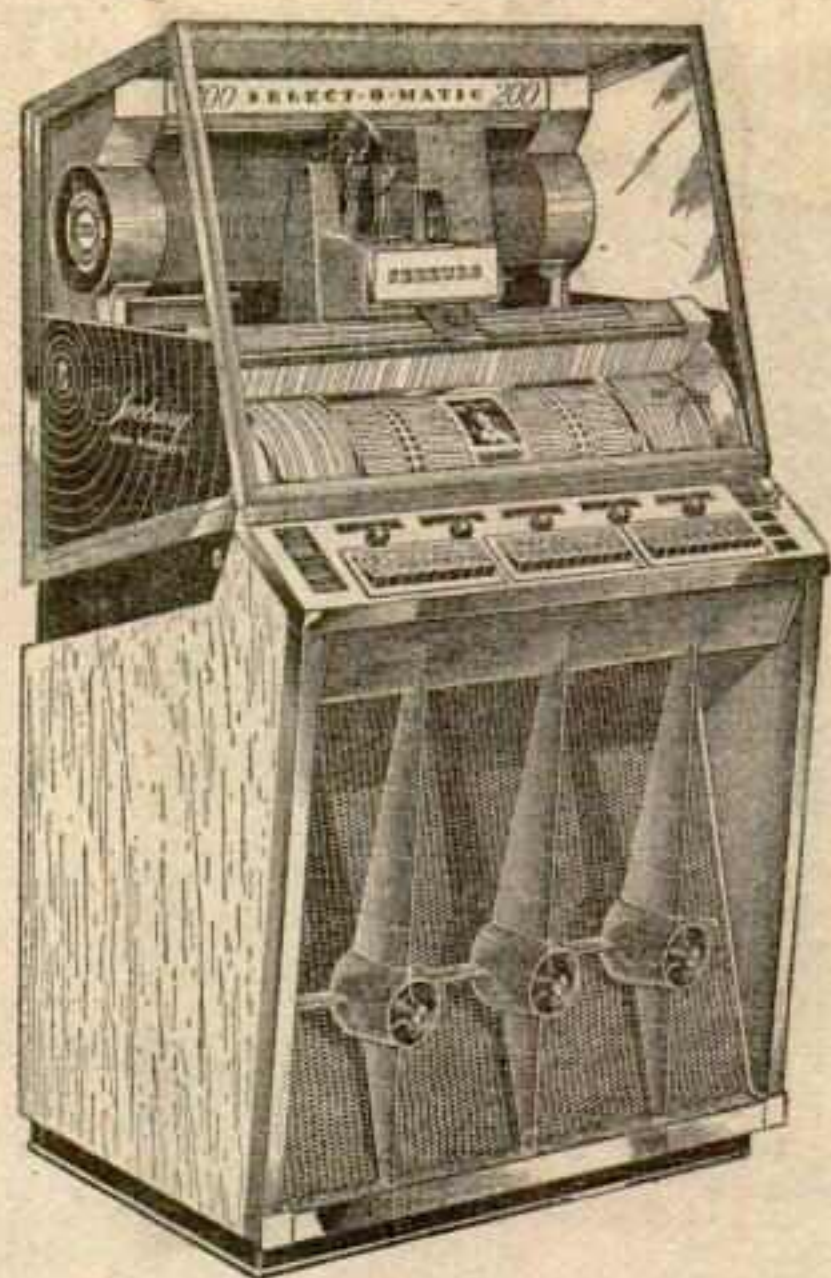
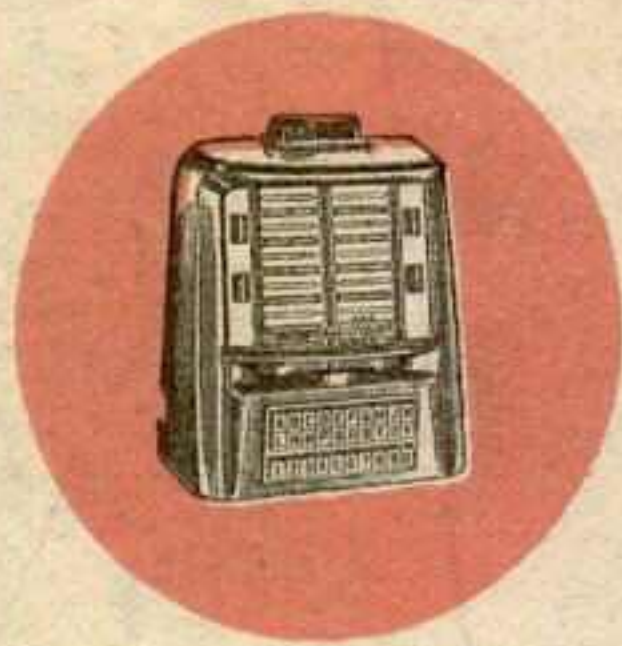
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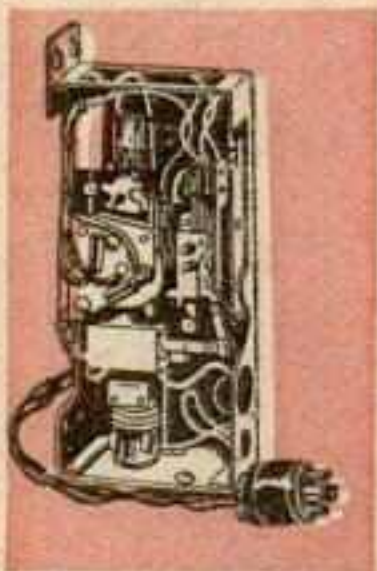


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