



# The Billboard

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## P-R Program Wins Juke Box Friends

Distributor Aims Operator Story at General Public and Location Owners

By AARON STERNFIELD

UTICA, N. Y.—A pioneer program to win friends and influence people on behalf of juke box operators is setting a successful precedent that is attracting industry-wide attention.

The program, spawned, championed and being carried out with impressive results by a major juke box distributor, is expected to awaken the industry to the public relations role that can be played to great advantage by distributors.

Two publics are aimed at in the move—the general public and the owners of locations where juke boxes are located. Results on both groups are gratifying.

Prime mover is the Davis Distributing Company, Seeburg distributor for all of New York State except New York City and surrounding area.

Davis, one of the most public-relations-conscious distributors in the nation, is currently culminating a successful campaign to install dime play thruout the Empire State. In the main, the effort has been directed to the general public, with the editorial columns of daily and weekly papers explaining the position of operators.

But at no time during the campaign did Davis lose sight of the fact that the location owner must be convinced of the soundness of dime play—for the operator and for himself.

Last week, at the Hotel Utica here, the New York State Restaurant Liquor Dealers' Association, Inc., held its 21st annual convention. Davis Distributing, with the aid of the Atlantic-New York Corporation, Seeburg distributor for Metropolitan New York, North Jersey and Connecticut, played an important role in that convention.

### Location Owners

For the third successive year, Davis played host to some 500 of

the top location owners in the State. Davis representatives and operators wined and dined the bonifaces and provided a program of top-flight entertainment for the bistro men and their wives.

The program, arranged and emceed by Ted Kisil, Davis' public relations director, served to entertain. But it also served to indoctrinate the tavern owners. Every act made reference of some sort to the 200-play juke box and dime play. Stage backdrop was a new Seeburg 200. Talent included Dory Sinclair, comedienne; George Gilbert, comic emcee; Bob Whalen, Jubilee recording star; Paul Kohler, xylophone artist, and the Four Echos, Coral recording group.

But the entertainment program is only one small phase of Davis' program to cement relationships between operator and tavern owner. No major pitch for dime play is made before tavern owner groups. The goings-on at the meeting are regarded by the distributor pretty much the way a product manufacturer regards institutional advertising.

The big pitch, to convince the tavern owners that dime play is best for him, is made on an individual basis by a two-man flying squad, consisting of Tom Ferrara, Syracuse area sales manager, and his assistant, Ed Bertram.

### Plug Dime Play

Ferrara and Bertram spend much of their time with tavern owners, explaining to them how conversion to dime play will allow the local

*(Continued on page 76)*

## ALL INGREDIENTS UNDER ONE ROOF IS TV PANACEA

NEW YORK — "All the ingredients of a production, particularly a TV show, must be under the same roof if maximum efficiency, exchange of ideas and agreement on policy are to be ensured." So says Robert Schuler, executive producer of the Patrice Munsel show (ABC-TV, Fridays, 8:30 p.m.) in explaining his unique packaging operation.

M-S Productions, founded by Schuler and Miss Munsel (his wife), occupies several floors of a mid-Manhattan building, housing rehearsal studios, publicity, promotion, exec offices, writers, choral director, in fact everyone and everything concerned with the series, except sponsor and ad agency.

"There's time and place to correct all misconceptions with physical proximity," says a William Morris Agency exec connected with the Munsel show. "This set-up is responsible for the critical success of the series, as opposed to network-produced musical stanzas which by and large are in trouble. Half the time, the producer and director of a web music show don't see each other till camera rehearsal. And neither sees the writers at all."

"That's why the networks are building costly television cities in California," adds the agent, "to solve the serious communications problem among the departments of each show. Like dependence upon ratings, this problem can destroy a healthy show."

## Publisher Lists Tab Jazz, Opera, Drama Tome Upbeat

Fare Offers Lively Browsing For Show-Struck Literati

By BILL SIMON

NEW YORK — Showbusiness, and especially the music part of it, can always be counted on to inspire some of the liveliest literary fare in any given year. This fall-winter season, the book publishers' lists indicate an intensified interest among the literati in the subject of jazz, and modern drama, the latter particularly pertaining to TV.

### Jazz Build

According to Jessie Kitchum, book review editor of Publishers' Weekly, jazz began building strongly last year, during which seven important new works on the theme appeared. This year the pace is continuing. In fact, three major books on jazz have hit reviewers' desks within the past two weeks. To date, we have received Barry Ulanov's "A Handbook of Jazz" (Viking), Leonard Feather's "The Book of Jazz" (Horizon) and the Nat Shapiro-Nat Hentoff compilation of profiles, "Jazz Makers" (Rinehart). A previous entry, slanted primarily at teen-agers, was Studs Terkel's "Giants of Jazz" (Thomas Y. Crowell and Company).

Reportedly, other jazz tomes, by Rudi Blesh and by Ralph Gleason are forthcoming.

Composer biographies, for adult readers, may have tapered off this year, altho there are a number on tap for juveniles. There are two

on Beethoven, one, "The Story of Beethoven" by Helen Kaufmann (Grosset and Dunlap), and "Beethoven" by Riva Paess Mirsky (Follett). Miss Kaufmann also has compiled "History's 100 Greatest Composers" for Grosset-Dunlap.

For adults, there is "Bach" by J. S. Pirro (Crown), and also "Caruso: His Life in Pictures" by Francis Robinson.

### New Opera Approach

Something new among books on opera is George Marek's "The World Treasury of Grand Opera" (Harper's), which is a collection of pieces about the opera and its stars rather than the usual run-down of "Stories From . . ." A new twist on the latter idea will be provided in January with Rudolph Fellner's "Opera Themes and Plots" (Simon and Schuster), which will include simple arrangements of the music from 32 operas, running along with the libretti.

Abram Chasins, musical director at station WQXR, has a series of reminiscences in "Speaking of Pianists" (Knopf) starting with his own teacher, Josef Hofman, etc. In the nature of a bio is "The March King and His Band," concerned, of course, with John Philip Sousa, by Kenneth Berger (Exposition). And "speaking of pianists" again, Decca's pianist Ruth Slenczynska, in collaboration with critic Louis Biancolli, has penned an unusually touching account of her early years in "Forbidding Childhood" (Doubleday). "From the World of Music" (Coward-McCann) is a collection of essays by the noted longhair critic, Ernest Newman. And at the opposite end of the pole is the McGraw-Hill collection, "Calypso Song Book."

A bio of interest to music people *(Continued on page 18)*

## NEWS OF THE WEEK

Fray Brews on Madison Avenue Over Attack on Commissions . . .

A Madison Avenue scrap may be brewing as a result of the "Frey Report" out of the Association of National Advertisers. A survey showed admen feeling agencies should receive less than 15 per cent on packaged TV show purchases, but a check-up shows agencies standing pat on usual commission structure. . . . [Page 2](#)

CBS Film Offers Bargain Sale On 10 Series to Small Marts . . .

CBS Television Film Sales has launched what is probably the first real bargain sale in syndication history. Volume discounts aimed at small markets apply to 10 properties, exclude three others. . . . [Page 10](#)

Increasing Distrib Field Reflects Indie Disk Growth . . .

Approximately 663 record distributors are currently active thruout the U. S., thereby reflecting the growth of the disk industry as a whole, and more particularly of the independent record manufacturer. This figure represents

an increase of nearly 30 per cent over the number of distributors engaged in the business five years ago. . . . [Page 17](#)

Spotlight on Internal Harmony At Semi-Annual ASCAP Meeting . . .

In marked contrast to earlier meetings this year the semi-annual business meeting of ASCAP in New York City last week spotlighted a spirit of internal harmony. Prexy Paul Cunningham told the group that a "cordial" atmosphere surrounds ASCAP's negotiations for new TV contracts. . . . [Page 18](#)

### DEPARTMENTS AND FEATURES

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## Stops & Ops: Juke Pardners

CHICAGO—Thanks to the program engineered by a New York juke box distributor of promoting friendly relations between operators and tavern owners, the stability of locations in the State was never greater.

Ted Kisil, public relations director of Davis Distributing Company, feels that similar programs can be launched in other areas either by distributors or by music machine operators' associations.

Kisil advises operator associations and distributors to work thru local tavern owner associations, attend their functions, know the individual locations owners, and most important of all, impress upon the tavern owner that his interest and those of the juke box owner are parallel.

## Solid Jazz Book Market

NEW YORK — Apparently there's a sound business basis for the continued flow of new books on jazz.

It's just two years since the appearance of Leonard Feather's large "Encyclopedia of Jazz" published by Horizon to sell at \$10. The skeptics then considered it a poor risk because of the big tag. Today the tome is in its fourth printing, having sold close to 30,000 copies, for \$300,000 worth of business at retail.

Now Horizon has taken the Encyclopedia, and its supplement, "Encyclopedia Yearbook of Jazz," and grouped them in a special slip case. Singly, their retail price was \$13.95. Coupled, the price will be \$12.50.



## MADISON AVENUE FORMS DEFENSE OF COMMISSION

### ANA Frey Report Attacks 15%; Agencies See No Changes Due

NEW YORK—Battle lines are forming on Madison Avenue in defense of the 15 per cent commission system on TV spending, a system which received a public knock last week by the Association of National Advertisers in the form of the much-discussed Frey Report.

The official "front" for the ad shops, the American Association of Advertising Agencies, retired officially behind what amounted to a "No Comment" smoke screen, however. Stated the 4-A's: "We agree with Paul West of the ANA that comment will be premature until the final data is published."

Leading agency men on the Park-Madison-Lexington circuit, however, were more outspoken, altho most asked that their names be withheld.

"We have no intentions of handling client advertising on a piece-work basis" said a veepee of an agency billing well over \$100,000,000 annually. "Even if we made big profits in handling one item, like a TV package show, we might easily lose money in handling the same account's trade ads. There's not likely to be a change in the agency commission

system—even with the Frey Report."

#### A P&G Agency

The TV-radio vice-president of one of the P&G agencies also sounded off on a similar theme. "Ad managers think that riding herd on a TV package is just a gravy train. It just ain't so. We spend virtually as many man hours in supervising production of both package shows and commercials, and in meetings to discuss improvements or in special research, as we do in handling an agency-produced TV series."

Some other agencies checked differed in this view slightly, feeling that it applied more to live shows than to film packages, but virtually all felt that the "prediction" in the Frey Report that the agency commission system was in for a basic shuffle—22 per cent of ad managers spending million-plus budgets felt a "significant" change was due in 1958—was not likely to come true.

The hassle currently centered on the ANA survey findings by Professors Albert W. Frey and Kenneth R. Davis, of Dartmouth, in which 60.8 per cent of ad managers surveyed said they felt a 15 per cent commission was justified

on agency-produced shows, but only 35.3 per cent felt the same thing applied to packages or net-produced vehicles, and a sizable 58.5 per cent felt the commission on packages should be "less than 15 per cent."

The returns on the survey, according to ANA, represent about 70 per cent of all advertising managers who are spending budgets of over \$1,000,000.

#### Attacks Commission

While it took a fairly hefty swing at the commission system, the Frey Report gave both sides of the agency-advertiser fence a chance to sound off on the things which cause friction and poor liaison between clients and ad agencies.

The chief faults the advertisers found with agencies included failure to probe deeply into a client's business and industry problems, reluctance to explain recommendations, poor service, lack of technical skills and creativity, poor media selection, and high costs.

On the reverse of the coin, agencies stated that clients sometimes showed a lack of confidence in them, gave them insufficient information, second-guessed their

(Continued on page 16)

## 20th Near to Film Distrib?

HOLLYWOOD — The hottest rumor in the telefilm field this week is that 20th Century-Fox is quietly readying a move into the distribution of its own film product for TV. It's also reported that the move is being pushed by a decision at the topmost executive levels of the big film firm.

Currently, distribution of 20th-Fox vidfilms and feature product in syndication is being handled thru National Telefilm Associates, with the General Artists Corporation handling network-level, first-run properties like "My Friend Flicka."

Several top film industry executives have already been approached by 20th-Fox which is conducting a grey-flannel talent search to find a man to head the new operation. Salary: \$50,000 a year or more. The final selection, it's said, will be passed on by Spyros Skouras himself.

## 'Person,' 'Now' Gain Interest Of Sponsors

NEW YORK—CBS-TV reports mounting sponsorship nibbles on several Edward R. Murrow properties. The International Business Machines Company and International Harvester are both said to be considering "See It Now," the sponsorship of which will be dropped by Pan-American at the end of this year.

Gulf Oil is also weighing taking over for Amoco on "Person to Person," in the Friday 10:30-11 slot. "See It Now" will program a show about the peacetime uses of the atom 5-6 p.m. November 24.

NEW YORK — Frank James, former manager of research and budget liaison officer for ABC-TV, has been promoted to an untitled status as chief assistant to web chief Ollie Trezz.

Otherwise, it was suspended animation among web personnel, pending the board meeting of November 18 which is scheduled to bring major exec changes.

## 'THEY' SAY

### Hit Parade Account on Way to Y&R

NEW YORK — The Madison Avenue rumor mill this week had the American Tobacco Company shifting its Hit Parade brand (an estimated \$7,000,000 in billings) from Batten, Barton, Durstine & Osborn to Young & Rubicam. The latter agency recently lost P. Lorillard's Kent brand after what most observers had thought a highly creditable job of representation.

Hit Parade, American Tobacco's entrant in the filter derby, has been somewhat of a disappointment to its parent company. This was indicated fairly recently when an entirely new account group was put on the cigarette by BBD&O. The major TV property for Hit Parade is co-sponsorship of the show of the same name on NBC.

## NBC Seeks 'H'master' Slot

NEW YORK—NBC-TV is taking a long look at R. J. Reynolds' "Harbourmaster," now in the Thursday 8-8:30 p.m. time period on CBS-TV, to see whether a spot can be found for it.

Reynolds will have to shift the show away from CBS-TV because, not only have its initial ratings been disappointing to the web, but the sponsor wants to bankroll it only on alternate weeks beginning in January. NBC may try opening one of its 7:30-8 p.m. half hours, if possible.

## CBS-TV Buys 'Diamond' Pix

HOLLYWOOD — CBS-TV has bought the "Richard Diamond, Private Detective," series from Four Star Films as a January standby. According to Dick Powell, president of Four Star, deal calls for 13 films, plus option for 26 more.

Production on the show, which was seen over the web as a summer replacement, begins this week. David Janssen stars and David Heilweil produces.

CBS-TV is also redoing the Vincent Price starrer, "Collector's item," as a possible replacement for January casualties.

## ABC Ponders 'Teeko' Quiz

NEW YORK—ABC-TV is mulling a new quiz entry, "Teeko," for the Saturday 7-7:30 p.m. slot back to back with its new "Keep It in the Family." The quiz, packaged by Frank Abrahams, stars Keefe Brasselle as host.

Brasselle exited "Family" just before the premiere last month for legit commitments which have since been dissolved.

## Plymouth Eyes 2 Bob Hope Specials Dropped by Timex

NEW YORK — The Plymouth Motors is showing interest in picking up two Bob Hope specials for the latter part of this year. These are the shows that were recently dropped by Timex.

Half of three Hope Specials have already been bought by Johnson Motors for the months of February, March and April, 1958. Grant is the Plymouth TV agency.

## 'Sugarfoot's' Ratings Mow Down Rivals

NEW YORK—"Sugarfoot," the "weak" entry in ABC-TV's Tuesday night Western block, scored a 23.0 with a 39.2 share of audience in the latest (October 29) Trendex report. Against it in the 7:30-8:30 p.m. time, CBS-TV earned a 16.3 average for "Name That Tune" and Phil Silvers, with NBC-TV getting 12.5 for Nat Cole and Eddie Fisher.

"Sugarfoot" alternates with "Cheyenne," a winner of last season for ABC, but in five telecasts has risen to overhaul not only the opposition but "Cheyenne" itself. Despite this, it's still partially unsold.

## NBC Board Elects Bilby Exec Veep

NEW YORK — Kenneth W. Bilby, public relations veepee of NBC, has been elected an executive veepee by NBC's board of directors.

Bilby, who continues as a member of the executive council which formulates company policy under Robert Sarnoff, is also responsible for continuity acceptance, merchandising, exploitation and national advertising and promotion.

## CBS, NBC CONCERN

### Nets Worry About Short Show Pacts

NEW YORK — A number of long, regular shows with short-term sponsorship deals are beginning to cause concern to CBS-TV and NBC-TV, because of possible January cancellations. The former web is worried about "Perry Mason" and "Playhouse 90"; the latter, about "Suspicion" and "Wagon Train," tho the hour Western is getting good ratings. And ABC-TV is far from happy about the showing of "Disneyland," tho its sponsorship picture is somewhat more satisfactory.

Philip Morris cigarettes is taking a short-term ride on "Suspicion," Tums and Edsel on "Wagon Train" and Libby-Owens-Ford on "Perry Mason." "Playhouse 90" has always been a conspicuously hard sell to the CBS-TV network sales staff, with Marlboro cigarettes said to be the short-terminer. Its ratings so far this season have been down because of the stiffer competition from the other webs.

#### Growlings

The sponsors of "Suspicion" are beginning to growl because so far

only one show produced by Alfred Hitchcock has been seen. Hitchcock, however, has been busy making a feature. "Perry Mason," of course, has been a major disappointment to the web, and it is giving the property all its attention. The concern about "Wagon Train" is based on the fact that tho the ratings may be good, the cost-per-thousand may not.

## STIFFEN SOFT SPOTS

### ABC Works Overtime On January Reshuffle

NEW YORK — ABC-TV is working overtime to reshuffle its programming for January, encouraged by early ratings which give promise for half the nighttime entries and worried by the poor showing of the other half. Chief disappointments to ABC execs are the Guy Mitchell show, "The Real McCoys" and "O.S.S.," with the Frank Sinatra show also causing concern.

A probable web solution, assuming sponsors agree, will be a rescheduling of the trouble shows into easier or more helpful time slots. With Sinatra, it's a case of format adjustments to accent music and minimize drama. ABC's Tuesday, Wednesday and Friday night schedules will remain intact, tho ratings haven't been too great on a number of debutants those nights.

The biggest web problem is the weekend, with temporary properties filling three half hours on Saturday and three on Sun-

day. "Bowling Stars," Sunday 8:30-9 p.m., and "Scotland Yard," 10-10:30 p.m. beginning November 17, are considered switchable, as are the unsponsored "American Bandstand" and "Keep It in the Family." This is part of the web total of 10 slots into which each of the failing stanzas can be reslotted.

Ready for Jan. ABC has a full agenda of January replacements on tap. It's a question of new advertisers rather than new properties to plug the gaps and give adjacency support to the many series which are doing well. Lawrence Welk needs a Saturday lead-in desperately, execs feel, with this year's ratings slipping over last year's triumph. "Maverick" and "SiC Caesar" need a strong entry in that open half hour between them Sundays at 8:30; with such, ABC thinks it can take both Ed Sullivan and Steve Allen.

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# TIGHT WEB RACE INDICATED BY ARB

### 27 Half-Hour Periods in Doubt, Only 15 Labeled 'Sure'; Differs From Trendex

NEW YORK — The American Research Bureau has released its first comprehensive fall ratings, differing considerably from the October Trendex report in favoring CBS-TV more and ABC-TV less. Most significant, however, is the tight race indicated in a large number of time periods by both services.

An unprecedented 27 half-hour slots out of prime time's total of 42 are in doubt this November, with only 15 labeled as "sure" in studying ARB figures for October. (A "sure" period means one network has at least a five-point rating edge over the competition.) Last year this time, only 15 half-hours were in doubt.

The 1956 ARB breakdown gave CBS 18 sure periods, NBC six and ABC three. The current report gives CBS seven, NBC six and ABC two. The tight race for the rest of the evening slots includes such previously definite periods as Sunday 8-9 p.m. (Ed Sullivan), Monday 9-9:30 ("Lucy" became Danny Thomas), Tuesday 10-10:30 ("\$64,000 Question"), Wednesday 7:30-8:30 ("Disneyland"), Thursday 9-10 (Lawrence Welk), to name a few in indication that no night of the week has been spared.

#### The Upsets

Most of the upsets so far have been caused by new adult Westerns, whose early strength has eaten into established leads of holdover shows of other types. Withal, ARB gives CBS leads in

23 slots this year as opposed to 28 last year, NBC 11 this year against eight last year, and ABC eight against six. The latest Trendex figures give CBS 18, NBC 11 and ABC 13.

The fact that it's now a three-web race instead of a CBS walk-away, tho it may be healthy for the industry at large, is complicating the lives of a lot of sponsors and agencies. They don't have clear landmarks in most cases to decide the renewal or replacement problem for January.

## 'Make Laugh' Weaver Latest

NEW YORK Sylvester (Pat) Weaver's newest programming pitch is for a show titled "Make Me Laugh," the creation of two comedy writers, Mort Green and George Foster. The live show pits comedians against contestants who think they can hold out against laughter.

The comics, of course, are given a time limit during which they must produce results. Several top sponsors are already showing interest in sponsoring the show over Weaver's limited Eastern network.

## CAMERA CONS NATIVE CHIEFS

NEW YORK — CBS-TV's Gil Ralston and Lowell Thomas, newsman, producer, have a new TV switch on the age-old business of "trade goods" when establishing rapport with New Guinea headhunters, Amazon natives, etc., during location lensing of the General Motors "High Adventure" teleseries.

Instead of the "beads and trinkets" routine, Thomas and Ralston are using a Polaroid camera. They head straight for the chief of the tribe, snap his picture and present it to him a few seconds later.

Invariably, this breaks the ice, and the Odyssey Productions crews have the run of the place. One fierce-looking chieftain even melted so far he tried to gift the thoroly embarrassed Ralston in return with two of his favorite daughters. "Nothing doing," said the red-faced Ralston, "religious principles."

## Pabst Weighs CBS Tuesday

NEW YORK — Pabst seems to be showing some interest in CBS-TV's "Assignment Foreign Legion." The advertiser is considering alternate week sponsorship of the Tuesday 10:30-11 p.m. adventure show, now fully sponsored by P. Lorillard & Company, which would cutback to half.

Norman, Craig & Kummel is the Pabst agency.

# ABC for '58 Puts Hosses to Pasture

### West and East Disagree, But New Show Types Take Precedence Over Westerns

HOLLYWOOD — Despite success of Westerns this season, ABC-TV is moving away from gun-slinging dramas in its 1958 plans. It won't accept any new ones, according to Bob Adams, exec producer in charge of program development on the West Coast, while New York veepees put the figure at "a maximum of one or two."

Much the same holds true for musicals, especially interesting since ABC was the leader in setting both the Western and musical trends. Adams says that, as of now, the programs getting most consideration are modern action-adventure series, comedies and stanzas built around a strong personality. The web has a deal going with MGM-TV for a pair of adventure shows plus production facilities, similar to its arrangement with Warner Bros.

The success of Screen Gems' "Shock!" feature film package has generated interest in horror programming. ABC has already made a co-production deal with the Columbia Pictures subsidiary for a "Tales of Frankenstein" half-hour film series and just completed contracts to do "House of Wax" with Warner Bros. The latter show of 39 hour-long episodes stems from the 1953 3-D movie and will have a central (male) character heading a wax museum.

Adams points out such horror

shows must be slotted in late night periods, meaning the web may recoup only \$25,000 of a \$35,000 production cost, having to depend on subsequent reruns to edge into the black. The type of show he feels will be most in demand is the "Walter Winchell File" genre, basically a crime drama given an aura of realism thru the host's (Winchell) name.

East and West disagree on Westerns' future. Adams' consensus of ABC execs says the saturation level in audience acceptance has been reached, with first ratings leveling off and one or two shows possibly dropping by the wayside during the season. The New York spokesmen feel the ratings will build even higher, with none departing mid-season. One show type all agree on as of no interest is children's programming. Limited sponsor interest, with the signing of one tending to eliminate the others, and the unsold segments of "Mickey Mouse Club" indicate too big a gamble.

## Firestone Eyes 'Voice' Revamp

NEW YORK — Firestone Tire & Rubber is reportedly "quite pleased" with the one-shot revamp carried out two weeks ago on its veteran "Voice of Firestone" series on ABC-TV. It may schedule the new "thematic" treatment into the show permanently sometime around the first of the year.

Face-lifting on the show involved the use of Clifton Fadiman as a narrator-host, tying together the musical threads of an "Old Vienna" half hour, but preserving the basic appeal of the long-run music series.

Production of the one-shot try-out was handled on an invitation basis by the Campbell-Ewald Agency, which has the largest slice currently of Firestone's annual ad billings but not the TV series. Approval of the streamlined format for "Voice of Firestone" by the network may signal the assignment of the show to the agency shop from its present berth at Sweeney & James.

## 'Price' Routs 'Robin Hood' in Rating Joust

NEW YORK — NBC-TV seems to be winning the Battle of Sherwood Forest.

For the sixth straight week, NBC grabbed the Trendex honors for the important 7:30 p.m. time slot on Monday (28) with "Price Is Right" slotted against the veteran "Robin Hood" series on CBS-TV. "Price" scored a 22.0 Trendex and a 43 per cent share of audience, versus Robin's rating of 15.7 and 29 per cent share. In New York City, a special Trendex tally showed "Price" scoring a solid 26.7 versus an 18.5 for CBS.

The high score for the Goodson-Todman package represents a major victory for NBC, since a string of personalities—John Cameron Swayze, Georgia Gibbs, Nat King Cole, Gordon MacRae and others—failed to knock off "Robin Hood" in the past two seasons.

"The nighttime version of "Price" is sponsored by RCA and Speidel, both sponsors have currently launched major point-of-sale promotion campaigns for the show.

## MAKE 'CITIES' FOR BUYERS

# Live Shows in Barter Plan Create Small-Market Web

By CHARLES SINCLAIR

NEW YORK — An unusual plan to "create" between 20 and 50 new "major TV markets" overnight for national spot TV buyers and barter clients, by linking smaller stations in series of inter-city "community networks" is about to be launched by Television Clearing House. TCH is a leading concern dealing in merchandise prizes supplied for bartered time in local live shows.

The project may bring to TV, according to TCH, as much as \$30,000,000 in new spot revenue, and involve up to \$40,000,000

worth of merchandise in barter arrangements.

Revolving around "packaged live formats," the plan is the brainchild of Lou Dahlman, TCH prexy, who tested it, almost unnoticed, earlier this season with a live show fed from Philadelphia to stations in Easton and Scranton, Pa.

"It's possible to create up to 50 three-station, or 35 four-station, or 20-five-station 'networks' thruout the U. S. to air special live shows, using air lines or cable connections between towns," Dahlman told The Billboard.

"Individually, these stations aren't major factors in TV today. They are at the tail end of network lists and national spot buying, for the most part. But this doesn't stop them from wanting to improve their programming, strengthen their rates and gain new revenue. We're going to help them do just that," Dahlman stated.

As a name for the project, Dahlman has selected "Federated Networks, Inc." It will operate autonomously, with its own staffers to handle programming, traffic, operations and the like. Dahlman himself will leave New York shortly on a coast-to-coast organizing trip for FNI.

Strength of the operation will be in the combinations of outlets, as Dahlman sees it. "When you link from three to five small stations within an area of a couple of hundred miles and air a local show over the network, you can suddenly offer a national advertiser the kind of coverage and audience he might expect with strong local shows in major markets like Baltimore, Cleveland, Milwaukee or St. Louis," Dahlman says.

Such linkings are easily spotted on the TV map, according to

## Four of L. A.'s Video Outlets Return to ARB

HOLLYWOOD — All is forgiven, it seems, in the ruckus early this summer between several stations in Los Angeles and the American Research Bureau where their stations charged that ARB was short-changing their daytime TV audiences.

For a while, none of the L. A. stations was subscribing to ARB ratings. Then, the rating firm released results of a study showing that its measurement techniques cross-checked accurately with the findings of other methods.

Now, ARB's station list in L. A. includes KABC-TV, KTLA, KHJ-TV and KCOP-TV. Still holding out: KTTV, KNBC and KNXT.

It's understood that widespread agency acceptance, and use, of ARB data in spot TV buying also had much to do with bringing the strays back to ARB's fold.

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Vol. 69 No. 45







*"It will long survive in  
the memory of everyone  
privileged to have seen it!"*

JACK COULD, THE NEW YORK TIMES

*"Heaven" against "Sodom and Gomorrah"*

TIME MAGAZINE

*"'The Green Pastures' was an unforgettable experience"*

BEN GROSS, NEW YORK DAILY NEWS

*"a TV achievement of glorious magnitude"*

PAUL MOLLOY, CHICAGO SUN-TIMES

*"first-class in every respect"*

HARRIET VAN HORNE, NEW YORK WORLD-TELEGRAM & SUN

*"fresh and endearing . . . a triumph all the way around"*

JOHN CROSBY, NEW YORK HERALD TRIBUNE

*"first-rate from beginning to end"*

JO COPPOLA, NEW YORK POST

*"a high adventure in television viewing"*

ETHEL DACCARDO, CHICAGO DAILY NEWS

The National Broadcasting Company is proud to have been associated with the Hallmark Hall of Fame in this Milberg production which brought millions of Americans a rich theatrical experience. In the coming months there will be more Hall of Fame presentations of the same distinguished nature. For example, "On Borrowed Time," and Maurice Evans in "Twelfth Night" and "Dial M for Murder." Such programs that "survive in the memory" will continue to be a hallmark of the new season on . . .

**NBC TELEVISION**



# WOW High in Farm Survey

OMAHA—Among farm households, 90 per cent have TV; TV was depended on more than newspapers for farm information; weather, news and markets shows are more popular than all but two TV series ("Lucy" and "December Bride"), and 65 per cent named weather the most important of all TV information. These were the results of a WOW-TV survey on farm television conducted for the station by Meredith Publishing Company of Des Moines.

WOW-TV was picked by 31 per cent in answer to "If you could have available only one station, which would you choose?" The next closest outlet drew 17 per cent. The survey also showed that 58 per cent of the farmers watch late night movies, 19 per cent watch afternoon features and 40 per cent watch a farm show with weekly regularity.

The survey was made within an 80-mile radius of Omaha, with a 67.4 per cent return on the questionnaire.

# Rexall, Philco Pleased With Spec Results

NEW YORK — Two TV sponsors of spectaculars — Rexall and Philco — are extremely bullish on TV. Rexall's recent sponsorship of "Pinocchio" on NBC-TV is said to have resulted in an increase of 150 per cent in sales on its "One Cent Sale Day." The drug industry is said to feel that the show was the greatest individual promotion it has ever had.

While Philco results were not on a par, the set manufacturer is very happy over the impact of its "Miss America" special show, which received the best rating in its history. Both are looking for more network TV.

## The Billboard Continuing

# COST-PER-THOUSAND

## Analyses of Network TV Shows in Class A Time

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

## By Program Type:

- Comedy Shows
- General Drama Shows

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

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

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

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

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

# COMEDY SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
3-Net Avg., \$4.12; ABC Avg., \$3.78; CBS Avg., \$4.02; NBC Avg., \$4.41	3-Net Avg., \$6.24; ABC Avg., \$5.18; CBS Avg., \$5.64; NBC Avg., \$6.04	3-Net Avg., \$4.17; ABC Avg., \$3.60; CBS Avg., \$3.96; NBC Avg., \$4.74	3-Net Avg., \$5.24; ABC Avg., \$5.08; CBS Avg., \$5.49; NBC Avg., \$4.83
1. PRIVATE SECY (Lever, Shulton, CBS) ..... \$2.36	1. PRIVATE SECY (Lever, Shulton, CBS) ..... \$2.90	1. PRIVATE SECY (Lever, Shulton, CBS) ..... \$2.10	1. WHITING GIRLS (Max Factor, Gen. Foods, CBS) ..... \$2.86
2. THOSE WHITING GIRLS (Max Factor, Gen. Foods, CBS) ..... 2.54	2. WHITING GIRLS (Max Factor, Gen. Foods, CBS) ..... 3.85	2. WHITING GIRLS (Max Factor, Gen. Foods, CBS) ..... 2.56	2. BOB CUMMINGS (R. J. Reynolds, CBS) ..... 3.41
3. FATHER KNOWS BEST (Scott, NBC) 3.11	3. PHIL SILVERS (P & G, R. J. Reynolds, CBS) ..... 4.35	3. FATHER KNOWS BEST (Scott, NBC) . 3.07	3. OHI SUSANA (H. Curtis, Nestle, CBS) ..... 3.71
4. PHIL SILVERS (P & G, R. J. Reynolds, CBS) ..... 3.27	4. FATHER KNOWS BEST (Scott, NBC) 4.45	4. MY FAVORITE HUSBAND (Amer. Tob., CBS) ..... 3.21	4. SALLY (Chemstrand, Royal McBee, NBC) ..... 4.16
5. OZZIE & HARRIET (East-Kodak, ABC) ..... 3.50	5. MY FAVORITE HUSBAND (Amer. Tob., CBS) ..... 4.46	5. PHIL SILVERS (P & G, R. J. Reynolds, CBS) ..... 3.45	5. FATHER KNOWS BEST (Scott, NBC) 4.45
6. MY FAVORITE HUSBAND (Amer. Tob., CBS) ..... 3.51	6. OZZIE & HARRIET (East-Kodak, ABC) 4.68	6. OZZIE & HARRIET (East-Kodak, ABC) ..... 3.51	5. LIFE OF RILEY (Lever, NBC) ..... 4.45
7. BOB CUMMINGS (R. J. Reynolds, CBS) ..... 3.52	7. OHI SUSANA (H. Curtis, Nestle, CBS) 4.77	7. BOB CUMMINGS (R. J. Reynolds, CBS) ..... 3.60	7. BLONDIE (Toni, Nestle, NBC) ... 4.46
8. OHI SUSANA (H. Curtis, Nestle, CBS) ..... 3.64	8. PEOPLE'S CHOICE (Borden, P & G, NBC) ..... 4.86	8. DATE WITH ANGELS (Chrysler, ABC) 3.70	8. PHIL SILVERS (P & G, R. J. Reynolds, CBS) ..... 4.49
9. PEOPLE'S CHOICE (Borden, P & G, NBC) ..... 3.96	9. BOB CUMMINGS (R. J. Reynolds, CBS) ..... 4.99	9. OHI SUSANA (H. Curtis, Nestle, CBS) ..... 3.71	9. OZZIE & HARRIET (East-Kodak, ABC) ..... 4.68
10. BURNS & ALLEN (Goodrich, Carnation, CBS) ..... 4.03	10. BURNS & ALLEN (Goodrich, Carnation, CBS) ..... 5.45	10. PEOPLE'S CHOICE (Borden, P & G, NBC) ..... 4.11	10. PRIVATE SECY (Lever, Shulton, CBS) ..... 5.19
11. DATE WITH ANGELS (Chrysler, ABC) 4.06	11. DATE WITH ANGELS (Chrysler, ABC) 5.68	11. BURNS & ALLEN (Goodrich, Carnation, CBS) ..... 4.15	11. MY FAVORITE HUSBAND (Amer. Tob., CBS) ..... 5.32
12. LIFE OF RILEY (Lever, NBC) ..... 4.27	12. BACHELOR FATHER (Amer. Tob., CBS) ..... 6.23	11. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS) .... 4.15	12. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS) .. 5.44
13. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS) ..... 4.32	13. LIFE OF RILEY (Lever, NBC) ..... 6.26	13. SALLY (Chemstrand, Royal McBee, NBC) ..... 4.51	13. DATE WITH ANGELS (Chrysler, ABC) ..... 5.49
14. CHARLES FARRELL (Lever, Amer. Home, NBC) ..... 4.82	14. CHARLES FARRELL (Lever, Amer. Home Prods, NBC) ..... 6.30	14. LIFE OF RILEY (Lever, NBC) .... 4.83	14. PEOPLE'S CHOICE (Borden, P & G, NBC) ..... 5.73
15. BACHELOR FATHER (Amer. Tob., CBS) ..... 4.86	15. SALLY (Chemstrand, Royal McBee, NBC) ..... 6.50	15. BACHELOR FATHER (Amer. Tob., CBS) ..... 4.92	15. CHARLES FARRELL (Lever, Amer. Home, NBC) ..... 5.74
16. SALLY (Chemstrand, Royal McBee, NBC) ..... 5.04	16. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS) ..... 6.70	16. EVE ARDEN (Lever, Shulton, CBS) 4.96	16. BACHELOR FATHER (Amer. Tob., CBS) ..... 5.84
17. EVE ARDEN (Lever, Shulton, CBS) 5.24	17. BLONDIE (Toni, Nestle, NBC) ..... 7.85	17. CHARLES FARRELL (Lever, Amer. Home Prods, NBC) ..... 5.58	17. BURNS & ALLEN (Goodrich, Carnation, CBS) ..... 6.71
18. BLONDIE (Toni, Nestle, NBC) ..... 5.26	18. EVE ARDEN (Lever, Shulton, CBS) 8.14	18. BLONDIE (Toni, Nestle, NBC) .... 6.33	18. I LOVE LUCY (Gold Seal, Sheaffer, CBS) ..... 8.61
19. I LOVE LUCY (Gold Seal, Sheaffer, CBS) ..... 6.94	19. I LOVE LUCY (Gold Seal, Sheaffer, CBS) ..... 10.20	19. I LOVE LUCY (Gold Seal, Sheaffer, CBS) ..... 6.72	19. EVE ARDEN (Lever, Shulton, CBS) . 8.77

# GENERAL DRAMA SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE	COST PER 1,000 MEN PER COMMERCIAL MINUTE	COST PER 1,000 WOMEN PER COMMERCIAL MINUTE	COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE
3-Net Avg., \$3.65; ABC Avg., \$5.59; CBS Avg., \$2.82; NBC Avg., \$3.98	3-Net Avg., \$4.79; ABC Avg., \$7.49; CBS Avg., \$3.55; NBC Avg., \$3.38	3-Net Avg., \$4.30; ABC Avg., \$5.22; CBS Avg., \$2.67; NBC Avg., \$3.67	3-Net Avg., \$6.18; ABC Avg., \$10.57; CBS Avg., \$6.23; NBC Avg., \$10.12
1. STUDIO ONE (Westinghouse, CBS) \$1.42	1. STUDIO ONE (Westinghouse, CBS) \$1.68	1. STUDIO ONE (Westinghouse, CBS) \$1.31	1. SRO PLAYHOUSE (Amer. Home Prods., H. Curtis, CBS) ..... 3.73
2. UNDERCURRENT (P & G, Brown & W'mson, CBS) ..... 2.02	2. G. E. THEATER (Gen. Elec., CBS) 2.57	2. U. S. STEEL HOUR (U. S. Steel, Revlon, CBS) ..... 1.78	2. G. E. THEATER (Gen. Elec., CBS) 3.86
3. U. S. STEEL HOUR (U. S. Steel, Revlon, CBS) ..... 2.07	3. UNDERCURRENT (P & G, Brown & W'mson, CBS) ..... 2.72	3. UNDERCURRENT (P & G, Brown & W'mson, CBS) ..... 1.87	3. DESTINY (Gen. Foods, Ford, CBS) ..... 4.44
4. SPOTLIGHT PLAY. (Pet, S. C. Johnson, CBS) ..... 2.37	4. U. S. STEEL HOUR (U. S. Steel, Revlon, CBS) ..... 2.91	4. SPOTLIGHT PLAY. (Pet, S. C. Johnson, CBS) ..... 2.09	4. UNDERCURRENT (P & G, Brown & W'mson, CBS) ..... 4.73
5. G. E. THEATER (Gen. Elec., CBS) ..... 2.51	5. SPOTLIGHT PLAY. (Pet, S. C. Johnson, CBS) ..... 3.24	5. G. E. THEATER (Gen. Elec, CBS) .. 2.31	5. SPOTLIGHT PLAY. (Pet, S. C. Johnson, CBS) ..... 4.78
6. THE MILLIONAIRE (Colgate, CBS) . 2.78	6. THE MILLIONAIRE (Colgate, CBS) . 3.25	6. LUX VIDEO (Lever, NBC) ..... 2.50	6. THE MILLIONAIRE (Colgate, CBS) 5.43
7. LUX VIDEO (Lever, NBC) ..... 2.79	7. LUX VIDEO (Lever, NBC) ..... 3.52	7. THE MILLIONAIRE (Colgate, CBS) . 2.50	7. SCHLITZ PLAY. (Schlitz, CBS) ..... 5.81
8. DESTINY (Gen. Foods, Ford, CBS) .. 2.95	8. SRO PLAYHOUSE (Amer. Home Prods., H. Curtis, CBS) ..... 3.61	8. SCHLITZ PLAY. (Schlitz, CBS) .... 2.78	8. CROSSROADS (Gen. Motors, ABC) .. 5.88
9. SRO PLAYHOUSE (Amer. Home Prods., H. Curtis, CBS) .... 3.04	9. DESTINY (Gen. Foods, Ford, CBS) 3.74	9. SRO PLAYHOUSE (Amer. Home Prods., H. Curtis, CBS) ..... 2.87	9. SUMMER PLAY. (Armstrong Cork, NBC) ..... 5.91
10. SCHLITZ PLAY. (Schlitz, CBS) .... 3.10	10. PLAYHOUSE 90 (Amer. Gas, Phil Morris, Brist.-Myers, CBS) .. 3.84	10. DESTINY (Gen. Foods, Ford, CBS) 2.92	10. STUDIO ONE (Westinghouse, CBS) . 5.96
11. SUMMER PLAY. (Armstrong Cork, NBC) ..... 3.10	11. GOODYEAR HOUR (Goodyear, NBC) ..... 4.32	11. SUMMER PLAYHOUSE (Armstrong Cork, NBC) ..... 2.95	11. U. S. STEEL HOUR (U. S. Steel, Revlon, CBS) ..... 7.40
12. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist.-Myers, CBS) .. 3.23	12. YOU ARE THERE (Prudential, CBS) ..... 4.57	12. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist.-Myers, CBS) ... 2.96	12. TELEPHONE TIME (Bell, ABC) .... 7.86
13. KRAFT THEATER (Natl. Dairy, NBC) 3.26	13. KRAFT THEATER (Natl Dairy, NBC) 4.59	13. KRAFT THEATER (Natl Dairy, NBC) 2.97	13. YOU ARE THERE (Prudential, CBS) ..... 8.15
14. TELEPHONE TIME (Bell, ABC) ... 3.76	14. SCHLITZ PLAY. (Schlitz, CBS) .... 4.61	14. GOODYEAR (Goodyear, NBC) .... 3.40	14. KRAFT THEATER (Natl Dairy, NBC) 9.46
15. GOODYEAR HOUR, Goodyear, NBC) 3.92	15. TELEPHONE TIME (Bell, ABC) .... 4.85	15. TELEPHONE TIME (Bell, ABC) ... 3.66	15. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist.-Myers, CBS) ... 9.49
16. 20TH CENTURY-FOX (Revlon, U. S. Steel, CBS) 3.93	16. MOMENT OF DECISION (Ford, ABC) 4.93	16. 20TH CENTURY-FOX (Revlon, U. S. Steel, CBS) ..... 3.67	16. ENCORE THEATER (Armour, Quaker, NBC) ..... 9.52
17. MOMENT OF DECISION (Ford, ABC) 4.05	17. ENCORE THEATER (Armour, Quaker, NBC) ..... 5.28	17. MOMENT OF DECISION (Ford, ABC) 3.91	17. GOODYEAR PLAY. (Goodyear, NBC) 10.00
18. SHOW FOR SUMMER EVE (Amer. Tob., NBC) ..... 4.10	18. CROSSROADS (Gen. Motors, ABC) .. 5.68	18. SHOW FOR SUMMER EVE (Amer. Tob., NBC) ..... 3.95	18. 20TH CENTURY-FOX (Revlon, U. S. Steel, CBS) ..... 11.01
19. CROSSROADS (Gen. Motors, ABC) .. 4.31	19. SHOW FOR SUMMER EVE (Amer. Tob., NBC) ..... 5.81	19. CROSSROADS (Gen. Motors, ABC) . 4.16	19. MOMENT OF DECISION (Ford, ABC) ..... 11.73
20. YOU ARE THERE (Prudential, CBS) 4.38	20. 20TH CENTURY-FOX (Revlon, U. S. Steel, CBS) ..... 5.85	20. ENCORE THEATER (Armour, Quaker, NBC) ..... 4.32	20. LUX VIDEO (Lever, NBC) ..... 11.86
21. ENCORE THEATER (Armour, Quaker, NBC) ..... 4.64	21. SUMMER PLAY. (Armstrong Cork, NBC) ..... 5.91	21. YOU ARE THERE (Prudential, CBS) 5.20	21. FESTIVAL OF STARS (Purex, Speidel, NBC) ..... 11.93
22. FESTIVAL OF STARS (Purex, Speidel, NBC) ..... 6.06	22. FESTIVAL OF STARS (Purex, Speidel, NBC) ..... 8.20	22. FESTIVAL OF STARS (Purex, Speidel, NBC) ..... 5.63	22. SHOW FOR SUMMER EVE (Amer. Tob., NBC) ..... 12.35
23. THEATER TIME (Armour, Kimberly-Clark, ABC) ..... 10.25	23. THEATER TIME (Armour, Kimberly-Clark, ABC) ..... 14.50	23. THEATER TIME (Armour, Kimberly-Clark, ABC) ..... 9.14	23. THEATER TIME (Armour, Kimberly-Clark, ABC) ..... 16.82

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## COMING COST PER THOUSAND ANALYSES:

Next Week: Variety and Music Shows, Quiz and Panel Shows.

**A New Wholesale Gift Service**

**FOR EXECUTIVES, BUSINESS FIRMS & PROFESSIONAL PEOPLE**

SABIN HOUSE . . . an open showroom of hundreds of magnificent and unusual gifts of superb design and quality for men and women, office and home, patio and terrace, travel and sports . . . at prices that quantity buying deserves.

**for example:**

30-cup Ceramic Coffee Samovar on brass-tilting stand for buffet service ..... \$9.90

Gift-Wrapped and packaged for mail from \$5 to \$25 (Included)

Many others lower priced—some higher Monday thru Saturday 9-5:30 Thursday till 9

Other Evenings by Appointment

**SABIN HOUSE**  
WHOLESALE INDUSTRIAL GIFT DIVISION OF ALEX SABIN & SONS, INC. (Est. 1892)

20 West 47th Street, N. Y. JUDSON 2-2560  
OLIVER SABIN, Pres., ALAN SABIN, Vice-Pres.

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

Offices in principal cities throughout the United States

**MCA-TV**  
Film Division



The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

By Sponsor Group

Home, Building, General Sponsor Cigarette, Tobacco Sponsors

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.

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

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

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

HOME, BUILDING, GENERAL SPONSORS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists various TV shows and their costs.

CIGARETTE & TOBACCO SPONSORS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists cigarette and tobacco sponsored TV shows and their costs.

Govt. Bodies Warn Firms Re Flu Blurbs

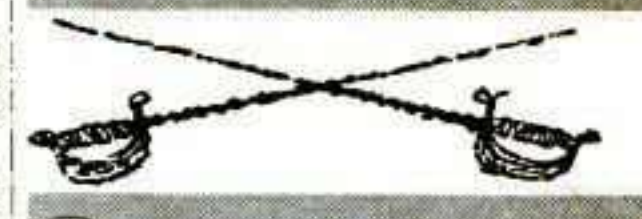
WASHINGTON—The Federal Trade Commission and Food and Drug Administration are giving those Asian Flu TV commercials of Listerine, Bufferin, Super Anahist and others a cold look, warning manufacturers to drop all video claims that their medical preparations "will prevent or cure Asian Flu."

A joint statement by the FTC and F&DA noted, however, that certain manufactured preparations will "relieve some of the discomfort of influenza," but stated that the public "must not be endangered by false claims that will divert them from getting proper care by a physician, or from obtaining the proper vaccine."

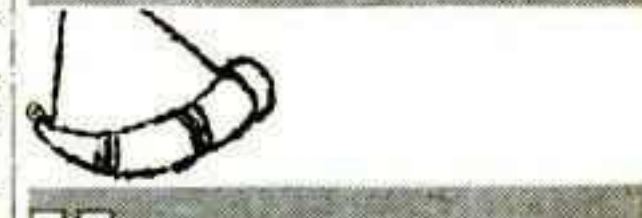
In a related action, the FTC approved a consent order for Lanolin Plus to drop TV claims that rival detergent shampoos will "burn" hair.

TO TURN RANDOM TUNERS INTO VETERAN VIEWERS

ADVENTURE



STORY



HOW



Now—in many markets—three great adventure-action series combined into one great 5-day-a-week show! Why pay a pretty penny for programs when you can get top-rated series in your market and hold on to all of your own cash! For complete details about this new plan, phone today. Or wire Michael M. Sillerman at TPA for your market's availability.



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

COMING COST PER THOUSAND ANALYSES:

Next Week: Household cleanser and Polish Sponsors . . . Toiletry and Toilet Goods Sponsors.





PRESENTATION PITCH

'Adventure' Prototype Drums C-E Business

NEW YORK—Campbell-Ewald is making considerable use out of the color film presentation that originally sold the three General Motors divisions—Delco-Remy, Delco products and United Motors—on sponsoring six "High Adventure" specials this fall on the CBS-TV web. It also convinced CBS execs to pre-empt seven top hour shows in different periods to house the series. The idea for "High Adventure" was agency originated, the brainchild of Don Kraatz, account man for the three GM divisions.

The 10-minute color "prototype" presentation, costing \$25,000 plus and lensed on foreign locations, was made with the benediction of the client. With the show safely sold, the presentation is now a conspicuous weapon in the agency's drive for new business. The film has also been used in a talk by one of the agency's executives before the Adcraft Club of Detroit.

Senior Vice-President Edward A. Schirmer also cited it in a recent speech before the Magazine Publishers Association in which he told them that they should sell

their medium to clients the same way TV does.

Early in Week

"High Adventure" will be programmed either on Monday, Tuesday or Wednesday evenings, the first one to be Tuesday (12). The first three days of the week were selected because it is believed most viewers will be resting up from their weekends.

The adventure documentaries, which feature Lowell Thomas, make unusual programming demands. First, a research study must be made of the areas. Then, a story premise is established (for example, to make contact with a tribe which has not been touched by civilization). A scouting expedition is sent next to the area to see whether the premise can be carried out. The first show is about Australian New Guinea. Others will visit Alaska, Venezuela and North Africa. The last will be shot in

ALL'S CLEAR AT NBC

'Tonight' Tills 450G Order, Ratings Okay

NEW YORK—More proof was given last week of "Tonight's" commercial acceptance on NBC-TV when Marlboro cigarettes bought 104 participations, an order of about \$450,000, that's the largest single such buy since Jack Paar became king.

NBC also is using CBS-TV and ABC-TV outlets to clear time in

the "out back" of Australia and concerns the hunt for Lassiter's Gold Reef. The cost to GM: \$200,000 plus per show.

some markets where its affiliates were unable to clear because of heavy feature film commitments. WEWS-TV, Cleveland, and KRNT, Des Moines, are the CBS affiliates taking the live show. WCPO-TV, Cincinnati, and WHDH-TV, Boston, which is expected to begin telecasting shortly, are the ABC affiliates. The network also cleared six more additional markets, a large number of them in the South.

The progress that the show is making with the public is highlighted by an American Research Bureau study made by the web. In Milwaukee, Detroit and Minneapolis-St. Paul, all four-channel markets, "Tonight" had doubled the share of audience of "America After Dark," which it replaced, and is the top-rated show in its time period, displacing feature film. Its Detroit share of audience, according to ARB, is 41, and in Milwaukee it is 46.

M. Dann Quits NBC for Jaffe

NEW YORK — Mike Dann, NBC-TV vice-president in charge of program sales, last week resigned to join Henry Jaffe Enterprises as president. Dann will headquarter in the East, with Jaffe moving West to become chairman of the board. William Phillipson will continue as executive vice-president of the Jaffe operation.

Dann had a meteoric rise under the Weaver regime at NBC, but stayed when the latter left the network. It was Dann who was in a large measure responsible for the large number of spectaculars sold by the web this season.

Floyd for TV Net Sales

NEW YORK—Harry Floyd has been named manager of TV network sales by NBC. Floyd has been with the network since 1947.

Barter Plan

Continued from page 3

three-station TV hook-up as a "network." Early reaction, Dahlman says, to the project is "most favorable," since it is designed to benefit smaller outlets, UHF-ers and others getting the short end of TV's huge revenue today. Also, Dahlman feels the project is in line with Congressman Emanuel Celler's recent strong pleas for more "local expression" in TV and less national control.

A striking feature of the project, as far as Madison Avenue is concerned, is maximum dollar potentials for barter deals and straight time buying forecast by Dahlman.

\$40-Mil. Income

"A series of hour-long local shows operating on 20-hook-ups of five stations each throught the U. S. would involve merchandise for barter purposes with an annual retail value of \$40,000,000 and a net income in dollars to stations of over \$10,000,000," Dahlman figures.

"Since only part of the time slots in these shows would be set aside for barter deals, the remainder might bring a new total of \$30,000,000 annually in straight spot purchases by the P&G's, the Colgates, the R. J. Reynoldses, and others."

The 530 members of the United States Congress make news every day in Washington. They should know Capital news best. And in a survey made on Capital Hill by Walter Gerson and Associates to determine the news viewing habits and preferences of each Senator and Representative, WRC-TV news and newsmen won in a landslide!

Asked which station they watch, 43.8% of the Congressmen chose WRC-TV... nearly as many as all other stations combined. When they were asked which station gives the most complete coverage, WRC-TV, with a 48.9%, again led the second station by a solid margin of 28%.

Finally, each member was asked his prefer-

ence of news commentators, considering objectivity and presentation. WRC-TV's Richard Harkness and Bryson Rash placed first and second among all local news commentators.

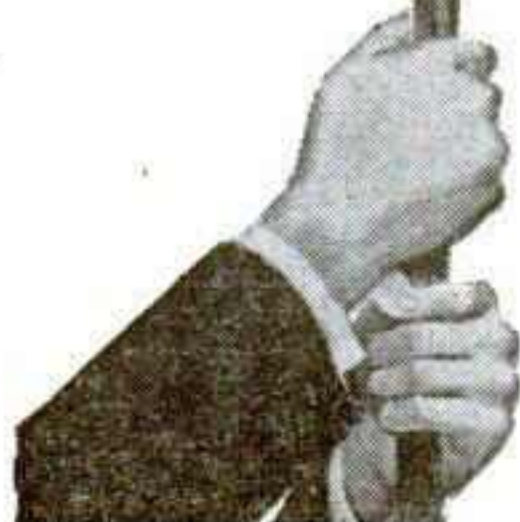
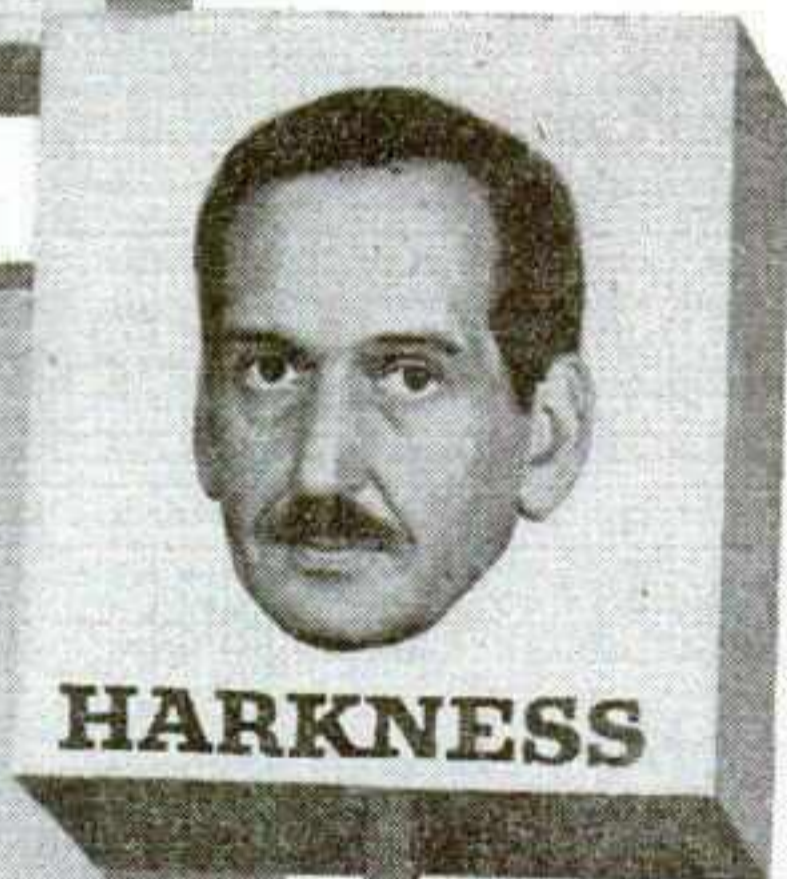
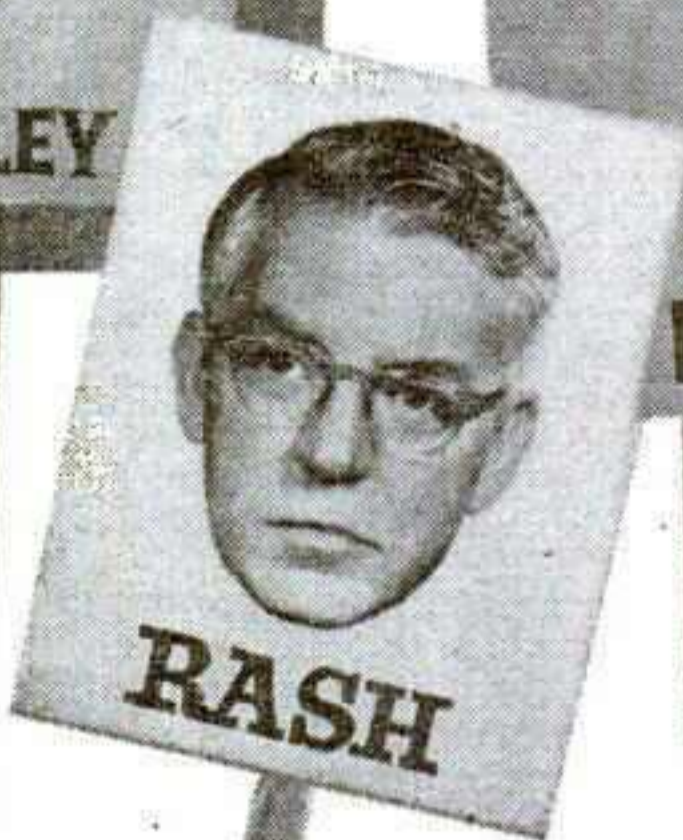
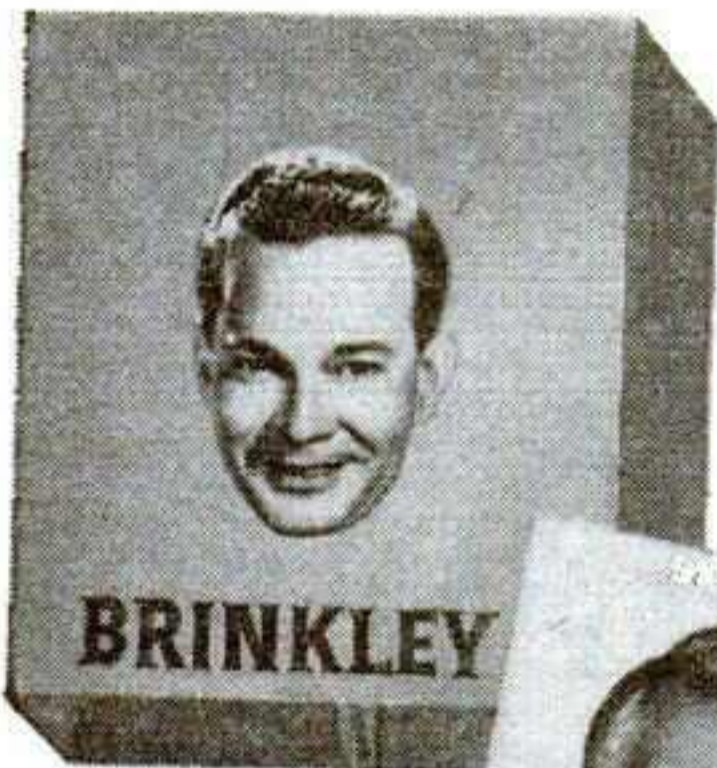
If you're not already in this WRC-TV news picture, let us put you there now. Your NBC Spot Sales representative will gladly help you select sales-

winning availabilities for your product in the Capital.



WRC-TV-4 WASHINGTON, D. C.

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- Kirk Douglas
- Frank Sinatra
- Humphrey Bogart
- Katharine Hepburn
- Robert Mitchum
- Tony Curtis
- Gina Lollobrigida
- Glenn Ford
- Joel McCrea
- Rossano Brazzi
- Shelley Winters
- Jose Ferrer
- Montgomery Clift
- Errol Flynn
- Gloria Grahame
- John Payne
- Patrice Munsel
- Phil Silvers
- Anthony Quinn
- Ginger Rogers

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- The African Queen
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- Suddenly

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10 OFFERED FOR 2 MOS.

# Small Station Bargain Days Here on CBS Film Series

NEW YORK — Probably the first real bargain sale in syndicated film history was begun last week by CBS-TV Film Sales, its first cut-price venture. A special two-month drive—from October 28 thru December 31, a slack season in syndication—will make 10 CBS-TV Film packages available to small markets at volume discounts.

The drive is aimed at the country's bottom 200 markets, which generally are least productive of revenue to distributors. The discounts are calculated to make it worth while to even the smallest stations to buy film in bulk. The markets range from smaller cities like Sacramento to Glendive, Mont., probably the smallest TV market in existence.

Properties in the sales plan include "Mama," "Life With Father," "Amos 'n' Andy," "Our Miss Brooks," "Brave Eagle," "Honeymooners," "The Whistler," "San Francisco Beat" and "Jeffrey Jones and Eddie Drake," a total of 528 hours, plus a batch of "Terrytoon" cartoons. Excluded are "The Gray Ghost," "Annie Oakley" and "Whirlbirds." "Honeymooners" and

"Mama" are first-run off the CBS-TV network.

### Year's Grace

Stations will have almost a year's grace in which to start using the product, the final starting date being November, 1958, with discounts proportioned to the total number of half hours purchased. A contract for 104 stanzas costs a station \$75 each in middle-size markets, and \$20 each in the smallest markets, for example, while 520 stanzas can be bought for \$37.50 each in the largest category, and \$10 each in the smallest.

The three excluded shows, however, can be bought and counted in the total half hours, but carry no discount. CBS-TV Film Sales is offering its salesmen a two-week vacation for two, the distance to be

determined by the winning sales figure and scaled up to a trip around the world.

### Strip Use

Stations may get the maximum reduction without using any reruns or by using half the shows run twice each. CBS-TV Film Sales is using as one of its major sales points the value of these properties for stripping, with "Our Miss Brooks," which was used by the CBS-TV network, the ideal case in point.

The volume discount plan is also an attempt by CBS-TV Film Sales to compete on more even terms with syndicators such as MCA-TV and Ziv which have library sales plans. It may establish an important practice in the industry.

## TIME MERCHANTS' \$1,000,000 BARTER

Works on Deal for Warner Girdles, Also Offering Station Equipment Swaps

NEW YORK — Now headquartered in handsome new Madison Avenue offices, Dick Rosenblatt's Time Merchants firm, a prime factor in "film for time" barter deals, is moving on a number of new barter projects, the latest being a \$1,000,000 (card rate) deal on behalf of Warner Girdles thru the C. J. LaRoche agency.

The Warner barter deal has already begun rolling in a number of major Eastern Markets, and involves a large package of first-run features from major distributors, according to Time Merchants.

Another major operation from the barter firm involves station equipment, in which Time Merchants will purchase (for cash) equipment a station may need, and then accept payment from the station in terms of bartered time. In a sense, it's something like a finance company paying a dealer for a car in full, then collecting payment later from the auto purchaser, and charging interest for the loan.

This new offshoot, termed the Communications Financial Corporation, is headed by Sol Cornberg, veteran of NBC station planning activities and former adviser on TV equipment to British TV interests and Kaiser Industries.

According to Rosenblatt, the "hard" value of station equipment like cameras, lights and projectors is doing a lot to attract stations who have shied away from "soft" values of TV film barter deals.

"We've already talked to the key stations who publicly announced that they were against barter deals—and 60 per cent of them are willing to talk barter deals on station equipment," says Rosenblatt.

Time Merchants itself is evolving a new pattern of barter dealing, the firm's chief exec reports. Now, TMI is restricting itself to working thru agencies only, and with clients or film firms in originating barter ventures. Also, in order to keep good relationships with stations, Time Merchants is also avoiding barter deals with firms now major advertisers in regular TV, and is concentrating on "new" TV business and advertising revenue currently going to other media, such as print.

### Peoples Broadcasting Buys First TV Outlet

COLUMBUS, O.—The Peoples Broadcasting Corporation, a subsidiary of Nationwide Insurance, has bought KVTV, Sioux City, Ia., a CBS-TV affiliate, for \$3,000,000. It's the first TV buy for Peoples, which owns five radio stations.

### BOLSHOI TV

## Rank Ballet Films May Beat Hurok

NEW YORK—The Bolshoi Ballet may yet end up as a TV "special"—but not under the aegis of Sol Hurok, who has been trying to get Department of State approval for a tour of the famed Soviet troupe here and a possible TV deal as well, in the manner of Royal Ballet and Old Vic Theater Company.

What amounts to an end run has been scored by film maker J. Arthur Rank, whose Rank Film Distributors of America offshoot is about to import a feature-length, color film lensed at Convent Garden during an actual Command Performance of the Bolshoi in London.

The Rank plan is to release the ballet film on the U. S. "art house" circuit and then, it's reported, listen to possible TV network deals in the six-figure bracket. Lavish color production features Galine Ulanova, prima ballerina assoluta, in portions of "Giselle," "Swan Lake" and "Faust."

### IN OKLAHOMA

## Langer Poll Shows Folks Nix Pay TV

WASHINGTON — A private poll of Bartlesville, Okla., residents, taken by Sen. William Langer, resulted in 1,012 comments opposing pay TV, and 79 in favor, Langer announced Thursday (31). Some 85 comments had no comment on pay TV as such, but wrote views on the Bartlesville "Video Theater," closed-circuit operation, he noted.

Langer's original announcement of his having "written to every family in the Bartlesville area asking opinion of 'pay as you see' television included comment that the city was the only one "allowed by the Federal Communications Commission to try out the 'pay as you see' program." The Senator apparently believed that the wired service, which does not come under commission jurisdiction, was part of the whole broadcast subscription picture.

The senator, who has announced that he will introduce an anti-pay TV bill in January, told Bartlesville families that he would present results of his poll to the Senate Anti-Trust and Monopoly Subcommittee. Langer also noted that only 500 of Bartlesville's 8,000 TV set owners reportedly have subscribed to pay operation.

## Another Beer For 'Sea Hunt'

NEW YORK—Another regional deal with a major brewing firm has been scored by Ziv-TV, which has sold "Sea Hunt" to the G. Heilman Brewing Company of Wisconsin for a 52-week run in nine Midwestern markets, including full-sponsorship airings in Chicago and Rockford, Ill., and the Wisconsin markets of Milwaukee, La Crosse and Green Bay. It will have co-sponsorship schedules in three other Wisconsin markets and one Iowa area. The campaign is thru the Compton agency.

Heilman is the third beer firm to buy "Sea Hunt," with Carling and American Brewing having signed in previous purchases.

Ziv's series has also been signed by the Kroger and Safeway chains in a total of five markets, with other local-level sales to stations continuing well. The market total is now reported by the film firm to be 91 cities.

## NBC Readies Three Series

HOLLYWOOD — NBC-TV is upbeat activity on three series being prepped to fill holes in the network sked come January.

Shows are "Panic," Al Simon-produced anthology, which was used in a similar capacity last season; "Blue Angels," series about an acrobatic flying team, produced by Sam Gallu, and "Pony Express," a Western produced by Frank Rosenberg.

Of the three, only "Panic" has more than one episode in the can, but scripts on others are ready. Programs are the only ones the web is readying as replacements.

According to a network exec, cancellations are definitely expected and probably will start coming in within the next two or three weeks.

## 'Invisible Man' Is Next Series From Official

NEW YORK — The next co-production move of Official Films will be with the pending "Invisible Man" series to be lensed in England.

Hal Hackett, president of Official, told stockholders at the firm's annual meeting (see story on its financial report elsewhere in this issue) that he was leaving November 20 for London to complete the production plans for the comedy-mystery series, likely to be readied for spring network pitches.

Not set yet is the question of whether a new company will be formed by Hannah Weinstein, who currently turns out "Robin Hood" and "Sword of Freedom" for Official. "Invisible Man," it's reported, will involve a considerable amount of complex trick photography, so new operation may be sought.

## V.-P. Appointment Of Romaine Points To Rise in Barter

NEW YORK — A continuing trend of barter "upgrading" is seen in a new executive move by Time Merchants, Inc., which has just signed on as vice-president in charge of sales a well-known executive from the station representative field. He's Peirce L. Romaine, former vicepres of the Paul H. Raymer Company and a former exec of the Avery-Knodel shop.

The barter concern is also involved in other executive-level expansions, and plans to announce this week the signing of a top sales figure from a telefilm concern to a veepee spot.



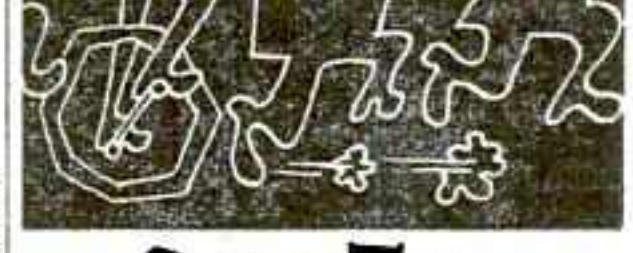
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#9	I LED 3 LIVES	39.8
#10	SCIENCE FICTION THEATRE	39.0

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ZIV SHOWS RATE GREAT

Pulse, Apr. '57

ZIV TELEVISION PROGRAMS INC.



# QUESTION: WHICH FILMS TV'S HITS?

**Names Not Surefire; Some Stars, Types Of Movies May Set Prices, Says Exec**

By **BOB SPIELMAN**  
**HOLLYWOOD** — An extravaganza flops. A relatively cheap picture is a hit. Evidence is rapidly accumulating that there are certain stars and specific types of features which continuously rate high at the TV box office, while others fail to attract much of an audience.

The lessons learned during the past season will, undoubtedly, affect the price of feature picture packages in the future. It's already possible to predict fairly accurately the rating a picture will get. An exec at one of the agencies heavily involved in the sponsoring of features says that future sponsorship will be based primarily on type, rather than what might have been considered "name value" a year ago.

The general rule of thumb now is that the action-adventure pictures will get ratings; comedies, musicals, problem or love stories will not.

Female stars, except for the Marilyn Monroe, Jean Harlow type, are poor draws. Among male actors it's the he-man type of star which gathers the audience. Clark Gable and Spencer Tracy are the two who seem to have become the kings of the TV box office.

The top 10 rated pictures on KTTV's Colgate Theater during the past 15 months, for instance, were as follows:

- 1) Thirty Seconds Over Tokyo  
Spencer Tracy, Van Johnson
- 2) Honky Tonk  
Clark Gable, Lana Turner
- 3) Boom Town  
Clark Gable, Spencer Tracy, Claudette Colbert, Hedy Lamarr
- 4) Anchors Aweigh  
Gene Kelly, Frank Sinatra
- 5) They Were Expendable  
John Wayne, Robert Montgomery, Donna Reed
- 6) They Met in Bombay  
Clark Gable, Rosalind Russell
- 7) A Guy Named Joe  
Spencer Tracy, Van Johnson
- 8) Test Pilot  
Clark Gable, Myrna Loy, Spencer Tracy, Lionel Barrymore
- 9) Command Decision  
Spencer Tracy, Walter Pidgeon
- 10) Homecoming  
Clark Gable, Lana Turner

Both Gable and Tracy appear five times in this list. The only other male star showing up as many as two times is Van Johnson. Among the feminine stars only Lana Turner appears twice.

The only musical sneaking into the top 10 is "Anchors Aweigh," and it seems to do so primarily on the strength of Frank Sinatra. The remainder of the pictures are all of the hard-fisted action type.

The Colgate features all come, of course, from the M-G-M package, thereby eliminating stars from other studios. (George Burke, film director of KRCA, lists Gable and Humphrey Bogart as his two top draws.) The Colgate M-G-M features have, nevertheless, consist-

## 'Boots' Gets Group Of Supermarkets

**NEW YORK** — California National Productions made a cluster of supermarket sales on "Boots and Saddles" last week. A&P bought the adult Western for a double exposure here on WRCA-TV and WOR-TV.

The Kroger Company bought the show on WNBQ, Chicago, while the independent Grocers Alliance bought four smaller Mid-western markets.

ently drawn the highest ratings for single-play features (as against strip) in Los Angeles.

Big production Westerns and mysteries have also proved good raters, as have horror-supernatural pictures, "Dr. Jekyll and Mr. Hyde," "Frankenstein." Classics, e. g., David Copperfield, have largely been unable to make the grade.

Some comedies remain good audience snarers, but the large majority have become outdated. This is especially true of those made in the 1940-45 period, as well as of the musicals made in that area. People just don't dig them any more.

Rated by a number of agency personnel and film directors in the Los Angeles area, this is the way the various types stack up:

- 1) Adventure, 2) Mysteries (including horror picture), 3) Westerns, 4) Comedies, 5) Musical, 6) Problem Stories, 7) Classics.

The signs all point to stations and agencies working out their CPM's on this basis in the future. As far as television is concerned, therefore, the best musical may command less money than only an ordinary adventure film.

## JUNKET

### Ariz. Goes Hwd. With 'Men' Bow

**PHOENIX, Ariz.** — ABC Film Syndication "Went Hollywood" here to kick-off its new series, "26 Men." The press junket, trusty tool of the movie ballyhooer's trade, was used to good advantage to herald the premiere of the series here.

Press people were flown in from New York and Los Angeles for a two-day stand. Visitors met the four surviving members of the original 26 rangers who were responsible for law enforcement in the entire Arizona territory before it gained Statehood. The series, produced by Russel Hayden, is based on their exploits.

The press witnessed the filming of several sequences at the Cuidia Studios. The visitors also attended a banquet in honor of the four former rangers. The junket was arranged and handled by Lee Francis, promotion manager of ABC Film Syndication, New York.

### Food, Drinks High for Ziv

**NEW YORK** — Altho new sponsor categories are constantly entering syndication client lists, the food and beverage buyers still have a commanding lead among sponsors of Ziv-TV's shows.

M. J. Rifkin, sales vice-president, currently lists 37 per cent of the firm's sponsors as being "processors, distributors or retailers of foods and beverages." In terms of total numbers, they have swelled by 49 per cent in the last two years.

The biggest individual gain for Ziv has been in the soft drink field, where this category shows a jump of 200 per cent in numbers, followed by meat packers with a boost of 53 per cent. The smallest category gain—13 per cent—was among beer and wine firms, altho this does not represent slow business, since most leading firms in this field are already active in syndicated film buying.

## Roach Studios Up Production

**HOLLYWOOD** — Production upbeat is under way at Hal Roach Studios, following slackening of activity earlier this fall. During the past few months the lot has been the site primarily for the filming of two teleseries, the "Gale Storm Show" and "Telephone Time," and for production of commercials.

Pilots for two new series are slated to roll within the next six weeks. First is "Steve Canyon," based on the Milton Caniff comic strip, rights to which have been secured by David Haft, who'll produce. John Smith has been set to play Canyon.

Second show is "Cindy," Evelyn Rudie starring comedy, which Alex Gottlieb created and will produce.

Roach is also planning to re-enter production of theatrical pictures in conjunction with Carl Hittleman. Plans call for the filming of a dozen features by the Roach-Hittleman combine. It's believed pictures are being made with an eye toward ultimate release to TV, much along the lines of RKO policy (Billboard, September 30), to no definite information could be obtained on this.

## SRO for NTA On Big Shows

**NEW YORK** — NTA Film network has reached a sold-out status for "Holiday Specials," the Shirley Temple quartet, and (thru January at least) for "Premiere Performance," with buys in both series by Technical Tape Corporation for Tuck Tape.

Last week's sales flurry brought in Smith Bros., Phillips, Van Heusen and Harrison Labs, the last named a division of TTC. Other sponsors on "Specials" are Ideal Toy and Toni, on "Premiere," Warner-Lambert and Sunbeam.

## Desilu Preps 'Swamp Fox'

**NEW YORK** — Desilu is preparing a new vidfilm series, "Marion, the Swamp Fox," based on the life of the Revolutionary War general. The producer already has a script written, and casting is in its preliminary stage.

The same property, which is in public domain, was considered by a number of other producers but never got underway. It is being offered to a number of distributors for syndication.

## Engineers Push Spectrum Study

**WASHINGTON** — While the battle lines are forming on "free versus fee" use of scarce TV spectrum space, the electronic engineers and researchers are doggedly pushing for a review of all spectrum space. Special attention would go to the allocation of broadcast frequencies to government and non-government users. The possibility that government agencies and departments may be holding too big a share will also be the object of a congressional query if resolutions by Senator Potter and Rep. William Bray get action in January.

Electronic Industries Association last week named a spectrum study committee to break ground for a possible presidential commission, along the lines of the airways modernization board, congressionally authorized in the first session. The Airways board grew out of planning by the aviation industry and would set a precedent for the electronics industry to ask for a re-examination of the public interest needs in allocated spectrum space.

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BOOM IN NORTH

Brit. Quota Counts Production in Can.

TORONTO — A film boom is raging in Canada—thanks to TV. There has been a discovery by producers that feature films and TV series produced here are eligible for British quota advantages.

ALL THE SAME

Movie Folk View CNP 'Boots' Film

NEW YORK—Movie critics and reporters attended a screening here last week by California National Productions to examine CNP's contention that "the alleged superiority of theatrical motion pictures over television films is only a state of mind."

The screening, timed with the local (WRCA-TV) debut of CNP's "Boots and Saddles," was comprised of two stanzas of the cavalry series. Consensus of attending film people was favorable.

"Let's stop being unreasonably intimidated by screen size and get the critics to look squarely at the results in the can of film," said Levitt in his invitation.

WNBQ Sells Out 'Movie 5' Show

CHICAGO—WNBQ last week achieved a sellout of participations on its seven-day-a-week "Movie 5" feature film.

Sell-out was reached with orders from Lipton Company thru Young and Rubicam; Maybelline Company, thru Gordon Best Company and General Rug Company thru Glyuck-Citron Agency.

studio availabilities, technical resources and financing.

Canadian producers have not sat still in the meantime, as there is a push to produce pilot films in the hopes that someone south of the border will decide to buy the property and go into full production.

Already Television Programs of America has rolled "Last of the Mohicans" and is rolling "Tugboat Annie." The Canadian Broadcasting Corporation made "Radisson," called "Tomahawk" in the States, and producers are trying to sell the corporation other shows.

Meridian Films rolled the first completely Canadian TV film production with "Main Street Jamboree" featuring Jack Kingston. This was the first time that a filmed show has been produced with an entirely Canadian cast and with an exclusively Canadian technical crew.

Crawley Films

Crawley Films of Ottawa have set a December shooting date for the pilot film of the long-projected "Royal Canadian Mounted Police" TV series of 39 half hours.

Emile Harvard Productions has purchased the TV rights for "The Tyler Touch," an original radio family situation series by Ray Darby. Slated are 39 episodes, with backing of a sponsor already lined up, according to Harvard.

"Bush Pilot," a new filmed TV series, is to be produced in the Lac LeRonge area of Saskatchewan by Jack Bordley and starring Jared Reed. Backed by an Ottawa group of investors, headed by Maurice Berlin, theater-owner, it is expected to cost about \$35,000 per episode. The pilot film is underway.

CBS Pix, WPIX To Push 'Ghost' With 1856 Train

NEW YORK—CBS Television Film Sales and WPIX here will roll an authentic Civil War train into New York November 8 in a promotion for "The Gray Ghost," Civil War adventure series.

Wm. Hillpot Joins TPA's Sales Staff

NEW YORK — William (Billy) Hillpot, for many years a top radio performer, has joined the New York-National sales staff of Television Programs of America.

He's a former program manager of the Blue Network and talent agent with General Artists Corporation.

Dog Food Client's Spot Offers Disks

NEW YORK — Ken-L-Ration dog food will launch a spot schedule in 70 markets next month to offer a self-liquidating premium, a "not for sale" Columbia Transcriptions disk.

The long-playing record, "Great

NEWSPAPER AD PLUGS TV AD

HOLLYWOOD—Western Airlines is taking ads to plug and ad. In a somewhat unusual move, the firm is running ads on the TV-radio pages of newspapers in 11 markets in November to announce a 20-second TV commercial.

The spot, featuring Western's "Relaxed Bird," was on the air last season, and is making a return engagement. It was produced by Quartet Films thru BBD&O.

Comedians of the Century," features Burns and Allen, W. C. Fields, Jimmy Durante, George Jessel and other comedic acts in bits and scenes, narrated by Eddie Cantor.

WHDH Scouts Film Distributors For Color Pix

BOSTON—The new WHDH-TV here is reportedly scouting film distributors for full-color feature films to use in a special "color Festival" showcase, sometime after its air debut this month.

The station is known to have queried ABC (with which it is affiliated) regarding a J. Arthur Rank package containing such color features as "Genevieve," and ABC Film Syndication concerning such color pictures as "Christopher Columbus" and "Black Narcissus."

WHDH-TV is currently touting, in trade promotions, the fact that it has "RCA's greatest color TV single-station installation to bring 1,830,600 New England families local TV color."

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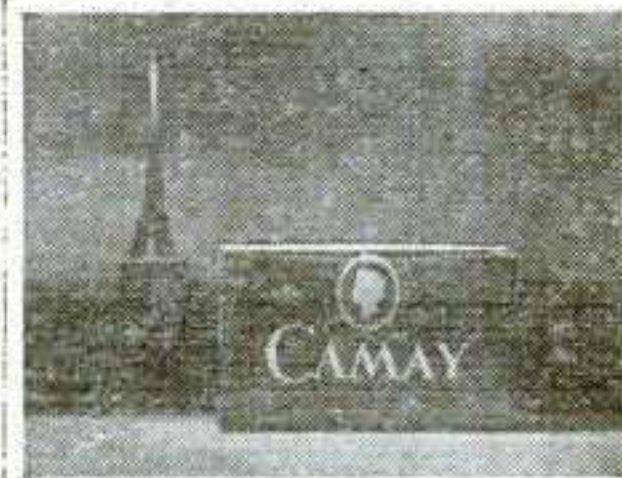
Produced for AT&T Thru N. W. Ayer & Son By Hal Roach Studios



Produced for Chevrolet Div., General Motors Thru Campbell-Ewald By Warner Bros. Television



Produced for DuPont Thru BBD&O By Universal Pictures-TV Dept.



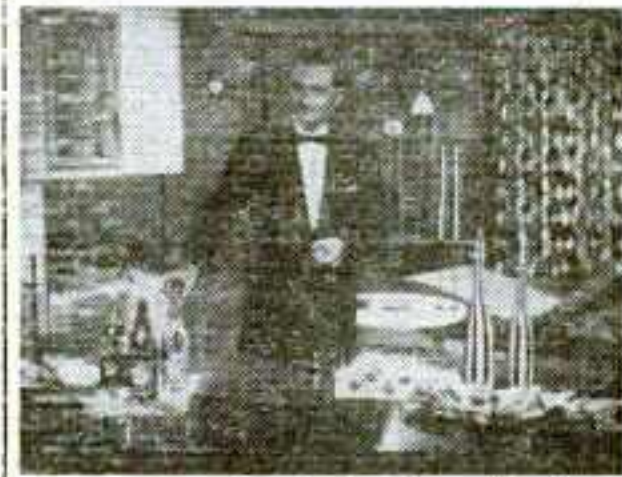
Produced for Camay Div., Procter & Gamble Thru Leo Burnett By Warner Bros. Television



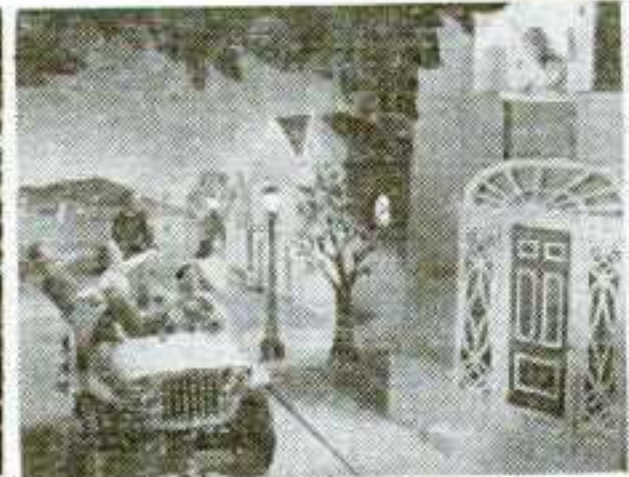
Produced for Crest Div., Procter & Gamble Thru Benton & Bowles By Warner Bros. Television



Produced for Falstaff Brewing Co. Thru Dancer-Fitzgerald-Sample By Playhouse Pictures



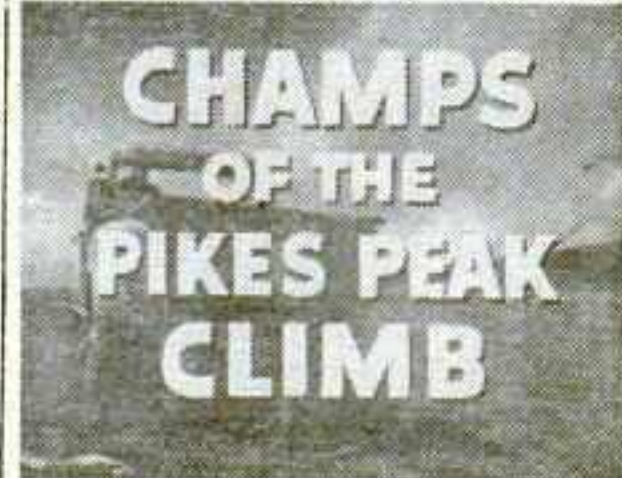
Produced for Canada Dry Ginger Ale, Inc. Thru J. M. Mathes By Cousens Productions, Inc.



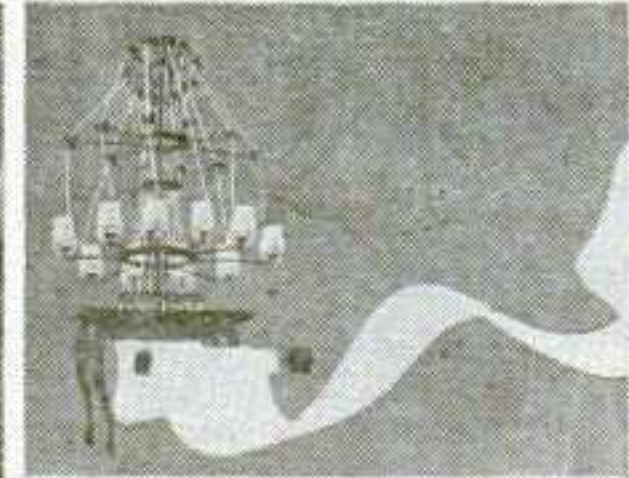
Produced for Drene Shampoo Thru Compton Advertising, Inc. By MPO Television Films



Produced for General Motors Thru MacManus, John & Adams, Inc. By Klaeger Film Prods., Inc.



Produced for Chevrolet Div., General Motors Thru Campbell-Ewald Company By Van Praag Productions



Produced for DuPont Thru BBD&O By Le Ora Thompson Assoc.



Produced for General Petroleum Corp. Thru Compton Advertising By Animation, Inc.

c'mon in...



Now, "The Million Dollar Miracle"—the ALL-NEW PRESIDENT MADISON, favorite among the young-at-heart—gives you SO MUCH MORE TO DO, SO MUCH MORE TO ENJOY—and it's all included in the one LOW rate, with NOTHING MORE TO SPEND!

FREE Beach Chairs, Parties, "Round the Clock Fun, Air-Conditioned, Pool, Cabana Club, Private Beach, Dancing and Entertainment Nightly, Gola Fiesta Nights... and MUCH, MUCH MORE!

NEW President Madison A FULL OCEANFRONT BLOCK, 38th to 39th Sts., MIAMI BEACH, FLORIDA



# COMMERCIAL CUES

WSTV, Inc., operators of the Friendly Group of radio-TV stations have purchased a 50 per cent interest in Colmes-Werrenrath Productions, Inc., of Chicago, producers of radio-TV commercials, industrial and educational films. The production company will continue to serve advertisers under its present management, but Jack Berkman, Friendly Group proxy, will serve as chairman and John J. Laux and Fred Weber will become veepees. Laux is executive vice-president and Weber is vice-president of WSTV, Inc. The companies will share the

Friendly Group's New York offices and Colmes-Werrenrath's Chicago offices.

As far as commercial producers are concerned, it's "Join Campbell-Ewald and See the World." Art Ross, from the home office in Detroit, leaves on November 1 for La Guaira, Venezuela, with a special film crew for Odyssey Productions, to film special "integrated" color commercials for the upcoming "High Adventure" series starring Lowell Thomas. The commercials will feature Delco batteries (General Motors), and the role they play in this port. Already lensed is a commercial on the use of Delco batteries in Ground Control Approach at Ladd Field in Alaska, in the Far North, and a commercial in Nairobi showing how Delco powers the equipment for the Great White

Hunter-type safari into Africa—trucks, cars, refrigerators, etc. Other commercials, seven in all, will be shot in out of the way places.

Lars Calonijs Productions, New York, is now devoting 100 per cent of its output to animated TV commercials of one minute or less. An Oxberry animation stand has been installed in order to speed the work which involves full animation as well as cutout and stop-motion techniques. Calonijs points out that present trends are toward the use of highly-stylized characters.

A new motion-picture animation company, McCormic-Wade Animation, has been formed as an affiliate of Roger Wade Productions. Don McCormick, former vice-president of UPA and general manager of its New York office, heads up the new firm. The production facilities of the Roger Wade organization, which include an Oxberry animation stand, will be available to the new affiliate.

Westinghouse Electric and its agency, McCann-Erickson, have planned a TV "first" for its "Studio One" program on November 4. The dramatic show, which ordinarily does not have a studio audience, has invited viewers to write for tickets to witness just the commercial portion of the show. And the reason for this unusual invitation is that Betty Furness will present her famous "sand test" demonstration again from a separate studio in Manhattan which has facilities for some 150 guests. According to Gallup-Robinson, research organization, the "sand test" is among the four top commercials ever seen on TV, with respect to audience recall.

William R. McAndrew, director of NBC News, left for London to confer with NBC correspondents concerning "Projection '58," the forthcoming year-end round-up.

... Robert R. Grey, NBC-TV promotion department in Burbank, Calif., has been named Pacific Coast representative of the Advertising Council to succeed Robert C. Coleson when he retires on December 31. "Television Plays for Writers," a collection of eight TV scripts complete with production notes and camera instructions, will be off the press on November 4. Published by The Writers, Inc., the book is priced at \$5.

Milton P. Kayle, general counsel for Television Programs of America, TV film producers and distributors, has been elected secretary of the company. Kayle was formerly a White House aide to President Truman. ... Raul C. Conangle has been inked as Latin-American sales co-ordinator for ABC Film Syndication. He is a former sales exec of Westinghouse Electric.

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



Produced for ..... Gold Medal Flour  
Thru ..... Dancer-Fitzgerald-Sample, Inc.  
By ..... Filmerial Productions



Produced for ..... Lever Bros.  
Thru ..... J. Walter Thompson  
By ..... Filmerial Productions



Produced for ..... The Nestle Co.  
Thru ..... McCann-Erickson  
By ..... Wondsel, Carlisle & Dunphy



Produced for ..... Schlitz Brewing Co.  
Thru ..... J. Walter Thompson  
By ..... Ray Patin Prods.



Produced for ..... Union Pacific Railroad  
Thru ..... Caples Company  
By ..... Song Ads, Inc.



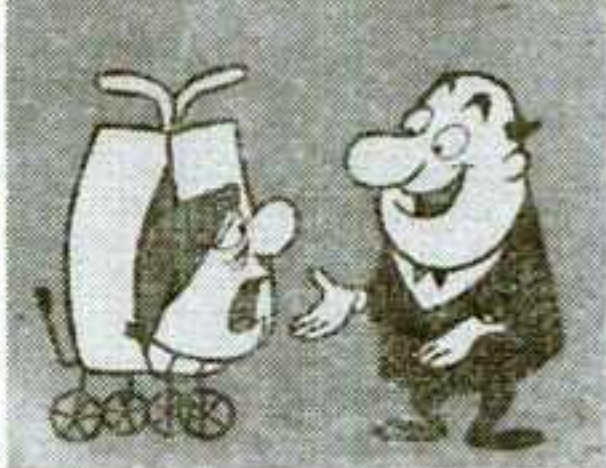
Produced for ..... Grandma's Molasses  
Thru ..... Charles W. Hoyt  
By ..... Caravel Films, Inc.



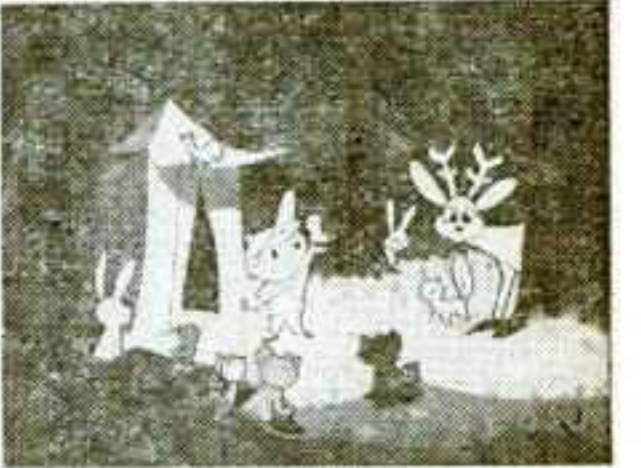
Produced by ..... Mars Candy Co.  
Thru ..... Knox Reeves Advertising  
By ..... Ray Patin Prods.



Produced for ..... Pepsi-Cola  
Thru ..... Kenyon & Eckhardt  
By ..... Universal Pictures-TV Dept.



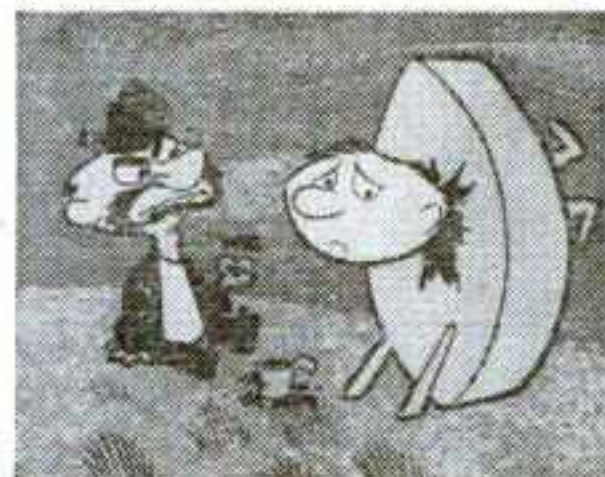
Produced for ..... Sealy Mattress Co.  
Thru ..... Edward H. Weiss & Co.  
By ..... UPA Pictures



Produced for ..... U. S. Forestry Service  
Thru ..... Foote, Cone & Balding  
By ..... Era Productions



Produced for ..... Hit Parade Cigarettes  
Thru ..... BBD&O  
By ..... MPO Television Films



Produced for ..... Mennen Company  
Thru ..... Marschalk & Pratt Div., McCann-Erickson  
By ..... Era Productions



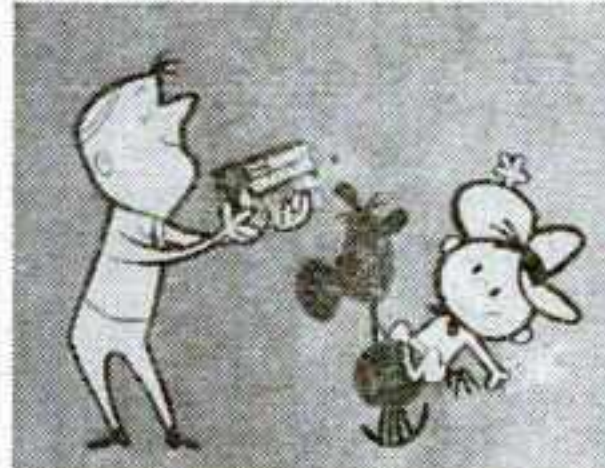
Produced for ..... Pillsbury Mills  
Thru ..... Leo Burnett Co.  
By ..... Ray Patin Prods.



Produced for ..... Snowcrop Frozen Foods  
Thru ..... Maxon, Inc.  
By ..... Caravel Films, Inc.



Produced for ..... Hood's Ice Cream  
Thru ..... Kenyon & Eckhardt  
By ..... Caravel Films, Inc.



Produced for ..... National Biscuit Co.  
Thru ..... McCann-Erickson  
By ..... Animation, Inc.



Produced for ..... Pillsbury Mills  
Thru ..... Campbell-Mithun  
By ..... MGM-TV



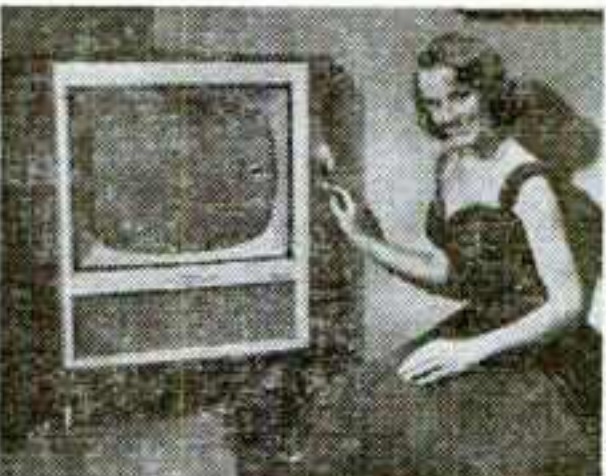
Produced for ..... Standard Oil of Indiana  
Thru ..... D'Arcy Advertising  
By ..... MGM-TV



Produced for ..... Lever Bros.  
Thru ..... BBD&O  
By ..... Filmerial Productions



Produced for ..... National Biscuit Co.  
Thru ..... McCann-Erickson  
By ..... Caravel Films, Inc.



Produced for ..... RCA-Victor  
Thru ..... Kenyon & Eckhardt  
By ..... MGM-TV



Produced for ..... Sunbeam Corp.  
Thru ..... Perrin-Paus Co.  
By ..... UPA Pictures

## BEER & ALE COMMERCIALS

... the highlight section of Billboard's December 16

## COMMERCIALS QUARTERLY

★ ★ ★ ★ ★ ★ ★  
Next Showing of the SPOT SHOWCASE coming in Billboard's JANUARY 13 ISSUE



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.

The Pulse Audience Composition Studies

Syndicated Film Adventure Shows

Table with columns: AUGUST RATINGS, AMONG WOMEN, AMONG MEN, AMONG CHILDREN. Lists show titles and ratings.

Syndicated Film Drama Shows

Table with columns: AUGUST RATINGS, AMONG WOMEN, AMONG MEN, AMONG CHILDREN. Lists show titles and ratings.

STATION SIGNALS

KMTV, Omaha, may very well have started the trend in color TV set sales that the broadcasting industry has been waiting for.

The promotion consisted mainly of on-the-air material, plus a series of live remote color shows including an operation from a hospital, the Ak-Sar-Ben Coronation and Ball, the outstanding social

event in Nebraska, and a live remote from the home of Nebraska's famous artist, Milton Wolsky. One dealer who sold only 15 sets during the nine months prior to the promotion, sold more than 35 in a six-week period and the RCA distributor in Omaha, Sidles Company, sold as many sets to dealers during the first four weeks as they had sold the previous nine months.

Charles M. McAbee Jr. has been named general sales manager of KMOX-TV, CBS TV-owned station in St. Louis. McAbee, an account executive for CBS-TV

PULSE LOCAL RATINGS FOR SEPTEMBER

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

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

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

Table with columns: TOP NETWORK SHOWS, TOP MULTI-WEEKLY SHOWS. Lists show titles and ratings.

Table with columns: TOP FEATURE FILMS, TOP SYNDICATED FILMS. Lists show titles and ratings.

BUFFALO 3 TV STATIONS—352,400 TV HOMES reported by The Pulse in the area surveyed

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

Table with columns: TOP NETWORK SHOWS, TOP MULTI-WEEKLY SHOWS. Lists show titles and ratings.

Table with columns: TOP FEATURE FILMS, TOP SYNDICATED FILMS. Lists show titles and ratings.

CHICAGO 4 TV STATIONS—1,791,700 TV HOMES reported by The Pulse in the area surveyed

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

Table with columns: TOP NETWORK SHOWS, TOP MULTI-WEEKLY SHOWS. Lists show titles and ratings.

Table with columns: TOP FEATURE FILMS, TOP SYNDICATED FILMS. Lists show titles and ratings.

Spot Sales will assume his new duties immediately. E. James Hogdgett has joined WPIX, New York as an account executive. Edward Petry & Company has been appointed exclusive national reps for WPST-TV, Miami.

WICU respectively. WABC-TV, New York, is pulling 19,000 letters a week with a drawing for a Schwinn bicycle on its 8-10 a.m. cartoon strip. Frank Barron, local sales manager of WJW-TV, Cleveland, has moved to the national sales staff of the Storer Broadcasting Company. John Leslie has been promoted

to local and regional sales manager of WEEK-TV, Peoria, Ill. Richard W. Strander, formerly sales manager for the central division of Interstate TV, has been appointed sales representative for WKRC-TV, Cincinnati. Ernest J. Golden has switched to WBZ-TV's sales staff as an account executive.



## EDITORIAL

### Col.'s Holiday Advice

The Christmas buying season will be one week shorter than usual this year, owing to the fact that Thanksgiving—traditionally the beginning of the holiday period—starts one week later than normally. Columbia Records, via a letter from Mitch Miller to program managers, has urged stations to program Christmas disks as early as possible.

This is logical reasoning. Retailers during the one-month holiday season often do as much business as in three ordinary months. The loss of one week, therefore, can severely dent the record business. Jockeys are urged to heed the Columbia advice, not only on behalf of that label's Christmas disks, such as Jimmy Dean's "Little Sandy Sleighfoot," but as general industry policy.

Stations which start their Christmas programming one week earlier will materially help in creating a holiday mood. Sponsors, as well as segments of the music business, will feel the beneficial effects of this.

Record dealers, of course, should also take their cue from the Columbia move. They should set up their holiday window displays well in advance of Thanksgiving in order to realize the full business potential of the season.

A bow to sales chief Hal Cook, a.&r. chief Mitch Miller and promotion exec Gene Block for intelligent teamwork.

## Would Half Use of Songs as LP Titles

### Diskeries Alerted to Legal Action For Unauthorized Use of Copyr'ts

By JUNE BUNDY

NEW YORK — An important move to prevent the indiscriminate use of song titles as LP titles was made last week when publisher E. H. (Buddy) Morris notified diskeries that any such use of his copyrights, without permission, would be followed by legal action.

The action by Morris, it is known, has the approbation of many publishers who have felt increasing irritation over the diskery practice of pre-empting titles without recourse to the copyright owner. In the view of these publishers, a move to stop the practice is long overdue.

Also utilizing the name of a song as an album title without its publisher's permission is legally a copyright infringement (according to Morris' lawyer Lee Eastman)

## CLGA to Mull SPA Merger Proposals

HOLLYWOOD — Members of the Composers and Lyricists' Guild of America will hear proposals outlining the hoped for amalgamation with the Songwriters' Protective Association when the group meets Monday (11).

Simultaneous meetings will be held by New York and Hollywood groups on that date. Membership is not expected to vote on any plan submitted at these meetings. The formal ratification and the joining of SPA-CLGA forces may come by the first of the year.

SPA members will also learn of the proposals at their upcoming meeting.

## Tony Piano to Col. A&R Staff

NEW YORK—Tony Piano, formerly with the American Broadcasting Company, has been added to the a.&r. staff of Columbia Records, according to Mitch Miller, pop a.&r. chief.

Piano was a staff director at ABC, where he did "Your Dancing Party," a two-hour live show featuring bands.

Morris opined that publishers have been woefully lax in enforcing this property right, and consequently manufacturers rarely ask their permission.

The tremendous increase of package goods output during the last year, said Morris, makes it necessary today for a publisher to take steps to protect his most valuable copyrights. Pointing out that

*(Continued on page 26)*

## Chiantia & Israel to MPPA Board

NEW YORK—Sal Chiantia, of Leeds Music, and Arthur Israel, of Famous, were appointed members of the board of Music Publishers Protective Association at a meeting Thursday (31).

The appointments fill two vacancies. Chiantia was named to fill the post formerly held by the late Sol Bourne, and Israel takes the post vacated by Bernie Goodwin, who several months ago left the publishing field to concentrate on TV.

## Decca Gets Nod in Album Title Suit

HOLLYWOOD — The question regarding the property rights of a diskery to its album titles was resolved in U. S. Federal Court last week (30), when Judge William Byrne ruled in favor of defendant Decca Records in an action brought by Capitol in March, 1956.

Action for unfair competition grew out of Decca's use of the titles, "Here Comes the Band" and "Holiday in Hawaii." Capitol claimed Decca's use of the titles, both of which were used on previously released Capitol packages, was damaging. Judge Byrne upheld Decca attorney Averill Pasarow's contention that "chaos would result in the industry" were Capitol's claim allowed. Pasarow pointed out that duplicity of album titles were common in the industry, offering the evidence that Capitol

## Increasing Distrib Field Reflects Indie Disk Growth

### Current Total Tally of Distribs 633; Up 30% Over 1952 Census

By JOEL FRIEDMAN

HOLLYWOOD — Reflecting the growth of the record industry as a whole, and more particularly of the independent diskery, there are now approximately 663 record distributors active thruout the United States. Figure represents an increase of nearly 30 per cent over the number of distributors engaged in the business five years ago.

Tho the figure may be startling in some quarters, the increase in number of distributors is a natural complement to the spectacular gains made by indie labels in recent years. The over-all statistics include company-owned branches of such firms as Decca, Capitol, Columbia, RCA Victor, Mercury and King, and distributors who only handle the major labels.

While the independent distributors have for years been scoffed at as nonentities by a good many of the major companies, there are few industry executives who treat the indies lightly today. It's an open secret that quite a few tidy fortunes have been made by any number

of indie firms, and with the indie business continuing to spiral, it seems reasonable to assume that others will prosper as well.

New York State leads the nation in number of distribs via a total of 78, with California second with 74. There are 22 independent distributors alone in Southern California handling more than 300 labels. Pennsylvania has 47 distributors, Texas 43, Ohio and Illinois 35, Michigan 33, Missouri 25, Tennessee and Connecticut 24, Massachusetts 20 and New Jersey 19. The less populated States have fewer distributors, tho even their numbers are gradually increasing.

The most spectacular growth among the indies is that of the growing Cosnat chain, with distribution centers now in New York, New Jersey, Detroit, Cleveland and Philadelphia. Those five markets alone represent nearly 30 per cent of the total industry sales potential. While Cosnat Prexy Jerry Blaine has made no firm plans, there have been reports that other cities were being considered as Cosnat branches.

The growth of the indie distribs is further indicated by the operation of branches in San Francisco and Dallas by Irv Peninsky, of Erio Distributing Company, a second branch in Cleveland by Art Freeman, of Benart Distributors, and the dual operation of Sunland Music and Universal Distributors by Gordon Wolfe in Los Angeles. In some cases a distributor's tax problem influences the operation of another company; in others a new firm is necessary to keep the diskery manufacturers confident that too many lines aren't being handled by one house.

Cecil Steen's Boston operation is another prime example of growth and confidence in the future of the indie disk business as is Jimmy Warren's Central Record Sales Company in Los Angeles. Both recently invested heavily in real estate, construction and the design of distribution centers specifically designed to service the record industry.

The indie's growth isn't restricted to phonograph records alone.

*(Continued on page 26)*

## 27 Albums on Cap November Agenda

HOLLYWOOD — Capitol Records will release a total of 27 albums for November, with the theme "A Record Sales Month for You" aimed at dealers thruout the nation.

Terms similar to that which prevailed during the firm's October program will again apply. Dealers who qualified for deferred billing last month may again take advantage of those terms with payments due in equal parts on December and January 10. In addition, dealers who took advantage of the label's 100 per cent exchange policy in October may again earn such terms with a minimum recorder of \$75 of new merchandise. Exchange policy is applicable on new albums only thru November 29.

Dealers who did not qualify during the October program may do

so via a minimum order of \$250 in new album product.

Five classics, 10 Capitol of the World packages and 12 popular sets make up the release. Longhair product is topped by the fourth Stokowski album to be issued by the company, "Ilya Mourometz," with the Houston Symphony Orchestra. Pianist Louis Kentner also makes his debut, with other LP's by harpist Marcel Grandjany, pianist Agi Jambor and the Hollywood Bowl Symphony Orchestra recording of "Nutmacker Suite" and "Midsummer Nights Dream."

'Annie' Promotion  
Capitol will train its promotional guns at its "Annie Get Your Gun" package featuring Mary Martin and

*(Continued on page 26)*

## 5 Mil Sales Goal Set for MM Club Line

HOLLYWOOD — Disneyland Records, diskery arm of the Walt Disney film studio, has set a goal of five million sales via the release of the first product in the firm's Mickey Mouse Club line. Label officially took over distribution of the kiddie line from Am-Par earlier this month, with the latter firm to continue to handle distribution of all product previously released until the end of the year.

Inventory in the hands of Am-Par distributors at that time will revert to Disneyland, tho distributors in many areas are expected to be retained.

Five new singles make up the first Disneyland Mickey Mouse Club release, with the diskery packaging them in seven and 10-inch pre-paks. Latter contain a total of 50 records each, 10 of each of the five titles. Pre-paks are a self-contained shipping carton and display unit.

## Camden Album Sales Top 6 Mil Mark

NEW YORK — Camden Records, the RCA Victor low-priced subsidiary label, now four years old, has topped the six million figure in albums sold. To commemorate this mark, every Camden distributor will receive a gold record this week.

Simultaneously, distribs will get the word on a new Camden promotion. This push involves a pre-selected group of Camden best-sellers shipped in a container which can be immediately transformed into a self-selling merchandiser. Unit holds 30 LP's and 20 EP's, the former priced at \$1.98 each, and the latter at 79 cents.

With each pack there will be a streamer featuring Perry Como's "Dream Along With Me" set, his first release on the low-end line. Each dealer who orders one unit will receive 50 throwaway catalogs listing the entire line.

## Merc Signs Rugolo for A.&R. Chores

CHICAGO—Pete Rugolo, composer and batoneer, joined Mercury's a.&r. staff last week and will assume charge of all West Coast recording dates.

In another appointment by Art Talmadge, a.&r. chief, Carl Stevens, music staffer, was given charge of singles recording in the Midwest, basing in Chicago but conducting frequent pop dates in Nashville.

With these appointments, Talmadge's a.&r. department appears stabilized with Bob Shad heading Eastern singles, assisted by Morty Kraft; Stevens covering Midwestern singles and Rugolo handling them on the Coast. David Carroll in Chi supervises the album department, right-armed by Hal Mooney in New York and Rugolo in the West.



# Only Fireworks at ASCAP Meet Due to Short Circuit

## Spotlight on Internal Harmony; Cordial TV Atmosphere Reported

By REN GREVATT

NEW YORK—In marked contrast to earlier meetings this year, the semi-annual business meeting of the American Society of Composers, Authors and Publishers, held Tuesday (29) at the Waldorf Astoria here, was characterized by a spirit of calm and tranquility. The only real fireworks were of a natural type, caused, reportedly, by short circuits in the hotel power supply.

The meeting opened with a report from prexy Paul Cunningham, whose talk was highlighted by a recommendation that "members treat ASCAP with the same dignity and courtesy with which ASCAP deals with outsiders." Cunningham, stressing the need for avoiding internal conflicts in the Society, pointed out that "we have learned to live under the consent decree, but when we fail to keep our own house in order, we can expect outside interference."

Cunningham said that the problems of distribution still exist and a survey is still in progress to iron out whatever difficulties are apparent. He also voiced an oft-repeated question heard from members to the effect that the ratings may fall, credits may actually increase. The suggestion was made that any members who wanted a fuller explanation should consult George Hoffman of Dick Murray after the meeting.

In discussing legislative matters, Cunningham said the Society is still trying to "rectify the horrible, archaic juke box mess," a battle that has continued for 25 years.

## Contracts May Block 'Blues' Pic Soundtrack

HOLLYWOOD — Conflicting contractual commitments are expected to prevent the release of a soundtrack package from the forthcoming Paramount Pictures film biography of W. C. Handy, "St. Louis Blues."

Nat King Cole, who portrays Handy in the picture, records for Capitol; Eartha Kitt for RCA Victor; Ella Fitzgerald for Verve; Mahalia Jackson for Columbia, and Pearl Bailey for Roulette.

Tho a soundtrack LP is doubtful, Cole will nevertheless record an LP containing music from the film, to be followed by a month of personal appearances with the Count Basie ork upon completion of the picture. "St. Louis Blues" is Cole's first full-length dramatic-musical role, tho he's being mentioned prominently to play the key role of Sporting Life in the upcoming Samuel Goldwyn production of "Porgy and Bess." Golden recently acquired film rights to the Gershwin vehicle.

## TIN PAN ALLEY DIGS SPUTNIK

WASHINGTON—Tin Pan Alley's first response to Sputnik hit the Copyright Office October 9, when Samuel Manning of New York applied for registration of words and music for song: "Bee Beep, Bee Beep (Round and Round the Sputnik Go)." Library of Congress made the announcement without comment in its information bulletin last week.

"But we are beginning to see a ray of hope on the horizon," he said, in referring to forthcoming expected Senate hearings on the matter. Cunningham also referred to certain "hostile State legislation," in New Mexico, which would have "hurt our income and brought the expense of litigation, had it been passed." The bill was defeated with the help of a delegation to the State headed by general counsel Herman Finkelstein.

### TV Atmosphere Cordial

With regard to negotiations for new TV contracts, Cunningham said the atmosphere is most cordial. "I can assure you," he said, "that our music will be on the TV air after contracts expire. There is no danger of a repeat of 1941." The president also reported that there are currently 3,877 writer members and 1,039 publisher members. Concluding his speech, Cunningham deplored the existence of

"malcontents in our ranks. In spite of them, we'll grow bigger and bigger."

Then Cunningham introduced "our crusading and ever-popular West Coast chairman, L. Wolfe Gilbert," who in his turn emphasized the importance of TV film as a "new harvest for writers." Gilbert also referred to "the monstrosity of rock and roll," but added, "the skies are clearing and they are playing our songs again."

Ned Washington, newly elected West Coast member of the ASCAP Board, offered his thanks for the honor bestowed upon him. He coupled these remarks with additional comments on dissident elements in the Society. He decried the "harassment, attacks and coercion employed by some to get something they don't deserve. ASCAP has the most democratic machinery in the world for handling complaints and

(Continued on page 26)

## Jazz, Opera, Drama Tomes on Upswing

• Continued from page 1

and to show people generally would be the Eddie Cantor bio, "Take My Life" (Doubleday). Then, in the fiction class, there is the Jerry Lewis compilation of "Great Stories of Show Business" (Coward-McCann). Readers interested in jazz and its history will find much to relish in Jack Kerouac's "On the Road" (Viking).

There are several significant entries among the books dealing with other aspects of "The Show." Simon and Schuster has the new drama collection by critic Walter Kerr, "Pieces at Eight," and recently brought out Rod Serling's "Television Plays." The same publisher next month will publish "The Movies," a 150,000-word text, with pictures, by Richard Griffin and Arthur Mayer. Package is in the

\$15 class. Theatrical press agent Richard Maney has retraced his glamor-building career in "Fanfare" (Harpers), and "Prize Plays of Television and Radio, 1956" has been compiled by the Writers' Guild of America for Random House. Viking has a new collection of Arthur Miller Plays.

Curiosity is bound to draw show business readership to Bessie Brewer's novel, "The Actress" (Harpers) and to TV star Ernie Kovacs' fling at fiction, "Zoomar" (Doubleday), which deals with the world "behind the cameras."

## NEW LOOK FOR SHOW TUNES

### 'Story,' 'Jamaica' Latest To Get Jazz LP Treatment

NEW YORK—Jazz LP versions of two more Broadway musicals—"West Side Story" and "Jamaica"—are scheduled for release this month, thus highlighting the current trend towards jazz waxings of Broadway scores.

Phineas Newborn Jr. has cut a jazz LP version of Harold Arlen's "Jamaica" score, while Manny Albam has sliced a jazz album waxing of "The West Side Story." Meanwhile, jazz treatments of "Little Abner" and "My Fair Lady" by Shelley Mann and "My Fair Lady" by Billy Taylor are chalking

## Ink Kraft to Jazz A&R Post

NEW YORK—Bethlehem Records last week retained Lee Kraft as its jazz artists and repertoire manager. Kraft immediately signed Charlie Mingus, Art Blakey (and the Jazz Messengers), Herbie Nichols and Jimmy Knepper to Bethlehem contracts. Sonny Rollins was inked on a non-exclusive basis for two LP's.

Kraft, a veteran of the personal management field, until recently was an agent for Shaw Artists. Mingus' last previous disk pact was with Atlantic, Nichols' with Blue Note. Blakey has been free lancing

## MITCH CUTS A SANTA SURPRISE

NEW YORK—A.&r. men have long sought the unusual and novel for offbeat Christmas disks. Last week Columbia's Mitch Miller cut one by Kenny Bowers, titled "Weach for the Waiters." The tot on this disk takes a dim view of Santa. He caught him kissing girls, doing the mambo, etc., and is ready to blow his head off for these quasi-Noel practices. "Weach for the Waiters!" he shouts.

## Spardon Upped To Important BMI Exec Post

NEW YORK—Ken Spardon has been named director of station relations for BMI, according to Glenn R. Dolberg, BMI vice-president in charge of station relations. Spardon has been a BMI field rep for the past 11 years and most recently served as Eastern regional rep for the organization.

Prior to joining BMI Spardon was musical director of several radio stations. He also served as musical director for B. F. Keith, Warner and Loew's vaude houses; as producer of RKO musical units; and was producer-director of the "RKO Theater of the Air" which presented Bob Hope, Burns & Allen, Edgar Bergen and other top talents.

## Thieves Make 30G LP Haul

TORONTO — Records with a retail value of nearly \$30,000 were taken by thieves who backed up a large truck over the weekend to the warehouse of Columbia Record Club in the suburban area.

Bulk of the records included the albums "Candide," "Speaking of Love" and "Jazz Omnibus."

None of the 6,000 records taken were singles, said a company official.

## Exits Coral For Challenge Exec Slot

HOLLYWOOD — Johnny Thompson, divisional sales manager for Coral Records, was named vice-president and general sales manager of Coast indie Challenge Records last week. Gene Antry, prexy of the label he founded six months ago, made the appointment.

Thompson will revamp the firm's distributor network, with immediate plans to increase its total of indie distributors to 34. Thompson leaves on a national tour of disk jockeys and distributors this week, to outline new plans and policy of the company.

Thompson joined Coral Records six years ago and has served in various sales, promotional and repertoire capacities. He helped organize several of the label's own branches, most recently the Los Angeles and Detroit offices.

Joe Johnson continues as vice-president in charge of artists and repertoire. Talent roster of the company now includes Jerry Wallace, Dave Burgess and the Commodores, Bobby Milano, Huelny Duvall and Johnny Moseby.

## Dot Christmas Pkg. Agenda

HOLLYWOOD — Dot Records will hitch its Christmas package goods promotion to three new albums with the release scheduled to be in the hands of distributors November 10.

Release includes a new Pat Boone EP titled "Merry Christmas," and two LP's, "Christmas Is A-Comin'," by the Jack Halloran Singers, and "Christmas Chimes," by Dr. Charles Kendall, pastor of the First Methodist Church of Hollywood.

Firm is also readying additional November package goods products for release at approximately the same time.

## Husky, Young Inked for Pic

NASHVILLE — Hubert Long, manager of c.&w. singers Ferlin Husky and Faron Young, has consummated a deal for the appearance of the pair in Paramount's forthcoming flicker, "The Boys From Tennessee," in which they will be co-featured with Zsa Zsa Gabor. Filming is slated to begin November 18.

Husky has also been contracted for an appearance on Steve Allen's TV-er November 17. Young and Long planned to the West Coast Sunday of last week (27) to huddle with Capitol's Ken Nelson regarding Young's next Capitol release.

## CANADIAN RECORD SET BY AUGUST DISK SALES

TORONTO — Record retailers in Canada showed their greatest sales in the history of the business in this country in August, 1957, according to figures compiled and released by the Dominion Bureau of Statistics.

The total sales value of all records sold during August, 1957, was \$2,463,311, compared with \$1,707,211, the previous August. During the August period, the manufacturers produced 482,701 45's records compared with 229,629 45's the previous August.

Altho there had been a decline in the number of 78's produced, singles interest remains high in this

country as manufacturers turned out 781,204 78's in August of this year, compared with 686,499 the previous year.

The LP albums still continue to rise in number also as 310,525 were pressed during August, compared with 217,456 last year.

Business in August shot up from \$1,522,999 in July of 1957 to \$2,463,311.

Distributors are looking to the September figures now to see what, if any, actual effect there was from the 24-hour-a-day hit parade operations of Toronto radio stations.



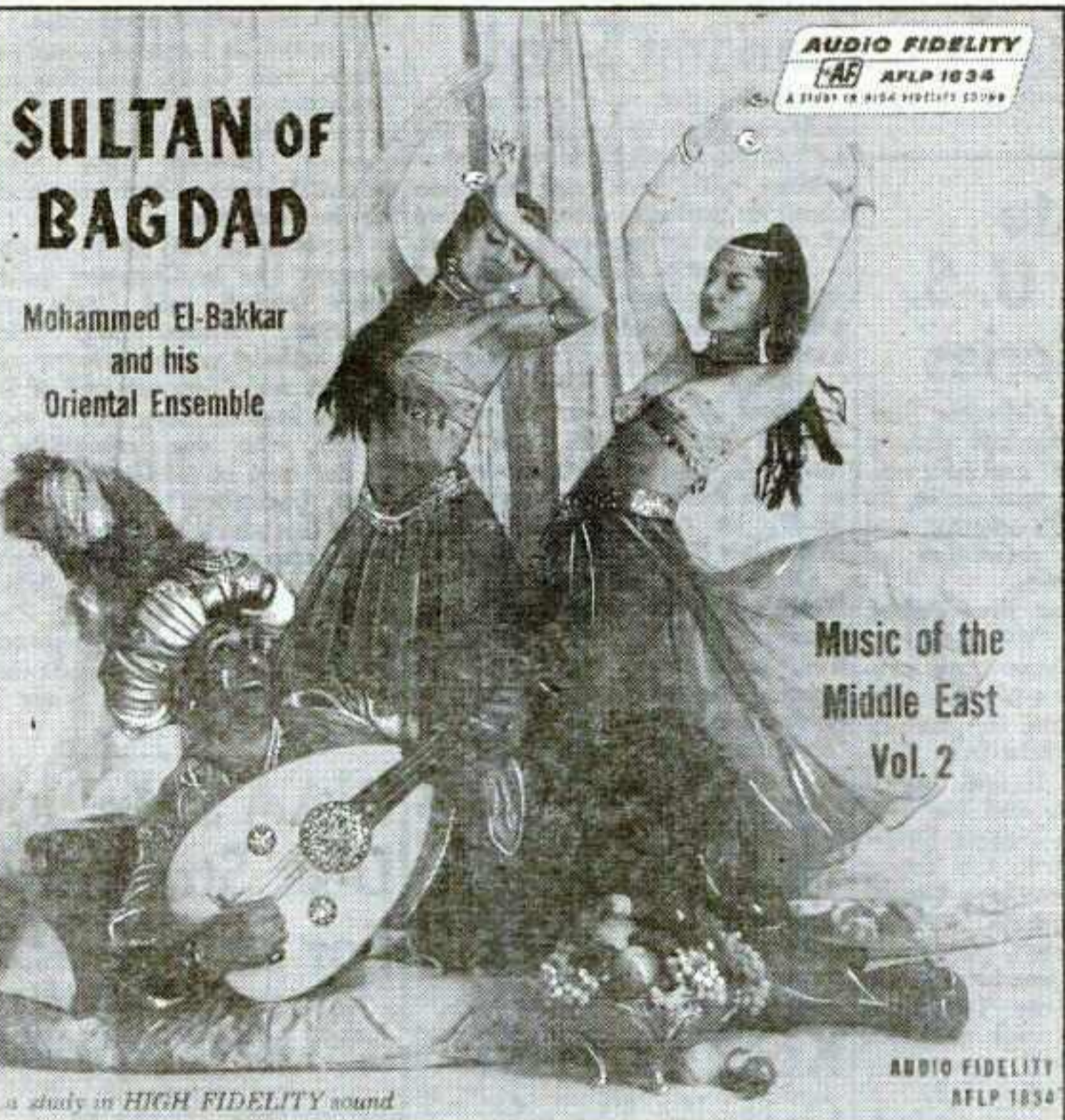
AUDIO FIDELITY RECORDS BILLBOARD AD NO. 4

AUDIO FIDELITY RECORDS PRESENTS

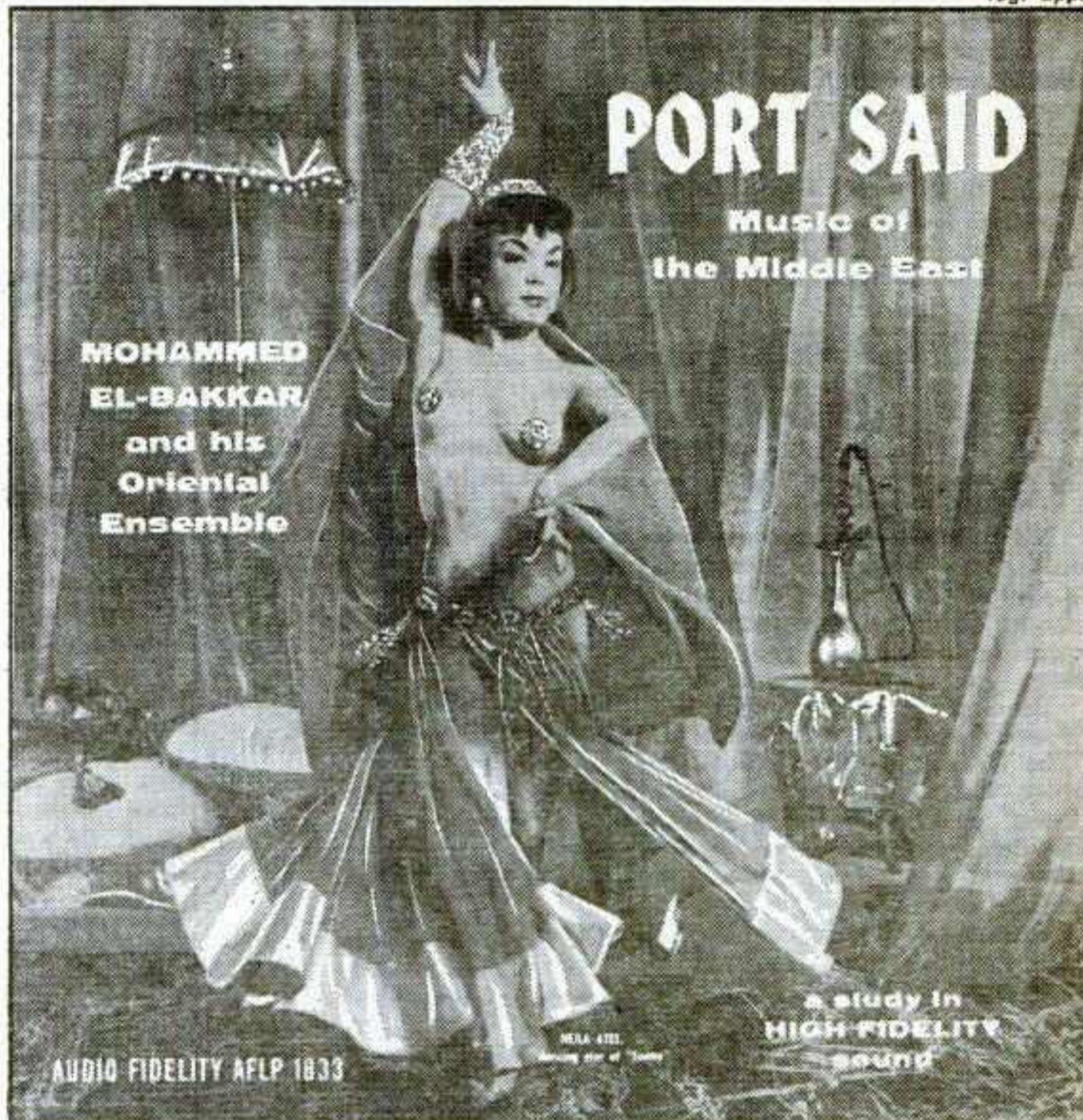
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## EUROPEAN OBSERVER

## Welker Finds Wax Upswing At All Continental Levels

NEW YORK — "American recording artists apparently are not aware of their shortcomings as performers until they run up against European audiences."

This observation was brought back last week by Ed Welker, RCA Victor's recording director for pop albums. He had just completed a three week visit to Paris, London and Rome.

Welker, taking this jaunt exactly one year after his last visit, reported a dramatic upswing in disk activity on all levels on the Continent. The impact of American artists on local fronts was never more pronounced, especially in Italy.

Films may still be credited as the biggest single factor in the success of American artists. Some of those who are top names here at home can't get off the ground there simply because they have not had the celluloid exposure. On the other hand, Frank

Sinatra is hotter than ever, as are Elvis Presley and Harry Belafonte. The latter's "Island in the Sun" has sold more disks in England than at home, because there has been no attempt there to soft-peddle the controversial film.

Europeans, said Welker, have separated the "flash-in-the-pan disk artists" from the real "performers." That's why one notes the continued success of such as the above-named, along with Johnnie Ray, Lena Horne, Eartha Kitt, Frankie Laine, etc. But some of America's hottest rock and roll wonders have actually killed their disk sales by coming over and giving non-professional performances.

On the business front, Welker found that more and more European studios are getting equipped for stereo recording. Record shops are thriving despite high prices.

In Paris, Welker conferred with Victor rep Si Rady, who soon will be transferred to California. There he will produce pop albums for Welker's department as well as assist with Red Seal taping. In London, Welker attended sessions at the Decca-London studios, and planned the first dates to be cut directly for Victor by orkster George Melachrino.

In Rome, his prime purpose was confabs with Mario Lanza, who just completed a film there. Lanza also will record while in Italy.

## Classics and Folk-Pop Get Vanguard Nod

NEW YORK—Vanguard Records' album release for November is divided about equally between classics of the baroque period and more up-to-date folk-pop collections.

Heading the latter group is the Weavers' second disk for the label, "The Weavers on Tour." The folk recut, including such as "Tzena Tzena" and "Old Smoky," plus Christmas songs of several countries and items from Israel and India. Other "pops" include a Christmas set by Viennese thrush Liane, and a set of "Folk Songs of Poland." Vanguard also has the debut disk of warbler Jean Vincent, in "The Soul of Haiti."

The longhair list is headed by a coupling of Bach's "Magnificat" with his Cantata No. 50 under Prohaska. I Soloisti di Zagreb, under Janigro, do Vivaldi's "Four Seasons." The same group does "An 18th Century Christmas" including Christmas Concerti by Corelli and Torelli, plus Bach Chorales and Haydn's Toy Symphony.

The complete Vivaldi's "L'Estro Armonico" consisting of 12 concerti, comprises another group of three disks, these in the Bach Guild series, and selling as a holiday special, with three disks for the price of two.

Vanguard currently is expanding its national distribution web. New distributors include Benart in Cleveland; B. G. Record Service in Portland, Oregon; M. S. Distributors in Chicago; Music Suppliers of Ohio, Cincinnati; Harold M. Lieberman in Minneapolis; Pan-American in Detroit; La Mar in St. Louis; and Southland in Atlanta.

## Verve Label Signs Weston

HOLLYWOOD—Maestro Paul Weston inked a contract with Verve Records Prexy Norman Granz last week, calling for his services for at least two albums in the immediate future.

Weston will arrange and conduct the next Ella Fitzgerald project, "Ella Fitzgerald Sings the Irving Berlin Songbook," and an original package with Stan Getz as soloist. Altho the terms call for only these two albums at the outset, Weston and Granz are discussing other projects for possible future recording.

## POP, R&B JUST WON'T STAY IN OWN BACKYARDS

NEW YORK — You can't tell the best-selling pop charts from the rhythm and blues listings these days without a caption. All but one of the top-15 best-selling r.&b. disks this week also appear on the pop list, and the sole exception—Jimmy Reed's "Honest I Do"—is just off the pop chart.

The first five platters on both charts appear in identical order—Presley, the Everly Brothers, Sam Cooke, the Rays, and Ricky Nelson—while Jimmy Rodgers' "Honeycomb" is No. 6 on both listings.

Presley's "Jailhouse Rock" and the Everlys' "Wake Up Little Susie" are No. 1 and 2 respectively this week on all three charts—pop, r.&b., and country.

## Monitor to Promote U. S. Artists Series

NEW YORK — Monitor Records, a recently formed diskery devoted to "serious" and folk music, is launching a new series, its first disks cut in this country, and devoted to the promotion of young American artists.

According to Mrs. Rose Rubin, Monitor president: "We have better young artists here than anywhere else in the world, including Russia." Up to now, the diskery has released only disks from Russian tapes which it had leased from Leeds Music, and has featured some of the biggest Soviet name artists. First in the Young American series introduce Gerald and Wilfred Beal, twin violinists and Harriet Wingreen, pianist, in first recordings of sonatas for two violins and piano by Telemann, Handel, Honegger and Milhaud. This same group will appear this Friday (8) at Carnegie Hall.

In its series of Soviet diskings, Mrs. Rubin hopes that the trade will note the gradual disappearance of "pirated" or "dubbed" diskings, and the increasingly improved quality of the legitimately licensed tape transfers. Monitor has a version of the Bach Double Concerto with the two Oistrakhs, David and son Igor, and also a new cutting of the Hindemith Sonata Opus 11 No. 1 by Oistrakh pere.

Gene Block, Columbia Records singles promotion exec, and Mrs. Block became the parents of a boy Friday (1) morning. The child has been named Larry.

## TOP GERMAN DISK EXECS HERE FOR U. S. SURVEY

NEW YORK—Three of Germany's key record and music publishing execs—Hans Gerig, Heinz Gietz and Kurt Feltz—arrived here this week to look over American recording techniques and pick up some new material for release abroad.

Publisher Gerig, whose firm, Sidemton-Verlag, represents several important U. S. music firms (including Robbins, Feist and Miller) notes that the German record market is still the biggest on the

Continent, with Rhineland and Ruhr sections accounting for most sales. Only 20 per cent of sales in Germany are made to teenagers, said Gerig. Thus ballads are still better sellers than rock and rollers.

Approximately 40,000,000 record sales were made in Germany in 1956, and Gerig expects this figure to rise to 50,000,000 for 1957. Singles (fairly evenly divided between 78's and 45's make up the bulk of sales, with LP sales on the slow side. Sheet music sales are also low, said Gerig, due to the shortage of pianos (many were destroyed during the war) and even a big hit will seldom chalk up more than 20,000 to 30,000 copy sales.

Plug outlets for new records are scarce, said Gerig, and the most important men, sales-wise, the German dealers, many of whom operate "listening bars" where potential buyers often hear a disk for the first time.

Between 10 and 20 U. S. songs become hits in Germany over a year's period, said Gerig, with American "cowboy songs" (along with ballads) particularly popular.

Feltz and Gietz are one of Germany's leading songwriting teams—Feltz, who was responsible for 50 per cent of all German hits in 1956 (including several U. S. tunes for which he wrote German lyrics) also produces records, working exclusively with Polydor Deutsche Grammophon. Gietz, one of Germany's leading arrangers as well as composers, wrote six of Germany's 20 top pop tunes last year.

## RIAA Sets New Disk Standards For LP's & 45's

NEW YORK—The Record Industry Association of America, Inc., RIAA, has adopted new dimensional standards for LP's and 45 disks, thereby completing the Association's program for standardizing all home-type phonograph records currently in general use thruout the world.

The standards, prepared and recommended by the Association's engineering committee, supplement an earlier set of electronic standards, published by the RIAA in 1954. Standard dimensions for 78's and recording and reproducing characteristic, or "curve," for optimum play-back equalization have been previously established by the Association.

Included in the new standards are such dimensions as outside and center hole diameters, thickness of playing and label surfaces and recording groove contour, along with dimensions for equipment—pickup stylus, etc.

As a permanent committee of the Association, the engineering group will be concerned with review of testing procedures, and equipment, development of technical and scientific data and info for use of the record industry.

## Norman Promoted By Col. of Canada

TORONTO — Norman Campbell, with Columbia Records of Canada Ltd., since the company was formed in 1954, was appointed secretary-treasurer of the company at a meeting of the board of directors. Campbell, a chartered accountant, is comptroller of the company, and as such is in charge of properties.

Robert Pampe continues as vice-president and managing director of the company. Addison's Ltd. distributes in Canada for Columbia.

## Special Pkg. Buy Again on London Sked

NEW YORK — London Records continues its series of special LP's of the month in its November release with one pop and one classical package offered dealers at an extra 20 per cent discount.

Newest pop selection is a set titled "Mammoth Fair Organ," while the classical designee of the month is Debussy's "Images pour Orchestre," with L'Orchestre de la Suisse Romande, conducted by Ataulfo Argenta. Both these selections will be available to dealers at \$1.98 instead of the customary \$2.47, on orders received thru November 22.

Other pop releases include "Ted Heath's Tribute to the Fabulous Dorsey's," and "Capers on the Console," with Harry Farmer at the organ. The classical release includes a new reading of Brahms' "Symphony No. 2 in D Major," by the Vienna Philharmonic Orchestra under Rafael Kubelik, in addition to a disk coupling Mozart's "Les Petits Riens-Ballet," and Grieg's "Holberg Suite." This package features Karl Munchinger conducting the Stuttgart Chamber Orchestra.

## Keen-London Distrib Deal

HOLLYWOOD—Keen Records, local indie label who hit the jackpot in its first release, closed a deal for foreign distribution with London Records last week. Latter firm will handle the Sam Cooke recording of "You Send Me" thruout the world, in addition to future Keen product.

Cooke, meanwhile, is currently much sought after for TV and theater dates. He closed a one-shot deal via the William Morris office for an Ed Sullivan appearance last week, and currently is mulling a guarantee of four network spots from Bill Weems of General Artist Corporation.

## COMING NEXT WEEK

The Biggest Hit of 1957

## THE BILLBOARD'S TENTH ANNUAL DISK JOCKEY ISSUE

A Spectacular in Print, Wrapping Up The Whole Big Music/Radio Business





**GOGI GRANT**

sings **JOHNNY'S DREAM** c/w  
**WHAT A BEAUTIFUL COMBINATION**  
with Hugo Winterhalter's Orchestra and Chorus  
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**They're**



**TONY PERKINS**

sings **WHEN SCHOOL STARTS AGAIN**  
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c/w **ROCKET TO THE MOON**  
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**AL ELIAS**

sings **CHICKADEE**  
c/w **OFF TO THE PREACHER**  
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**THE SPROUTS**

sing **GOODBYE, SHE'S GONE**  
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RADIO CORPORATION OF AMERICA





## ON THE BEAT

By REN GREVATT

Sam Cooke's smash Keen Records hit of "You Send Me," is sparking a revival in spiritual sales, according to Durham, N. C., dealer Paul Kaiser. This comes by way of the fact that Cooke was at one time the lead singer with the famous gospel group, the Soul Stirrers. Kaiser reports particular consumer interest in "Pressing On," by the Nightingales, and "Well, Well, Well," by the Swan Silvertones.

Sol Rabinowitz of Baton Records, New York, sent a dub of a new release out to a jockey, also in Durham, who calls himself "Dr. Jive." This is not the Dr. Jive of New York (Tommy Smalls). This one in real life is Jimmy Byrd. Anyway, the disk sent to Durham had not title. Dr. Jive played it frequently on his show and finally held a contest among listeners for a name. The title decided on? "Slop." The disk, which features Noble (Thin Man) Watts, has given birth there to a new dance craze called "Slop."

Universal Attractions has signed the "Jailbait" cat, Andre Williams, of Fortune Records. Williams is now appearing at the Palms, Hallelendale, Fla. The firm has also signed Hal "Pop" Rollins, a swinging, honking tenor man, and his quartet, who will open at the Hurricane, Pittsburgh, November 11. Joe Marsolais of Universal, also reports that he is booking Chris Colombo and the Gentlemen of Swinging Jazz, the Doc Bagby Organ group, and the Federals, a new group on King. Meanwhile, Earl Bostin has been booked into the Brass Rail, Milwaukee, and the Frolic Show Bar, Detroit.

Speaking of Hal Rollins, he and organist Robert Banks, cut several great sides for the Glowhill label in Newark a couple of weeks back. Now our Newark scouts indicate

### Leroy Anderson

His next big one—

## FORGOTTEN DREAMS

Recorded by

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

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### "GOLD MINE IN THE SKY"

Pat Boone  
Nat Cole (EP)  
Bing Crosby

### "LOVE LETTERS IN THE SAND"

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

### "MY CABIN OF DREAMS"

Hilltoppers

### "CECELIA"

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

### "CARELESS"

Carole Bennett (Verve)

### "CATHEDRAL IN THE PINES"

Pat Boone (EP)

### "I'M FOLLOWING YOU"

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If so, I've got a song that can do it for you. My material has been recorded by Victor, Columbia and Mercury Records.

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that the label is defunct. Herman Lubinsky of Savoy reports he has signed both the cats. Lubinsky is also readying albums by Billy Eckstine and Joe Turner, both of which stem from his recent acquisition of the National Records catalog. The Turner material includes the classics, "Cerry Red," and "12 o'Clock Whistle." Also from National, Lubinsky has tested a side by Dusty Fletcher called "The Mad Hour," in Chicago. Response has been terrific, he asserts.

George (Hound Dog) Lorenz, the toast of Buffalo rock and rolldom has his Eighth Anniversary Show of Stars on tour. The WKBW jockey is taking the troupe to Rochester, N. Y.; Scranton, Pa.; Providence, R. I., and Hartford, Conn. Jerry Lee Lewis appears with the group in the home base of Buffalo as well as Rochester, N. Y., and Scranton, Pa. Other acts include the Billy Williams Quartet, Roy Hamilton, the Mello Kings, the Tune Weavers Little Joe, the Bobbettes, the Lovers, the Clovers, Screamin' Jay Hawkins, Thurston Harris, Doc Bagby and Duke Jenkins and his ork.

The Del Vikings may soon do a two-week Australian tour. . . . Eight members of the B. B. King band were aboard a bus which cracked up recently near Dallas. Two men were killed in the tank truck which collided with the bus. The members of the band, however, climbed thru the doors and windows of the bus to safety before flames enveloped the vehicle. . . . Bill Doggett has renewed his pact with Shaw Artists. . . . Paul Anka does the Ed Sullivan show November 3 and the Big Record show December 4. . . . Deejay Doyle (Jollie Chollie) Cooke, of WEBY, Milton, Fla., is now managing rock and roller, Willie Morrell. . . . Billy (The Joker) Myles (Eberd) and Tommy Ridgely (Herald) have both been signed by Shaw Artists. . . . The Satins will play Honolulu and other Hawaiian cities starting November 15. Hugo and Luigi (Roulette) guest columned for Dorothy Kilgallen last week.

DISTRIB DOINGS — Decca's Phoenix, Ariz., distributor, J. E. Redmond Supply Company, won the firm's Silver Record award for (Continued on page 59)

## Another Coup for Siegel in German Thrush Disk Debut

NEW YORK — Paul Siegel, one of the higher flying of the Brill Building's international set, has pulled another coup. Thru his overseas connections, Siegel has succeeded in debuting the German thrush, Lonny Kellner, here with an upcoming Decca release.

According to Siegel, during his German trip last year he heard Fraulein Kellner's disk of "Immer Wenn Die Tur Aufgeht," at that time number one on the sauerkraut circuit. Al Stillman wrote English lyrics and gave it a new title, "That's the Way It Goes." Heino Gaze, German cleffer of the original, recorded the thrush using the new lyric.

Siegel says acetates, mailed to different cities brought wires "flooding in from deejays like Lonny Starr, Don Bell, Ira Cook, Jay Michael, Al Ross, Bill Randle, etc., saying that Kellner was terrific and sensational." As a result, Decca officially releases the disk next month.

## ELVIS STILL A KING IN IOWA

DES MOINES—Elvis Presley is still King here, according to local deejay Don Bell, KIOA, who recently conducted a contest asking "Is Elvis Presley Slipping?"

More than 400 writers said "no," while only 100 answered in the affirmative. One girl submitted the following unique explanation: "The Army postponed drafting him for a year mainly because of demand from teen-agers to hear more of his rock 'n' roll."

The most unusual view expressed on the negative side was that of a Webster City, Ia., miss, who opined: "His (Presley) name is not on the lips of many teen-agers as it was a few weeks ago, but this might be due in part to the fact that he has been dating a lady wrestler of late, and what kind of teen-age idol is that?"

## Bouree New Indie Disk

NEW YORK — Bouree Productions, Inc., an independent producing company, geared to handle all aspects of disk production, has been set up here with George T. Simon as president.

According to Simon, veteran jazz writer, magazine editor and recording consultant: "Bouree expects to inject new ideas, new products and new enthusiasm" into the industry. It intends to explore and develop "less routine and more daring ways of producing and marketing records." Bouree also plans to sell the idea of recordings to the advertising, industrial and marketing fields.

With Simon handling most of the pop and jazz chores, his classical counterpart is Fred Grunfeld. E. Alan Silver, currently engineering chief for Concert Hall and Jazztone Society, will be in charge of production for Bouree.

Simon until recently has been jazz producer-director for the Crowell-Collier mail order clubs. He will continue to handle C-C as one of the Bouree accounts. His latest project for C-C's Concert Hall label has been "Time for Tina," an LP featuring "Li'l Abner" star Tina Louise, with an all-star band under Buddy Weed's direction.

## Continue Wolf Enterprises

NEW YORK — Leonard Wolf Enterprises, record promotion firm organized by the late Leonard Wolf, will be continued under the direction of his widow, Lila.

Mrs. Wol. is herself a veteran of the record-music business, associated at one time with Decca, and active in her husband's business. Among her new accounts are Kapp and Verve Records. For Kapp, she is promoting the new Bing Crosby single, and for Verve she will work on the Gus Kahn memorial package.

Wolf died of a heart attack on October 21. He was 34. He started in the business as a salesman for Decca in 1943, became a branch manager, then Eastern promotion chief. He left Decca to organize Audivox Records in partnership with Raymond Scott and Dorothy Collins, and several years later set up his own promotion firm with Scott and Miss Collins as accounts. He also has represented Danny Kaye, Don Rondo, Owen Bradley, Steve Lawrence among others.

In addition to his wife, Wolf is survived by two children, his mother and a sister.

## MUSIC AS WRITTEN

### Dana Extends Fall Package Plan . . .

Dana Records has extended its fall Package Plan for EP's and LP's until November 30, according to Jerry Baline. Dana's plan features the "8 for 8" deal, whereby dealers purchasing seven EP's or LP's will get an eighth one gratis. Special billing plan allows distributors to place two large orders in November, with billing split one-third in December, one-third in January, and one-third in February.

### New York

Bernie Prager, sales chief of The Big 3 Music Corporation is on the road to introduce newly-acquired foreign music publications from the catalogs of Hans Gerig of Germany and Gordon V. Thompson, Ltd., of Canada. Big 3 is also adding material from the catalog of Edizioni Curci of Italy. . . . Mannie Greenfield has become the personal manager of the Crickets, in a working agreement with Norman Petty, who discovered the group. Greenfield has set a one-nighter tour for the act, thru GAC.

Sammy Fain has been commissioned to write a "Happiness Theme" for the General Motors

## Cap's Prexy Off to Latin American Trek

HOLLYWOOD—Capitol Records Prexy Glenn E. Wallichs departed on his first tour of South America last week, with the company topper expected to be away from his Coast office for one month.

Wallichs will visit with manufacturing and distributing affiliates and other EMI reps in eight countries. Itinerary includes stops in Caracas, Venezuela; Rio de Janeiro and Sao Paulo, Brazil; Montevideo, Uruguay; Buenos Aires, Argentina; Santiago, Chile; Lima, Peru, and Mexico City, Mexico.

## L. A. Police Slap Presley

HOLLYWOOD—RCA Victor's Elvis Presley received severest rebuke to date last week when the Los Angeles Police Department issued an edict to "clean up the show or else" during the singer's two-day stand at the Pan Pacific here (28-29).

Despite unmerciful critical notices, Presley wound up his local stand with nearly \$60,000 in the box office, playing to approximately 9,000 payees. Police Department order followed Presley's first date, with Deputy Chief Dick Simons ordering the vice squad to have Presley eliminate all sexy overtones in the show.

Twenty Coast dates netted Presley nearly \$400,000. Singer is scheduled to begin a new picture here shortly.

## Roulette Inks Two Artists

NEW YORK — Roulette Records last week signed two new artists — 15-year-old thrush Carol Hughes and warbler Tedd Lawson.

Lawson is a young Brooklyn Junior High School teacher, discovered by publisher Redd Evans. The label released debut disks by both artists last week. Lawson wrote both tunes on his platter—"One Way Love" and "Wasteland."

spectacular over NBC-TV November 17. Hugo Winterhalter has recorded the tune for RCA Victor as a single and it will be released shortly. . . . Eddy Heywood opens at the Embers, New York, for a six weeks' engagement November 18. Meanwhile he cut several sides for a new RCA Victor LP here last week.

The Four Voices begin a two-week engagement on Howard Miller's NBC-TV show in Chicago today. . . . Judy Scott is set for a two-week stint at the Shamrock Hilton Hotel in Houston beginning December 12. . . . Don Rondo is currently appearing at the Eden Roc in Miami Beach.

### Hollywood

Harry Kaye, recently named Coast promotion chief for Cameo Records, squired Timmy Rogers around the d.j. circuit last week, with Rogers doing a stint on the Al Jarvis ABC-TV show. . . . Lew Russell, formerly with Station WJW, Cleveland, now airing via KGEK as "Moon Dog" . . . Joe Lubin will pen the title song to "The Tunnel of Love," new Marty Melcher film for MGM. Melcher's Daywin Music will publish. . . .

Walt Heebner, general manager of GNP Records, became the father of his fourth daughter last week, Toni Marie, at St. Joseph's Hospital. . . . Brunswick's Kitty Kover leaves for San Francisco and points north plugging her recording of "Green, Green Mountain" . . .

Chirp Margie Rayburn has been signed to a GAC pact, with dates set for the Patti Page, Guy Mitchell and Rusty Draper shows already. . . . Max Steiner will pen the score to Warner Bros. "Fort Dobbs" . . . Kay Records has signed Morris Taylor and His Sierra Melody Gang, folk group from Northern Calif. . . . David Rose has been signed by producer Jules Styne to pen the score for "The Ghost Goes West," scheduled for Broadway next fall. . . . Dot Records' Mary Brewer off on a three-way vacation back home in Gallatin, Tenn.

From the M-G-M Production  
"RAINTREE COUNTY"

THE SONG OF  
RAINTREE  
COUNTY

ROBBINS MUSIC CORPORATION

## ELVIS PRESLEY

Sings

"Blue  
Christmas"

In Elvis' Christmas Album

CHOICE MUSIC 9109 Sunset Blvd.  
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Franz Waxman's  
beautiful theme from the  
Warner Bros. production  
"Sayonara"

KATSUMI  
LOVE THEME'

Merton Gould RCA Victor  
Percy Faith Columbia  
Leroy Holmes MGM  
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Great new show album presents the stars and songs from the exciting new production of Irving Berlin's smash musical

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TWO-HOUR  
COLOR  
SPECTACULAR**

of the show, starring  
**MARY MARTIN**  
and **JOHN RAITT**,  
will be seen by millions  
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**"SCOOP" RELEASE!** This powerful album is available now . . . in plenty of time to stock up for tremendous sales!

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The dramatic campaign includes high-impact store displays, lavish disc jockey coverage, special publicity kits, nationwide consumer advertising, and much more!



from **CAPITOL**, the nation's leading producer and promoter of outstanding show albums:

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- THE KING AND I • OKLAHOMA!



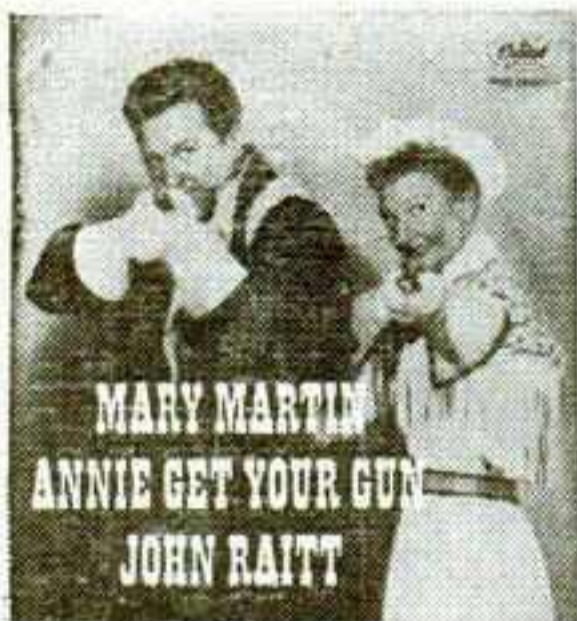


# NOVEMBER... A RECORD SALES MONTH FOR YOU!

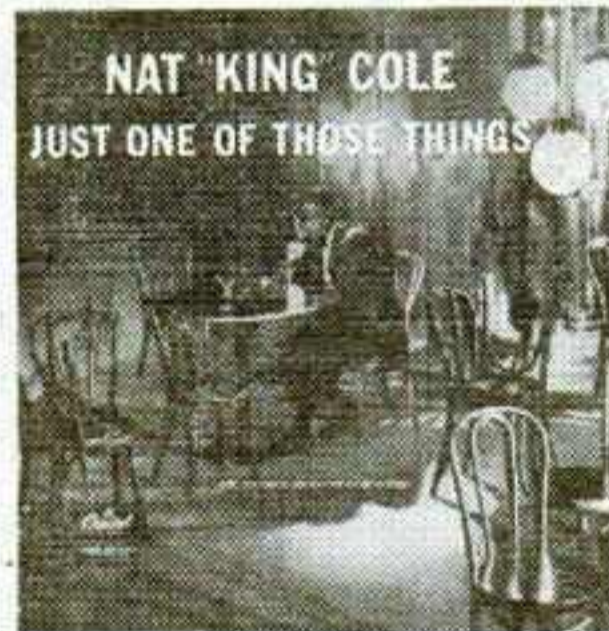
with 27  
power-packed  
new releases from



## STAR-POWER IN POPS:



**ANNIE GET YOUR GUN** W 913  
Mary Martin  
From the NBC-TV Spectacular John Raitt



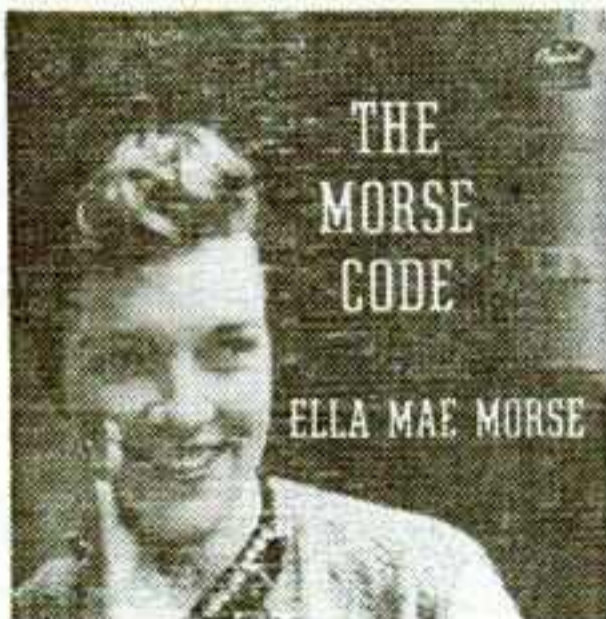
**JUST ONE OF THOSE THINGS** W 903  
Nat "King" Cole



**0000!** W 905  
Jackie Gleason



**GONE FOR THE DAY** T 902  
June Christy



**THE MORSE CODE** T 898  
Ella Mae Morse



**THE SHEARING PIANO** T 909  
George Shearing



**HAWAIIAN SHORES** T 904  
Webley Edwards



**ALL TIME FAVORITES** T 9103  
Various Artists



**BACK HOME** T 891  
Merle Travis



**LIVE SHOW FROM TAHOE** T 908  
Louis Prima



**WHISPER NOT** T 901  
Al Belletto



**JOE BUSHKIN SPOTLIGHTS IRVING BERLIN** T 911  
Joe Bushkin





the nation's leading record company

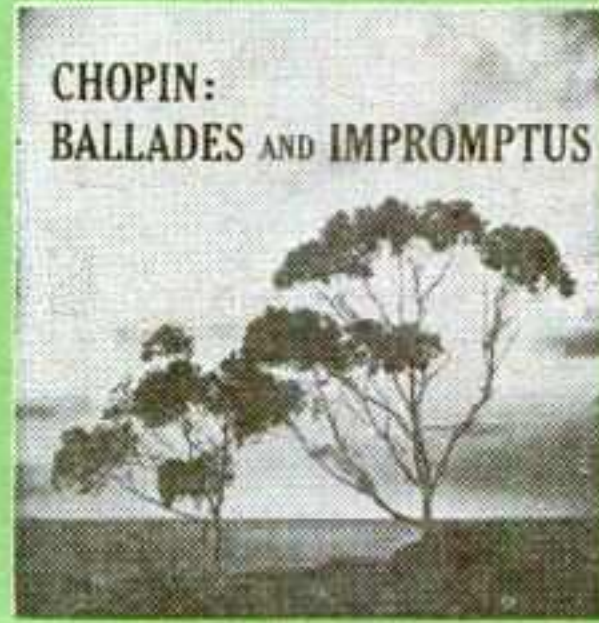


**TWO NEW CHRISTMAS STEREO TAPE RELEASES:**

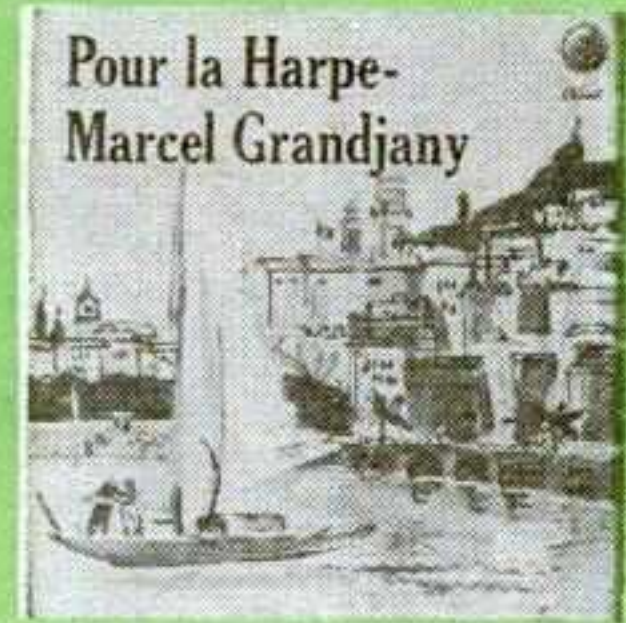
Hollywood Bowl Symphony Orchestra conducted by Carmen Dragon  
MUSIC OF CHRISTMAS ZF-14  
Roger Wagner Chorale  
JOY TO THE WORLD ZF-15



TCHAIKOVSKY: THE NUTCRACKER SUITE  
MENDELSSOHN: A MIDSUMMER NIGHT'S DREAM P 8404  
The Hollywood Bowl Symphony Orchestra conducted by Felix Slatkin



CHOPIN: BALLADES AND IMPROMPTUS  
Agi Jambor P 8403



POUR LA HARPE P 8401  
Marcel Grandjany NEW CAPITOL ARTIST

**SOUND-POWER IN CLASSICS:**



CHOPIN AND LISZT P 8400  
Louis Kentner NEW CAPITOL ARTIST

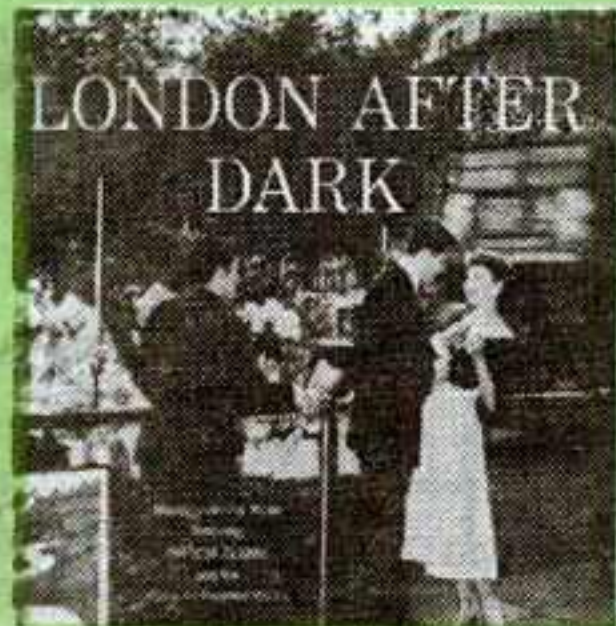


GLIERE: "ILYA MOUROMETZ" P 8402  
Leopold Stokowski conducting The Houston Symphony Orchestra

**INTEREST-POWER IN 'CAPITOL' OF THE WORLD:**

**PLUS**

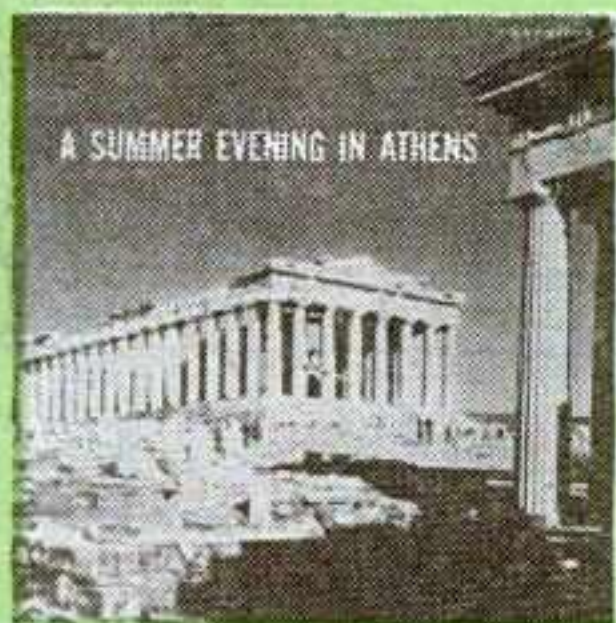
- UNPRECEDENTED DISC JOCKEY PROMOTION
- TREMENDOUS POINT-OF-SALE DISPLAYS
- HARD-HITTING NATIONAL CONSUMER ADS
- DEFERRED BILLING ON ALL NEW ALBUMS
- DEFERRED BILLING ON ALL CATALOG ITEMS
- 100% EXCHANGE PRIVILEGE ON ALL NEW ALBUMS



LONDON AFTER DARK T 10052  
Norrie Paramor



EL GRAN GATICA T 10109  
Lucho Gatica



A SUMMER EVENING IN ATHENS T 10112



ISRAEL TODAY T 10105  
Trio Aravah



HI FI HAITIAN DRUMS T 10110



CARNIVAL WEEK IN RIO T 10106



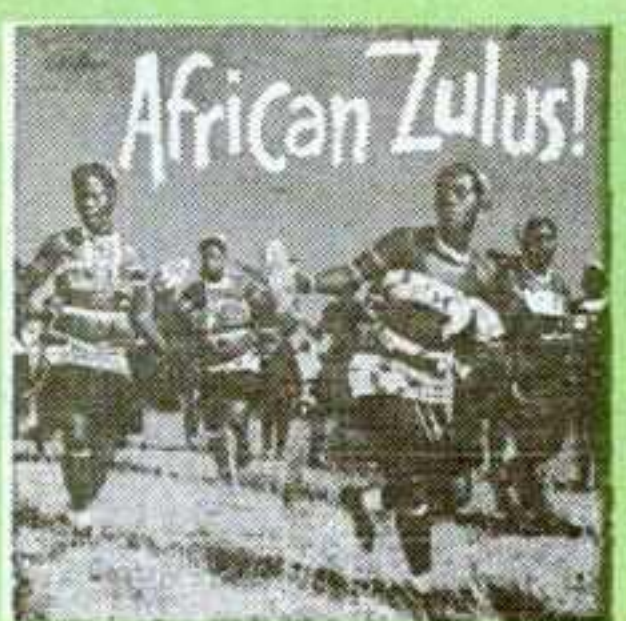
FOLLOW THE SUN T 10118  
Philip Green



JAPANESE SKETCHES T 10128



RENATO RASCEL'S ITALIA T 10117  
Renato Rascel NEW ARTIST



AFRICAN ZULUS! T 10116



# 27 Albums on Capitol Agenda

Continued from page 17

John Raitt, with a special campaign attuned to the upcoming two-hour NBC-TV spectacular on November 27. Other pop packages are by Nat King Cole, Jackie Gleason conducting the voices of Artis Melvin, June Christy, Joe Bushkin; Al Belleto, Ella Mae Morse, George Shearing and Louis Prima, and a set titled "All Time Favorites" by various artists.

Special die-cut window displays on the Christy, Nat Cole, Stokowski and Jackie Gleason albums have been allocated in bulk for dealers. The "Annie Get oYur Gun" campaign includes a full color die-cut display piece, press kits, divider stills, ad mats and special complete album distribution to disk jockeys.

The "Bushkin Spotlights Berlin" set commemorates the composer's 50th Anniversary, with Bushkin performing 50 tunes in the album. Of the 12 pop sets being released, three albums, the Nat Cole, Jackie Gleason and "Annie" packages are in the firm's "W" series at a suggested list price of \$4.98, while the others are \$3.98.

The Capitol of the World release is the label's biggest ever in this series. In excess of 100 C.O.W. albums have already been issued by the company, with new product dealing with the music of Greece, Israel, France, Africa, Italy, Japan, Mexico, Brazil, Haiti and London.

New November disk jockey preview kits have been prepared, with complete album distribution of the June Christy, George Shearing, Louis Prima, Nat Cole, Jackie Gleason, "Annie Get Your Gun" and the previously released "Pal Joey" package earmarked for dj's. An eight-page, four-color consumer brochure listing all October and November albums has also been prepared for dealer's use.

Firm kicks off its "Christmas in Hi-Fi" campaign (The Billboard, September 30) on November 18 via 11 new Christmas LP's with its national consumer and trade advertising scheduled to break then.

## The Crest of Good Living in New York City



**HOTEL New Yorker**  
34th Street at 8th Avenue

Manhattan's largest and most conveniently located hotel. 2500 outside rooms, all with bath and free radio, television in many. Direct tunnel connection to Pennsylvania Station. All transportation facilities at door. Three air-conditioned restaurants LAMP POST CORNER . . . COFFEE HOUSE GOLDEN THREAD CAFE

Singles from \$7 | Doubles from \$11 | Suites from \$23

JOSEPH MASSAGLIA, JR., President  
CHARLES W. COLE, Gen. Mgr.

### Other MASSAGLIA HOTELS

- SANTA MONICA, CAL. Hotel Miramar
  - SAN JOSE, CALIF. Hotel Santa Claire
  - LONG BEACH, CALIF. Hotel Wilton
  - GALLUP, N.M. Hotel El Rancho
  - ALBUQUERQUE, Hotel Franciscan
  - DENVER, COLO. Hotel Park Lane
  - WASHINGTON, D.C. Hotel Raleigh
  - HARTFORD, CONN. Hotel Bond
  - PITTSBURGH, PA. Hotel Sherwyn
  - CINCINNATI, O. Hotel Sinton
  - NEW YORK CITY Hotel New Yorker
  - HONOLULU Hotel Waikiki Biltmore
- CHICAGO MIDWEST HEADQUARTERS  
BOOKING OFFICE 700 E. WALTON DE 7-4344
- BOSTON OFFICE 88 BOYLSTON ST. HU 2-0060
- World-famed hotels  
Teletype service—Family Plan

## LP Titles

Continued from page 17

motion picture studios pay thousands of dollars for the use of song titles by an off-beat label or inferior artist lowers the value of a tune and discourages its use as a title for a package by a top disk artist.

Harold Arlen and Sammy Fain are among writers in agreement with Morris on the need for reinforcement of the property right. Both men have had some of their best standards utilized as titles for more than one package without their permission.

Morris is currently making a survey of his catalog and current albums on the market, in an effort to determine which of his tunes have been picked up as LP titles without his permission. One of Morris' tunes "Lonesome Gal" is currently the subject of a recent suit filed by Jean (Lonesome Gal) King against RCA Victor. Miss King, known in radio as the "Lonesome Gal" and who has an interest in the song, claims the label used the title as an LP title without her permission. However, Morris stated that the suit has nothing to do with his own move to prevent indiscriminate use of song titles in the package field.

## Mercury Names

Continued from page 20

the visit here with the intention of calling nation-wide meetings of their dealers for stereo demonstrations.

As the stereo market is developed abroad, licensed distributors will have to order merchandise from the United States rather than reproduce it themselves on a royalty basis, as the practice goes with records. This situation will continue until foreign volume for stereo justifies the installation of tape duplicating equipment in foreign parts.

Maxwell Davis also continues with the company, handling repertoire and arranging for the firm's low-priced Crown album line.

Maxwell Davis also continues with the company, handling repertoire and arranging for the firm's low-priced Crown album line.

# Fireworks at ASCAP Meeting

Continued from page 18

a wonderful plan for solving problems. It's everyone's duty to act as a one-man discipline committee to protect against these attacks," he declared.

Frank Conner, assistant treasurer, presented the treasurer's report in the place of the late Saul H. Bourne. This report revealed that an interim statement showed ASCAP income for the quarter ending in April as \$4,799,000 and for the quarter ending in July, \$4,981,000. He said that current operating costs amount to 17.6 per cent of income. There are 26,504 general ASCAP licensees at present, he added.

Deems Taylor's report dealt with new agreements with symphony orchestras recently set up, with the increase of tape-wired music licensees and particularly with the increasing number of supermarket licensees. Taylor also singled out dissident elements for attack. "The biggest complaints come from those whose contributions are very modest. Perhaps they should leave our ranks and go elsewhere. Their threats of the use of outside forces cannot be justified," Taylor averred.

Following the Taylor summary, Finkelstein took the floor to explain at some length the duties of his staff and himself, "Because a number of you have complained that you can't get me on the phone when you call."

Following this, the meeting was thrown open for general discussion with the plea from Cunningham that all speakers "keep it brief." At this point, Pinky Herman was recognized and immediately embarked on a forceful discussion of "the vital importance of seniority," to writers.

As Herman was speaking, a thin veil of smoke became noticeable in the room. Lights flickered and the mike finally went dead. Cunningham interrupted to say that "there has been a slight fire on the third floor. There is no reason for panic. Please keep your seats." The smoke became thicker as members coughed and wiped their eyes. Many members began to leave the room as Herman continued his harangue. He was advised by the chair to form a small committee to look into the seniority question further. At this point as the meeting was adjourned, more than half the audience had left the room. The balance were out within minutes.

Some suggested that possibly BMI had hired some electricians to cause the short circuits while others felt that possibly some ASCAP members had taken this way to sabotage Herman's speech.

## Jazz Treatment

Continued from page 18

Fiedler and the Boston Pops on RCA Victor.

An interesting aspect of the "Jamaica" situation is that the Jubilee and M-G-M albums were released prior to the show's opening here Thursday (31). Both packages were offered for sale in the theater lobby on opening night.

Meanwhile, RCA Victor scheduled a rush-recording session on the original-cast version (starring Lena Horne and Ricardo Montalban) Sunday (3) and expects to have the album on the market by Thursday (7). The show reportedly has an advance sale of \$1,500,000.

The jazz-LP trend in the legit musical field was probably sparked by the sales success of several jazz sound track albums over the past year or two, including such strong-selling movie packages as "Man With the Golden Arm," "The Wild One," "Crime in the Street" and "Sweet Smell of Success."

## Disk Growth

Continued from page 17

They're handling big ticket lines as well, with the Steelman phono equipment line an example of the higher priced hard goods now going the indie's way.

As the number of new labels in the industry continues to mount, it's a fairly safe bet the independent distributors are going to grow in number as well. The mortality rate in recent years has been surprisingly few among distributors, and as long as disk sales continue to accelerate there are certain to be new faces in the distribution business.

## Modern Bible

Continued from page 18

head up the pop singles a.&r. department for the Modern and RPM labels. A veteran recording man with many labels, Sill will super-

## GROVE'S DICTIONARY OF MUSIC AND MUSICIANS

Edited by Eric Blom



NEW FIFTH EDITION

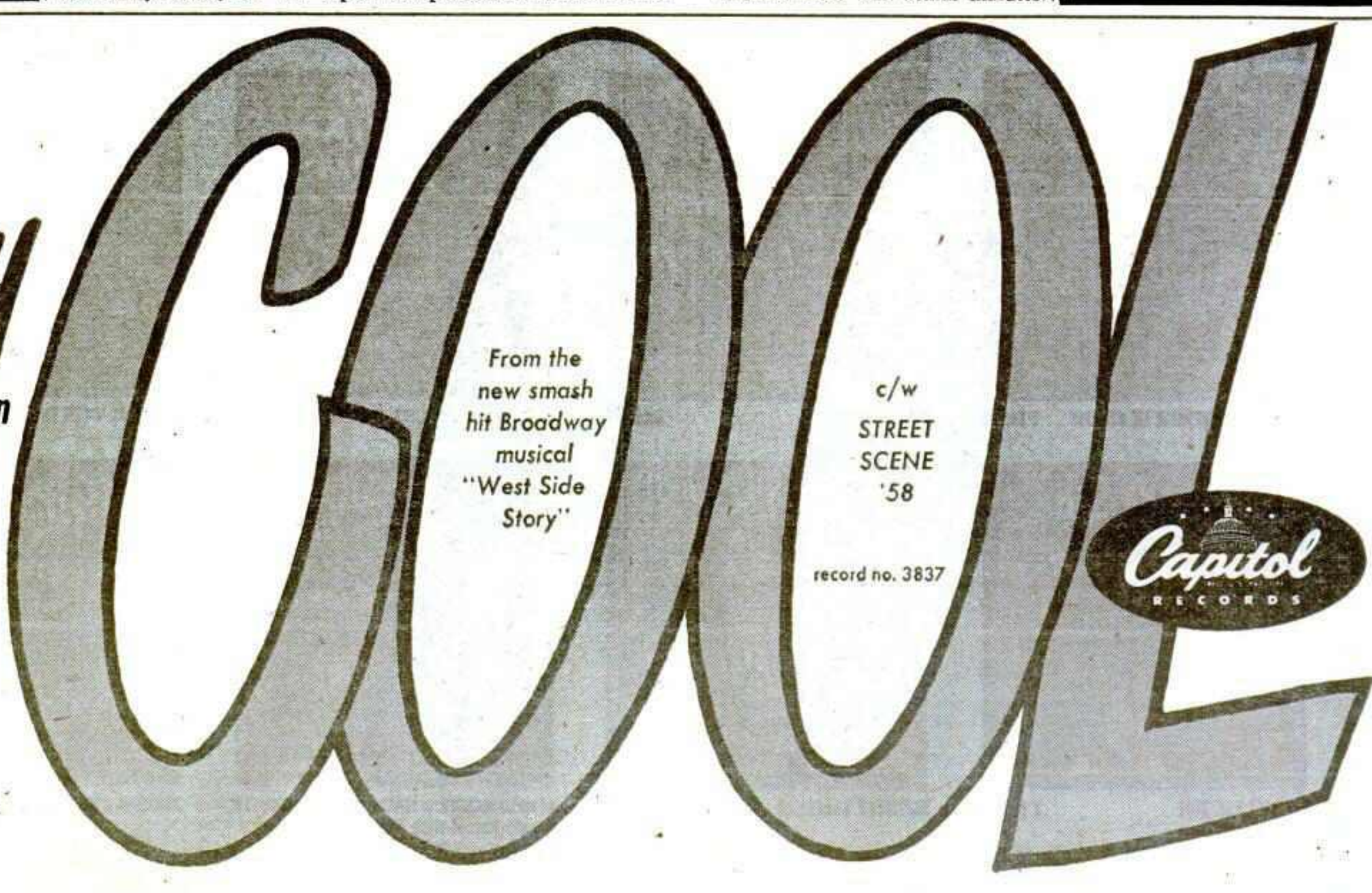
The N. Y. Times calls this new edition the "Music Bible." Nine beautiful volumes—8,398 pages, thousands of illustrations, handsomely bound, boxed. Grove is available under several installment plans—write for details. 9 vols. \$127.50

### ST. MARTIN'S PRESS

DEPT. BB  
103 Park Avenue N. Y. 17, N. Y.  
A limited number of sets on special consignment terms for music dealers.

# LOU BUSCH

and a great modern interpretation of



From the new smash hit Broadway musical "West Side Story"

c/w STREET SCENE '58

record no. 3837







**TONY BENNETT**

ÇA, C'EST L'AMOUR  
with NEAL HEFTI  
and his orchestra  
*b/w*  
I NEVER FELT MORE LIKE  
FALLING IN LOVE  
with RAY ELLIS  
and his orchestra  
4-41032



**JOHNNIE RAY**

PINK SWEATER ANGEL  
*b/w*  
TEXAS TAMBOURINE  
with RAY CONNIFF  
and his orchestra  
4-41002



**JOHNNY MATHIS**

CHANCES ARE  
*b/w*  
THE TWELFTH OF NEVER  
with RAY CONNIFF  
and his orchestra  
4-40993



**MARTY ROBBINS**

THE STORY OF MY LIFE  
*b/w*  
ONCE-A-WEEK DATE  
with RAY CONNIFF  
and his orchestra  
4-41013



**JERRY VALE**

PRETEND YOU DON'T  
SEE HER  
*b/w*  
THE SPREADING CHESTNUT  
with PERCY FAITH  
and his orchestra  
4-41010



**MINDY CARSON**

SWEET GEORGIE BROWN  
*b/w*  
WATER WHEEL  
with SHERMAN EDWARDS  
and his orchestra  
4-41021

**THE WORD ON PLAYS**

Hot on the heels of Tony's "Middle of an Island" comes this double header, gaining momentum daily. One reason: "Ça, C'est L'amour"—a gorgeous Cole Porter opus penned for the hit film "Les Girls"; other reason: "I Never Felt More Like Falling in Love" by hit-maker Robert ("Chances Are") Allen . . . "Story of My Life" is breaking like another "White Sport Coat" . . . Well on its way to the top is Johnnie Ray's discing of "Pink Sweater Angel." Flip side, "Texas Tambourine," just as strong . . . Early reports from Baltimore, Boston, New York, Philadelphia and Detroit indicate heavy activity on Jerry Vale's latest, "Pretend You Don't See Her" . . . No. 1 spot for Johnny Mathis with "Chances Are"; "Twelfth of Never" doing its share—but good . . . Sleeper of the week is Mindy Carson's effective waxing of "Sweet Georgie Brown"—none other than that hearty evergreen "Sweet Georgie Brown" with a fresh set of lyrics.

THE SURE-FIRE HITS ARE ON

**COLUMBIA RECORDS**

A DIVISION OF CBS  
© "Columbia" © Marcas Reg.  
"CBS" T.M.



## THE BILLBOARD'S WEEKLY

# Record & Equipment Merchandising News & Sales Tips

## VOLUME BUILDER

## Move Downstairs To Up Disk Sales

By RALPH FREAS

The record business is definitely on the upswing at Shillito's, one of Cincinnati's leading department stores. The obvious reason for this situation is the moving of the disk department from the sixth floor to the across-the-street annex which houses the store's parking facilities.

The Billboard asked Marion Booth, disk department manager, what she thought of the move. "It's a different business," she said.

On the ground floor and on a heavily trafficked intersection,

the department now attracts customers off the street. To these customers a trip to the sixth floor was unthinkable.

In setting up the department, Marion Booth had an opportunity that isn't given to many in the record business. She was able to put into practice many of the ideas she knew would increase sales.

Full album cover display was one of these ideas, and covers are shown in abundance. One entire wall is covered with new album releases. The department is 100 per cent self-service, with attractive, custom-built browser units the principal feature. Records in the browsers are arranged according to type of music.

Listening facilities are convenient and plentiful. There is a player ready to go at the end of each browser unit. Customers operate the units themselves. In addition, there is a group of listening booths at the rear of the department. These are well-appointed, well-lighted and accessible. Playing equipment is first-rate.

The new ground-floor spot has been in operation only since September 1. Even tho finishing touches have not yet been applied, business volume has taken such a leap, both for disks and playing equipment, that the management wonders why it didn't make the move sooner.

## NEW PRODUCTS

### RONETTE MODIFIES TONE ARMS . . .

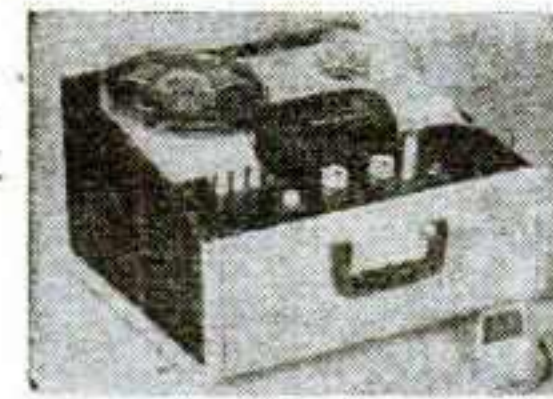
The Ronette Acoustical Corporation has introduced several important changes in its tone arms. The rear mounting post and rear arm rest of all Fonofluid high fidelity tone arms have been raised so that they may be used with



any American or imported turntable. This applies to both the regular 12-inch and 15-inch transcription arms. As a result of the change, installation has been simplified so that adaptors are no longer necessary.

### BELL & HOWELL SHOWS NEW RECORDER MODELS . . .

The Bell & Howell Company has introduced a new, lower-priced tape recorder model in a charcoal-and-gray case. Called the Model 770, it is priced at \$169.95. It features twin 5 1/4-inch speakers and an interlock to prevent accidental erasure of sound. The unit is designed specifically for the market that does not require such features as the



pause button and dual recording-level indicator lamps. The new unit supplements the Model 775, which has been retailing for \$189.50. An accessory that promises to make home use of the recorders is a black, wrought-iron stand, with lucite casters, retailing at \$9.95. Designed to hold either the 770 or the 775, the stand may be wheeled easily from room to room. Also available as an accessory is a patchcord for connecting the instruments directly to radios, phonographs and other sound sources.

### VIDEOLA ERIE ADDS TO 1958 LINE . . .

A new French Provincial-design radio-phonograph has been added to the Fonovox line, imported from West Germany by the Videola-Erie Company. The unit, known as La Elegante, com-



bines AM-FM short-wave radio and de luxe four-speed phono with changer. The cabinet comes in a choice of finishes. The unit is set to retail for \$695.00. Other units in the line range in price from \$69.95 to \$795.

### ASTATIC HAS NEW CERAMIC CARTRIDGE . . .

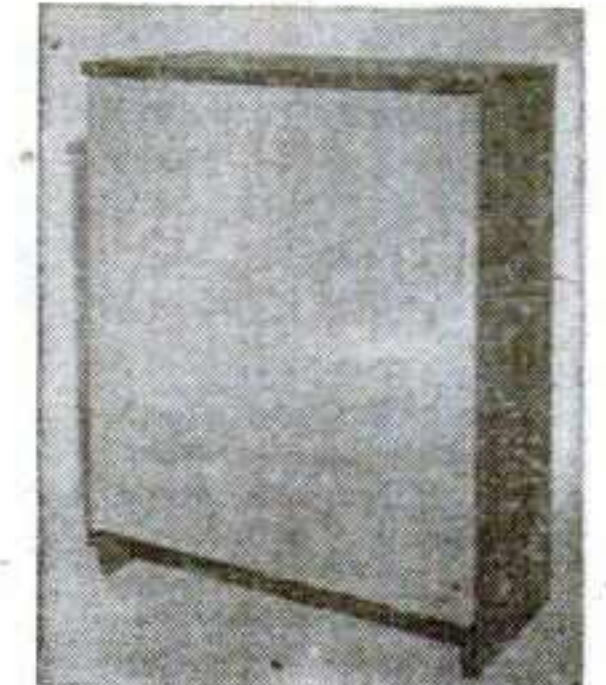
A new wide-range ceramic "plug-in" cartridge-needle combination is announced by Astatic of Conneaut, O. Called the "Sound-



flo," it consists of two components, a holder and the cartridge-needle combination. Claimed frequency response is 30 to 15,000 cps. The unit is available with either a sapphire or diamond stylus.

### HARTLEY SPEAKER GIVES LINEAR SOUND . . .

A new speaker, produced by Hartley Products Company, includes many unusual features. It is produced with a molded plastic, non-magnetic mounting. The tri-polymer cone is more rigid than paper and will not buckle



under unusual stress. It hits the air, says the firm, more sharply and evenly to produce linear sound. A light voice coil and cone suspension by molded flannel are used. The response ranges from 1 to 18,000 cps. Peak capacity is 20 watts.

### RCA HAS SPEAKER FOR TRANSISTOR RADIO . . .

A new auxiliary speaker for use with transistor radios to increase total response will be shipped to dealers beginning in November, says RCA Victor. Designed for use with the RCA Victor transistor Personal radios, models 9BT9 and 8BT8, the cabinet has a recessed top into which the radio fits. The auxiliary speaker is attached by plugging in the ear-phone jack. All power is provided by the radio itself and no home lighting outlet is required. Available in grained mahogany and grained oak finishes, the speaker is 6 1/4 inches high, 4 1/4 inches deep and 9 inches wide. It will be nationally advertised at \$14.95.

## SALES AIDS

### TWO CHRISTMAS KITS FROM RCA . . .

Two new Christmas window and in-store display kits for use by RCA Victor television, radio and victrola dealers have been announced by the RCA Victor Television and Radio and Victrola divisions.

Both displays are designed so they may be used with various RCA Victor merchandise on the showroom floor as well as in the window. Both emphasize RCA Victor's theme, "Give the Gift That Keeps on Giving."

The 16-piece Deluxe Lantern Kit includes a flashing lantern centerpiece, a Santa Claus with sleigh and reindeer in white vacuum-formed plastic, two side-pieces of carolers singing underneath old-fashioned plastic coach lanterns, and 12 individual Christmas trees, each featuring a different type of RCA Victor merchandise.

A 10-piece Candle kit, lithographed in process colors, highlights a cut-out of Santa Claus peering around a Christmas tree adorned with festive candles, all in dimensional cardboard. Five other dimensional Candle side units, each presenting a different RCA Victor product, are included along with a jumbo merchandise streamer.

Both display kits were produced by W. L. Stensgaard & Associates, Inc., Chicago.

### REC-O-KUT OFFERS HI-FI BOOKLET . . .

The revised edition of Electronic Phono acts, by Maximilian Weil, has been published by the Audax Division of Rek-O-Kut, Inc.

The booklet answers hundreds of questions about high-fidelity sound reproduction. It covers such varied subjects as stylus alignment, peaks, turntable and care of records.

The brochure is equally useful for high-fidelity experts and amateurs. It contains descriptions and illustrations of many types of equipment.

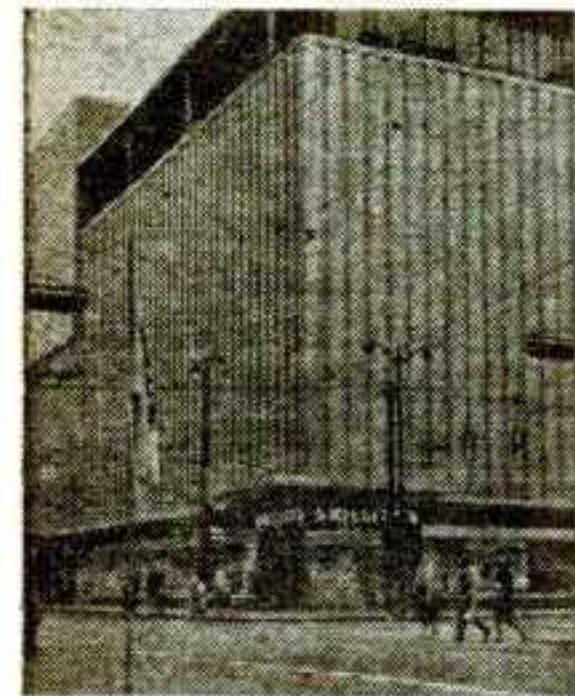
Weil, a pioneer in the high-fidelity industry, was President of Audax, Inc., manufacturers of cartridges, until the company's purchase by Rek-O-Kut. He has been retained as a special consultant by Rek-O-Kut.

Distribution of the booklet by disk dealers, particular those with a stake in the equipment business, could have dividends in the form of hi-fi components purchases.

### PERMO LEAFLET PROMOTES NEEDLES . . .

To simplify the consumer's task of selecting the correct phonograph needle, Permo, Inc., manufacturers of Fidelitytone replacement needles, is publishing a special Key Identification booklet.

These leaflets enable the consumer to decide in his own home just which needle he requires. The Fidelitytone leaflet accomplishes this by illustrating 42 of the most popular tone arms in use today. The consumer need merely refer to his set name listing to find out which of the illustrated tone arms are used in that particular make of phonograph; then it is just a matter of matching one of the photographs with the tone arm on his phonograph.



Shillito's disk department is housed on the ground floor of this ultra-modern building. Located across from the main store, the building is used principally for parking facilities.



LEFT: Small radios are the big attraction at the entrance to the record department. Also situated nearby are other home entertainment products—television, tape recorders and various phonograph models (portables, table models and consoles).

BELOW, LEFT: This over-all view of the disk department shows the custom-made browser units. A woman customer listens at one of the demonstrator players at the end of the unit. Notice the open-face display of albums on the far wall. The display runs the entire length of the department.

BELOW: Listening booths are simple in design and uncluttered. The sign on the left-hand walls of the booths reminds the customers of the no-smoking rule. One or two albums are displayed on the wall facing the customer. Colors are light and cheerful, and the area is well lighted, creating a conducive atmosphere for listening and buying.





**Das Ist Der Hit Of Der Year...**

# LIECHTENSTEINER

**Will  
Glahé**

# POLKA

45-1755

B/W

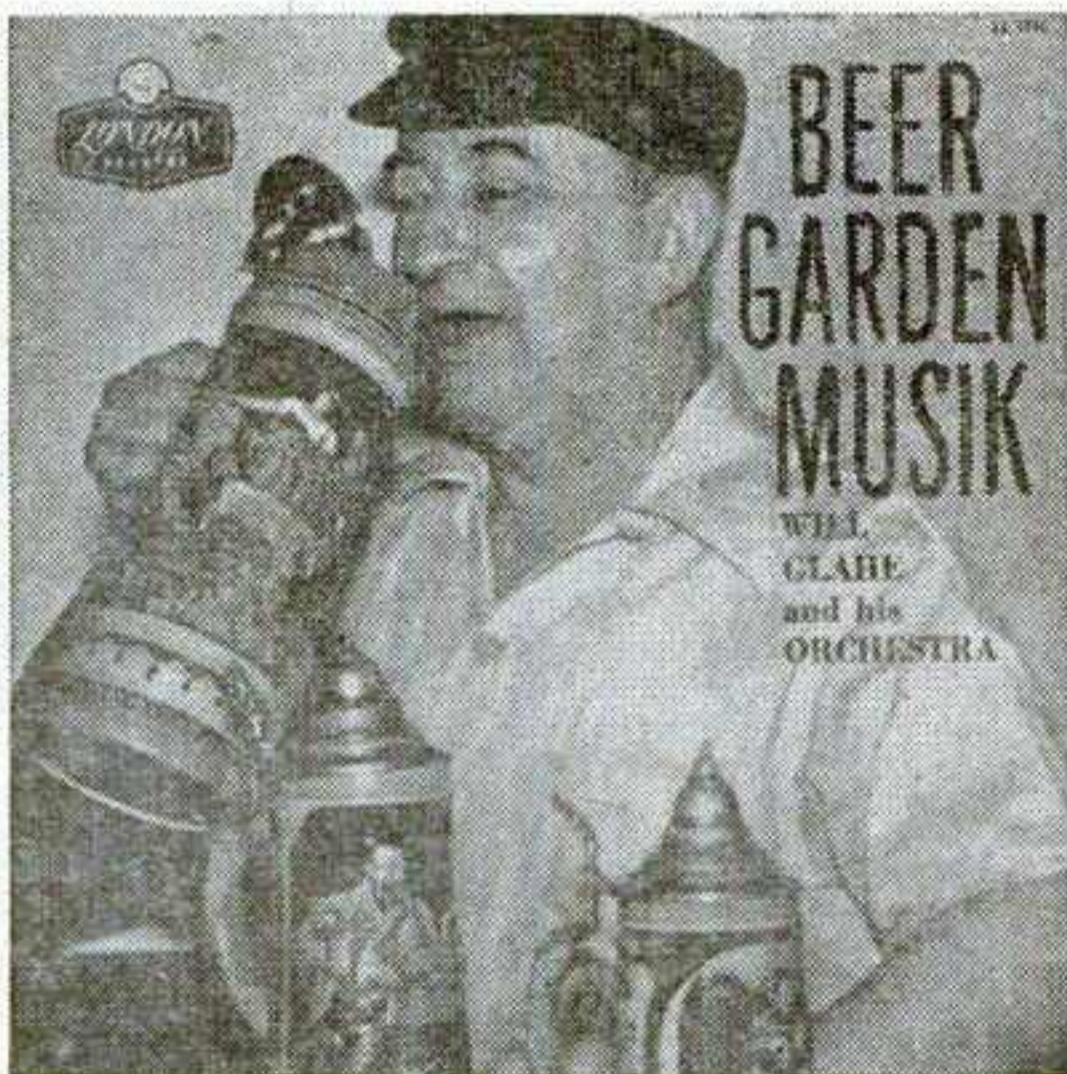
Schweizer Kanton Polka



**CASHBOX:  
Best Bet - Sure Shot**  
**BILLBOARD:  
Best Buy**  
**MUSIC VENDOR:  
3 Stars**

## WILL GLAHÉ'S HIT LP

Good Friends;  
In Grinzing; Tavern  
in the Town;  
Vienna, City of My  
Dreams; The Stein  
Song; Drinking Song  
(Student Prince);  
When the Lilac  
Blooms Again;  
One Two Drink Up;  
Hot Pretzels  
(Goosey Goosey);  
The White Horse  
Inn; Beer Barrel  
Polka; Auf  
Wiederseh'n,  
Sweetheart  
LL1710



## WILL GLAHÉ'S HIT EP

Liechtensteiner  
Polka; Hearts  
and Heartaches;  
Beer Barrel  
Polka; Peanut  
Polka.  
BEP6331



**LONDON**  
RECORDS



539 West 25 St., New York 1, N. Y.



THE BILLBOARD'S WEEKLY

# Packaged Records Buying Guide



## BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING OCTOBER 26

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

This Week	Last Week	Weeks on Chart
1. <b>Around the World in 80 Days</b> . . . . .	1	32
Sound Track, Decca DL 9046		
2. <b>My Fair Lady</b> . . . . .	2	83
Original Cast, Columbia OL 5090		
3. <b>Belafonte Sings of the Caribbean</b> . . . . .	4	8
Harry Belafonte, RCA Victor LPM 1505		
4. <b>Pat's Great Hits</b> . . . . .	6	3
Pat Boone, Dot DLP 3071		
5. <b>The Eddy Duchin Story</b> . . . . .	14	65
Sound Track, Decca DL 8289		
6. <b>A Swingin' Affair</b> . . . . .	15	24
Frank Sinatra, Capitol W 803		
7. <b>Love Is the Thing</b> . . . . .	7	24
Nat King Cole, Capitol W 824		
8. <b>Wonderful, Wonderful</b> . . . . .	5	9
Johnny Mathis, Columbia CL 1028		
9. <b>Loving You</b> . . . . .	3	16
Elvis Presley, RCA Victor LPM 1515		
10. <b>Where Are You?</b> . . . . .	11	7
Frank Sinatra, Capitol W 855		
11. <b>The King and I</b> . . . . .	13	69
Sound Track, Capitol W 740		
12. <b>Oklahoma!</b> . . . . .	9	112
Sound Track, Capitol SAO 595		
13. <b>The Pajama Game</b> . . . . .	12	7
Sound Track, Columbia OL 5210		
14. <b>Film Encores</b> . . . . .	10	24
Mantovani, London LL 1700		
15. <b>Hymns</b> . . . . .	20	45
Ernie Ford, Capitol T 756		
16. <b>Songs of the Fabulous Fifties</b> . . . . .	21	31
Roger Williams, Kapp XXL 5000		
17. <b>We Get Letters</b> . . . . .	19	9
Perry Como, RCA Victor LPM 1463		
18. <b>Spirituals</b> . . . . .	18	19
Tennessee Ernie Ford, Capitol T 818		
19. <b>The Roaring Twenties</b> . . . . .	—	4
Charleston City All-Stars, Grand Award GRD 33-340		
20. <b>Jackie Gleason Presents Velvet Brass</b> . . . . .	16	7
Capitol W 859		
21. <b>Almost Paradise</b> . . . . .	23	4
Roger Williams, Kapp KL 1063		
22. <b>Dukes of Dixieland, Vol. 3</b> . . . . .	17	6
Audio Fidelity AFLP 1851		
23. <b>Dance to the Music of Lester Lanin</b> . . . . .	25	7
Epic LN 3340		
24. <b>Calypso</b> . . . . .	—	71
RCA Victor LPM 1248		
25. <b>Roger Williams Plays Song of the Fabulous Forties</b> . . . . .	—	1
Kapp XXL 5003		

### Spotlight on Sound

**PORT SAID:** Music of the Middle East (1-12")—Mohammed El-Bakkar and His Oriental Ensemble. Audio Fidelity AFLP 1833. To listen to this item you'd never know there was trouble in the Middle-East. It's an Oriental jam session, typified by a strong beat and exotic instrumentation (Finger cymbals, for example). The tweeter-woofer crowd will dig it the most for its emphasis on wide-range values. But don't overlook the possibility of a wider audience. Disk has already shown signs of breaking big in certain markets and deejays also seem to be getting the message.

### 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.

#### Classical Albums

**WIENIAWSKI: CONCERTO NO. 2 FOR VIOLIN AND ORCH.; SAINT-SAENS: INTRODUCTION AND RONDO CAPRICCIOSO; RAVEL: TZIGANE (1-12")**—Isaac Stern, Violin, and the Philadelphia Orch. (Ormandy). Columbia ML 5208

Compelling, large-scale performance of romantic concerto, with soloist, orchestra and audio engineers functioning in top form. For added thrills, two virtuoso works by St. Saens and Ravel are splendidly presented. Competition is strong, but there is always room for a package like this one.

**TCHAIKOVSKY: NUTCRACKER BALLET (2-12")**—Philharmonic Symphony Orch. of London (Rodzinski). Westminster OPW 1205

Full version of ballet is being promoted in connection with TV presentation by New York City Ballet version on Sunday, December 22. Performance on disks is certainly adequate, but dealers should capitalize on packaging which features lavish booklet with story and full-color shots of ballet. Likely gift item for both adult and moppet trade.

#### Children's Album

**FERRI (1-12")**—With Jimmy Dodd. Disneyland ST 3902

A delightful story teller package which traces the exploits of Perri, the girl squirrel. Music and songs are convincingly performed, and children in the five-year-old group can follow the story line via artwork on the double-fold LP. Feature-length film of the same name should add to the lure.

#### New Pop Talent Album

**JENNIE (1-12")**—Jennie Smith. RCA Victor LPM 1523

Victor's new thrush discovery is a talent to watch. Evidence here says she can do just about anything, from a tender ballad to a rhythm tune to an out-and-out modern jazz styling. The quality is pure, feminine and warm. Still lacking in spots is a mature feeling for the lyrics, but according to the notes, Miss

For Reviews and Ratings of New Albums See Page 33

Smith is a mere 18. Good repertoire and Ray Ellis' backing are decided assets. Jocks should dig this fresh parcel.

#### Special Merit Jazz Albums

**CRITICS' CHOICE (1-12")**—Dawn DLP 1123

An extremely appealing sampler culled from the strong Dawn jazz LP line. Such "names" as Zoot Sims, Bob Brookmeyer, Al Cohn, Les Jazz Modes, Mat Mathews, Dick Garcia, etc., are heard in some top-drawer blowing. Until November 15 set will sell for \$2.98, after that for \$4.98. Considering the styles and musicians exposed, it is a bargain at either price. Striking cover.

**FOR LADY (1-12")**—Webster Young, Cornet; Paul Quinichette, Tenor Sax; Joe Puma, Guitar. Prestige LP 7106

Consisting of songs Billie Holiday made famous. (Continued on page 33)

### Album Cover of the Week



**CHILDREN'S SONGS OF SHAKESPEARE'S TIME**, Counterpoint CPT 540. Charming cover shows a group of children in period dress. The bright hues of the children's costumes are set against a flat gold. The imaginative, colorful cover will attract second glances.

### Most Played by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 26

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 Sinatra . . . . .Capitol W 855
2. **WONDERFUL, WONDERFUL**  
Johnny Mathis . . . . .Columbia CL-1028
3. **WE GET LETTERS**  
Perry Como . . . . .RCA Victor 1463
4. **A SWINGIN' AFFAIR**  
Frank Sinatra . . . . .Capitol W 803
5. **YOUNG IDEAS**  
Ray Anthony Orch. . . . .Capitol T 866
6. **DANCE TO THE MUSIC OF LESTER LANIN** . . . . .Epic LN 3340
6. **AROUND THE WORLD IN 80 DAYS**  
Sound Track . . . . .Decca DL 9046
8. **LOVING YOU**  
Elvis Presley . . . . .RCA Victor LPM 1515
9. **LOVE IS THE THING**  
Nat King Cole . . . . .Capitol W 824
10. **PARTY'S OVER**  
Polly Bergen . . . . .Columbia CL-1031
10. **NOW HEAR THIS**  
Hi-Lo's . . . . .Columbia CL-1023



### Best Selling Pop EP's

FOR SURVEY WEEK ENDING OCTOBER 26

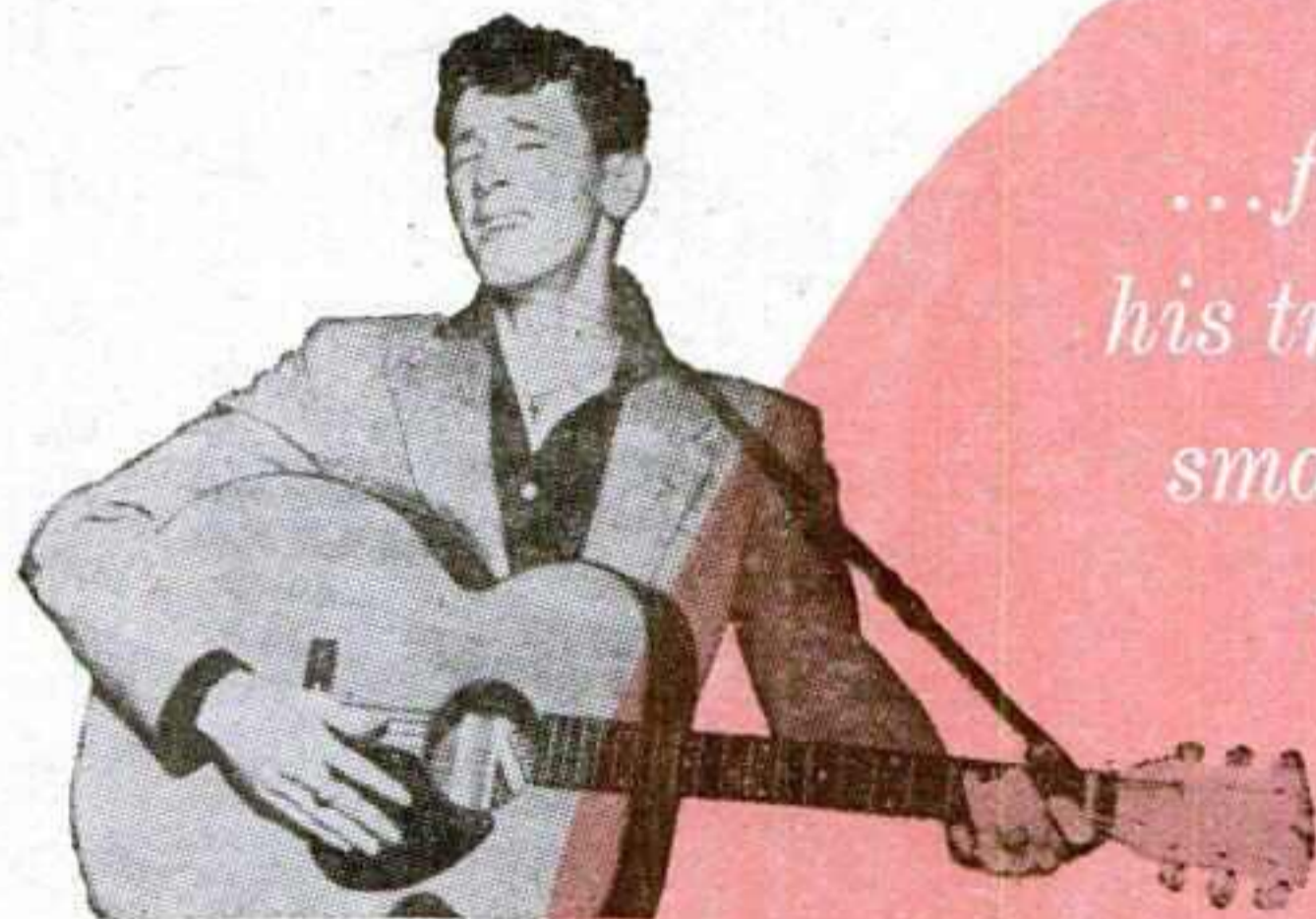
The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct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

1. **LOVING YOU**  
Elvis Presley . . . . .RCA Victor EPA 1-1515
2. **FOUR BY PAT**  
Pat Boone . . . . .Dot DEP 1057
3. **JUST FOR YOU**  
Elvis Presley . . . . .RCA Victor EPA 4041
4. **AROUND THE WORLD**  
Nat King Cole . . . . .Capitol EAP 1-813
5. **LOVING YOU**  
Elvis Presley . . . . .RCA Victor EPA 2-1515
6. **PEACE IN THE VALLEY**  
Elvis Presley . . . . .RCA Victor EPA 4054
7. **LOVE IS THE THING**  
Nat King Cole . . . . .Capitol EAPI-824
8. **MARVELOUS MILLER MOODS**  
Glenn Miller Army Air Force Band . . . . .RCA Victor EPA 1-1494
9. **FOUR FRESHMEN AND FIVE SAXES**  
 . . . . .Capitol EAP 1-844
10. **HYMNS**  
Tennessee Ernie Ford . . . . .Capitol EAP 1-756



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where it is doubtful if the tempo of any of these songs varied from beginning to end more than one-thousandth of a second.

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Gerald Cranston Link  
Musical Editor, *The Times*

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

**THE FOUR LADS SING FRANK LOESSER** ..... 87  
(1-12")  
Columbia CL 1045

Listenable chanting by the quartet with excellent ork support from Ray Ellis makes this a choice item. The group presents the best of the composer's songs from movies, shows and Tin Pan Alley—old and new. With just a little exposure, this could be a big one. Selections include songs from "Guys and Dolls," "Hans Christian Andersen" and "Where's Charley?" Good cover shot of artists with Loesser.

**BLUE STARR** ..... 86  
Kay Starr (1-12")  
RCA Victor LPM 1549

Fans of the thrush from way back will find what they want here—a pack of somewhat old-timey "vocal Dixieland." Flashy photo of Miss S. on the cover is a natural for display and this figure to be standard inventory. Tunes are all torchers, but tempi are varied. Included are "It's a Lonesome Old Town" (Ben Bernie's theme), "Little White Lies," etc.

**FRANKIE LYMON AT THE LONDON PALLADIUM** ..... 81  
(1-12")  
Roulette R 25013

Young Lymon's first solo LP (sans the Teen-Agers) spotlights the rock and roll warbler in sock showmanship form on a group of lushly arranged standards, including his current best-selling vehicle, "Goody Goody." Album (recorded in London during Lymon's p.a. tour there) is a solid commercial package.

**DANCE ATOP NOB HILL** ..... 80  
Ernie Hecksher Orch. at the Fairmont (1-12")  
Verve MG V 4007

One of the better hotel bands in the business runs thru a marathon of 34 standard tunes in various tempos, with the sound produced a highly salable factor. Set is in the Lester Lanin vogue, and the sales may be limited since Hecksher is a territorial band, package is nevertheless tres commercial. Beautiful cover art will hype exposure immensely.

**JIMMIE RODGERS** ..... 79  
(1-12")  
Roulette R 25020

Rockabilly Rodgers' first album is a strong entry in the package field, with powerful appeal for young rock and roll fans, and surprising attraction for more mature disk buyers, via some tender readings of folk songs—"Scarlet Ribbons," etc. Also spotlighted is his current single hit, "Honeycomb," and his new singles waxing, "Better Loved You'll Never Be."

**SWINGIN' PIPE ORGAN** ..... 77  
Billy Nalle, Organist (1-12")  
RCA Victor LPM 1521

An impressive package demonstrating the capabilities of the organ for music reminiscent of big band jazz of the 1930's. Tunes are standards—"Who," "Song of India," "Marie," etc. Package will also catch some hi-fi addicts, for it has been excellently engineered. Notes by Ben Kemper trace the contribution of the theater organ to modern musical Americana.

**ANN LEAF AT THE MIGHTY WURLITZER** ..... 76  
(1-12")  
Westminster WP 6064

A package of carefully chosen material which will surely attract lovers of organ music. Ann Leaf, well known during the great days of network radio, does such varied standards as "Similau," "I'm in the Mood for Love" and a rocking version of "St. Louis Blues." There are some Leaf originals, and several relatively new tunes, as "Domani." Sound, made by the Wurlitzer pipe organ in the Byrd Theater, Richmond, is excellent. Good hi-fi wax.

**SONGS MY MOTHER LOVED: MILTON BERLE CONDUCTS HIS ORK AND CHORUS** ..... 75  
(1-12")  
Roulette R 25018

The singing is by a chorus, with Berle delivering an occasional recitative. The general effect is very good. Tunes are great standards—"Anniversary Song," "Try a Little Tenderness," "Near You"—tunes Berle's mother loved. Liner notes are a tribute to her. Production, by Hugo and Luigi, is very classy. Package will get strong promotion. Could do quite well in metropolitan areas.

**SIMPLY HEAVENLY** ..... 74  
Original Cast (1-12")  
Columbia OL 5240

Well-recorded addition to the noted line of Columbia Original Cast albums. Only a moderate sale can be

**• Review Spotlight on Albums . . .**

Continued from page 30

mous plus one original, this set finds distinction in its capture of much of the soul and sadness that is "Lady." Taking the cue from basic qualities of thematic material, soloists spread out and spell out cogent emotional stories within head-arrangement framework. Quinichette and the very promising newcomer, Webster Young, are exemplar in this context.

**Sound**

**UNITED STATES AIR FORCE; A PORTRAIT IN SOUND (1-12")**—Narrated by Arthur Godfrey. A resounding "Roger!" for this jet-propelled entry, with highest marks for cohesive storytelling and hair-raising sound. Panorama of air-age noises is woven together by well-written commentary, voiced by Arthur Godfrey, as producer Ward Botsford's mikes ably catch sound and fury of screeching jet take-

offs, bomb salvos, fighter scrambles and contrasting calm voices of Air Force men. Final segue from soaring ICBM missile to plaintive cries of same seagulls heard in opening is model of inspired dramatic unity. Handsome package, with illustrated booklet.

**Classical Sound**

**BARTOK: THE MIRACULOUS MANDARIN; STRAVINSKY: FIREBIRD, FIREWORKS (1-12")**—Royal Philharmonic Orch. (Previtali). Angel 35550

Exceptionally fine recording in the service of brilliant orchestral writing by two modern masters. Bartok's ballet shocker and Stravinsky's early multi-colored score make a strong impact in these energetic readings which reflect every shade of the instrumental spectrum.

predicted for this one; for the tunes and dialog do not strike one as likely to capture a mass audience. The Langston Hughes-David Martin musical, with Claudia McNeil, Melvin Starr, etc., is now on Broadway. Urban shops, class shops, should stock.

**RESTLESS HEART** ..... 74  
Gene Austin (1-12")  
RCA Victor LPM 1547

Here's another new LP by the veteran warbler, who sounds as good today on wax as he did back in his best-selling days in the 20's. Austin registers with sock nostalgia and warmth on such great standards as "I Could Write a Book," "Memories of You," and some Deep South blues, but is less effective on some of his own originals, mostly because the material isn't there.

**LET'S DANCE WITH TONY PASTOR & HIS ORK** ..... 72  
(1-12")  
Roulette R 25024

Pleasant, plug-worthy dance set by Pastor's big band, with vocals by the maestro, Beth Harmon and son Guy Pastor—all quite appealing. A couple of Pastor's old Artie Shaw vehicles—"Rosalie" and "Let's Do It," add appeal to the older fans. It's not the

greatest band around, but Pastor's warmth still carries weight.

**HI-FI HARMONICA FEATURING LEO DIAMOND** ..... 71  
(1-12")  
Roulette R 25019

Here's a set that can click with harmonica fans. Diamond's technique is highly listenable on a series of standards that range from romantic ballads to Latin-American numbers. Selections include "Mam'selle," "Dolores" and "The Night Is Young and You're So Beautiful."

**FOLLOW ME** ..... 70  
Kathy Barr (1-12")  
RCA Victor LPM 1562

Soft, sultry soprano stylings by the new thrush on a set of standards provide a listenable package. Arrangements by Jerry Fielding complement nicely. Not likely to start any blazes, but it can enjoy fair sales. Numbers include "Day In, Day Out," "How Long Has This Been Going On," and "Follow Me." Cover should attract.

**YOU GO TO MY HEAD** ..... 67  
Billy Daniels (1-12")  
Verve MG V 2072

Daniels' dynamic on-stage personality

doesn't quite project in his records, tho this set is a change of pace for him. Backed by some stellar jazz men, Daniels essays a group of standards which somehow fall short of the mark. Package lacks enthusiasm and there's little sound here for hi-fi addicts. Tough sledding ahead.

**A LOVELY WAY TO SPEND AN EVENING** ..... 66  
Robert Trenderler Ork (1-12")  
Cinema CR 1200

Package is not much different from the already huge stock of similar instrumental, mood albums. The emphasis is on romantic, lush strings. It could have some deejay appeal. Some of the attractively presented standards are: "Try a Little Tenderness," "But Not for Me" and the album title tune.

**SHOW TIME** ..... 66  
Mae Williams (1-12")  
Verve MG V 2074

A competently produced package that neatly showcases Miss Williams' pleasing voice. Tracks offer a mixture of slow-paced and up-tempo evergreens, with "But Beautiful" a standout. The sales may be limited by lack of name value, it's an adequate set.

(Continued on page 35)

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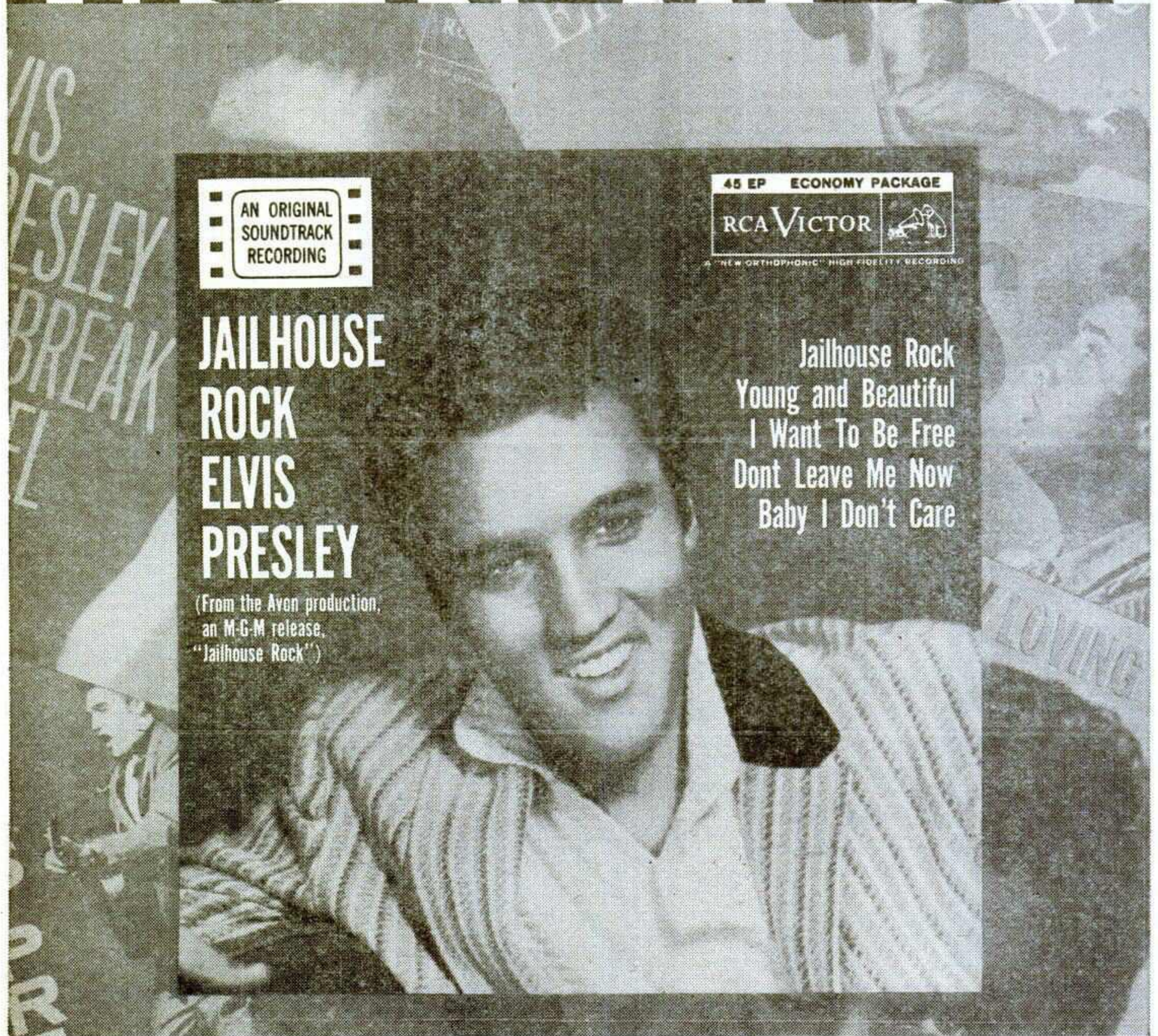
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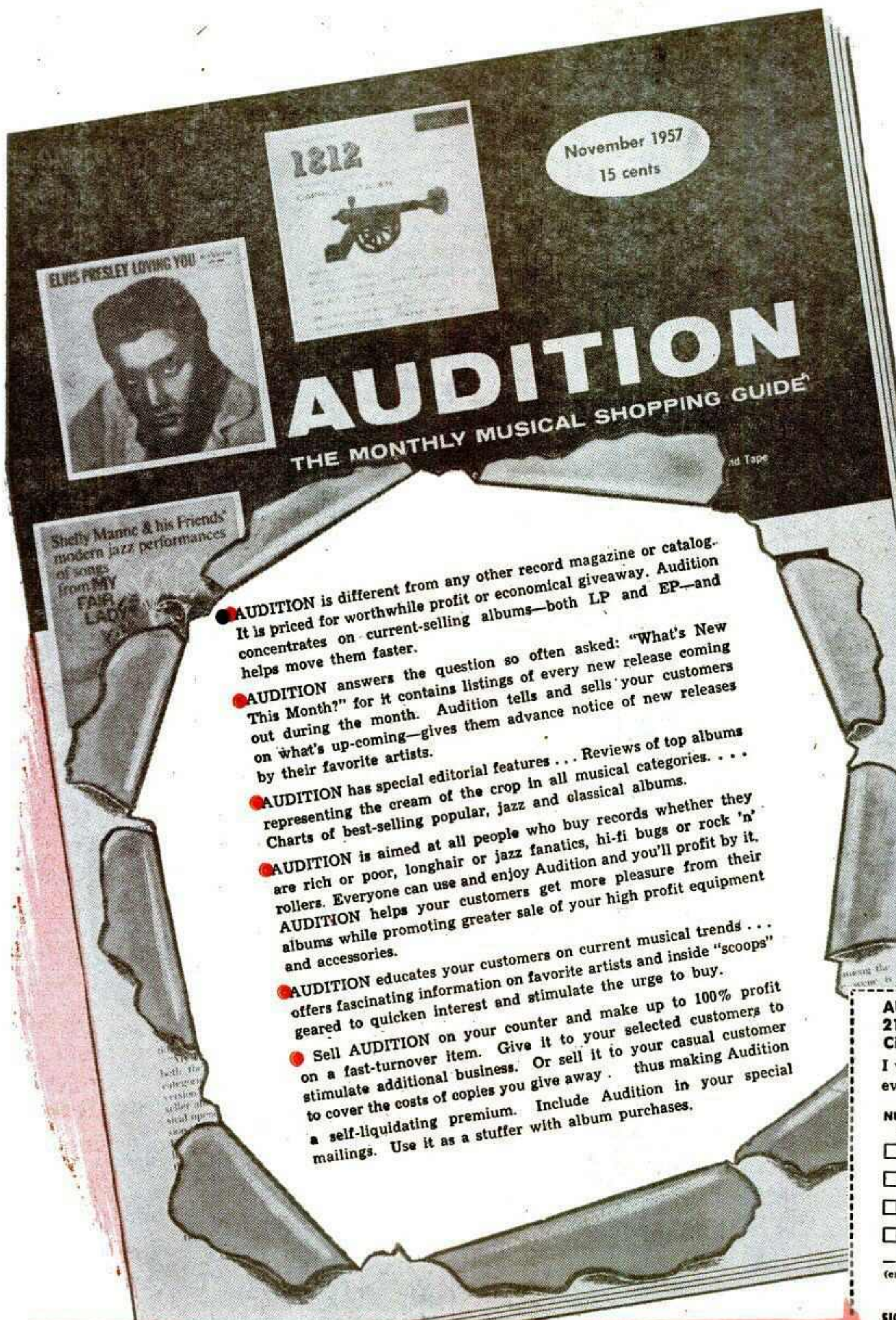
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# HONOR ROLL OF HITS

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## THE NATION'S TOP TUNES

For survey week ending October 26

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Jailhouse Rock</b>	2	4	<b>6. Silhouettes</b>	7	3
By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7035.			By Slay Crewe—Published by Regent Music (BMI) BEST SELLING RECORD: Rays, Cameo 117. RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Caps, ABC-Paramount 9856.		
<b>1. Wake Up Little Susie</b>	1	6	<b>7. Fascination</b>	6	12
By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1337.			By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP) BEST SELLING RECORD: Jane Morgan, Kapp 191. RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamilton, London 1758; Dick Jacobs, Coral 61864; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 6980; Ethel Smith, Deo 30421; Troubadors, Kapp 191.		
<b>3. Chances Are</b>	3	8	<b>8. You Send Me</b>	13	2
By Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40993.			By Sam Cooke—Published by Highuera (BMI) BEST SELLING RECORD: Sam Cooke, Keen 34013. RECORDS AVAILABLE: Jesse Belvin, Modern 1025; Teresa Brewer, Coral 61898.		
<b>4. Honeycomb</b>	5	21	<b>9. Melodie D'Amour</b>	8	5
By Bob Merrill—Published by Hawthorne Music (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4015. RECORD AVAILABLE: Georgie Shaw, Deo 30418.			By Leo Johns-Henri Salvador—Published by Rayven Music (BMI) BEST SELLING RECORD: Ames Brothers, Vic 7046. RECORDS AVAILABLE: Marty Gold, Vik 0303; Edmundo Ros, London 1751.		
<b>5. Tammy</b>	4	16	<b>10. Be-Bop Baby</b>	8	5
By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbie Reynolds, Coral 61851. RECORDS AVAILABLE: Ames Brothers, Vic 6930; George Barnes, Dec 30398; Joseph Gershenson Ork, Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Bill Snyder, Dec 30433.			By P. Lenghurst—Published by Travis Music (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5463.		
<b>Second Ten</b>					
<b>11. Around the World</b>	11	11	<b>16. Little Bitty Pretty One</b>	26	2
By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORDS: Victor Young and Bing Crosby, Dec 30262; Mantovani, London 1746. 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 183; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Lawrence Welk, Coral 61741.			By R. Byrd—Published by Recordo Music (BMI) BEST SELLING RECORD: Thurston Harris, Aladdin 3398. RECORD AVAILABLE: Bobby Day, Class 211.		
<b>12. Diana</b>	10	15	<b>17. Happy, Happy Birthday, Baby</b>	15	7
By Paul Anka—Published by Pamco Music, Inc. (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 9831.			By Sylvia-Lopez—Published by Donna Music (BMI) BEST SELLING RECORD: Tune Weavers, Checker 872. RECORDS AVAILABLE: Dottie Ferguson, Mer 71182; Kay Cee Jones, Dec 30432.		
<b>13. My Special Angel</b>	14	3	<b>17. Keep A' Knockin'</b>	17	4
By Jimmy Duncan—Published by Mergo (BMI) BEST SELLING RECORD: Bobby Helms, Dec 30423. RECORDS AVAILABLE: Frank D'rone, Mercury 71193; Sonny Land Trio, Prep 115.			By R. Penniman—Published by Venice (BMI) BEST SELLING RECORD: Little Richard, Specialty 611.		
<b>14. My Heart Reminds Me (And That Reminds Me) adapted from "Autumn Concerto"</b>	11	9	<b>19. That'll Be the Day</b>	16	12
By Al Stillman-C. Bargoni—Published by Symphony House (ASCAP) BEST SELLING RECORD: Della Reese, Jubilee 5292. RECORDS AVAILABLE: Ambrose Ork, M-G-M 12542; Carmen Cavallaro, Decca 30076; Lenny Eversong, Coral 61874; Richard Hayman, Mercury 71178; Ted Heath, London 1690; Melachroino Strings, Vic 7027; Nick Noble, Mercury 70959; Kay Starr, Vic 6981; Billy Vaughn, Dot 15466; Woody Herman, Verve 10102.			By Jerry Allison-Buddy Holly-Norman Petty—Published by Nor-Va-Jak Music Co. (BMI) BEST SELLING RECORD: Crickets, Brunswick 5-009. RECORDS AVAILABLE: Jeff Allen, Verve 10064; Buddy Holly, Dec 30434; Ravens, Argo 5276; Connie Russell, Era 1020.		
<b>15. Affair to Remember</b>	20	9	<b>20. April Love</b>	28	2
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.			By Fain & Webster—Published by Leo Feist (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15660.		
<b>Third Ten</b>					
<b>21. Just Born</b>	29	2	<b>26. Mr. Lee</b>	27	12
By Luther Dixon & Billy Dawn Smith—Published by Winneton Music (BMI) RECORD AVAILABLE: Perry Como, Vic 7050.			By Bobettes—Published by Progressive (BMI) RECORD AVAILABLE: Bobettes, Atlantic 1144.		
<b>22. Hula Love</b>	18	9	<b>27. Lotta Lovin'</b>	25	7
By Knox—Published by Kahl (BMI) RECORD AVAILABLE: Buddy Knox, Roulette 4018.			By Bernice Bedwell—Published by Song Prod. (BMI) RECORD AVAILABLE: Gene Vincent, Cap 3763.		
<b>23. Ivy Rose</b>	-	1	<b>28. Twelfth of Never</b>	29	4
By Al Hoffman-Dick Manning—Published by Roncom Music (ASCAP) RECORD AVAILABLE: Perry Como, Vic 7050.			By P. F. Webster & Livingston—Published by Empress (ASCAP) RECORD AVAILABLE: Johnny Mathis, Col 40993.		
<b>23. Treat Me Nice</b>	19	2	<b>29. Whole Lotta Shakin' Goin' On</b>	23	13
By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) RECORD AVAILABLE: Elvis Presley, Vic 7035.			By D. Williams-S. David—Published by Marilyn (BMI) RECORD AVAILABLE: Jerry Lee Lewis, Sun 267.		
<b>25. Rainbow</b>	22	14	<b>30. All the Way</b>	-	1
By Ron Hulme—Published by Robbins (ASCAP) RECORDS AVAILABLE: Bobby Breen, Chic 1013; Bill Darnell, Jubilee 5290; Russ Hamilton, Kapp 184.			By Sammy Cahn-James Van Heusen—Published by Maraville Music (ASCAP) RECORDS AVAILABLE: Gfady Martin & Slew Foot Five, Dec 30453; Norvelle Reid/J. Pleis, Dec 30444; Frank Sinatra, Cap 3793; Walter Scharf, Jubilee 5300.		

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





# Buyboard

## RON GOODWIN

and his orchestra

*and another smash instrumental*

### LINGERING LOVERS

c/w

### SWEDISH POLKA

record no. 3834



## GENE VINCENT

and His Blue Caps

*follows up his triple market smash  
"LOTTA LOVIN'" with*

### DANCE TO THE BOP

### I GOT IT

record no. 3839



## JOE 'FINGERS' CARR AND PEE WEE HUNT

### KITTY ALWAYS FALL IN LOVE

record no. 3831

## PLAS JOHNSON

and his orchestra

### YOU SEND ME

(Instrumental Version)

### SWANEE RIVER ROCK

(Instrumental Version)

record no. 3835

## STAN KENTON

and his orchestra

### BABY YOU'RE TOUGH LEMON TWIST

record no. 3836

## THE FIVE KEYS

orchestra conducted by Sid Feller

### DO ANYTHING IT'S A CRYIN' SHAME

record no. 3830

## SKEETS McDONALD

### I'M HURTIN' LOVE WIND

record no. 3833





# 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 26, 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	4	11. MY SPECIAL ANGEL (BMI)— Bobby Helms..... 19 Standing at the End of My World (BMI)—Dec 30423	19	3	21. MR. LEE (BMI)—Bobbettes..... 16 Look at the Stars—Atlantic 1144	16	13
2. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers..... 2 Maybe Tomorrow (BMI)—Cadence 1337	2	6	12. KEEP A' KNOCKIN' (BMI)— Little Richard..... 10 Can't Believe You Wanna Leave (BMI)— Specialty 611	10	5	22. THAT'LL BE THE DAY (BMI)— Crickets ..... 17 I'm Lookin' for Someone to Love (BMI)— Brunswick 55009	17	12
3. YOU SEND ME (BMI)—Sam Cooke.... 6 SUMMERTIME (ASCAP)—Keen 34013	6	2	13. MELODIE D'AMOUR (BMI)— Ames Brothers..... 22 So Little Time (BMI)—Vic 7046	22	4	23. RAINBOW (ASCAP)—Russ Hamilton... 21 We Will Make Love (ASCAP)—Kapp 184	21	14
4. SILHOUETTES (BMI)—The Rays..... 5 Daddy Cool (BMI)—Cameo 117	5	3	14. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers..... 11 Ol' Man River (ASCAP)—Checker 872	11	7	23. DEEP PURPLE (ASCAP)— Billy Ward & His Dominoes..... 27 Do It Again (BMI)—Liberty 55099	27	5
5. BE-BOP BABY (BMI)—Ricky Nelson... 3 HAVE I TOLD YOU LATELY THAT I LOVE YOU? (BMI)—Imperial 5463	3	5	15. LOTTA LOVIN' (BMI)—Gene Vincent.. 13 WEAR MY RING (BMI)—Cap 3763	13	7	25. PEANUTS Little Joe & The Thrillers..... 30 Lilly Lou (BMI)—Okeh 7088	30	5
6. CHANCES ARE (ASCAP)— Johnny Mathis..... 4 THE TWELFTH OF NEVER (ASCAP)— Col 40993	4	7	16. FASCINATION (ASCAP)— Jane Morgan..... 20 Fascination (Instrumental) (ASCAP)—Kapp 191	20	9	26. WAIT AND SEE (BMI)—Fats Domino.. 23 I STILL LOVE YOU (BMI)— Imperial 5467	23	3
7. HONEYCOMB (ASCAP)— Jimmie Rodgers..... 8 Their Hearts Were Full of Spring (ASCAP)— Roulette 4015	8	12	17. HULA LOVE (BMI)—Buddy Knox..... 14 Devil Woman (BMI)—Roulette 4018	14	9	27. ALONE (BMI)—Shepherd Sisters..... - Congratulations to Someone (ASCAP)—Lance 125	-	1
8. TAMMY (ASCAP)—Debbie Reynolds... 7 French Heels (ASCAP)—Coral 61851	7	15	18. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis..... 12 It'll Be Mine (BMI)—Sun 267	12	15	28. REMEMBER YOU'RE MINE (ASCAP)— Pat Boone..... 18 THERE'S A GOLD MINE IN THE SKY (ASCAP)—Dot 15602	18	13
9. LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris..... 15 I Hope You Won't Hold It Against Me (ASCAP)— Aladdin 3398	15	2	19. JUST BORN (BMI)—Perry Como..... 28 IVY ROSE (ASCAP)—Vic 7050	28	2	29. BLACK SLACKS (BMI)— Joe Bennett & Sparkletones..... 26 Boppin' Rock Boogie (BMI)—ABC-Paramount 9837	26	7
10. DIANA (BMI)—Paul Anka..... 9 Don't Gamble With Love (BMI)— ABC-Paramount 9831	9	15	20. APRIL LOVE (ASCAP)—Pat Boone..... - WHEN THE SWALLOWS COME BACK TO CAPISTRANO (ASCAP)—Dot 15660	-	1	30. WITH YOU ON MY MIND (ASCAP)— Nat King Cole..... - Raintree County (ASCAP)—Cap 3782	-	1

# 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 26, 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..... 1 Maybe Tomorrow (BMI)—Cadence 1337	1	6	9. SILHOUETTES (BMI)—The Rays..... 11 Daddy Cool (BMI)—Cameo 117	11	2	17. ALL THE WAY (ASCAP)—Frank Sinatra 23 Chicago (ASCAP)—Cap 3793	23	2
2. JAILHOUSE ROCK (BMI)—Elvis Presley 3 Treat Me Nice (BMI)—Vic 7035	3	4	9. THAT'LL BE THE DAY (BMI)— Crickets ..... 20 I'm Lookin' for Someone to Love (BMI)— Brunswick 55009	20	11	18. IVY ROSE (ASCAP)—Perry Como..... 20 Just Born (BMI)—Vic 7050	20	3
3. CHANCES ARE (ASCAP)— Johnny Mathis..... 2 The Twelfth of Never (ASCAP)—Col 40993	2	8	11. BE-BOP BABY (BMI)—Ricky Nelson... 10 Have I Told You Lately That I Love You (BMI)— Imperial 5463	10	2	19. TREAT ME NICE (BMI)—Elvis Presley. 18 Jailhouse Rock (BMI)—Vic 7035	18	3
4. HONEYCOMB (ASCAP)— Jimmie Rodgers..... 4 Their Hearts Were Full of Spring (ASCAP)— Roulette 4015	4	11	12. THE TWELFTH OF NEVER (ASCAP)— Johnny Mathis..... 16 Chances Are (ASCAP)—Col 40993	16	4	20. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers..... 25 Ol' Man River (ASCAP)—Checker 872	25	4
5. MELODIE D'AMOUR (BMI)— Ames Brothers..... 5 So Little Time (BMI)—Vic 7046	5	5	13. MY HEART REMINDS ME (ASCAP)— Kay Starr..... 13 Film Flam Floo (BMI)—Vic 6981	13	8	21. SILHOUETTES (BMI)—Diamonds..... - Daddy Cool (BMI)—Mercury 71197	-	1
6. TAMMY (ASCAP)—Debbie Reynolds... 6 French Heels (ASCAP)—Coral 61851	6	16	14. MY SPECIAL ANGEL (BMI)— Bobby Helms..... 8 Standing at the End of My World (BMI)— Dec 30423	8	2	22. AND THAT REMINDS ME (ASCAP)— Della Reese..... 14 I Cried for You (ASCAP)—Jubilee 5292	14	6
7. FASCINATION (ASCAP)— Jane Morgan..... 7 Fascination (Instrumental) (ASCAP)—Kapp 191	7	9	15. DIANA (BMI)—Paul Anka..... 9 Don't Gamble With Love (BMI)— ABC-Paramount 9831	9	13	23. TAMMY (ASCAP)—Ames Brothers..... 19 Rockin' Shoes (BMI)—Vic 6930	19	16
8. APRIL LOVE (ASCAP)—Pat Boone..... 12 When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660	12	2	16. JUST BORN (BMI)—Perry Como..... 15 Ivy Rose (ASCAP)—Vic 7050	15	4	24. KEEP A' KNOCKIN' (BMI)— Little Richard..... - Can't Believe You Wanna Leave (BMI)— Specialty 611	-	1
						25. YOU SEND ME (BMI)—Sam Cooke..... - Summertime (ASCAP)—Keen 34013	-	1



THE NEW HIT...COAST TO COAST  
Breaking Pop...R&B...and C&W

# JIMMY EDWARDS

## Love Bug Crawl

COUPLED WITH  
HONEY LOVIN'  
MERCURY 71209



DESTINED TO BE THE BIG BALLAD OF '57!

# BILLY ECKSTINE

## If I Can Help Somebody

COUPLED WITH BOULEVARD OF BROKEN DREAMS MERCURY 71217

A NEW ROCK 'N ROLL APPROACH

# THE CREW CUTS

## I Like It Like That

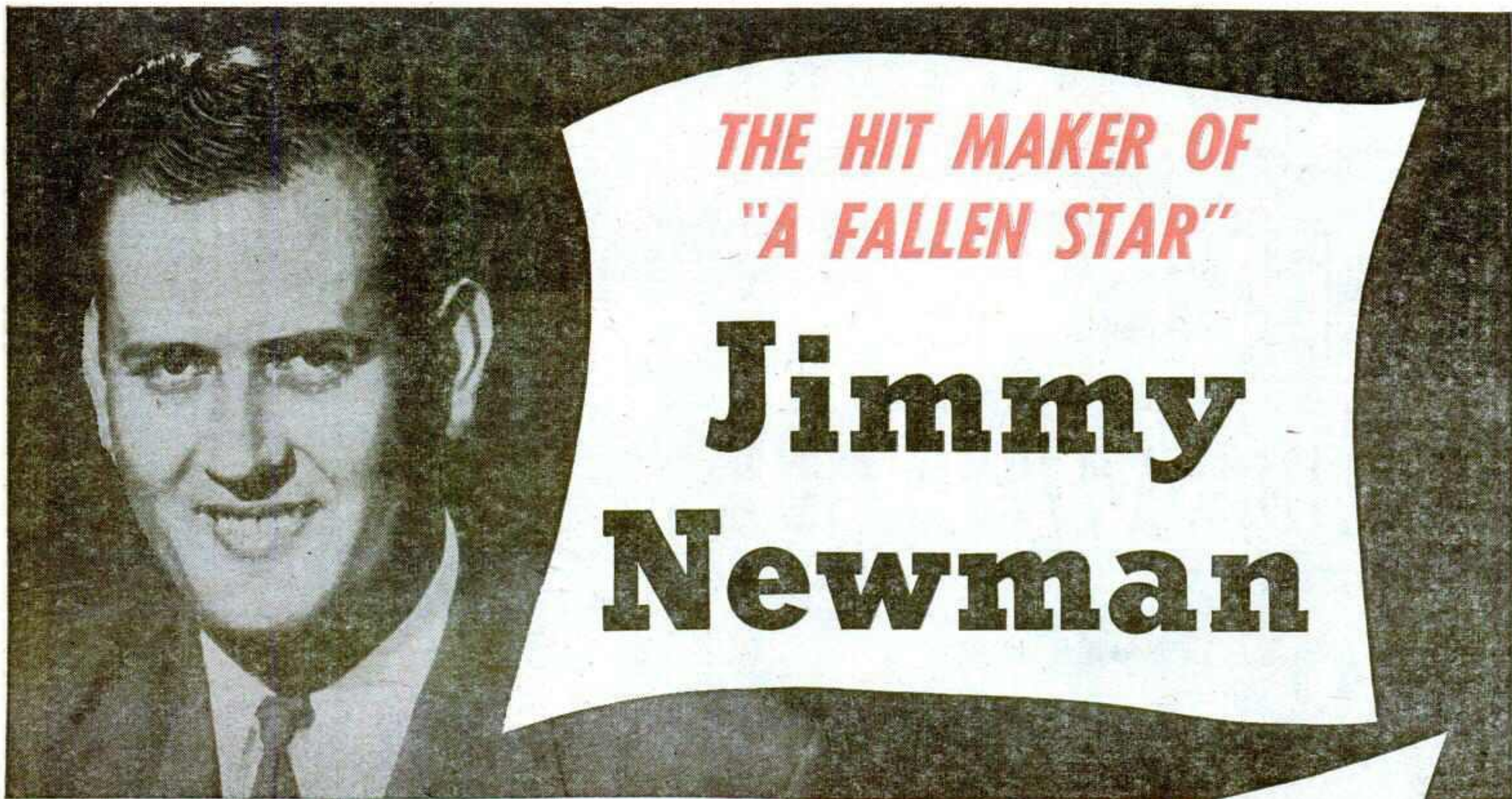
AND

## Be My Only Love

MERCURY 71223







*THE HIT MAKER OF  
"A FALLEN STAR"*

# Jimmy Newman

*'Cry Cry  
Darling'*

and

**'You're The Idol of My Dreams'**

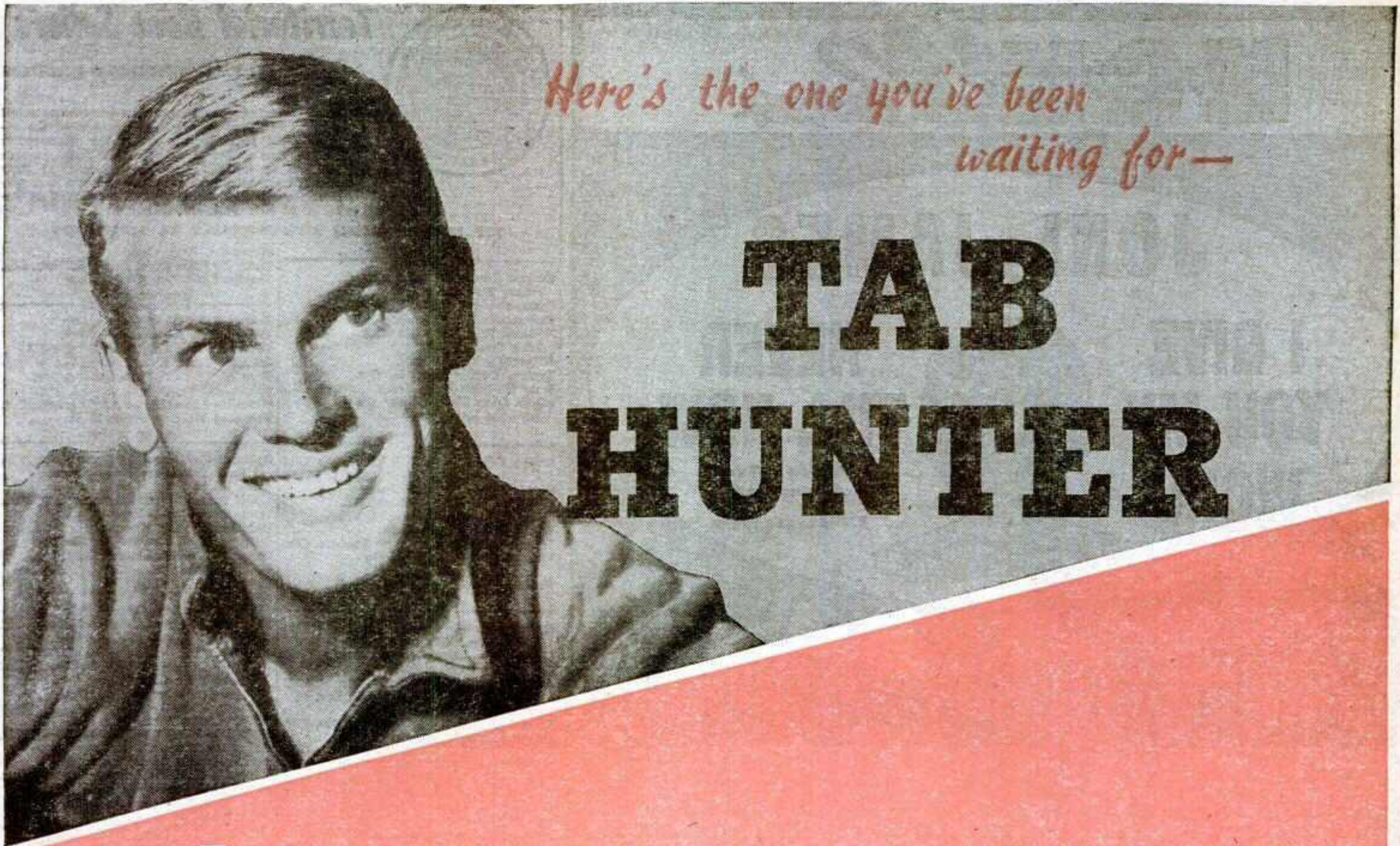
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*Here's the one you've been  
waiting for—*

# TAB HUNTER

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

*and*

**Don't Let It  
Get Around**

#15657

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THE NATION'S BEST SELLING RECORDS



**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**

MARVIN

**RAINWATER**

**THE MAJESTY OF LOVE**

**YOU, MY DARLIN', YOU**

K12555 on 45 & 78 RPM

**DEBBIE REYNOLDS**

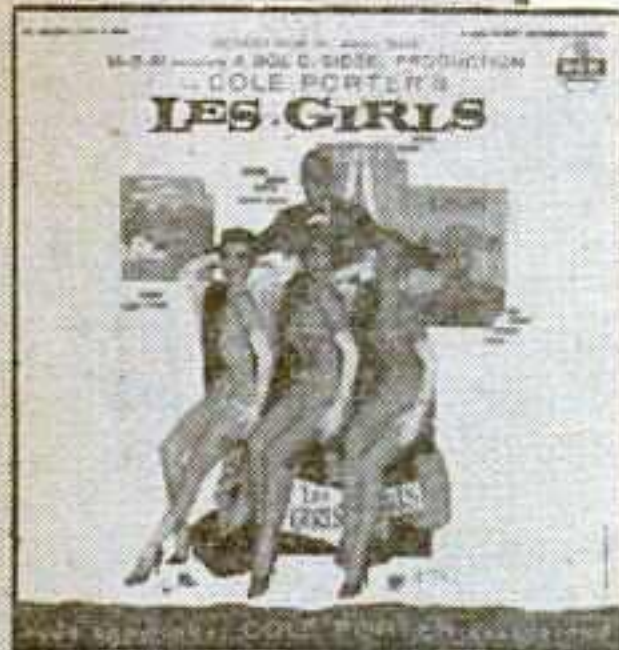
**NEW**

**SMASH**

**WALL FLOWER**

b/w ALL GROWN UP

K12560 (ON 45 & 78 RPM)



**OO-LA-LA!**  
 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

DICK HYMAN and SAM (The Man) TAYLOR on Tenor Sax  
**THE PEANUT VENDOR**  
 (El Manisero)  
 and WALK WITH ME  
 K12568

**THE CHARIOTEERS**  
**THE CANDLES** I DIDN'T MEAN TO BE MEAN TO YOU  
 K12569



**Territorial Best Sellers**

FOR SURVEY WEEK ENDING OCTOBER 26

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/Twelfth of Never  
 Johnny Mathis, Col.  
 Diana, Paul Anka, ABC-Para.  
 Honeycomb, Jimmie Rodgers, Rit.  
 Jailhouse Rock/Treat Me Nice  
 Elvis Presley, Vic.  
 Silhouettes, Rays, Cam.  
 Tammy, Debbie Reynolds, Cor.  
 Wake Up Little Susie, Everly Brothers, Cdc.  
 Whole Lotta Shakin' Goin' On  
 Jerry Lee Lewis, Sun

**CHICAGO**

Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.  
 Diana, Paul Anka, ABC-Para.  
 Honeycomb, Jimmie Rodgers, Rit.  
 Jailhouse Rock, Elvis Presley, Vic.  
 Till, Roger Williams, Kapp.  
 Wake Up Little Susie, Everly Brothers, Cdc.  
 Whole Lotta Shakin' Goin' On  
 Jerry Lee Lewis, Sun  
 You Send Me, Sam Cooke, Keen

**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, VJ  
 Jailhouse Rock, Elvis Presley, Vic.  
 My Special Angel, Bobby Helms, Dec.  
 Silhouettes, Rays, Cam.  
 Wake Up Little Susie, Everly Brothers, Cdc.  
 You Send Me, Sam Cooke, Keen

**EAST TEXAS**

Be-Bop Baby, Ricky Nelson, Imp.  
 Idol With the Golden Head, Coasters, Atco.  
 Jailhouse Rock/Treat Me Nice  
 Elvis Presley, Vic.  
 Little Bitty Pretty One, Thurston Harris, Ala.  
 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.  
 You Send Me, Sam Cooke, Keen

**FLORIDA**

Be-Bop Baby, Ricky Nelson, Imp.  
 Chances Are, Johnny Mathis, Col.  
 Diana, Paul Anka, ABC-Para.  
 Honeycomb, Jimmie Rodgers, Rit.  
 Hula Love, Buddy Knox, Rit.  
 In the Middle of an Island  
 Tony Bennett, Col.  
 Jailhouse Rock/Treat Me Nice  
 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**

Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.  
 Chances Are, Johnny Mathis, Col.  
 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

**NORTHERN NEW YORK STATE**

Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.  
 Jailhouse Rock, Elvis Presley, Vic.  
 Keep a' Knockin', Little Richard, Spe.  
 Melodie D'Amour, Ames Brothers, Vic.  
 Mr. Lee, Bobbettes, Atl.

Silhouettes, Rays, Cam.  
 Wake Up Little Susie, Everly Brothers, Cdc.  
 You Send Me, Sam Cooke, Keen

**NORTHERN OHIO**

Be-Bop Baby, Ricky Nelson, Imp.  
 Chances Are, Johnny Mathis, Col.  
 I Need You So Bad, B. B. King, RPM  
 Jailhouse Rock, Elvis Presley, Vic.  
 Keep a' Knockin', Little Richard, Spe.  
 Silhouettes, Rays, Cam.  
 Wake Up Little Susie, Everly Brothers, Cdc.  
 You Send Me, Sam Cooke, Keen

**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, Rit.  
 Hula Love, Buddy Knox, Rit.  
 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**

Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.  
 Chances Are, Johnny Mathis, Col.  
 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.  
 Whole Lotta Shakin' Goin' On  
 Jerry Lee Lewis, Sun

**SAN FRANCISCO AND OAKLAND**

Be-Bop Baby, Ricky Nelson, Imp.  
 Chances Are, Johnny Mathis, Col.  
 Honest I Do, Jimmy Reed, VJ  
 Jailhouse Rock, Treat Me Nice  
 Elvis Presley, Vic.  
 Keep a' Knockin', Little Richard, Spe.  
 Mr. Lee, Bobbettes, Atl.  
 Soft, Bill Doggett, King  
 Summertime/You Send Me  
 Sam Cooke, Keen  
 Wait and See, Fats Domino, Imp.  
 Wake Up Little Susie, Everly Brothers, Cdc.

**SOUTHERN OHIO**

Be-Bop Baby, Ricky Nelson, Imp.  
 Chances Are/Twelfth of Never  
 Johnny Mathis, Col.  
 Fascination, Jane Morgan, Kapp  
 Honeycomb, Jimmie Rodgers, Rit.  
 Hula Love, Buddy Knox, Rit.  
 Jailhouse Rock/Treat Me Nice  
 Elvis Presley, Vic.  
 Remember You're Mine There's a Gold Mine in the Sky, Pat Boone, Dot  
 Tammy, Debbie Reynolds, Cor.  
 Wake Up Little Susie, Everly Brothers, Cdc.  
 You Send Me, Sam Cooke, Keen

**ST. LOUIS AND KANSAS CITY**

April Love, Pat Boone, Dot  
 Back to School, Timmie Rodgers, Cam.  
 Be-Bop Baby, Ricky Nelson, Imp.  
 Chances Are, Johnny Mathis, Col.  
 Jailhouse Rock, Elvis Presley, Vic.  
 My One Sin, Four Coins, Epic  
 Silhouettes, Rays, Cam.  
 Whole Lotta Shakin' Goin' On  
 Jerry Lee Lewis, Sun  
 You Send Me, Sam Cooke, Keen

**WASHINGTON AND BALTIMORE**

April Love/When the Swallows Come Back to Capistrano, Pat Boone, Dot  
 Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.  
 Jailhouse Rock, Elvis Presley, Vic.  
 Keep a' Knockin', Little Richard, Spe.  
 Little Bitty Pretty One  
 Thurston Harris, Ala.  
 Tammy, Debbie Reynolds, Cor.  
 Wait and See, I Still Love You  
 Fats Domino, Imp.  
 Wake Up Little Susie, Everly Brothers, Cdc.

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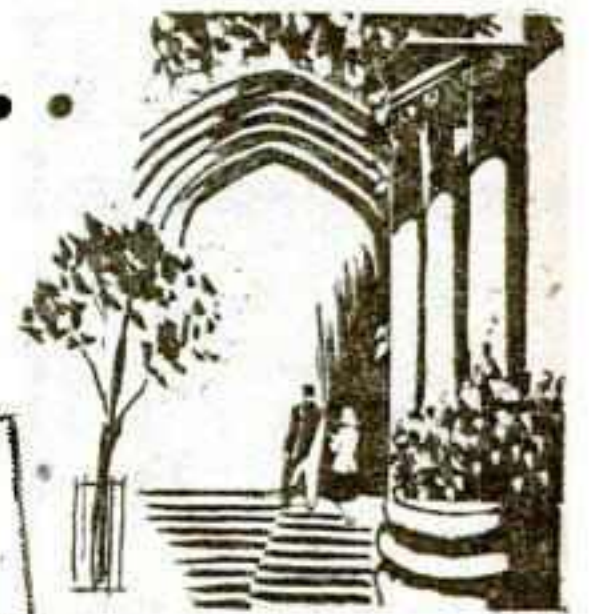
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*from off the Georgia Tech campus...  
and onto the charts  
with a Smash...*



# "HEY LITTLE GIRL"

**the techniques**

R-4030



**A SOUND BET... BUY ROULETTE**



FOR SURVEY WEEK ENDING OCTOBER 26, 1957

# Billboard Weekly Juke Box Programming Guide

## POPULAR

## COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

**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)  
Kopp 191

**APRIL LOVE**  
★ PAT BOONE ★  
WHEN THE SWALLOWS COME BACK TO CAPISTRANO  
Dot 15660

**ALONE**  
★ SHEPHERD SISTERS ★  
CONGRATULATIONS TO SOMEONE  
Lance 125

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

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

**WITH YOU ON MY MIND**  
★ NAT KING COLE ★  
RAINTREE COUNTY  
Capitol 3782

**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

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

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

**CHANCES ARE**  
★ JOHNNY MATHEIS ★  
THE TWELFTH OF NEVER  
Columbia 4993

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

**LITTLE BITTY PRETTY ONE**  
★ THURSTON HARRIS ★  
I HOPE YOU WON'T HOLD IT AGAINST ME  
Aladdin 3398

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

**JUST BORN**  
★ PERRY COMO ★  
IVY ROSE  
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.

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

**IS IT WRONG**  
★ WARNER MACK ★  
BABY, SQUEEZE ME  
Decca 30301

**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

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

**SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER)**  
★ RAY CHARLES ★  
I WANT A LITTLE GIRL  
Atlantic 1154

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

**STARDUST**  
★ BILLY WARD ★  
LUCINDA  
Liberty 55071

**OPERATORS BEST BUYS**

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

**MALCOLM DODDSS** ... Fools Rush In Can't You See? End 1004

**HUEY SMITH** ... Free, Single and Discontinued Just a Lovely Town Ace 538

**BILLY MYLES** ... The Joker Honey Bee Ember 1026

**ERNEST TUBB** ... My Treasure Go Home Decca 30422

**OPERATORS BEST NEW RELEASES**

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

**THE CHARMERS** ... Oh! Yes He's Gone Aladdin 1341

**THE CRICKETS** ... Oh, Boy! Not Fade Away Brunswick 55035

**THE DELLS** ... Time Makes You Change Pain in My Heart Vee Jay 258

**RUSTY DRAPER** ... I Get the Blues When It Rains Buzz, Buzz, Buzz Mercury 71221

**RHYTHM & BLUES**

Records eliminated if duplicated in Pop List.

**GEORGE HAMILTON IV** ... Why Don't They Understand? Even The ABC-Paramount 9862

**FAB HUNTER** ... I'm Alone Because I Love You Don't Let It Get Around Thee 15657

**JIM LOWE** ... Bright Light Roc-A-Chica Dot 15666

**JIM REEVES** ... Anna Marie Everywhere You Go RCA Victor 7070

**TOMMY RIDGELEY** ... Just a Memory Baby Bo Liddle Herald 508

**RANDY STARR** ... The Prettiest Girl in School Sweet Talk and Sugar Kisses Dale 103

**NOBLE (THIN)** ... MAMI WATTS, Hard Times (The Slop) I'm Walking With You Decca 30489



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"HEART THIEF"

57 E

Lorrie Palmer

"WEARY WALKING BLUES"

"HOT ROD BOOGIE"

57 A

Howard W. Brady

"MY SNOW MAN"

"IT HAD TO RAIN"

57 D

Ronnie Malone

Watch "MY SNOW MAN"



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Ridgewood, N. J.  
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Argo #5281

**"THAT'S ALL I WANT FROM YOU"**

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**Top 100 Sides**

FOR SURVEY WEEK ENDING OCTOBER 26

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. JAILHOUSE ROCK, Elvis Presley, Victor	2
2. WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	1
3. SILHOUETTES, Rays, Cameo	14
4. HONEYCOMB, Jimmie Rodgers, Roulette	4
5. CHANCES ARE, Johnny Mathis, Columbia	7
6. YOU SEND ME, Sam Cooke, Keen	16
7. BE-BOP BABY, Ricky Nelson, Imperial	10
8. TAMMY, Debbie Reynolds, Coral	3
9. DIANA, Paul Anka, ABC-Para.	12
10. KEEP A' KNOCKIN', Little Richard, Specialty	8
11. HAPPY, HAPPY BIRTHDAY, BABY, Tune Weavers, Checker	5
12. THAT'LL BE THE DAY, Crickets, Brunswick	6
13. LITTLE BITTY PRETTY ONE, Thurston Harris, Aladdin	25
14. MR. LEE, Bobbettes, Atlantic	11
15. WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	9
15. MY SPECIAL ANGEL, Bobby Helms, Decca	21
17. HULA LOVE, Buddy Knox, Roulette	12
18. FASCINATION, Jane Morgan, Kapp	18
18. LOTTA LOVIN', Gene Vincent, Capitol	15
20. MELODIE D'AMOUR, Ames Brothers, Victor	19
21. RAINBOW, Russ Hamilton, Kapp	17
22. DEEP PURPLE, Billy Ward and His Dominoes, Liberty	38
23. PEANUTS, Little Joe and the Thrillers, Okeh	24
24. IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia	20
25. BLACK SLACKS, Joe Bennett & the Sparkletones, ABC-Paramount	30
26. REMEMBER YOU'RE MINE, Pat Boone, Dot	22
27. TREAT ME NICE, Elvis Presley, Victor	36
28. JUST BETWEEN YOU AND ME, Chordettes, Cadence	23
29. HAVE I TOLD YOU LATELY THAT I LOVE YOU, Ricky Nelson, Imperial	37
30. JUST BORN, Perry Como, Victor	47
31. ALONE, Shepherd Sisters, Lance	64
32. HONEST I DO, Jimmy Reed, Vee Jay	53
33. WITH YOU ON MY MIND, Nat King Cole, Capitol	34
34. WAIT AND SEE, Fats Domino, Imperial	53
35. SEND FOR ME, Nat King Cole, Capitol	27
36. STARDUST, Billy Ward, Liberty	27
37. BACK TO SCHOOL AGAIN, Timmie Rodgers, Cameo	43
38. MY ONE SIN, Four Coins, Epic	29
38. AND THAT REMINDS ME, Della Reese, Jubilee	34
38. WHITE SILVER SANDS, Don Rondo, Jubilee	26
41. PLAYTHING, Nick Todd, Dot	43
42. FRAULEIN, Bobby Helms, Decca	49
43. IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	33
43. MOONLIGHT SWIM, Tony Perkins, Victor	46
43. TEDDY BEAR, Elvis Presley, Victor	32
46. APRIL LOVE, Pat Boone, Dot	—
46. AN AFFAIR TO REMEMBER, Vic Damone, Columbia	57
48. AROUND THE WORLD, Mantovani, London	60
48. THERE'S A GOLD MINE IN THE SKY, Pat Boone, Dot	50
50. BYE BYE LOVE, Everly Brothers, Cadence	50
51. LOVE LETTERS IN THE SAND, Pat Boone, Dot	40
51. LIPS OF WINE, Andy Williams, Cadence	40
53. SHORT FAT FANNIE, Larry Williams, Specialty	39
54. AROUND THE WORLD, Bing Crosby, Decca	57
54. YOU'RE MY ONE AND ONLY LOVE, Ricky Nelson, Verve	30
56. FARTHER UP THE ROAD, Bobby (Blue) Bland, Duke	84
57. TILL, Roger Williams, Kapp	90
58. I'M AVAILABLE, Margie Rayburn, Liberty	66
59. IN THE MIDDLE OF AN ISLAND, Tennessee Ernie Ford, Capitol	61
59. SWANEE RIVER ROCK, Ray Charles, Atlantic	70
61. FRAULEIN, Steve Lawrence, Coral	79
61. REBEL, Carol Jarvis, Dot	48
63. SILHOUETTES, Steve Gibson and the Red Caps, ABC-Paramount	71
64. IDOL WITH THE GOLDEN HEAD, Coasters, Atco	79
64. MY HEART REMINDS ME, Kay Starr, Victor	53
64. ZIP ZIP, Diamonds, Mercury	45
67. I'M GONNA SIT RIGHT DOWN AND WRITE MYSELF A LETTER, Billy Williams, Coral	42
68. SOFT, Bill Doggett, King	—
69. AROUND THE WORLD, Victor Young, Decca	—
69. IVY ROSE, Perry Como, Victor	—
71. TO THE AISLE, Five Satins, Ember	74
71. BON VOYAGE, Janice Harper, Prep	93
71. GOODY GOODY, Frankie Lyman and the Teenagers, Gee	74
71. MY SHOES KEEP WALKIN' BACK TO YOU, Ray Price, Columbia	63
75. DUMPLINS, Ernie Freeman, Imperial	79
75. MR. FIRE EYES, Bonnie Guitar, Dot	71
75. TAMMY, Ames Brothers, Victor	65
78. ALL THE WAY, Frank Sinatra, Capitol	84
78. I'LL REMEMBER TODAY, Patti Page, Mercury	84
78. WHISPERING BELLS, Del Vikings, Dot	53
81. I STILL LOVE YOU, Fats Domino, Imperial	79
81. ONLY BECAUSE, Platters, Mercury	96
81. THERE'S ONLY YOU, Don Rondo, Jubilee	77
84. PLAYTHING, Ted Newman, Rev	50
85. CHICAGO, Frank Sinatra, Capitol	84
85. LOVING YOU, Elvis Presley, Victor	66
85. SUMMERTIME, Sam Cooke, Keen	—
88. HOME OF THE BLUES, Johnny Cash, Sun	93
88. LONG LONELY NIGHTS, Clyde McPhatter, Atlantic	66
88. LASTING LOVE, Sal Mineo, Epic	79
88. MISS YOU SO, Lillian Offitt, Excello	—
88. SO RARE, Jimmy Dorsey, Fraternity	74
93. FASCINATION, Dick Jacobs, Coral	—
93. HE'S GONE, Chantels, End	71
93. REET PETITE, Jackie Wilson, Brunswick	—
96. COULD THIS BE MAGIC, Dubs, Gone	—
96. SEARCHIN', Coasters, Atco	—
96. ROCKIN' PNEUMONIA AND THE BOOGIE WOOGIE FLU, Huey Smith, Ace	—
96. THE TWELFTH OF NEVER, Johnny Mathis, Columbia	—
96. THINK, Five Royals, King	—



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THE BILLBOARD'S WEEKLY

# Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

## This Week's Best Buys

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

**THE JOKER** (Angel, BMI)—Billy Myles—Ember 1926—Demands are strong for the side in most of the major markets. Elsewhere, it's beginning to catch on. Flip is "Honey Bee" (Angel-Selbon, BMI). A previous Billboard "Spotlight" pick.



## Recent Pop Releases Coming up Strong

FOR SURVEY WEEK ENDING OCTOBER 26

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.

## Coming Next Week

Beginning Next Week, the Best Sellers in Stores Chart Will Be Extended From 30 to 50 Listings

This is being done to give even faster indications of which records are moving up and which records are moving down the ladder of public choice as determined by the continuing weekly surveys of actual sales being made by record dealers across the nation, as supervised by the New York University School of Retailing.

## Reviews and Ratings

**EYDIE GORME**  
**Let Me Be Loved**.....86  
 ABC-PARAMOUNT 9863—From the pic "The James Dean Story" Miss Gorme enters the sweeps on this tune. Tommy Sands and Mantovani are also out with solid versions but this quality reading can stay with them. Flashy horn work by Bernie Glow duplicates the Montovani sound. A strong pairing. (Livingston-Evans, ASCAP)  
**Love Me Forever**....82  
 The Four Esquires have a strong version of this. Miss Gorme's cover, with the same picked-guitar type backing, with addition of a smart Bernie Glow trumpet solo, can also account for loot. First-rate performance. (Greta, BMI)

**BILLY VAUGHN ORK**  
**Sail Along Silvery Moon**.....84  
 DOT 15661—A fine, clean arrangement on the great standard, featuring sharp harmony sax sound. Slow rock and roll rhythm makes it an instrumental cousin to the Pat Boone ballad hits. With the right juke and jock teamwork, this could go. (Joy, ASCAP)  
**Raunchy**....80  
 A strong version of the interesting blues tune that's already blossoming with sides by Bill Justis and Ernie

Freeman. This can share the loot but the flip could be the bigger one for Vaughn. (Hi Lo, BMI)

**THE HILLTOPPERS**  
**Chicken, Chicken**.....83  
 DOT 15662—Listenable vocal by the group against good orking on the rocker could click with teens. Side appears a strong contender, with its catchy, old-timer sound. Great dance side. (Randy-Smith, ASCAP)  
**The Jokers**....81  
 Cover of the side, which is starting to show some action by Bobby Myles. This could get a fair share of loot for the tune. (Angel, BMI)

**THE CREW CUTS**  
**By My Only Love**.....82  
 MERCURY 71223—Ballad has a "Young Love" feel. A lot of the chaotic sound of the more authentic rock and roll form lends interest. Wild, far-out slightly off-pitch sound of the backing should get a lot of attention. Watch this side. (Tollie, BMI)  
**Like It Like That**....77  
 The Cuts are on a blues kick here with a repetitive verse chanted by lead voice. Balance of the group make plenty of noise in the backing. Flip side figures to move faster. (Tollie, BMI)

(Continued on page 52)

## Review Spotlight on . . .

### POP RECORDS

**TAB HUNTER**....Dot 15657.....**I'M ALONE BECAUSE I LOVE YOU**  
 Witmark, ASCAP  
**DON'T LET IT GET AROUND**.....Witmark, ASCAP  
 The young flick star resumes his disk career with two sides that have the big coin sound. His strong delivery of "I'm Alone," the standard, against rhythm backing and a chorus assist makes for a dangerous side. Equally appealing is his rendition of the flip, a rockabilly item. His two previous platters were hits and this should follow suit.

**JIM REEVES**....RCA Victor 7070.....**ANNA MARIE**  
 Open Road, BMI  
**EVERYWHERE YOU GO**.....Lombardo, ASCAP  
 The melody of "Anna Marie" is quite reminiscent of the artist's hit tune, "Four Walls," and Reeves reads the pretty waltz with the same sock sincerity. Flip is an attractive go on the Guy Lombardo hit of some years back. Either side can click in both pop and c.&w. markets.

**GEORGE HAMILTON, IV**....ABC-Paramount 9862.....**WHY DON'T THEY UNDERSTAND**  
 Hollis, BMI  
**EVEN THO'**.....Acuff-Rose, BMI  
 This is by far the strongest disk by the artist recently. "Why" is a very pretty melody, and Hamilton reads it lightly against excellent guitar and string backing. The fine vocal stint can go well with teens. "Even Tho'" is a rockabilly which is also nicely delivered and backed.

**THE CRICKETS**....Brunswick 55055.....**OH, BOY!**  
 Nor-Va-Jak, BMI  
 The group has a good bet to follow up their hit, "That'll Be the Day," with their strong presentation of this frantic rockabilly. Wild sounds and hollering build a lot of excitement. Flip is an interesting interpretation of an off-beat piece of material called "Not Fade Away." Nor-Va-Jake, BMI.

**JIM LOWE**....Dot 15666.....**BRIGHT LIGHT**  
 Trinity, BMI  
 The blues has a smart lyric and a boogie beat, and Lowe belts it with heart against picked string backing with a catchy instrumental phrase. The side can also collect loot in c.&w. marts. Flip is an appealing cover of Warner Mack's "Rock-A-Chicka." Old Charter, BMI.

**RUSTY DRAPER**....Mercury 71221.....**I GET THE BLUES WHEN IT RAINS**  
 Forster, ASCAP  
**BUZZ, BUZZ, BUZZ**.....Cash, BMI  
 Draper styles the oldie in a slow, underplayed rock and roll framework with classy, expressive vocalizing. The smart arrangement features fine guitar work, low-toned sax sounds and chorus support. Side could easily take off. Flip is a swinging cover of the rocker which has also been waxed by the Hollywood Flames on Ebb. Either could click.

**RANDY STARR**....Dale 26893.....**THE PRETTIEST GIRL IN SCHOOL**  
 World, ASCAP  
 Cute, sparkling delivery of the pretty ballad-type with rhythm backing is arrowed for teen coin and could hit the target. The song has also been done by the Tempos, but this version appears the stronger. Flip, "Sweet Talk and Sugar Kisses," is an up-tempo number which is given a peppy go by Starr. Republic, BMI.

**GARY LEMEL**....Rev 3509.....**MAN OVERBOARD**  
 Desert Palms, BMI  
 Talented new artist could have a hit with his first effort. The song is a cute novelty with an intriguing fem chorus and a jew's harp featured in the backing. The interesting sound could catch on. Flip, "What's the Use of My Cryin'," is a rhythm-paced ballad that should also go well. Desert Palms, BMI.

**TOMMY RIDGLEY**....Herald 508.....**JUST A MEMORY**  
 Angel-Selbon, BMI  
**BABY DO LIDDLE**.....Angel, BMI  
 See review in R.&B. Spotlight section.

### POP DISK JOCKEY PROGRAMMING

**RON GOODWIN ORK**....Capitol 3834.....**SWEDISH POLKA**  
 Gehrmans  
**LINGERING LOVERS**.....Regent, BMI  
 Jocks can give listeners a real treat with spins of these two listenable sides. The polka is a cleverly arranged side which alternates between a Dixie-styled voicing and sprightly string segments. Flip, "Lingering Lovers," is a quality side with a charming string theme played against moving brass. Either could repeat the appeal of "Swinging Sweethearts."

**LLOYD GLENN**....Aladdin 3400.....**LOVE FOR SALE**  
 Harms, ASCAP  
 Glenn uses an Eddie Heywood approach on the Cole Porter evergreen. The attractive piano mastery can please both pop and r.&b. listeners. Flip is an exciting jazz go on a theme called "Hyde Park." American Academy of Music, ASCAP.

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Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. AROUND THE WORLD (Young)	2	20
2. FASCINATION (Southern)	3	12
3. TAMMY (Northern)	1	16
4. CHANCES ARE (Korwin)	4	6
4. AN AFFAIR TO REMEMBER (Feist)	5	10
6. WAKE UP LITTLE SUSIE (Acuff-Rose)	8	4
7. HONEYCOMB (Hawthorne)	6	7
8. MY HEART REMINDS ME (Symphony House)	7	9
9. JAILHOUSE ROCK (Presley)	13	2
10. MELODIES D'AMOUR (Rayven)	9	3
11. IN THE MIDDLE OF AN ISLAND (Morris)	11	13
12. DIANA (Pamco)	10	9
13. MY SPECIAL ANGEL (Merge)	-	1
14. IVY ROSE (Roncom)	-	1
15. I'LL REMEMBER TODAY (Hollis)	-	1

Best Selling Sheet Music in Britain

(For week ending October 26)

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)	White Silver Sands—Southern (Fellows)
Forgotten Dreams—Mills (Mills)	Last Train to San Fernando—Essex (Ludlow)
Diana—Mellin (Pamco)	In the Middle of an Island—Morris (Oxford)
Love Letters in the Sand—Francis Day (Bourne)	That'll Be the Day—Southern (Nor-Va-Jak)
With All My Heart—Bron (Debmar)	We Will Make Love—Melcher-Toff (Artists)
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)	Remember You're Mine—Belinda (Traye & Lowe)
Man On Fire—Robbins (Robbins)	Bye Bye Love—Acuff-Rose (Acuff-Rose)
Handful of Songs—Peter Maurica (Peter Maurica)	I'd Give You the World—MacMelodies (Shapiro-Bernstein)
Around the World—Sterling (Young)	
Puttin' On the Style—Essex (Melody Trails)	

Best Selling Pop Records in Britain

(For week ending October 26)

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

This Week	Last Week
1. TAMMY—Debbie Reynolds (Vogue-Coral)	4
2. THAT'LL BE THE DAY—Crickets (Vogue-Coral)	3
3. DIANA—Paul Anka (Columbia)	1
4. LET'S HAVE A PARTY—Elvis Presley (RCA)	2
5. REMEMBER YOU'RE MINE—Pat Boone (London)	9
6. MAN ON FIRE/WANDERING EYES—Frankie Vaughan (Phillips)	12
7. ISLAND IN THE SUN—Harry Belafonte (RCA)	6
8. BE MY GIRL—Jim Dale (Parlophone)	18
9. WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis (London)	10
10. WANDERING EYES—Charlie Gracie (London)	7
11. LOVE LETTERS IN THE SAND—Pat Boone (London)	5
12. WATER WATER/HANDFUL OF SONGS—Tommy Steele (Decca)	13
13. TEDDY BEAR—Elvis Presley (RCA)	8
14. WITH ALL MY HEART—Petula Clark (Pye-Nixa)	11
15. MY DIXIE DARLING—Lonnie Donegan (Pye-Nixa)	15
16. LAST TRAIN TO SAN FERNANDO—Johnny Duncan (Columbia)	14
17. ALL SHOOK UP—Elvis Presley (HMV)	16
18. GOT A LOT O' LIVIN' TO DO—Elvis Presley (RCA)	1
19. CALL ROSIE ON THE PHONE—Guy Mitchell (Phillips)	17
20. STARDUST—Billy Ward (London)	20

Tunes With Greatest Radio-TV Audience

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

Radio	Television
An Affair to Remember (R)—Feist—ASCAP	All the Way (R)—Maraville—ASCAP
And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP	Alone (R)—Fifth Avenue—BMI
April Love (R) (F)—Feist—ASCAP	And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP
Ca C'est L'Amour (R) (F)—Buxton-Hill—ASCAP	April Love (R) (F)—Feist—ASCAP
Chances Are (R)—Korwin—ASCAP	Around the World (R) (F)—Young—ASCAP
Fascination (R) (F)—Southern—ASCAP	Bon Voyage (R)—Jantra—ASCAP
Forgotten Dreams (R)—Mills—ASCAP	Chances Are (R)—Korwin—ASCAP
Got a Date With An Angel (R)—Chappell—ASCAP	Eyes of God (R)—Korwin—ASCAP
Happy, Happy Birthday, Baby (R)—Arc-Dona—BMI	Fascination (R) (F)—Southern—ASCAP
Honeycomb (R)—Hawthorne—ASCAP	Honeycomb (R)—Hawthorne—ASCAP
I Keep Running Away From You (R)—Berlin—ASCAP	If You Don't Love Me (R)—Commander—ASCAP
I'll Remember Today (R)—Hollis—BMI	I'll Never Say Never Again (R)—Bregman, Voeco & Cohn—ASCAP
In the Middle of An Island (R)—Mayfair—ASCAP	I'll Remember Today (R)—Hollis—BMI
June Night (R)—Feist—ASCAP	Jailhouse Rock (R)—Presley—BMI
Just Born (R)—Winnerton—ASCAP	June Night (R)—Feist—ASCAP
Language of Love (R)—Sequence—ASCAP	Lips of Wine (R)—Martin—BMI
Lips of Wine (R)—Martin—BMI	Mad Ball (R)—Columbia Pictures—BMI
Listen to the Rockin' Bird (R)—Warnow—ASCAP	Melodie D'Amour (R)—Rayven—BMI
Love Letters in the Sand (R)—Bourne—ASCAP	My One Sir (R)—Melvin—BMI
Melodie D'Amour (R)—Rayven—BMI	My Summer Love (R)—Wood—ASCAP
Moonlight Swim (R)—Daniels—ASCAP	Never Go Way (R)—Joy—ASCAP
Sayonara (R) (F)—Berlin—ASCAP	Pretend You Don't See Her (R)—Rose Meadow—ASCAP
Search for Paradise (R) (F)—Witmark—ASCAP	Rock-A-Boogie With Another Boogie Man (R)—Northern—ASCAP
Send for Me (R)—Northern—ASCAP	Silhouettes (R)—Regent—BMI
Tammy (R) (F)—Northern—ASCAP	Tammy (R) (F)—Northern—ASCAP
There's Only You (R)—Broadcast—BMI	That'll Be the Day (R)—Nor-Va-Jak—BMI
Till (R)—Chappell—ASCAP	That's the Way It Goes (R)—Symphony House—ASCAP
Wake Up Little Susie (R)—Acuff-Rose—BMI	Wake Up Little Susie (R)—Acuff-Rose—BMI
White Silver Sands (R)—Fellows-Peer—BMI	Why Don't They Understand (R)—Kahl—BMI
	You Send Me (R)—Higuera—BMI

Reviews of New Pop Records

Continued from page 50

**THE THREE SUNS**  
Sentimental Journey . . . 89  
RCA VICTOR 7072—This is the Sun without big, fancy ork trappings. This triplet-backed reading of the slow swing standard should get plenty of mileage on the jukes. A strong bet for long-term slotting on all kinds of boxes. (Morris, ASCAP)  
Tumbling Tumbleweed . . . 76  
As above, the flip has more of a beat for the kids. (Fox & Williamson, ASCAP)

**GOGI GRANT**  
Johnny's Dream . . . 89  
RCA VICTOR 7082—Vibrant thrashing stint on tender ballad with folk flavor and lush backing. Excellent jockey wax. Could click. (Daniels, ASCAP)  
What a Beautiful Combination . . . 73  
Sprightly performance by canary on a smartly paced ditty with a perky beat and a country feeling to lyrics. (Sheldon, BMI)

**BOBBY DEAN**  
Just Go Wild Over Rock and Roll . . . 78  
CHESS 1673—Frantic side features an exuberant vocal by Dean with peppy ork backing. The rockabilly blues can go well. (Oury, ASCAP)  
Dime Store Pony Tail . . . 78  
Another snappy tune! The artist is just as vigorous on this side, which is also a rocker-blues. Teens might get the message. (Oury, ASCAP)

**ROSEMARY CLOONEY**  
Love and Affection . . . 78  
COLUMBIA 41035—A bouncy rhythm tune that borders on the rock and roll style. Tenor sax takes a ride in the middle and it winds up with happy chorus and Miss Clooney in a belting mood. This could move. (Roger, ASCAP)  
Tonight . . . 75  
A pretty love song from the score of "West Side Story" gets a creamy vocal by Miss Clooney that should get jock action if only limited counter attention. (Schlimer, ASCAP)

**MICKY AND SYLVIA**  
There'll Be No Backin' Out . . . 78  
VIK 0297—Strong vocal by the artists on an up-beat theme in the rocker vein. Appeal in both pop and r&b marts. Duo sounds like a rich man's Shirley and Lee here. (Ben Ghazi, BMI)  
Where Is My Honey? . . . 74  
The duo hits a light, easy groove on this pleasant medium-beat theme from the album "New Sounds." Flip appears stronger effort. Side features their usual good guitar work. (Ben Ghazi, BMI)

**THE TEMPOS**  
The Prettiest Girl in School . . . 78  
KAPP 199—Tune has also been cut by Randy Starr. Cute teen-slanted theme appears a dangerous effort. It bears watching. (World, ASCAP)  
Never You Mind . . . 74  
Rockabilly item clefted by doejay Barry Kaye is lustily presented by the group. Happy sound could find favor. Good ork backing accompanies. (Ror-Ron, BMI)

**RAY STEVENS**  
Five More Steps . . . 78  
PREP 122—Strong teen-appeal in this disk. Stevens does nice job on rock and roll-styled ballad, which builds effectively, as boy works up courage to kiss his date. Good jockey material. (Tree, BMI)  
Tingle . . . 69  
Expressive vocal treatment of intense r&b-styled ballad. Flip, tho, will probably catch more spins. (Lowery, BMI)

**SAMMY DAVIS JR.**  
Moment of Madness . . . 77  
DECCA 30479—Swing, sophisticated Davis interpretation of smart, sultry ballad with fine lyrics. Solid jockey material. (Paxton, ASCAP)  
All Dressed Up and No Place to Go . . . 76  
Another stylish treatment by Davis, of infectious rhythmic ballad from Broadway show "Rumple." A strong spin bet. (Chappell, ASCAP)

**DEAN BEARD**  
Party Party . . . 77  
ATLANTIC 1162—Sock rockabilly entry with effectively monotonous pounding backing. Latter provides distinctive touch. This one could step out in pop and country. (Willett-Progressive, BMI)  
Stand by Me . . . 75  
Beard warbles this rockabilly pleader over a tripping shuffle rhythm and group backing. Slicing from the Slim Willett camp merits consideration in pop and country markets. (Willett-Progressive, BMI)

**HELEN O'CONNELL**  
A Long Last Look . . . 77  
VIK 0296—Smart chirping by the thrush rates whirrs from jocks. Good ork support by Marion Evans complements the chick on the show-type tune. (Saunders, ASCAP)



THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.



**No More Tears to Cry . . . 75**  
Quality chanting by Miss O'Connell on a smart bit of material. Also worth spinning. (Knottwood, ASCAP)

**DICK JACOBS CHORUS & ORK**  
**The Lovely Ladies of Milano . . . 77**  
CORAL 61907—Here's a musical outline of how to find l'amour in Milan. It's a frothy arrangement with a continental flavor and a chorus tells the story. Good juke box fare and if exposed it can win action. (Meridian, BMI)

**Place Pigalle . . . 74**  
A melody that has a pretty "Poor People of Paris" quality. Chorus sings this one, too. Similar content to flip. (Greta, BMI)

**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

**ANNIE LAURIE**  
**NOBODY'S GONNA**  
**HURT YOU**  
Deluxe 6151

**THE BLUE TONES**  
**SHAKE SHAKE**  
King 5088

**OTIS WILLIAMS**  
**and His Charms**  
**DYNAMITE DARLING**

b/w  
**WELL OH WELL**  
Deluxe 6149

**JIMMY SCOTT**  
**WHEN DAY IS DONE**  
King 5086

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**"WAKE UP**  
**LITTLE SUSIE"**  
The Everly Brothers

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ON 45 RPM

**BARBARA LEA** "Mountain Greenery" 101  
"A Straw Hat Full of Lilies"  
**MILT JACKSON** "Stonewall" 102  
**MILES DAVIS** "Green Haze" 103  
**JACKIE McLEAN** "Lights Out" 104  
**RED GARLAND** "Blue Red" 105  
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**GLENN REEVES**  
**My Tortured Heart . . . 76**  
DECCA 30481—Reeves wails effectively on a moody weeper with rock and roll backing. Spin appeal for both pop and c&w market. (Copar, BMI)  
**Precious Years . . . 75**  
Country-styled warbling on an up-tempo ballad with good lyrics. Another dual-market side (Amber, ASCAP)

**THE SOUTHERNERS**  
**Say Yeah . . . 76**  
COLUMBIA 41052—A lively blues. Vocalist has an authentic quality, and he's backed by a small, solid instrumental section which really drives. (Marmon, BMI)  
**(I Only Know) One Way to Love You . . . 75**  
Another blues. Singer does it real well, with a swinging group behind him, using strings and horns to achieve a funky sound. (Hill & Range, BMI)

**KENNY RANKIN**  
**Saturday After the Game . . . 76**  
DECCA 30485—A tender song, in the teen groove, and extremely tasteful in lyric and arrangement. Arrangement is simple and effective, with chorus supporting Rankin. (Sheldon, BMI)  
**I'll Be Waitin' . . . 75**  
Rhythm side, with an effective lyric and a bouncing arrangement. Rankin does a relaxed vocal. (Hecht-Lancaster & Buzzell, ASCAP)

**PATIENCE & PRUDENCE**  
**Over Here . . . 76**  
LIBERTY 55107—The sisters' trademarked brand of stylized simplicity is showcased on a clever little ditty with a hands-across-the-sea theme. The gals haven't had a big one for some time, but this should chalk up spins. (Mappa, ASCAP)  
**Witchcraft . . . 74**  
Lilting sincerity marks the youngsters' delivery on a pretty ballad. However, flip has more spin-potential. (Mappa, ASCAP)

**DEAN JONES**  
**Silhouettes . . . 76**  
M-G-M 12580—The Rayes are already winging on this one but Jones' version is strong enough to pull some of the coin if it gets exposed by the jocks. Good performance. (Regent, BMI)  
**There Goes My Heart . . . 72**  
Jones lends the strong baritone pipes to a triplet backed version of the oldie. Slow rock and roll treatment here could pull some interest but flip would have more immediate appeal. (Feist, ASCAP)

**JEFF ALLEN**  
**Last Night . . . 76**  
VERVE 10096—Attractively rendered ballad could go well. Good rhythm backing and chorus support make it a strong entry. (Melody Lane, BMI)  
**Don't Much Care Much . . . 71**  
Happy sound by the artist on this medium-beat tune is backed by listenable guitar and chorus. (Stardust, BMI)

**STEVE LAWRENCE**  
**At a Time Like This . . . 76**  
CORAL 61904—Romantic ballad co-crafted by Lawrence. Pleasant stuff, beautifully sung. Jock plugging should be a cinch, and sales could result. (Maxana, ASCAP)  
**A Long Last Look . . . 70**  
Bouyant, smart Fred Astaire-type tune also has been cut by Helen O'Connell. Lawrence does a most convincing job, tho this isn't geared to today's dominant singles taste. (Saunders, ASCAP)

**ROGER ROGER ORK**  
**Song of Gervaise . . . 75**  
DECCA 30484—From the French film, "Gervaise" comes the tune. Side is out of the album, "Heart of Paris." A waltz, continental in tonal quality, with a pretty melody. This instrumental merits exposure. (Rayven, BMI)  
**Mambo for Strings . . . 75**  
From the same album, recorded in Paris. A fiery, exciting mambo, with brilliant string and rhythm scoring. Fine instrumental for deejays. (Hollis, BMI)

**THE NORMAN PETTY TRIO**  
**Moondreams . . . 75**  
COLUMBIA 41039—Instrumental, with a Latin beat, creatively arranged. Fine for jocks seeking tasteful wax by small combos. (Nor-Va-Jak, BMI)  
**Toy Boy . . . 74**  
The organ work on this instrumental is delightful—sharp and clean, and tune has an attractive melody line. (Normike, BMI)

**JACKIE JOCKO**  
**I Can't Stop Crying (For You) . . . 75**  
VIK 0294—Nice, warm, relaxed rendition of a pleasant pop torcher. With hefty plugging, this could stir some action. (Time, BMI)  
**One Way Ticket . . . 74**  
Infectiously rhythmic rundown of a light pop tune with some folk flavor. Can be used for an opener. (Hawthorne, ASCAP)

**VERA LYNN**  
**I Would Love You Still . . . 75**  
LONDON 1774—Rich thrashing and interesting r&b piano backing from

the musical "Carefree Heart." Solid deejay wax for conservative spinners. (Schirmer, ASCAP)  
**Tonight . . . 69**  
Miss Lynn does a thorough tasteful job on this dramatic ballad from the hit musical "The West Side Story." However, the material is too much on long-hair side to do much in pop market. (Schirmer, ASCAP)

**LINDA LAWSON**  
**Salty, Salty Is the Sea . . . 75**  
VERVE 10103—The gal sings of her absent lover over the sea. Pretty dual track harmony features the slow ballad. Song has a strong folkish flavor. Quality sound and performance might go for jukes and jocks. (Bourne, ASCAP)  
**More Than Ever . . . 68**  
A dreamy ballad with an okay melody but little that's very new in the lyrics. More imagination and interest on the flip, tho this would rate for the love-sick terp set. (Chandler, ASCAP)

**RAY CONNIF ORK**  
**Theme From the Perry Mason Show . . . 74**  
COLUMBIA 41040—Tasteful development of this theme. Not overly arranged, the side builds in effect. (April, ASCAP)  
**Symphony of Love . . . 73**  
Another instrumental, with chorus, full of mood and taste. For deejays. (Joy, ASCAP)

**BILLY BROWN**  
**Did We Have a Party . . . 74**  
COLUMBIA 41029—The artist comes on like Presley on this rocker with frantic backing. Side bears watching. (Lowery, BMI)  
**It's Love . . . 72**  
Side could be a contender in all markets. The rocker is given an attractive vocal by the artist with peppy backing. (Lowery, BMI)

**TEDDI KING**  
**A Lot in Common . . . 74**  
RCA VICTOR 7074—Cute lyrics about the things teen-agers (male and female) might like. Bright and breezy tune and the gal gives it a nice gay touch. Not overly commercial but easy listening for some jock segs. (Reiss, BMI)  
**Every Woman (Wants to Make Her Man Over) . . . 72**  
A slow, torchy tune. Miss King's delicate, quivery style fits nicely here. Message may be a bit profound for the normal singles trade but the smarter sets will like. Good floor material, too. (Billboard, ASCAP)

**VINCE MARTIN**  
**Oh, My Darling, Oh . . . 74**  
GLORY 266—Tender folk-flavored tune is warbled with gentle feeling by Martin, who sells English and Italian lyrics with equal effectiveness. Should chalk up deejay play. (Bryden, BMI)  
**Goodbye, My Love . . . 71**  
Intense reading by Martin on bouncy rhythm item with a country feeling to lyrics and backing. (Bryden, BMI)

**THE CHAS. McDEVITT SKIFFLE GROUP**  
**Face in the Rain . . . 74**  
EPIC 9244—Nancy Whiskey, who clicked with "Freight Train" could have another with her capable presentation of the folkish theme. (Mellin, BMI)  
**Sporting Life . . . 70**  
Tony Kohn is the featured vocalist on this theme which tells of a cat who wants to settle down, because he's tired of runnin' around. Backing is in a blues-like vein and features some fancy guitar work. (Maurice, ASCAP)

**JANICE HARPER**  
**Moonlit Sea . . . 74**  
PREP 123—Warm, sweet chirping by the talented newcomer on a ballad of quality. If the jocks get on this one it can do some fair business. (Olman, ASCAP)  
**That's Why I was Born . . . 67**  
Dramatic, crying vocal on a tune that recalls the era of full-voice warbling. Thrush is much more appealing on the flip. (Janfra, ASCAP)

**LEE ROSS**  
**Lies . . . 73**  
LIBERTY 55104—A bouncy rockabilly side, with a catchy beat and creditable warbling. Merits spins. (Loring, BMI)  
**Big Man . . . 73**  
Ross sells a dramatic blues with feeling and sincerity. (Loring, BMI)

**RICK TUCKER & THE PICKS**  
**Patty Baby . . . 73**  
COLUMBIA 41041—Interesting development of a blues. Tucker's solid vocal, with chorus behind it, is backed by fetching instrumentation featuring a dance tempo. Deejays with an ear for the unusual will like this. (Nor-Va-Jak, BMI)  
**Don't Do Me This Way! . . . 73**  
Similar to the flip, and as interesting. Tune is a blues, with Tucker shouting it effectively. (Nor-Va-Jak, BMI)

**COUNT BASIE ORK**  
**I Don't Like You No More . . . 73**  
VERVE 89184—Tune is from the pic, "Jamboree." Good vocal by Joe Williams is nicely supported by the ork. It should attract some play. (BRS, BMI)  
**Jamboree . . . 72**  
Theme is from the forthcoming flick of the same name. Smooth arrangement is well executed by the ork with a highly listenable trumpet solo. Good

deejay item for pop and r&b. (Magnificent, ASCAP)

**ROGER KING MOZIAN ORK**  
**Rockin' the Old Grey Mare . . . 73**  
DECCA 30491—Out of the album "Dancing on a Rainbow." Unusual arrangement, with chorus, of the old melody. Tempo is slow and heavily accented, with smart use of rock and roll figures. (Suburban, BMI)  
**Rumba Rhapsody . . . 72**  
Rumba instrumental, with haunting trumpet soloing by Mozian. Good sound. For Jocks. (Remick, ASCAP)

**THE PAGE BOYS**  
**Waiting . . . 73**  
PREP 21617—Hip group vocal is supported by a band that offers a combination of Sauter-Finegan and rock and roll. Appealing tune and a smart rendition that should get plenty of deejay support. (Miller, ASCAP)  
**This I Give to You . . . 60**  
A solo male voice strains uncomfortably thru this ballad. Tune is at-

tractive, but the rendition gives the flip the nod. (Miller, ASCAP)

**ABDUL FREDERICKS**  
**That Handsome Hindu . . . 72**  
ECLIPSE 1655—Instrumental of unusual character, as the title implies. Fredericks and his Fakirs (name of band), play this with a haunting, oriental quality. For jocks. (Shoestring, BMI)  
**The Little Brass Band . . . 72**  
For this side, Mark Fredericks changes his handle to Baron Von Fredericks and His Sour Krauts. Side is of the oompah variety—a waltz, with plenty of gemutlichkeit and all that jazz. Real nice. (Mills, ASCAP)

**MARTHA LOU HARP**  
**Crazy to Care . . . 72**  
PREP 121—Sultry piping by Miss Harp spotlighted on a moody ballad with a torch-bearing theme. Tune is from "Jamboree" movie. (Ross Jungnickel, ASCAP)

(Continued on page 54)

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# VOX JOX

By JUNE BUNDY

**SOMEBODY GOOFED:** Two weeks ago a paragraph was left out of Vox Jox while a follow-up paragraph appeared in senseless solitude. Since the results were, to say the least, confusing, we are running both paragraphs in proper sequence this week.

**SPELLED R-O-S-S:** The following is a letter from one of our "admirers": Dave Ross, WVOS, Liberty, N. Y., writes: "Tired of seeing Howard Miller (WIND, Chicago) and Tom Edwards (WERE, Cleveland) in your column. When are deejays going to stop blowing their own horns and 'come

down to earth?' Less noise and more talent in this business will qualify the deejays a place in show business which they strive for. Tired of seeing pictures of deejays sitting next to talent for publicity. Mere association has never qualified anyone for a place in showbiz. The average deejay thinks if he promotes himself enough he will become a hit. Let's leave promotion to the record companies."

Continuing in the same vein, Ross adds, "Getting back to Miller and Edwards. 1. His opinions on New York deejays are simple. 2.

## YESTERYEAR'S TOPS— The nation's top tunes on records as reported in The Billboard

NOVEMBER 8, 1947

1. Near You
2. I Wish I Didn't Love You So
3. You Do
4. I Wonder Who's Kissing Her Now
5. Feudin' and Fightin'
6. An Apple Blossom Wedding
7. When You Were Sweet Sixteen
8. The Whiffenpoof
9. The Lady From 29 Palms
10. How Soon

NOVEMBER 8, 1952

1. You Belong to Me
2. I Went to Your Wedding
3. Jambalaya
4. Glow Worm
5. Wish You Were Here
6. It's in the Book
7. Meet Mr. Callaghan
8. Because You're Mine
9. Half as Much
10. Trying

His signature on P.S. announcements are unimportant. 3. His pamphlets for deejays are not needed. 4. His slides are a brilliant innovation . . . some genius. 5. I'll bet they formed their own fan club. Please count how many times they have had their names in your paper (Vox Jox) in the last 52 weeks." Signed, "Dave Ross (R-O-S-S—spell it right. I want to become a star.)"

**GOLD JOX LOX:** Westinghouse Station KYW, Cleveland, Celebrated Gold Record Week this month, during which time disks that have sold over a million copies were played at the rate of three per hour. The colorful event was highlighted by the fascinating fact that three KYW deejays — Big Wilson, Specs Howard and West Hopkins—literally "dyed" for their art. The boys became golden blonds for the week, via peroxide and the persuasive urging of the station's promotion chief, Janet Byers. RCA Victor tied in with the promotion, thru its Gold Record Standard series and gifted deejays with RCA Gold Record Brushes.

**CHANGE OF THEME:** Deejay Ken Collins, KXYZ, Houston, has taken on the additional post of promotion manager. . . . Monte Lang is new morning man (5:30-9 a.m.) at WESO, Webster, Mass., and is looking for a name for the new session. . . . Bill Burns has returned to WSAI, Cincinnati, as program director following a year as program director at WYDE, Birmingham.

**WAIN ON LP KICK:** Norman Wain, deejay-program director of WDOK, Cleveland, is going all out on album programming, and by-passing the "top 40" format on his Friday afternoon show. On this airer, the jock plays selections from The Billboard's best-selling album chart, starting with No. 25 and spinning his way up the list. In line with this Wain said: "I honestly believe that the 'Top 10' lists of single records no longer reflect the tastes of the adult American public. Nowadays the average teen-ager has a spare dollar to spend for a record, but it still takes an adult's income to purchase an album. Therefore the logical conclusion is that the best selling album charts reflect the musical tastes of adults, and since we at WDOK are pitching for the adult audience with our 'Better Music for Northern Ohio' the conclusion is obvious. We'll concentrate on music from albums."

**KEYYMEN:** Station KEYY, Provo, Utah, has come up with a new kind of newsletter, tagged Diskeyyography, which spotlights

## Reviews of New Pop Records

Continued from page 53

**Eskimo Kisses . . . 69**  
Exuberant rhythm tune sold with suitable vitality by thrush. However, style-wise, she's more at home on flip. (Blue Chip, BMI)

**FLORIAN ZABACH**  
**Runaway Romance . . . . . 72**  
MERCURY 71213—Breezy instrumental featuring fiddle section in a "Swinging Sweethearts" fashion. Very pleasant divertimento with some suave soloing by ZaBach. Many deejays will go for this. (Knollwood, ASCAP)

**Two Tickets to Guantanamo . . . 68**  
Bolero-tango featuring the TV fiddler and male chorus. Pleasant deejay fare, but no sales threat. (Christopher, BMI)

**INK SPOTS**  
**The Very Best Luck in the World . . . 71**  
VERVE 10094—Pretty ballad is nicely read by the quartet. Jocks might find it good programming fare for adult segments. (Hallmark, ASCAP)  
**If I'd Only Known You Then . . . 71**  
Familiar sound by the group on a ballad with light backing. Also good programming fare. Reprise features an up-tempo vocal by the baritone member. (Bourne, ASCAP)

**JAN AUGUST**  
**The Twilight Theme . . . . . 71**  
MERCURY 71211 — Lifting theme, highlighted by August's fancy key-

new releases, rather than the usual "Top 10"-type listing. The letter lists personal preference platters from the new releases (along with commentary on same) selected by seven KEYY jocks—Vern Brimley, Mo Gardner, Joe Meier, Hal Parks, Gaylon Rowan, Dave Weiser and Jack Hilton. At the bottom of the station runs a "KEYY-Konsensus of the best bet for future No. 1 record."

**GIMMIX:** Frank Bell, KTSA, San Antonio, is now putting out two separate newsletters. The new one is patterned after his original sheet, "Hells Bell's," but is slanted at teen-agers for distribution by dealers. Name was changed to "Frank-ly Speaking," says Bell, "to protect the innocent."

WFBM, Indianapolis, welcomed new jock Bob Hardwick, formerly with KDYL and KTVT, Salt Lake City, with an all-out publicity campaign, including an entrance thru the streets of Indianapolis, in a 1932 car. Hardwick wore a raccoon coat for the auto trek. . . . Bob Welch, formerly with the Music Mart, Milwaukee, a one-stop outfit, has joined WPLY, Plymouth, Wis., and is emceeing a daily 5 to 6 a.m. show, tagged "Sunshine Club."

### 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:

- Amarillo, Tex. "April Love," Pat Boone, Dot.
- Binghamton, N. Y. "Alone," Shephard Sisters, Lance
- Hartford, Conn. "While We're Young," Don Rondo, Jubilee.
- Davenport, Ia. "Bovery Grenadiers," Mitch Miller, Columbia.
- Fresno, Calif. "Chances Are," Johnny Mathis, Columbia.
- Pittsburg, Kan. "Melodie D'Amour," Ames Brothers, RCA Victor.
- Augusta, Me. "Pretend You Don't See Her," Jerry Vale, Columbia.
- Medford, Ore. "My Heart Reminds Me," Kaye Starr, RCA Victor
- Lakeland, Fla. "Twelfth Day of November," Johnny Mathis, Columbia.
- Twin Falls, Idaho Kapp.

boarding. Good instrumental wax for jocks. (Wood, ASCAP)  
**Somehow You Know . . . 71**  
Haunting instrumental based on Kachaturian theme. Expert piano solo work. Another spinable side. (Leeds, ASCAP)

**MARIE MacDONALD**  
**How Deep Is the Ocean . . . . . 71**  
RCA VICTOR 7068—The great Berlin standard, sung with a lot of heart, to a lush tasteful backing. Jocks should be intrigued by this glamorous entry. (Berlin, ASCAP)

**He Took Me by Storm . . . 70**  
A ballad, slow in tempo. Marie (The Body) MacDonald sings it nicely. Material is of the quality sort, not particularly in the teen groove. (Woodbine, ASCAP)

**JACK SCOTT**  
**Two Timin' Woman . . . . . 71**  
ABC-PARAMOUNT 9860 — Country-type blues with a good sound. Chanter belts and the guitars and chorus lend loud support. Juke possibility. (Pamco, BMI)

**I Need Your Love . . . 66**  
Scott gives a big effort here on a so-so rural type ballad. Dull choral backing detracts from the performance. Flip is the better of the pair. (Pamco, BMI)

**STAN KENTON ORK**  
**Lemon Twist . . . . . 70**  
CAPITOL 3836—Kenton's piano keeps this instrumental from getting too top-heavy. In fact, it's fairly relaxed and danceable. For hip jocks and juke. (Morris, ASCAP)

**Baby You're Tough . . . 70**  
Vocal by band is the equivalent of riffing. Brassy relatively uncomplicated big band novelty; about as close as Kenton might get to rock and roll. (Beige, BMI)

**PLAS JOHNSON**  
**SWANEE RIVER ROCK**  
CAPITOL 3825—A pretty late cover of the Ray Charles clickeroo. Johnson does a fine job, with robust tenor, on the instrumental. Danceable, but, as the man said, late. (Progressive, BMI)

**You Send Me . . . 70**  
Another instrumental cover, of the tremendous Sam Cooke smash on Keen. Some juke action possible in pop and r&b, but the original figures to grab most of the play. (Higuera, BMI)

**JAY BLACKTON ORK & CHORUS**  
**Bit of the Best of Berlin . . . . . 70**  
EPIC 42247—Material is from the artist's album, "Let Me Sing and I'm Happy." Society stylings with chorus on the medley could click with jocks. (Berlin, ASCAP)  
**Irving Berlin in Ragtime . . . 70**  
Same comment. (Berlin, ASCAP)

**RONNEY SCALAIR**  
**Give Me Your Picture . . . . . 70**  
DOMINANT 3000 — Fair hunk of teen coin potential in this attractive side. Light vocal with chorus support could cop some play. Tune is a ballad with light rhythm backing. (Slotkin, BMI)  
**Pony Tail . . . 65**  
Adequate warble by the artist on a medium-beat tune with rhythm backing. Flip appears much stronger side. (Slotkin, BMI)

**THE JUMPIN' JACKS**  
**Tried and Tested . . . . . 69**  
ABC-PARAMOUNT 9859 — Moderate pacer here with Danny Lamego offering vocal lead. Chanter's message is that he's had plenty of experience, but the story and the singing type seem like many predecessors. Limited appeal. (Moon Mist, BMI)  
**My Girl, My Girl . . . 66**  
A bassoon sound is the gimmick on this upbeat rock and roller. Lamego is the lead voice with the hiccupy

(Continued on page 59)

**ViVienne Della Chiesa**  
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**• This Week's C&W Best Buys**

**MY TREASURE** (Hi-Lo, BMI)—Ernest Tubb—Decca 30422—All of the top c.&w. markets report strong action on the side. Present signs are that it will be a big one. Flip is "Go Home" (Tubb, BMI). A previous Billboard "Spotlight" pick.

**• Review Spotlight on . . . C&W RECORDS**

**KITTY WELLS AND WEBB PIERCE**

**One Week Later** (Cedarwood, BMI)  
**When I'm With You** (Acuff-Rose, BMI)—Decca 30489—The two great artists can equal their successful "Oh, So Many Ways." Top side is a weeper waltz that is real with sincerity and appeal. Flip, "When I'm," is a country ballad with fine country string backing. Platter is a natural!

**JIM REEVES**

**Anna Marie** (Open Road, BMI)  
**Everywhere You Go** (Lombardo, ASCAP)—RCA Victor 7070—See review Pop Spotlight section.

**THE SPROUTS**

**Teen Billy Baby** (Nash Assoc., BMI)  
**Goodbye, She's Gone** (Nash Assoc., BMI)—RCA Victor 7080—Platter was purchased from a small Cincinnati indie. The kids have an Everly Brothers' sound and could register huge disk appeal. "Teen" is a rockabilly that is given a vigorous rendition. Flip, "Goodbye," is a country-rumba with a honky-tonk bridge. Sock selling on both sides make this a hot entry. Pop action also possible.

**C&W TALENT**

**CHARLIE PHILLIPS**

**Sugartime** (Nor-Va-Jak, BMI)  
**One Faded Rose** (Nor-Va-Jak, BMI)—Coral 61908—The new artist comes on strongly with two great sides that establish him as a potential disk star. "Sugartime," a swiny country based tune, gets a fine performance. "One Faded Rose," the flip, is also a potent side with overtones of salvation. The artist is backed by a chorus here. Solid coupling could also break thru in pop market. Good cat!

**C&W CHRISTMAS**

**GEORGE JONES**

**New Baby for Christmas** (Starrite, BMI)  
**Maybe Next Christmas** (Starrite, BMI)—Mercury 71225—"Baby" is a strong slice of country material that tells of a Christmas wish for a new gal. Jones' rendition is backed by listenable country strings. "Maybe" is a weeper waltz with similar backing that looks ahead for a happier Christmas next year. Both appear strong bets to collect loot a plenty.

**• Reviews of New C&W Records**

**PORTER WAGONER**

**Your Love** . . . 82  
RCA VICTOR—A slow ballad of adoration with a sincere and salable chanting job by Wagoner. Has the slightly mournful quality of earlier Johnny Cash hits. Plays likely on this side, too. (Tree, BMI)  
**Doll Face** . . . 76  
A happy, bouncy tune by Felice and Boudleaux Bryant. Wagoner hands it a nice reading in solo as well as harmony passages with an unbilled thrush. Side is catchy and can pull some action. (Acuff-Rose, BMI)

**LONNIE SMITHSON**

**Me and the Blues** . . . 80  
STARDAY—There's a really unusual flavor to this rocker in a strange minor mode. Excellent warble by Smithson. Backing is similar to that on the Johnny Cash disks. (Starrite, BMI)  
**It Takes Time** . . . 73  
There's a combination of ranchera and rocker in this Smithson opus. Performance gets the beat, but lacks the polish of flip. (Starrite, BMI)

**BILL MONROE**

**I'm Sittin' on Top of the World** . . . 78  
DECCA 30486—The real hill sound, with a haunting vocal backed by solid country fiddles and pickin'. Tune is not the pop standard, but a modified blues, solidly c.&w.  
**Molly and Tenbrooks** . . . 78  
The McCoy—a train song—with a fine vocal and terrific string instrumentation. Deejays who like traditional country, full of folk flavor, have it here. (Peer, BMI)

**CURTIS JOHNSON**

**Baby, Baby** . . . 77  
EVENT 4268—Johnson registers well on a rockabilly blues that has both pop and c.&w. potential. It might catch on, if pushed. (Peer, BMI)  
**Teenage Love Affair** . . . 74  
Ballad is given a pleasant chant by Johnson with chorus backing. It could also go in pop marts. (Peer, BMI)

**WILMA LEE & STONEY COOPER**

**I Tell My Heart** . . . 75  
HICKORY 1070—Fine vocal of the hill type by the artists on a snappy tune with a "Jambalaya" rhythm. It can go well. (Acuff-Rose, BMI)  
**Diamond Joe** . . . 73  
The medium-beat tune is in the weeper groove and is rendered against mountain backing which features banjo, guitar and fiddles. It also can do some business. (Acuff-Rose, BMI)

**JAPE RICHARDSON**

**Beggar to a King** . . . 75

**MERCURY 71219**—A country styled three-beater with a very poppish treatment by the chanter and a full choral sound. Message has its profound spots which could affect some buyers. Action possible with exposure. (Starrite, BMI)  
**Crazy Blues** . . . 69  
Richardson has a refined rockabilly sound on this medium blues. Nice delivery with easy-going backing has an agreeable sound with but moderate strength. (Starrite, BMI)

**DICK CURLESS**

**Blues in My Mind** . . . 74  
EVENT 4266—The fine song by the late Fred Rose, done solidly by Curless in a forthright bary voice, backed by a rhythmic guitar. (Milene, ASCAP)  
**China Nights** . . . 73  
Curless sings this pretty song with much effect, with simple string backing. General effect is pop, despite guitar. (Vidor, BMI)

**CARL STORY**

**Banjollina** . . . 72  
MERCURY 71218—A swiny virtuoso performance in fancy banjo pickin'. A lot of bright sound on the instrumental side with flashy fiddling also in evidence. Good juke material for the right areas. (Starrite, BMI)  
**Family Reunion** . . . 70  
This has the backwoods, down-home feeling aplenty. Violin and banjo back the solos which are interspersed with folksy chorus work. Side also has a touch of the sacred. For the traditional minded. (Starrite, BMI)

**AL TERRY**

**Coconut Girl** . . . 72  
HICKORY 1071—A Hawaiian-styled side. Terry sings in a bouncy Islandish manner with typical guitar and ukulele accompaniment. Agreeable sound has possible juke potential. (Acuff-Rose, BMI)  
**Bring Me Some Rain** . . . 70  
A breezy rhythm features the side. Material has no great appeal though Terry does his best. Moderate sales chances. (Acuff-Rose, BMI)

**RUSTY GABBARD**

**A Little More Loving** . . . 70  
M-G-M 12566—Pleasant vocal by the artist on a country ballad with traditional, country string backing and honky tonk piano. Fair chances. (Acuff-Rose, BMI)  
**IS IT WRONG** . . . 68  
Pretty late cover of the tune, which is currently doing well for Warner Mack. It may be too late for big coin. (Acuff-Rose, BMI)

**• C&W Territorial Best Sellers**

FOR SURVEY WEEK ENDING OCTOBER 26

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

**Birmingham**

1. Fraulein, Bobby Helms, Dec.
2. Is It Wrong? Warner Mack, Dec.
3. Holiday for Love, Webb Pierce, Dec.
4. My Special Angel, Bobby Helms, Dec.
5. Geisha Girl, Hank Locklin, Vic.
6. My Shoes Keep Walking Back to You Ray Price, Col.

**Dallas-Fort Worth**

1. Geisha Girl, Hank Locklin, Vic.
2. Jailhouse Rock, Elvis Presley, Vic.
3. Wake Up Little Susie Everly Brothers, Cdc.
4. Fraulein, Bobby Helms, Dec.
5. Home of the Blues, Johnny Cash, Sun
6. My Shoes Keep Walking Back to You Ray Price, Col.

**Houston**

1. Wake Up Little Susie Everly Brothers, Cdc.
2. I'm Available, Margie Rayburn, Lib.
3. Is It Wrong? Warner Mack, Dec.
4. Geisha Girl, Hank Locklin, Vic.
5. My Special Angel, Bobby Helms, Dec.
6. My Shoes Keep Walking Back to You Ray Price, Col.
7. Holiday for Love, Webb Pierce, Dec.

**Memphis**

1. Wake Up Little Susie Everly Brothers, Cdc.
2. I'm Available, Margie Rayburn, Lib.
3. Jailhouse Rock, Elvis Presley, Vic.
4. Why, Why, Carl Smith, Col.
5. Holiday for Love, Webb Pierce, Dec.
6. My Special Angel, Bobby Helms, Dec.

**Nashville**

1. Wake Up Little Susie Everly Brothers, Cdc.
2. Jailhouse Rock, Elvis Presley, Vic.
3. Geisha Girl, Hank Locklin, Vic.
4. My Special Angel, Bobby Helms, Dec.
5. Why, Why, Carl Smith, Col.

**New Orleans**

1. Fraulein, Bobby Helms, Dec.
2. Jailhouse Rock, Elvis Presley, Vic.
3. Teenage Dream, Marty Robbins, Col.
4. Home of the Blues, Johnny Cash, Sun
5. Geisha Girl, Hank Locklin, Vic.
6. Holiday for Love, Webb Pierce, Dec.

**Richmond, Va.**

1. Jailhouse Rock, Elvis Presley, Vic.
2. Wake Up Little Susie Everly Brothers, Cdc.
3. Honeycomb, Jimmie Rodgers, Rit.
4. Bye Bye Love, Everly Brothers, Cdc.
5. Holiday for Love, Webb Pierce, Dec.

**St. Louis**

1. Jailhouse Rock, Elvis Presley, Vic.
2. Wake Up Little Susie Everly Brothers, Cdc.
3. My Special Angel, Bobby Helms, Dec.
4. I Found My Girl in the U. S. A. Jimmie Skinner, Mer.
5. Home of the Blues, Johnny Cash, Sun

**• Number of Releases This Week**

Label	Pop	R&B	C&W
ABC-PARAMOUNT	5	—	—
ANTLER	1	—	—
ATLANTIC	1	4	—
BRUNSWICK	1	—	—
CAMEO	1	—	—
CANDLELIGHT	1	—	—
CAPITOL	3	—	—
CHANCELLOR	1	—	—
CHESS	1	2	—
COLUMBIA	6	—	—
CORAL	3	—	—
DALE	1	—	—
DECCA	6	—	—
DE LUXE	—	2	1
DOMINANT	1	—	—
DOT	3	—	—
ECLIPSE	2	—	—
EPIC	2	—	—
EVENT	—	—	2
EXCELLO	—	3	—
TABLE	2	—	—
FALCON	—	1	—
FEDERAL	—	1	—
GLORY	1	—	—
GOLDEN ROD	1	—	—
HICKORY	—	—	2
IMPERIAL	—	1	—
JUBILEE	2	—	—
KAISER	—	1	—
KAPP	1	—	—
LIBERTY	3	—	—
LONDON	1	—	—
MERCURY	8	1	3
MILLER	1	—	—
M-G-M	3	—	1
NOVA	1	—	—
PREP	4	—	—
RAYS	—	1	—
RCA VICTOR	8	—	1
REV	1	—	—
ROULETTE	1	—	—
STARDAY	—	—	1
TALLY	1	—	—
VEE-JAY	—	1	—
VERVE	6	—	—
VIK	3	—	—
VITA	1	—	—
WINDOW	2	—	—
TOTALS	90	18	11

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

VADA BELLE: Gold in My Sunshine/Blue Tomorrow—Mercury 71210

**FOLK TALENT & TUNES**

By BILL SACHS

**Around the Horn**

"Southern Style Serenade," half-hour sponsored television show presented Friday nights over KNOE-TV, Monroe, La., stars Don and Syble King, Barbara Greer, Ray Langston, Jerry Parker and the Bayou Melody Boys, with the station's Dave Woodman handling the emcee chores. . . . A brief glimpse of country music activity in Springfield, Mo., will be incorporated into Sunday's (10) "Wide, Wide World" program on NBC-TV, via Station KYTV, Springfield. "Country Music Jubilee's" floor director, Freddie Rains, and several members of the show's cast will take part in the telecast.

Hank Snow and the Rainbow Ranch Boys, together with Jimmie Snow, Wilma Lee and Stoney Cooper and the Clinch Mountain Clan, and Cowboy Copas, are set as follows on their current tour: Springfield, Mass., November 5; Greenfield, Mass., 6; Stratford, Ont., 7; Hamilton, Ont., 9; Portland, Me., 11; Augusta, Me., 12, and Bangor, Me., 13. . . . Bobby Helms makes his guest appearance on "Country Music Jubilee," Springfield, Mo., November 23. . . . Donn Reynolds does a personal for Smokey Warren at Lakewood, N. J., November 18. Donn appeared on "World's Original Jamboree" over WWVA, Wheeling, W. Va., last Saturday (2).

WLS's "National Barn Dance" will give two two-hour shows at Rock Falls, Ill., Saturday night, November 16, under auspices of the local Junior Chamber of Commerce. The following Saturday night (23), the show plays Plymouth, Ind., sponsored by the local Chamber of Commerce. . . . Roy Acuff, Rod Brasfield, Benny Martin and the Wilburn Brothers are set for Amarillo, Tex., November 20; Lubbock, Tex., 22, and Dallas, 23. . . . Odie and Jody are routed for Valdosta, Ga., November 10; Albany, Ga., 15; Knoxville, Tenn., 16, and Savannah, Ga., 17. . . . Eddie Hill occupies the guest slot on the "Red Foley Show" over the NBC radio net this Saturday (9).

The Everly Brothers are routed thru November as follows: Topeka, Kan., November 5; St. Louis, 6; Indianapolis, 7; Fort Wayne, Ind., 8; Louisville, 9; Detroit, 10; Toledo, 11; Pittsburgh, 12; Erie, Pa., 13; Troy, N. Y., 14; Montreal, 17; Ottawa, Ont., 18; Buffalo, 19; Philadelphia, 20; Norfolk, Va., 22, and Charlotte, N. C., 23. They guest on the Perry Como TV show December 7. . . . Rusty and Doug show their wares at Columbus, Ga., November 13; Macon, Ga., 14, and Augusta, Ga., 15. . . . Lonzo and Oscar play a two-stand at Rockford, Ill., November 12-13, and Ray Price stops off at East Dubuque, Ill., November 10. . . . A copy of the Wilburn Brothers' new release, "I Close My Eyes," is available to deejays who will write their manager, Frankie More, at 226 Donelson Pike, Nashville 14.

Gary Bryant, of "Louisiana Hayride," Shreveport, has signed with Mercury-Starday and has a fast release coming up, coupling "My Kind of Girl" and "Since You Left Me." . . . James O'Gwynn's new Mercury-Starday release, "Two Little Hearts" b.w. "You've Always Won," is due for release this week. . . . Johnny Horton adopts a new style for his new Columbia release coming up soon, titled "Lover's Rock." . . . Jim Has-

(Continued on page 56)



**THESE TOP COUNTRY ARTISTS WITH LIMITED DATES AVAILABLE**

- ★ WEBB PIERCE
- ★ CARL SMITH
- ★ MINNIE PEARL
- ★ KITTY WELLS
- ★ JERRY LEE LEWIS
- ★ MARVIN RAINWATER
- ★ JIMMY DICKENS
- ★ JOHNNY & JACK
- ★ RED SOVINE
- ★ GOLDIE HILL
- ★ LONZO & OSCAR
- ★ GEORGE MORGAN
- ★ LEW CHILDRÉ
- ★ DUKE OF PADUCAH
- ★ ANITA CARTER
- ★ MEL TILLIS
- ★ WAYNE WALKER
- ★ SHIRLEY CADDELL
- ★ BOBBY LORD
- ★ EDDIE HILL
- ★ HAWKSHAW HAWKINS
- ★ JEAN SHEPARD
- ★ MIMI ROMAN
- ★ RONNIE SELF
- ★ CARL BUTLER
- ★ WARNER MACK

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Writer of SINGING THE BLUES,  
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LOVE ME TO PIECES



**LOVIN'  
ON MY  
MIND**

c/w

HUNGRY EYES

VICTOR 20/47 7062



**PEE WEE  
KING**

**CONGRATULATIONS  
JOE**

c/w

CRADLE TO A BROKEN HEART

VICTOR 20/47 7090

**HAWKSHAW  
HAWKINS**



**SENSATION**

c/w

(Is My) RING ON YOUR FINGER

VICTOR 20/47 7054



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA





This Week's R&B Best Buys

FOOLS RUSH IN (Bregman, Vocco & Conn, ASCAP)—Malcolm Dodds—End 1004—The Southern markets are where the disk is collecting heaviest sales. It's doing well in the other markets. Flip is "Can't You See" (Real Gone, BMI). A previous Billboard "Spotlight" pick.

FREE, SINGLE AND DISENGAGED (Ace, BMI)

JUST A LONELY CLOWN (Ace, BMI)—Huey Smith—Ace 538—Smith appears a good bet to repeat the success of his hit "Rockin' Pneumonia and the Boogie Woogie Flu." The platter is strongest Southern cities and is also gaining elsewhere. Requests for the two sides are about even. A previous Billboard "Spotlight" pick.

Review Spotlight on . . . R&B RECORDS

THE DELLS

Time Makes You Change (Conrad, BMI) Vee-Jay 258—Earlier this year, the Dells had a hit with "Why Do You Have to Go" and the flashy, swinging group figures to have another here. This has powerful rock and roll chanting of above average material. A lot of action likely here. Watch it. Flip is "Rain in My Heart," a strong slow-paced ballad (Gladstone, ASCAP).

TOMMY RIDGLEY

Just a Memory (Angel-Selbon, BMI) Baby Do Liddle (Angel, BMI) Herald 508—A healthy coupling by the changer in the solid New Orleans tradition. On top, the clean, fervent love chanting packs a load of excitement, while the flip, the upbeat side, is full of the rich, Southern, Domino-inspired sound. A strong pair and either could go all the way.

NOBLE (THIN MAN) WATTS

Hard Times (Dare, BMI) Baton 249—Here's a fine, cajun-creole type blues instrumental with some wild, primitive sax blowing leading the way. A great bayou type sound for dancing or soul-satisfying listening. With any exposure at all, this has a great chance. Flip is the old tune by Ernest Tubbs, "I'm Walking the Floor Over You" (American, BMI).

THE CHARMERS

Oh! Yes (Aladdin, BMI) Aladdin 3341—This is a highly impressive upbeat blues job performed in authoritative style by the new chick group. These gals have solid "down" quality that can raise the blood pressure and accordingly sell plenty of records. Watch this one carefully. Flip is "He's Gone" (Aladdin, BMI).

R&B DISK JOCKEY PROGRAMMING

LLOYD GLENN

Love for Sale (Harms, ASCAP) Aladdin 3400—See Review Spotlight on Pop Records.

Reviews of New R&B Records

IVORY JOE HUNTER

If Only You Were Here With Me . . . 86 ATLANTIC 1164—One of Hunter's most forceful warbling stints on a strong item of his own cleffing. Ray Ellis' backing is a gas. Both sides here merit strong support in both pop and r.&b. (Deslard, BMI) All About the Blues . . . 86 There's a folk blues and "Blues in the Night" stylistic mixture in this slow torcher by Hunter. In today's market, it's quite distinctive. One to watch. (Progressive, BMI)

THE DRIFTERS

Yodee Yakee . . . 83 ATLANTIC 1161—Snappy blues tune has a nice building quality. Interesting guitar backing has a touch of the country field. Boys give this a strong ride that could coin loot and plays. (Progressive, BMI) I Know . . . 80 A fair, original melody goes with this extra slow ballad of true love. Has the male soprano sound that can attract some plays. Lead impresses. (Mayfair, ASCAP)

DEE CLARK

24 Boy Friends . . . 83 FALCON 1005—Exciting vocalizing, strongly reminiscent of Little Richard, on frantic rhythm-blues with infectious backing and driving tempo. Watch this one. (Tollie, BMI) Seven Nights . . . 75 Material isn't too great, but Clark sells it with sock showmanship. Not to be confused with "Seven Days." (Tollie, BMI)

IKE TURNER ORK

You've Changed My Love . . . 81 FEDERAL 12307—A rock and roller with a bluesy construction, with a vocal shouted by Clayton Love. Tenorman picks up after the vocal in great style. Solid. (Armo, BMI) Trail Blazer . . . 76 Instrumental. Harmonies of the horns and the rhythm figure make it exciting. Arrangement includes the main figure from "C. C. Rider." For knowledgeable cats. (Armo, BMI)

RED PRYSOCK

What's the Word? Thunderbird! . . . 80 MERCURY 71214—Side opens on a

(Continued on page 59)

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING OCTOBER 26

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. You Send Me, Sam Cooke, Keen
2. Keep A' Knockin', Little Richard, Spe.
3. Jailhouse Rock, Elvis Presley, Vic.
4. Silhouettes, Rays, Cam.
5. Little Bitty Pretty One
Thurston Harris, Ala.
6. Honest I Do, Jimmy Reed, V J
7. Wake Up Little Susie
Everly Brothers, Cdc.
8. Wait and See, Fats Domino, Imp.
9. Be-Bop Baby, Ricky Nelson, Imp.
10. Diana, Paul Anka, ABC-Para.

Charlotte

- 1. Jailhouse Rock, Elvis Presley, Vic.
2. Be-Bop Baby, Ricky Nelson, Imp.
3. Honeycomb, Jimmie Rodgers, Rit.
4. Keep A' Knockin', Little Richard, Spe.
5. Diana, Paul Anka, ABC-Para.
6. Honest I Do, Jimmy Reed, V J
7. Wake Up Little Susie
Everly Brothers, Cdc.

Chicago

- 1. Silhouettes, Rays, Cam.
2. Jailhouse Rock, Elvis Presley, Vic.
3. Wake Up Little Susie
Everly Brothers, Cdc.
4. You Send Me, Sam Cooke, Keen
5. Be-Bop Baby, Ricky Nelson, Imp.
6. Lotta Lovin', Gene Vincent, Cap.

Cincinnati

- 1. You Send Me, Sam Cooke, Keen
2. Little Bitty Pretty One
Thurston Harris, Ala.
3. Jailhouse Rock, Elvis Presley, Vic.
4. Honest I Do, Jimmy Reed, V J
5. Soft, Bill Doggett, King
6. Farther Up the Road
Bobby (Blue) Bland, Duke

Detroit

- 1. You Send Me, Sam Cooke, Keen
2. Wake Up Little Susie
Everly Brothers, Cdc.
3. Jailhouse Rock, Elvis Presley, Vic.
4. Silhouettes, Rays, Cam.
5. Be-Bop Baby, Ricky Nelson, Imp.
6. Honeycomb, Jimmie Rodgers, Ala.
7. Little Bitty Pretty One
Thurston Harris, Ala.
8. Honest I Do, Jimmy Reed, V J
9. My Special Angel, Bobby Helms, Dec.

Los Angeles

- 1. You Send Me, Sam Cooke, Keen
2. Honeycomb, Jimmie Rodgers, Rit.
3. Silhouettes, Rays, Cam.
4. Jailhouse Rock, Elvis Presley, Vic.
5. Wake Up Little Susie
Everly Brothers, Cdc.
6. Honest I Do, Jimmy Reed, V J
7. Diana, Paul Anka, ABC-Para.
8. Whole Lotta Shakin' Goin' On
Jerry Lee Lewis, Sun
9. Happy, Happy Birthday, Baby
Tune Weavers, Che.
10. Miss You So, Lillian Offitt, Exc.

New Orleans

- 1. Jailhouse Rock, Elvis Presley, Vic.
2. You Send Me, Sam Cooke, Keen
3. Keep A' Knockin', Little Richard, Spe.
4. Wake Up Little Susie
Everly Brothers, Cdc.
5. Little Bitty Pretty One
Thurston Harris, Ala.
6. Wait and See, Fats Domino, Imp.
7. Silhouettes, Rays, Cam.

New York

- 1. Silhouettes, Rays, Cam.
2. Wake Up Little Susie
Everly Brothers, Cdc.
3. You Send Me, Sam Cooke, Keen
4. Be-Bop Baby, Ricky Nelson, Imp.
5. Little Bitty Pretty One
Thurston Harris, Ala.
6. Jailhouse Rock, Elvis Presley, Vic.
7. My Special Angel, Bobby Helms, Dec.

Philadelphia

- 1. Silhouettes, Rays, Cam.
2. You Send Me, Sam Cooke, Keen
3. Wake Up Little Susie
Everly Brothers, Cdc.
4. Be-Bop Baby, Ricky Nelson, Imp.
5. Little Bitty Pretty One
Thurston Harris, Ala.
6. Jailhouse Rock, Elvis Presley, Vic.
7. Happy, Happy Birthday, Baby
Tune Weavers, Che.
8. Send for Me, Nat King Cole, Cap.
9. Keep A' Knockin', Little Richard, Spe.

St. Louis

- 1. You Send Me, Sam Cooke, Keen
2. Keep A' Knockin', Little Richard, Spe.
3. Honest I Do, Jimmy Reed, V J
4. Hula Love, Buddy Knox, Rit.
5. Mr. Lee, Bobbettes, Atl.
6. Jailhouse Rock, Elvis Presley, Vic.
7. Happy, Happy Birthday, Baby
Tune Weavers, Che.

Washington, D. C.

- 1. Little Bitty Pretty One
Thurston Harris, Ala.
2. Wake Up Little Susie
Everly Brothers, Cdc.
3. Jailhouse Rock, Elvis Presley, Vic.
4. Happy, Happy Birthday, Baby
Tune Weavers, Che.
5. Wait and See, Fats Domino, Imp.
6. Silhouettes, Rays, Cam.
7. You Send Me, Sam Cooke, Keen

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING OCTOBER 26

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with columns: This Week, Last Week, Weeks on Chart. Lists records like Jailhouse Rock, Wake Up Little Susie, You Send Me, etc.

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING OCTOBER 26

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 records like Jailhouse Rock, Wake Up Little Susie, etc.

LILLIAN OFFITT

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"THAT'S YOU THAT'S ME" EDDIE "PRINCE" PETTY GUEST #1003

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Little Jr. Parker PEACHES

b/w PRETTY LITTLE DOLL #177

Duke Records, Inc. 2309 Erastus St. Houston 26, Tex.

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A LOVER'S PRAYER

Vernon Greens Medallions—#425

PHIL'S BOOGIE

Phil Goodman Trio—#423

Dooto Records

9512 S. Central Ave., L. A., Calif.



# ON THE BEAT

Continued from page 22

sale performance for the month of September. The operation is headed by Martin C. McMahon. . . . Peter Garris has been named general manager of Tico Distributing Corporation, Garris formerly was with Bruno, New York. Don Carter, whom Garris replaces, moves up to the post of national sales manager for Roulette Records. . . . Frank Holland's Mutual Distributors in Boston, has won Coral's Gold Record Award for sales performance during August.

## Hollywood

Atlantic Record has turned up a hit band on its current Ray Charles instrumental album. Jockeys have been extremely impressed with a side called "Sweet Sixteen Bars," and have played it to the point where a heavy demand was built up among operators and dealers. Accordingly, the label will issue the side on an EP dressed up in a special sleeve. The flip will be "Doodlin'," another selection from the album. The latter was clefted by Horace Silver, whose own version of the number has caused a good stir at the juke box level.

Irving Feld's "Biggest Show of Stars" passed thru Hollywood last week, with their Los Angeles date turning out to be slightly disappointing from the attendance standpoint. Troupe has a total of 54 engagements yet to play on their tour. Fats Domino, Lavern Baker,

Paul Anka, the Crickets, Everly Brothers, Jimmy Bowen, Frankie Lyman, Chuck Berry and the Drifters will complete the entire trip. Best date in California thus far was their engagement in San Diego, where they played to capacity audiences.

Nat Cole, Mahalia Jackson, Ella Fitzgerald and Pearl Bailey were on tap for the first day of recording work on the W. C. Handy bio-pic at Paramount Pictures last week. Songs already scheduled are "Morning Star," a Handy original for the movie; "Beale St. Blues," "St. Louis Blues" and three spirituals.

Singer Jimmie Madden, a recent addition to Dot Records, just completed a disk jockey trek with manager Marv Fisher plugging his recording of "Tongue Tied" and "You Know. . . . Leon Rene's Class label signed a San Francisco group which they'll call the Sputniks, with Leon also preparing an album by his son Google for early release.

Johnny Mathis does his third stint in five months at Long Island's Shell House, November 8, 9 and 10. . . . Roulette has purchased the master of "Hey, Little Girl," by a new group, the Techniques. The group consists of four seniors attending Georgia Tech University. . . . Buddy Knox has joined the Irving Feld "Biggest Show of Stars" troupe on the coast.

# FOLK TALENT AND TUNES

Continued from page 56

A packed house whooped it up and reveled in the excellent and speedy performance turned in by the capable cast. In the current Philip Morris line-up are Carl Smith, Red Sovine, Goldie Hill, Ronnie Self, Mimi Roman, Shirley Caddell, Dale Potter and the Tunemsmiths; Bun Wilson, comedian, and Biff Collie, emcee. Tunemsmiths comprise, besides Wilson and Potter, Sammy Pruett, Tom Pritchard and Johnny Sibert.

Texas Bill Strength, in addition to his daily deejay and TV shows over KEVE, Minneapolis, is appearing five nights a week at the Flame Theater-Cafe in that city. He's again doing the booking for the latter spot. Bill says he's all set for the big blowout in Nashville. . . . Harry and Eleanor Smythe, owners and operators of Buck Lake Ranch, near Angola, Ind., were on deck for the premiere performance of the new c.w. show, "Hoosier Hayride," at the Court Theater, Auburn, Ind., Saturday night, October 26. Unit did two shows, with Station WGL carrying an hour of it, from 7-8. Among the features in the kick-off performance were Georgie Riddle, George Egri, Joe Taylor and His Red Birds, the Silver Star Boys, the Roanoke Rainbeaux Square Dancers, the Barrier Brothers, and Smokey Montgomery, emcee.

Thurston Moore, owner of Verona Lake Ranch, folk music park at Verona, Ky., and publisher of the year Hillbilly Scrapbook, announces that his 1958 edition will be off the presses November 10. Deejays and artists may obtain a free copy by writing to Moore at the above address. Thurston and his wife, Georgie, will make the deejay convention in Nashville November 14-15. You'll recognize him this year by the Lincoln beard he's sporting. . . . Curley Joe and Paula, formerly at WMMN, Fairmont, W. Va., for several years, are now heard each morning, Monday thru Friday, over WWSA, Harrisonburg, Va., with their "Campfire Round-Up."

"Grand Ole Opry's" Minnie Pearl does a guest shot on Tennessee Ernie Ford's TV show from the Coast November 14. . . . Smiley Burnette makes a special mid-week appearance with the Roy Glenn-Pee Wee Reid "Red River Jamboree," Paris, Tex., November 20. Smiley will make two 25-minute appearances in the three-hour show, and also will appear on KFTV, Paris, for an interview. . . . Roy Acuff hops to Dallas November 23 for a guest appearance on "Big D Jamboree," with Wanda Jackson moving into that slot the following week.

**THE FIVE CHUMS**  
High School Affair . . . 69  
EXCELLORIC 2123—Energetic, but undistinctive group go on a theme that's currently being worked to death. (Excellorlic, BMI)  
Give Me the Power . . . 68  
Fancy lyric idea in a routine melodic frame. Treatment, in accepted "bird-group" style also lacks standout qualities. (Excellorlic, BMI)

**LILLIAN OFFITT**  
Darlin' I'll Forgive You . . . 66  
EXCELLORIC 2124—Blues without special distinction, rendered competently. Chick made the charts with "I Miss You" and might surprise again. (Excellorlic, BMI)  
Just Lonesome That's All . . . 65  
Similarly innocuous material is unlikely to get as much attention. (Excellorlic, BMI)

# Reviews of New Pop Records

Continued from page 54

breaks. Tune tends to get monotonous with little message to offer. (Moon Mist, BMI)

**WOODY HERMAN**  
My Heart Reminds Me . . . 68  
VERVE 10102—Interesting up-tempo treatment of the striking ballad with okay vocalizing by Herman. Hip jocks may spin, but the Della Reese and Kay Starr versions have probably corralled most of the play already. (Symphony House, ASCAP)  
The One I Love . . . 68  
Meaningful interpretation of oldie by Herman, with tasteful backing by Barney Kessel Ork. Same comment on spin potential. (Bantam; Kahn, ASCAP)

**TEDDY PHILIPS ORK**  
Sentimental Strings . . . 68  
M-G-M 12572—Instrumental, simple in arrangement and with a touch of Continental quality. Catches a mood. (Johnstone-Montel, BMI)  
Whistlers' Jingle . . . 68  
Another tasteful instrumental. This one has a bouncing quality with a pretty melodic line. (Windy City, ASCAP)

**RON HARGRAVE**  
If You Should Go . . . 68  
M-G-M 12571—A tasteful rock and roller, with good arrangement by Harry Geller. Hargrave's vocal has a chorus behind it. Nice rhythm side. (Dents, BMI)  
Heartbreaker . . . 66  
Ballad with conventional triplet figure in the backing and a chorus behind Hargrave's vocal. Competent. (Penron, BMI)

**TRISH DWELLEY**  
Far Away  
DECCA 30502—Wistful soprano reading of pretty ballad with folksy flavor and strong chorus backing. "Cinderella" gal from Jack Paar TV show will pull some spins on basis of build-up, but is more impressive visually. (Sherwin, ASCAP)  
Wishing . . . 63  
Thin-voiced delivery on poignant standard. Canary sounds better on flip. However, material is apt for "Cinderella" tie-up. (DeSylva, Brown & Henderson, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

**VICKI BENET**: Always in My Heart/After My Laughter Came My Tears—Liberty 55100  
**ZEB BILLINGS QUARTET**: Oom Da Dee Ah Dee Ay/Luanna—Window 8574  
**THE BLOCKBUSTERS**: Nobody to Love/Good, Gosh, Golly—Antler 4008  
**DICK CASE**: Since You've Left Me/You'll Never Know—ABC-Paramount 9857  
**JOSEPH DAMIANO**: My Peruvian Love Song/You're My Rose—Chancellor 1008  
**THE FOUR WINDS**: These Hearts Were Mine/The Old University Waltz—Eclipse 1658  
**RON HARVEY**: Aha Da Aha Du/String of Pearls—Window 8573  
**JUNELL & DANNY GUGLIEMI ORK**: Another World/Why Should I Cry—Nova 118  
**TEDDY LAWSON QUARTET**: It's True It's Real/I've Got a Ranch, a Pony and a Girl—Miller 3264  
**KERMIT LEVINSKY**: Kiss Them for Me/No Down Payment—Candlelight 1019  
**ROBERTA MAY**: Don't Tell Me That Jive/Tell Me—Fable 599  
**JODY McGEARY**: These Lips That's When You're Gonna Be Sorry—Fable 592  
**JOHNNY O'NEIL**: Pick Another Baby/How Lonely Am I—RCA Victor 7069  
**SANDY REID**: Watcha' Doin' Tonight/Want a Boy—Tally 114  
**THE SOUTHLANDERS**: Blue Music/Storybook Love—Goldenrod 501  
**JOHNNY STEWART**: Lorraine/Rockin' Anna—Vita 169  
**STORM TRIO**: Wonderful Lover/Ma Ma Rock and Roll—Jubilee 5306  
**MIYOSHI UMEKI & RED BUTTONS**: The Mountains Beyond the Moon/Ooh What Good Company We Could Be—Mercury 71215  
**JEAN WALLACE**: The Touch of Love/The Devil's Hairpin—Verve 10099

## Latin American

**ORQUESTA SUBLIME**  
Dices Tu . . . 78  
PANART 2047—Slow, sensual rumba rhythms with a Spanish vocal by a duo. Strictly a territorial item for those dealers with the clientele to buy it. Good for dancing in the Latin field.  
Recordate Marcelino . . . 78  
This has a certain calypso rhythm quality about it, with more Spanish vocalizing. Nice sound and good recording. Appeal limited to the specific Latin market.

## Christmas

**BIG MAYBELLE**  
Silent Night . . . 78

**SAVOY 1541**—An emotional reading by Big Maybelle with Ernie Wilkins ork playing slow, sustained chords in support, simulating somewhat the organ sound. Side could get good action in r&b market. (PD)  
**White Christmas . . . 72**  
Reading of the Christmas standard is less impressive than the flip. Re-issue of Ravens' version and other time-honored sides on this tune make for a lot of competition. Flip gets the nod here. (Berlin, ASCAP)

## THE RAVENS

**White Christmas . . . 77**  
SAVOY 1540—The smash of an earlier day out of the National catalog is re-issued here. Bass tones of Jimmy Ricks bound to get attention again. Reading still has plenty of class and can do a lot of business, altho sound balance is sub-standard today. (Berlin, ASCAP)  
**Silent Night . . . 74**  
Sincere reading of the delicate carol which can get plays. The flip, due to its past fame, rates a sales edge, however. (PD)

## Jazz

### JACKIE & ROY

**Dixie . . . 78**  
ABC-PARAMOUNT 9858 — "Dixie" never had it like this before. It's cool, modern, minor-key vocalizing on the standard that's bound to appeal to the hip segments of the jockey set. (PD)  
**Opus No. 1 . . . 75**  
The Sy Oliver tune gets one of its rare vocal treatments. A smart arrangement but flip side is more interesting. (Embassy, BMI)

## Christmas

### KENNY BOWERS

**An Axe, an Apple and a Buckskin Jacket . . . 76**  
COLUMBIA 41049—Cute Christmas tale is capably sung. Backing features interesting instrumental gimmicks. It could catch on with kids. (Berry, BMI)  
**Weach for the Waffer, Santa . . . 75**  
Christmas novelty song is a cute bit of material. Deejays might go for it. It tells of a cowboy-happy youngster. (Compton, ASCAP)

# Reviews of New R&B Records

Continued from page 58

colloquial conversation, then breaks into some understandable, frantic honkin' by the tenor and band. This one should really rock the cats. Watch it. (Warner, BMI)  
**Satellite . . . 76**  
Moderate rocking boogie instrumental featuring tenor sax. of course. Strong beat for the dancers. Good juke bet and deejay change-of-pace. (Kempto, BMI)

**LAVERN BAKER**  
St. Louis Blues . . . 79  
ATLANTIC 1163—Powerful thrush shouts the classic to up-tempo rock backing. Virtuoso performance should pull plenty of deejay play. (Handy Bros., ASCAP)  
**Miracles . . . 78**  
One of the rare, pop-style ballad efforts from the thrush. Job is packed with feeling, but she has had more directly appealing material. (Progressive, BMI)

**ROLLEE MCGILL**  
People Are Talking (Parts I & II) . . . 78  
KAISER 592—Blues, chanted in the shouting style, backed by instrumental arrangement with a relaxed, striding rhythm. Lyric is a good one, even tho it uses a number of old blues figures of speech. Fine wax for blues lovers. (Ulyses & Bagby, BMI)

**EDDIE BOYD**  
I Got the Blues . . . 78  
CHESS 1674—Boyd wails with intense feeling on a moving blues with a great back-shack flavor. Excellent regional disk. (Figure, BMI)  
**She's the One . . . 77**  
Another powerful vocal stint on a strong blues of the Deep South school. (Figure, BMI)

**EDDIE BURNS**  
Treat Me Like I Treat You . . . 77  
CHESS 1672—Another prospect for Southern coin. Burns sells the blues in down-home style with similar backing to the flip. (JVB, BMI)  
**Don't Cha Leave Me Baby . . . 73**  
Gutbucket blues is taken at a medium clip by the artist with funky backing. It could create Southern territorial interest. (JVB, BMI)

**ARTHUR GUNTER**  
Baby Can't You See? . . . 76  
EXCELLO 2125 — Medium-tempo

rockin' boogie beat for this Southern blues chant. Infectious styling with simple, effective backing and straightforward message. (Excellorlic, BMI)  
**You're Always On My Mind . . . 74**  
Penetrating blues tale woven in the Deep Southern style. Should do good territorial business. (Excellorlic, BMI)

**HERB LANCE**  
You Can't Be Sure of Anything . . . 76  
DE LUXE 6150—A bluesy rock and roller. Lance shouts the lyric with a lot of heart, and there's plenty of sound behind him, notably a good tenor man. Merits action. (Men-Lo, BMI)  
**By the Candlelight . . . 73**  
A ballad, sung well, with full sound in the instrumental arrangement. (Lewis, ASCAP)

**OTIS WILLIAMS**  
Well, Oh Well . . . 75  
DE LUXE 6149 — Uptempo blues, belted out by Williams with enthusiasm. Backing is heavily accented and has a rousing quality with strong tenor. (Lols, BMI)  
**Dynamite Darling . . . 75**  
Lyric of this one has a cute, novel quality. Williams gets the most out of the song, which has a good rhythm. (Jay & Cee, BMI)

**THE HIGHLANDERS**  
Sunday Kind of Love . . . 75  
RAYS 36—Rather slow-burning rendition of the one-time Thornhill-Fran Warren hit, in r&b. group style. Merits some attention, and will need deejay support. Could be a sleeper.  
**Beg and Steal . . . 72**  
This one is a blues with an exciting rhythmic figure voiced in syllables by group in back of lead. Side is crude, but effective. Could do something if plugged enough. (Spark, BMI)

**JIMMY WITHERSPOON**  
All Right Miss Moore . . . 71  
RCA VICTOR—A rockin', shouting opus in a somewhat dated r&b. vein. Witherspoon is in great form, but material could be stronger. (Abbott, BMI)  
**When I Start to Thinking . . . 71**  
A tender blues-ballad warbled with rich Witherspoon flavor. Stronger material on the market limits chances of this one. (Sylvia, BMI)

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## Louisiana Fair Hurt by Weather

Nine-Day Attendance Falls Off 40,000  
RAS, Races Okay; Night Show Down

SHREVEPORT, La.—Hard hit by bad weather midway in its run the Louisiana State Fair closed here Sunday (27) down some 40,000 in attendance as compared to last year's figure. Total gate for the nine-day run was 522,640 compared with 563,007 for the 1956 Exposition.

The fair opened on a strong note for the first three days and thru Monday (21) was 17,877 ahead of the first three days of last year's run of 249,820. However, Tuesday (22) was almost a complete washout, with rain falling thru the day. After Wednesday, cold weather set in and plagued the fair thru the rest of its run.

Biggest single day was opening

day when the crowd totaled 92,115 compared to 70,133 for opening day of last year when rain struck at noon and cut sharply into attendance. Lightest day was Tuesday with only 10,128 recorded.

Children's Day, Friday (25) was counted at only 62,428, down 32,000 from last year's Children's Day.

The Royal American Shows on the midway held steady compared with last year's gross. The Wild Mouse, booked in independently from Bowling Green, Ky., created a sensation and played to heavy business thru the run.

Night Show Off

Attendance at the night grandstand show, which featured Barnes-Carruthers' "West-O-Rama," was disappointing, altho cold weather could have had some effect on the attendance. The first two nights, "West-O-Rama" played to fairly

(Continued on page 75)

## Chi Fair Meet Prime Target For Alexander

NEW YORK — The Willard Alexander agency will be much in evidence at the Chicago fair convention, encouraged by its successes at three major Eastern dates this year—Allentown and Bloomsburg, Pa., and Syracuse, N. Y. What the office will do to attract attention is anybody's guess, but its appearance at last winter's Pennsylvania State meeting was not soon forgotten.

On banquet day, Alexander produced four New York models in cocktail dresses who passed out red and white carnations bought in the flower shop of John Giles, fair prey. Girls and flowers bore Alexander slogans and caused a flurry of interest.

Either Alexander or associate Jack Greene, or both, will be at the convention. At Allentown they utilized acts from that show and added others, in a revue, and at Syracuse Alexander offered the Glenn Miller band and acts for outdoor bandshell concerts.

## WONDERLAND FORMULA:

### Frontier, Zoo and Fantasy Combined

ASBURY PARK, N. J.—By incorporating the features of competing attractions, Storyland, U. S. A., has enhanced its appeal this year and is at work improving for the 1958 season. The spot, first in a mushrooming list of kiddie attractions in New Jersey, was originally a nursery-rhyme park.

Last year, however, it added a zoo to stave off the nearby emergence of the Jersey Jungle park, and a Western panorama to combat Cowboy City and other frontier parks.

For 1958 the rear acreage is being dredged to provide a channel for a riverboat ride. One of the humorous aspects of the operation is that the dredging uncovered a vast deposit of humus, which revealed an exceptionally high content of organic matter. As a result, the spot has arranged with Food Fair stores for distribution of its Storyland humus on a commercial basis, and a separate corporation has been set up to handle this revenue-producing phase.

Despite the extended park operation, the season is viewed by Manager Merrill Braverman as potentially one of the worst possible, one which was salvaged on the strength of a Cocoa-Marsh tie-in utilizing television. As a result, he added, Storyland's entire advertising budget will be devoted to television in 1958, excluding radio and newspapers.

Big Newspaper

A worthy promotion piece this year was the "Frontier City Gazette," which Braverman had vowed would be either the best or the biggest park newspaper around. Its front page measures 18 inches by 24 and it is filled with pictures, park diagrams and light-vein feature stories.

The spot has a 50 by 150-foot blue top with three umbrella pole supports. Used during the season for Michael Myerberg's "Hansel and Gretel" display and show, it is being offered for sale by park owner Max Kohlmer.

My mid-October Braverman had run thru a 140,000-unit supply of sheriff's badges, and was using ones imprinted "Private Eye" to kids participating in the posse routine in the Western city.

## Reynolds First To Ink 'Lost' H-M Elephant

WEST SPRINGFIELD, Mass.—Never one to let a good publicity bet slip by, Manager Jack Reynolds this week signed the elephant Siam to appear at next year's Eastern States Exposition.

Siam is the Hamid-Morton Circus elephant, trained by Al Vidbel, which was lost in up-State New York for 13 days, snagging nationwide publicity until being recovered. Announcement of the contract came from GAC-Hamid in New York. How Reynolds will explain the elephant was not discussed, but he's got it signed.

## Boston Rodeo Up Despite Flu Effect

BOSTON—The World's Championship Rodeo closed a 12-day, 18-performance stand at the Boston Garden and according to Garden Treasurer Edward Powers came out about seven per cent above last year. This was considered excellent in view of the incidence of Asian flu.

Rodeo featured Gene Autry and

(Continued on page 73)

## BEST YET

### Fred Herrin Reports Top Pyro Season

TULSA—Paramount Fireworks Company has completed its best fair season on record. It was announced here last week by Fred Herrin Jr., general manager. During the year thus far the pyro firm put on displays at 118 fairs and celebrations thru the country, Herrin disclosed.

There are still others yet to fill, he said, such as the annual Natchitoches, La., Christmas Celebration on December 7, and the Northland Celebration here in Tulsa, December 5-7. In addition the firm has a route of 21 Christmas events thru the South in co-operation with merchants and civic organizations, and the tour will continue thru January and February in Florida.

The firm will add another crew to care for the big winter business. Expansion of its shipping facilities at Turley, Okla., are also under way, which is expected to speed up its shipments to foreign countries.

## Hurok Names Booking Aids

NEW YORK—Senior booking representative for the new Hurok Attractions agency will be Elsie Illingworth, for 27 years a member of National Artists' Corporation with which S. Hurok dissolved a long association this year, and

(Continued on page 73)

## Patty Conklin—Granddad

TORONTO — Patty Conklin, Canadian midway biggie, is now a grandfather and his wife, Edith, is now a grandmother.

A daughter, Patricia Deborah, was born here Sunday (27) to the wife of their son, James (Jimmie) Conklin. Mother and baby were reported doing fine.

## 5-YEAR PROGRAM

### Saskatoon Maps 500G Building Plan

SASKATOON, Sask.—Preliminary plans for a five-year program of building and ground improvements at the Saskatoon Exhibition were outlined at a director's meeting by President J. A. Mighton and Manager S. N. MacEachern, who sketched some of the immediate requirements which, they estimated, would run to more than \$500,000.

Directors authorized the building and grounds committee to prepare a detailed report for presentation at the next meeting.

Exhibition buildings and grounds are in splendid shape as a result of plowing back earnings into improvements in the past 10 years, Mighton told the meeting. Nevertheless, he said, much work remained to be done.

Some of the projects which should be undertaken in 1958 would cost about \$120,000, he estimated. These included painting the steel on the grandstand, construction of two more bleacher sections at the livestock judging ring, and erection of a new fence around the race track. About \$70,000 would also have to be spent on paving the livestock barns and completing the paving of the midway.

Replace Buildings

In addition to these immediate projects, Mighton said, directors must keep in mind the necessity of replacing some of the older buildings. The most pressing needs were for a new administration building and a new 4-H building. These two projects alone would probably cost around \$400,000 and work would have to be undertaken as finances became available.

MacEachern reminded directors the board's agreement with the provincial government was nearing an end. Under it, the province returns to the exhibition its share of the pari-mutuel take. The agreement, reached eight or nine years ago, was scheduled to run for 12 years or until grants amounted to \$100,000.

"We have something like \$30,-

000 left of that agreement to get our \$100,000," he commented. He advised directors that now was the time to start thinking of a new agreement which would provide assistance for building and grounds

(Continued on page 73)

## Tom Drake Pacts Canada B Loop Show

MOOSE JAW, Sask. — Tom Drake, of the Kansas City, Mo., booking office bearing his name, was awarded the night grandstand show contract for the Western Canadian Circuit of B Fairs at the annual convention of the Western Canada Fairs' Association here Monday (28).

This marked the first time the Drake office was awarded the pact. The Grossman office of Des Moines provided the show in 1957.

The contract is for a total of 12 fairs and covers six split weeks, three nights at each of the fairs.

## Okla. Assn. Sets Feb. 2-4 Confab Plans

ENID, Okla.—Plans for the 1958 convention of the Oklahoma Association of Fairs were announced here this week by Roy Davis, president.

The meeting will take place in the Youngblood Hotel February 2-4. The conclave will open with a mixer on Sunday evening in the hotel lounge. Carnival, attraction and fair supply representatives will be located on the third floor of the hotel.

## Submarine and Space Among Brussels Rides

NEW YORK—European operators will provide the bulk, if not the entirety, of the midway attractions at next year's Brussel's World's Fair, but information is lacking on what progress has been made in that direction.

A 17-acre amusement area is set aside and spectacular-type rides will be offered in addition to the conventional ones. A Wild Mouse is a certainty. There will also be a Monorail unit, and a shoot-the-chute Big Dipper which will whiz patrons past simulated Manhattan skyscrapers.

Climax of the aerial devices will be a 300-foot Grand Tower which will feature two 26-passenger gondolas climbing spirally to the summit, affording a spectacular view of the fairgrounds. In a submarine

basin visitors will be able to navigate their own two-seater submarine in 10 feet of water. This will likely be a channel-type ride such as is prevalent among American park boat rides, except that the boats will be able to submerge.

A heavily equipped space ship will employ optical devices to give passengers an impression of a round-trip to the moon. Other park attractions will include Dodgems, Funhouse and a Swan Ride.

In addition to rides, there will be a 5,000-seat aquatic stadium featuring Sam Snyder's "Water Follies of 1958," a score of restaurants, ballrooms and snack bars. There will be large national-type eating places, one of the largest of which

(Continued on page 73)



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 "Our new Wheel is working fine." Irvin Deggeler, Deggeler Amusement Co. "The new Wheel was set up yesterday (July 22). It was a beautiful thing to see." Ross Manning.  
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## Concession Ops Meet Nov. 20-23

CHICAGO—Larger profits from eat and drink concession operations will be the foremost subject at the annual convention of the National Association of Concessionaires to be held November 20-23 in Miami Beach.

The convention, to be held in the Americana Hotel, will be in two parts. The first will be made up of theater-concession-vending seminars plus an all-popcorn conference.

Topics to be discussed at the various meetings will include popcorn, candy, ice cream and beverages. Also will be sales displays, stand layouts, gimmicks and novelties.

A seminar "Getting the Most Out of Your Drive-in or Outdoor Concessions," will follow a Wednesday morning breakfast. Slated to participate are Spiro J. Papas, Alliance Amusement Company, Chicago; Phil Lowe, Theater Candy Company, Boston; Bert Nathan, Drive-in Concessions, Inc., Brooklyn, N. Y.; Mel Wintman, Smith Management Company, Boston; Dr. Marvin Sandorf, Twin Drive-in Theater, Indianapolis; Sam Gillette, Theatre Candy Distributing Company, Salt Lake City; Irving Shapiro, Concession Enterprises, Boston, and John Flanagan, Theatre Confections, Ltd., Toronto.

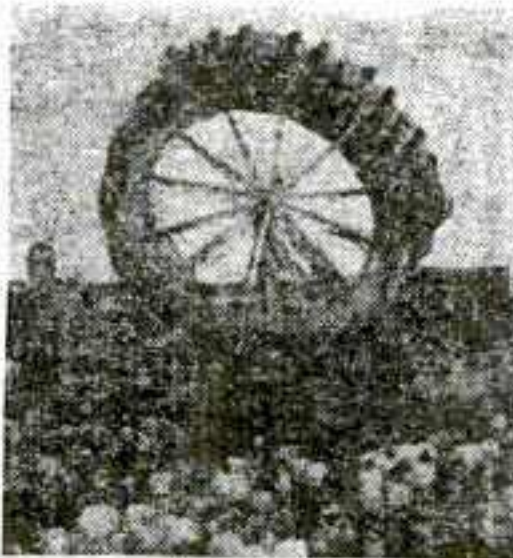
The all-popcorn meeting will be held on Thursday morning. Speakers and their topics include J. A. McCarty Jr., J. A. McCarty Seed Company, Evansville, Ind., who will talk on "Appraising the 1957 Popcorn Crop"; William E. Smith, The Popcorn Institute, Chicago, "Popcorn Promotions"; Welcome I. Weaver, Weaver Popcorn Company, Huntington, Ind., "Comment on the Hybrid Popcorn Development Program"; R. Mack Lambeth, ABC Popcorn Company, Chicago, "Selling Popcorn to Supermarkets," and Harlan Fairbanks, J. H. Fairbanks Company, Seattle, "A Jobber Looks at the Popcorn Market."

More than 130 booths containing a complete array of supplies and equipment for the food and beverage service industry will be occupied in the trade show. Included will be popcorn, candy, soft drinks, ice cream and various other type novelty foods.

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- ★ Army Tank Ride
- ★ Miniature Trains
- ★ Roller Coasters

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**Octopus**  
**Midge-o-Racer**  
**Bulgy the Whale**

## Carroll Sets Dates for '58

MINNEAPOLIS — Carroll Greater Shows have already lined up a number of dates for next year, according to Charles H. Carroll, owner-manager, who is back at his home here after a booking trip.

The past season was a profitable one for the show, and Carroll said new rides and trucks will be added for the 1958 tour. Carroll and Mrs. Carroll will be in Chicago for the outdoor meetings and will also attend a number of northern fair State conventions.

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## ARENAS & AUDITORIUMS

# Europe's Expositions Thrive, Point Way for U. S.—Thayer

By TOM PARKINSON

A MACHINE TOOL SHOW at Hanover, Germany, is five times as large as the similar huge exposition at the International Amphitheater in 1955. The International Motor Exposition at Frankfurt, Germany, utilized 22 buildings, attracted 800,000 people and included 600 exhibitors. The International Trade Fair at Utrecht, Netherlands, uses numerous buildings in two locations and adds up to a million square feet of exhibit space.

These outstanding expositions and more like them won the attention of M. E. Thayer, manager of the International Amphitheater, during a recent tour of seven European countries.

His observations give not only an insight into the scope of the exposition business in Western Europe but also an idea of what might be in store for the exposition field in the United States.

ONE PREDICTION IS that the 1958 Brussels World's Fair will give tremendous impetus to expositions, as did the 1939 New York World's Fair and earlier ones. Thayer found that the International Trade Fair at Ghent, Belgium, for example, expects to have greater attendance next year because of the World's Fair. The Belgian minister of the interior explained that they hope to make the Ghent exhibition the world's leading fair for the home and that the anticipated removal of customs barriers among Western European nations will aid the show. They are seeking a display of an American home for their next show.

Vienna's International Autumn Fair points up the handicap of trade barriers between East and West Europe. The large show is continued as a matter of governmental policy in the expectation that trade barriers will be modified.

THE BERLIN BUILDING Congress is intended to show the public what to expect as modern replacement for the bombed-out sections. The exhibit is in conjunction with many conventions. The U. S. government paid for most of one \$4,000,000 building which is the subject of Berlin jokes because of its radical appearance and which is a combination theater, auditorium and convention hall.

Thayer also visited exhibitions and buildings in England, France and Switzerland.

He noticed especially that food service and facilities at exposition centers are elaborate; that flowers, good table settings and orchestras are the rule for these restaurants. Thayer noted particularly in England that privately owned exposition buildings are being expanded and that with or without governmental participation there are new exposition halls under construction or on the drawing boards in many cities of Europe.

Most important were these impressions: Western Europe is 10 years ahead of the United States in the technique of exhibits. Enthusiasm for the exhibit form of communications is greater than ever, and exhibitions are a way to overcome language barriers. Entertainment features are a big factor in Europe's expositions, which often are combined with festivals. Even those kinds of shows which in this country would be restricted to persons in the fields concerned are open to the general public in Europe.

THAYER SUMS UP his impressions this way: "Realizing that we may follow the pattern of Western Europe in many things, expositions and exposition technique in America should continue to develop and expand. Our American exposition business could well be four times its present size in 25 years."



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## John Panrucker Named Mgr. of Vancouver Aud

CALGARY, Alta. — John Panrucker, manager of Calgary's Jubilee Auditorium since April, has been named manager of Vancouver's new Civic Auditorium, effective December 1.

Altho the \$4,000,000 Vancouver building won't be completed until late in 1958, the city decided to appoint a manager well in advance so he might become familiar with construction of the building.

Naming of a successor will be up to the auditorium management committee of the provincial government.

Panrucker, 45, was selected from more than 100 applicants. Born in England, he was general manager and director of a chain of houses and was also associated with Jamor Productions. He came to Canada in 1956 and managed two theaters and a Calgary drive-in before taking the Jubilee Auditorium job.

The Paul M. Conaways vacationed in Sarasota recently and while there Conaway signed with Wilson Storey and Charles Borga for 16 acts to be used at the Macon (Ga.) Shrine Circus.

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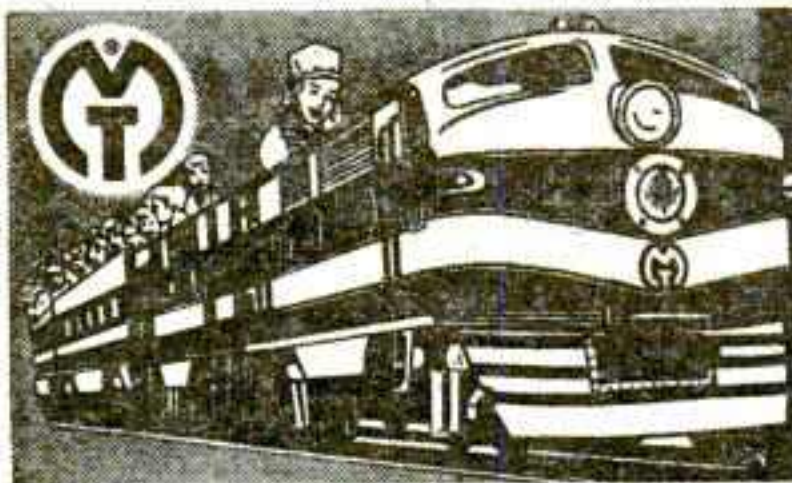
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# Festival Assn. Takes New Name, Plans Office

NEW YORK — The Festival Managers Association voted last week to change its title to the International Festivals Association in order to attract wider participation.

The group, meeting in the Hotel

Biltmore, returned the officers, headed by John Geisler of the St. Paul, Minn., Winter Carnival, for another year. Geisler's invitation to the group to meet in St. Paul next year is likely to be accepted, especially since the State will be observing its centennial year.

Notable among the proceedings at the Thursday-Friday (24-25) meeting was the decision to establish permanent office space for Robert Meyer, executive secretary. A location is expected to be found shortly. Dues remain at \$25 for events with budgets less than \$50,000 a year, and \$50 for larger ones.

### Festivals Listed

Attending were representatives of the Barnum Festival, Bridgeport, Conn.; Cracker Barrel Festival, Newbury, Vt.; Festival of Seven Arts, Pike, N. H.; Fiesta San Jacinto San Antonio, Tex.; Gasparilla Pirate Festival, Tampa; Mrs. America Pageant, Fort Lauderdale, Fla.; National Cherry Blossom Festival, Washington, D. C.; Pennsylvania Dutch Festival, Bethel, Pa.; Quebec Winter Carnival; Rose Festival Newark, N. Y.; Southern Vermont

(Continued on page 71)

### MERRY-GO-ROUNDS

1957 Jumping Carousels in 3 standard sizes — kiddie, 20 ft.; teen-age, 30 ft.; adult 32 ft.; larger sizes on special order. Also KIDDIE RIDES, Ferris Wheels, Airplane Ride, Water Boat Ride.

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**Coliseum Sets  
Pet Festival**

NEW YORK — First annual Festival of Pets has been scheduled for November 21-24 in the New York Coliseum, with "Celebrity Alley" and live animal rides as prominent attractions. Promotion group is headed by Murray Zaret, animal fancier who had the "Festival of Pets" show for four years over WATV here.

Bob Dietch's Kiddie Zoo in Fairlawn, N. J., will provide a baby elephant and burros and ponies for rides. "Celebrity Alley" will consist of pets owned by theatrical names, and it is anticipated that reciprocal plugging by the names will increase attention in the pet show. Ed and Pegeen Fitzgerald will preside.

There will be competitions in dog, fish, cat, pigeon, bantam, rabbit and goat classes, with entry

**Canadian Arena's  
Revenue Drops**

MONTREAL—Revenue of the Canadian Arena Company, Montreal, and its wholly owned subsidiary, Club de Hockey Canadiens, was down this year, as was the company's profit, according to its annual report.

A consolidated net profit of \$234,412 for the fiscal year ended June 30 compared with \$261,891 the preceding year. Revenue from hockey and other attractions was shown as \$416,251, against \$478,865.

Based on the 19,500 common shares outstanding at the fiscal year end net was equal to \$12.02 a

*(Continued on page 71)*

fees defraying the cost of plaques and cash awards. Retailers, breeders and manufacturers in the pet field will exhibit. Publicity is handled by George Arons.

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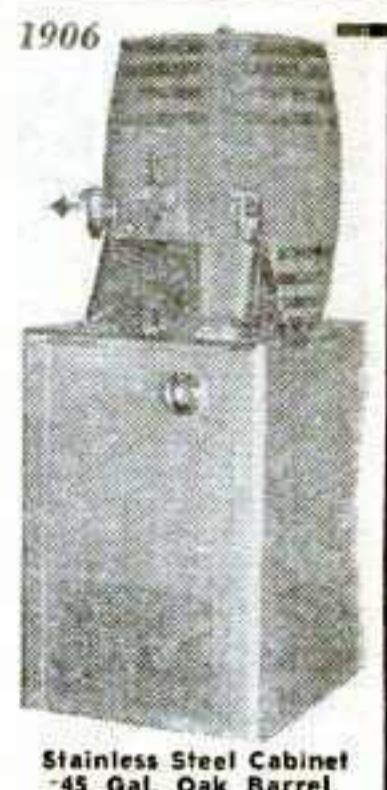
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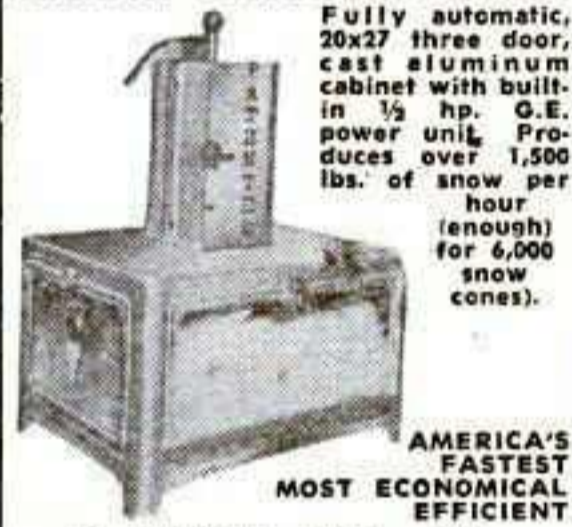
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Capell Bros.: Gila Bend, Ariz.  
Capital City: (Fair) Valdosta, Ga., 4-11.  
Cetlin & Wilson: (Fair) Waycross, Ga.; (Fair) Jacksonville, Fla., 14-23.  
Crystal Am. Co.: Wauchula, Fla., 9-16.  
Drew, James H.: (Fair) Dublin, Ga.; (Fair) Vidalia 11-16.  
Dumont: Moultrie, Ga.  
Gold Medal: Warsaw, N. C.  
Gooding Am. Co.: (Fair) Savannah, Ga.

(Continued on page 71)

**Miscellaneous**

Autry, Gene: St. Louis, Mo., 5-10; Harrisburg, Pa., 12-16.  
Avalon, Al: (Gayety) Baltimore, Md., 4-9; (Cassino) Pittsburgh, Pa., 11-16.  
Black Watch Band & Pipers: Edmond, Ala., 4; Calgary 5; Vancouver, B. C., 6; Seattle, Wash., 7; San Francisco, Calif., 8-9; Denver, Colo., 10; Austin, Tex., 12; Shreveport, La., 13; Ruston, 14; New Orleans 15; Memphis, Tenn., 17; Lexington, Ky., 18.  
Burke's Wild Cargo: (Fair) Andalusia, Ala., 4-9; (Fair) Palatka, Fla., 11-16.  
Greene, Dr. Morton, Hypnotist: Park Rapids, Minn., 4; New Ulm 5; Faribault 6; St. Peter 7; Montevideo 8; Morris 9.  
Hitler's Personal Auto: (Fair) Andalusia, Ala., 4-9; (Fair) Palatka, Fla., 11-16.  
Meier's, Josef, Black Hills Passion Play: Augusta, Ga., 4-5; Columbus 7-12; Anniston, Ala., 14-19.  
Noell's Ark Gorilla Show: Brooksville, Fla., 4-9.  
No Time for Sergeants: Sioux City, Ia., 4; Des Moines 5-6; Davenport 7-8; Burlington 9; Grand Rapids, Mich., 11-12; Saginaw 13-14; Fort Wayne, Ind., 15-16; Toronto, Ont., 18-23.  
Royal Ballet (Sadler's Wells): Dallas, Tex., 4-6; Houston 8-10; Los Angeles, Calif., 8 shows; San Francisco 20-27.

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**THE FINAL CURTAIN**

**BERMONT**—Mrs. Katherine, 86, mother of Walter Stoffal, wild animal showman of West Palm Beach, Fla., October 29 in Westmoreland Hospital, Greensburg, Pa. Other survivors are four daughters, Mrs. Ruth Moore, Winston-Salem, N. C.; Mrs. Mabel Mickey, Alhambra, Calif.; Mrs. Katherine Dorn, Greensburg, and Mrs. Irene Keck, Greensburg. Services November 1 and burial in Greensburg Catholic Cemetery.

**BRENAMAN**—Hilda R., 62, wife of Edwin K. Brenaman, show fan, in an Altoona, Pa., hospital. Survivors include her husband, one daughter, two sisters, and three brothers. Burial was in Altoona. Her husband is a member of the Miami Showmen's Association.

**BROWNE**—Alfred H., 74, longtime member of the Saskatoon (Sask.) Exhibition board, October 14, at Saskatoon. Survived by his wife and three daughters. Burial was in Saskatoon.

**CHINDAHL**—George L., 81, national historian of the Circus Fans Association, at his home in Maitland, Fla., Tuesday (October 29). He was a patent attorney with the Chicago firm of Chindahl, Carlson, Pitzner, Hubbard & Wolfe until his retirement about 15 years ago. In the ensuing years he devoted most of his time to circus history and research. He was a regular contributor of articles to the CFA publication and a frequent visitor on circuses in Florida. The current issue of the White Tops carries an article he wrote. Survivors

include a daughter, Mrs. Marjorie Greene, and three grandsons, all of Pass-a-Grille, Fla. Burial was at Winter Park, Fla., Friday (31).

**Circus Routes**

Beatty, Clyde: Hattiesburg, Miss., 4; Gulfport 5; Pascagoula 6; Brewton, Ala., 7; Andalusia 8; Tallahassee, Fla., 9; Jacksonville 11; Daytona Beach 12; Gamesville 13; Leesburg 14; Lakeland 15; Tampa 16; Petersburg 17. Davenport, Orrin: Houston, Tex., 7-17; Kansas City, Mo., 18-23. Hagen Bros.: Eldorado Ark., 4; Magnolia 5; New Boston, Tex., 6; Winnsboro 7; Greenville 8; Dennison 9; Tishamingo, Okla. (matinee) 10.  
Polack Bros. Eastern: Baltimore, Md., 4-9; Savannah, Ga., 18-19; Augusta 22-23.  
Polack Bros. Western: Oklahoma City, Okla., 6-9; Charleston, W. Va., 14-17; Springfield, Ill., 21-23.  
Ringling Bros. and Barnum & Bailey: 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: Indianapolis, Ind., 4-6; Huntington, W. Va., 7-10; Norfolk, Va., 12-18; Canton, O., 20-24.  
Ice Capades, 17th Edition: Albuquerque, N. M., 5-10; El Paso 13-17; Phoenix, Ariz., 19-24.  
Ice Capades, 18th Edition: Cleveland, O., 4-17; Montreal, Que., 19-24.  
Shipstads and Johnson's Ice Follies: Detroit, Mich., 4-10; Louisville, Ky., 13-17; Cincinnati, O., 19-24.

include a daughter, Mrs. Marjorie Greene, and three grandsons, all of Pass-a-Grille, Fla. Burial was at Winter Park, Fla., Friday (31).

**COOK**—Melvin T., Manager for Western Shows and former manager of Birch Bay Amusements, October 22, in Seattle. Survivors include his widow and four daughters.

**DAY**—Carrie, wife of Elmore (Slim) Day, veteran concessionaire, October 29 at the Dixon (Ill.) Hospital. Funeral October 30 with burial in Oak Knoll Memorial Cemetery.

**DE VASCONCELLOS**—Erika, dressage rider with the Ringling-Barnum circus for many years and the wife of Roberto De Vasconcellos, widely known rider, at Sarasota, Fla., October 27, after a six months' illness. Burial was in Sarasota.

**GLOVER**—Mrs. Mona, former carnival and pitchwoman, October 29 in Dallas following a heart attack. (Details in Pipes column.)

**COLBERT**—George R., 40, superintendent of the John B. Rogers Producing Company, Fostoria, O., producer of pageants, October 31 when struck by an automobile in Fostoria. Survived by his widow, Joanne.

**LOCK**—Mrs. W. H., 92, who spent well over 50 years in the carnival business, October 23 in her Gibsonton, Fla., home. Survivors include her husband, two daughters, Mrs. A. H. Dess and Mrs. C. J. McCarthy; two grandchildren and three great-grandchildren.

**LONG**—Mrs. Anna, wife of Claude (Kid) Long, veteran advance man for circuses, minstrel and magic shows, at Sarasota, Fla., Wednesday (23). Surviving are her husband and one daughter, Mrs. Louise Hipskind, both of Sarasota. Burial at Sarasota.

**LOWELL**—Richard, 68, who spend 50 years with carnivals, October 25 in St. Agnes Hospital, Fond du Lac, Wis., following a heart attack. A former concessionaire, for the past 10 years he was electrician for McKenna's Rides & Amusements. Burial in Oshkosh, Wis. Survived by his widow, Florence; a son and two daughters.

**MARTIN**—J. W., 90, owner of Martin's Model Amusement Company from 1912 thru 1916, October 23 in a Maryville, Mo., hospital. Survivors include three sons and three daughters. Burial in Bedford, Ia., where he had lived for many years.

**MINSER**—Con C., 64, concession agent, October 20 in St. Louis. He had been confined to Barnes Hospital there for several months and had undergone several operations. Burial in St. Louis.

**RAINAT**—Edmond, 81, formerly top-ranking French trapeze flyer, in France September 14. He was rated as the best flyer in France and coached many of Europe's best trapezists.

**SMITH**—Hattie B., widow of the late Otis L. Smith, owner of the show of that name, recently in Kings Park, Long

Island. Survivors include three daughters, one son, a brother and a sister. Burial was in Utica, N. Y.

**WRIGHT**—Harry (Blacky) 89, former talker with the Buff Hottle Shows, recently in Chicago. Survivors include his widow, Georgia, a daughter Chickie, and a son Eddie. Burial was in Chicago on October 25.

**MARRIAGES**

**HARDMAN-BERMAN**—John Hardman, concessionaire on Cetlin & Wilson Shows, and Dolores Berman, non-pro, October 5 in Chicago.

**BIRTHS**

**CLARK**—A son, Eddie Murray, to Mr. and Mrs. S. M. (Deafy) Clark of Southland Amusements, in a Donaldsonville, Ga., hospital, October 25.

**LLOYD R. PRIDDY**  
passed away  
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OF MY DARLING HUSBAND  
**KENNETH B. WARFIELD**  
Who Passed Away  
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**LOTTIE MAYER WARFIELD**

**In Loving Memory of My Wife**  
**Madge Buckley**  
WHO PASSED AWAY  
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**M. M. BUCKLEY**

**IN FOND AND LOVING MEMORY**  
Of My Dearest, Darling Husband  
**JIMMIE MILLETTE**  
Who passed away November 8, 1956, from a heart attack in Oakland, Calif. Greatly missed and loved by his ever-loving wife, EDNA.

**Sigmund Romberg**  
(November 9, 1951)  
**HARRY D. SQUIRES**



## ROLLER RUMBLINGS

### Parents-Kids Session A Winner for Gilliam

COVINGTON, Ky.—Success of a parents-children skating session at Lloyd's Roller Rink here, opened about a year ago by Rosie and Lloyd Gilliam, has prompted the operators to make such sessions a regular monthly feature.

One month in advance of the September 26 party Gilliam mailed pamphlets to parents, inviting them to participate with their children in the get-together. The invitation produced a good quota of parents, who were able to meet the Gilliams and to see what kind of an establishment the proprietors operated for the benefit of their children. Gilliam set the following special price schedule for the occasion: One parent free with each 75-cent child's admission; both parents and one child, \$1.25; both parents and two children, \$1.50, and families with more than two children, 25 cents each. All prices included the use of skates. The party, said Gilliam, brought together a lot of people who used to be skaters, and benefit of the promotion has already showed up in regular skating sessions.

The promotion of racing and hockey teams has also benefited the rink, said Gilliam. Seven hockey teams play in regular competition at the rink on Tuesday, normally a dark night at the rink. On these nights adult spectators are charged 25 cents admission, with children getting in for 15 cents. Once a month a bus is chartered to take the leading hockey team to another rink for competition against the host rink's team. On other occasions visiting teams play Gilliam's top team in Covington. Gilliam has

extended an invitation to skating clubs or other groups to visit the rink, free of charge, to put on skating exhibitions or compete against the rink's speed or hockey teams.

Faced with a lot of small beginner skaters when he began operation last year, Gilliam instituted after-school sessions for them, offering two hours of skating for 30 cents, skates included. Since there are four schools within walking distance of the rink, these sessions are well attended four afternoons a week. They have helped business on regular nights and also serve as instruction sessions before beginners skate in regular sessions, Gilliam said.

#### Miss Missouri Advances In Skate Queen Contest . . .

BUCKNER, Mo. — Sara Ann Cooper, 18, Buckner standard bearer for Missouri finals leading to the national skate queen contest, November 21-23 at Miami Beach, shapes up as an entrant with several claims to fame. Most recently, she was Miss Missouri in the 1957 Miss America contest at Atlantic City, where she won the talent competition and finished among the top 10 finalists. A cheerleader and baton twirler, she was voted the leadership and outstanding girl athlete awards at Fort Osage High School. Sara Ann has been roller skating for eight years at Walker Cooper's Skateland, operated by her dad, who is on the coaching staff of the St. Louis Cardinals.

#### 2 National Mag Publicity Breaks for Roller Skating . . .

CHICAGO — Chicago Roller Skating Company's campaign to sell the roller sport to the nation thru its Roller Skating Foundation of America hit a new high recently via two publicity breaks in national magazines.

Thru the Chicago publicity effort, Co-ed, a popular consumer magazine read by over 250,000 teen-age girls, featured a roller rink skating theme on the front cover of its October issue. The October edition of Scholastic Coach, a magazine read by 22,000 coaches and physical educators, carried an article by Joseph F. Shevelson, Chicago Skate Company vice-president. Titled "Where There's a Wheel, There's a Way," the article gave a summary of how, why and where roller skating can be introduced into any physical education and recreation program. In commenting on the article, Shevelson said: "This shows a recognition of roller skating as a sport and as a part of physical education. Some roller rinks may resent the use of skating programs in schools and churches. However, we feel that it accomplishes an important goal—to create roller skaters."

#### Haverhill Skateland Sets Fall Schedule . . .

HAVERHILL, Mass. — Attilio Carbone, operator of Skateland here, is advertising public skating nightly from 7:30 to 11 with the exception of Monday, reserved for private parties, and Saturday, Sunday and holiday matinees from 2 to 5. Classes are available for beginner adults on Tuesdays, 6:30 to 7:30 p.m., and for advanced dances on Wednesdays, Thursdays, Saturdays and Sundays. Saturday children's classes are held for junior B's 11:30 a.m.-12:15; intermediates, 12:15-1:15; beginners, 1:15-2, and junior A's, 5-6. Classes are conducted by professionals Anna and John Milazzo.

## Biggest NAAPPB Trade Show Assured As Booth Sales Near Sellout Mark

CHICAGO—Booth sales thru October for the annual trade show of the National Association of Amusement Parks, Pools & Beaches totaled 177 spaces to 82 exhibitors.

Secretary Paul H. Huedepohl said that eight additional spaces have been arranged and he expects these to be taken by this week.

The show, he declared, will be the largest ever staged by NAAPPB, with the number of booths and exhibitors well above last year's high.

Firms which have contracted for space in the show at the Hotel Sherman, December 1-4, include: Allied Sign & Sheet Metal Co., Wildwood, N. J.; Amusement Rides, Inc., Los Angeles; Anchor Supply Co., Evansville, Ind.; Animated Display Creators, Inc., Minneapolis; Arrow Development Co., Mountain View, Calif.; Auto Photo Company, Los Angeles.

The Billboard Publishing Co.; Blair Cedar Novelty Works, Camdenton, Mo.; Burge Ice Machine Co., Chicago; Capitol Projector

Corp., New York; Capitol Shooting Gallery, Inc., New York; Carl & Ramagosa, Inc., Wildwood, N. J.; R. E. Chambers Co., Beaver Falls, Pa.; Champion Knitwear Co., Rochester, N. Y.

Chicago Coin Machine Co., Chicago; Coca-Cola Co., New York; Concession Supply Co., Toledo; Custer Specialty Co., Dayton, O.; Dalason Products Mfg. Co., Chicago; Dale Engineering Co., Long Beach, Calif.; J. B. Deere Cedarcraft Co., Lake Ozark, Mo.

William de L'horbe Jr., Vandalia, O.; Dodgem Corp., Exeter, N. H.; Eli Bridge Co., Jacksonville, Ill.; Encyclopedia Britannica, Chicago; Evans Park & Carnival Device Corp., Chicago; Exhibit Supply Co., Chicago.

Eyerly, Fascination Eyerly Aircraft Co., Salem, Ore.; Fascination, Beverly Hills, Calif.; C. R. Frank National Supply Co., St. Louis; J. F. Frantz Mfg. Co., Chicago; Genco Mfg. & Sales Co., Chicago; Globe Ticket Co., Philadelphia; Gold Medal Products Co., Cincinnati; Hampton Amusement Co., Portage De Sioux, Mo.

Allan Hawes Mfg. & Display Co., Acworth, Ga.; Allan Herschell Co., North Tonawanda, N. Y.; Hodges Amusement & Mfg. Co., Indianapolis; Hollywood Servemaster Co., Kansas City, Mo.; A. C. Horn Co., Long Island City, N. Y.; Hot Rods, Inc., New York.

Hotpoint Co., Berwyn, Ill.; Frank Hrubetz & Co., Salem, Ore.; International Mutoscope Corp., Long Island City, N. Y.; King Amusement Co., Mount Clemens,

Mich.; King-Pin Equipment Co., Detroit; Krispy Kist Korn Machine Co., Chicago; Charles A. Lenz, St. Petersburg, Fla.

Lusse, Manly, Miler Lincoln Park Merry-Go-Round, Inc., Los Angeles; Lusse Bros., Inc., Philadelphia; Manley, Inc., Kansas City, Mo.; Meinch & Feltman, Brooklyn; Mid-East Sales Co., Cincinnati; Miler Mfg. Co., Portland, Ore.; Mike Munves Corp., (Continued on page 75)

## NAAPPB Plans Taking Shape

CHICAGO—Details of the upcoming NAAPPB convention program are taking shape rapidly, Secretary Paul H. Huedepohl said here last week.

Program plans will be announced soon by Robert E. Freed, chairman, while plans for the banquet, penthouse and other social events have been virtually completed by Bill Schmidt, chairman.

Huedepohl said the hotel room reservations are coming in at a rapid rate, indicating a big turnout for the convention.

Program for the annual banquet and ball is to be produced by GAC. The DeLacey group will provide music at the penthouse activities.

Huedepohl also stated that the park association's manual and guide is going to press. While final figures may show that it has fewer advertisers than in past years, there is an increase in use of color and other features, Huedepohl stated.

## Group Moving On Dry Laws At Salisbury

SALISBURY, Mass. — A new step to bring liquor back to this big amusement spot was instigated last week. Eugene J. Dean and Roger J. Shaheen, who operate attractions on the beach, are heading a committee to promote the plan before the 1,800 registered voters of the town.

Last January the spot was voted dry and business plummeted. Several efforts for a special election failed. The committee now will ask the voters to consider a proposal that a commission be named to supervise liquor sales, make an estimate of the summer population, and poll opinion on calling for special election in March 1958.

The town vote to make the area dry was for a two-year period. Beach businessmen and concessionaires have said that if the ban on liquor lasts another year the beach will take such a loss that may prevent its ever coming back as a popular funspot.

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## RINGLING BUSINESS LIGHT IN PHOENIX

Mexico City Jump to Be Made by Rail; Month of Texas Dates Getting Started

PHOENIX, Ariz.—Business for Ringling Bros. and Barnum & Bailey Circus was light here, with one full house reported but a preponderance of half houses or less in the three-day weekend stand (25-27).

Show played the Municipal Stadium, a ball park, and the location was blamed by some for the weak turnouts. The show laid off four days prior to the Phoenix stand and it also was idle four days after that stand. It plays Albuquerque over this weekend (1-3), and then has week in Texas.

Plans are taking shape for the show's venture into Mexico. As it stands now, all equipment will make the 914-mile jump from San Antonio to Mexico City by railroad baggage cars. No semi-trailer trucks will be used. Three days are allowed for the move.

It is likely that the show will

take its outdoor rigging to Mexico, altho the stand is to be inside the Arena Mexico. Riggers and staff men reportedly believe the indoor rigging could not be used successfully there. The outdoor rigging is hung on a ground-based frame and does not require any ceiling beams or other fixtures.

Lloyd Morgan flew to Mexico City from Los Angeles to join General Agent Harry Dube there. They both rejoined the show at Los Angeles. W. E. Lawson is scheduled to fly to Mexico from Dallas. Press Agent Norman Carroll completed his assignment with the show when the Phoenix date ended, and he returned to the West Coast. Clown Otto Griebing also closed in Phoenix in order to make his annual holiday appearance at a St. Louis store. Henry Ringling North, who came on at Los Angeles is remaining with the circus.

A number of ballet girls left the show in Los Angeles and replacements are expected shortly.

## Toledo Shrine Scores Major Business Hike

TOLEDO, O.—Eastern unit of Polack Bros. Circus played to heavily increased business at the Shrine Circus here October 24-26. The date is a flat-fee pre-sale for the show and the Shrine handles its own promotion.

The Eastern unit is booked thru November, playing Philadelphia and Baltimore in the first nine days and then picking up several dates it normally played earlier in the fall. These are Savannah, Ga.; Augusta, Ga.; Orlando, Fla., and Jacksonville, Fla. The November 28-30 stand in Jacksonville will mark the finale for the unit as a separate organization. Polack will combine its Eastern and Western units into a single large show for next season.

## Famous Cole Blows Towns, Goes to Hugo

HUGO, Okla. — The Famous Cole Circus blew the final several days of its projected season and closed at Knox City, Tex.

The plan to return to Conroe, Tex., where it wintered last season, were dropped, and the circus came instead to the Choctaw County Fairgrounds, Hugo, where it wintered earlier. It arrived here Tuesday (22).

## Cristiani Chalks Hefty Winnings

WINTER HAVEN, Fla.—Despite poor business in North and South Carolina, the Cristiani Bros. Circus is coming in this fall with hefty winnings.

Show's general season was excellent and late weeks got back into the profit side when the show got to Georgia.

## Shrine Show's Attendance Off At San Antonio

SAN ANTONIO — Attendance at the Shrine Circus in Municipal Auditorium here October 21-27 was down from last year partly because of influenza, G. P. Knox, of the Shrine committee, stated.

The date is played by the Western unit of the Polack Bros. Circus. Clyde Beatty Circus was in earlier and Ringling comes at the end of November.

Knox said the first day (21) had crowds of 2,500 and 2,000 people. October 22 brought 4,000 in the afternoon and 1,500 at night. The next day (23) was up to 4,500 in the afternoon and 2,000 at night, while October 24 had 4,000 in the afternoon and 2,500 at night.

Friday (25) drew 4,400 in the afternoon and a peak 4,500 at night. Saturday had 4,500 for the afternoon and 3,500 in the evening. Final day, Sunday (27), had 3,500 at 1 p.m. and 2,500 at 5 p.m.

The building seats 5,500. Reserved-seat sales were down. Most of the afternoon business came from block ticket sales to merchants.

## Kelly-Miller Closes, Goes to Hugo Quarters

HUGO, Okla.—Al G. Kelly & Miller Bros. Circus pulled into winter quarters here Monday (28) after the final performance of the season had been given Sunday afternoon at DeQueen, Ark.

The show's season was marked by long battles against weather in the spring and fall. Business was excellent until September 1. In the weeks that followed, however, poor business ate away part of the profits.

At Hot Springs, Ark., Saturday (26), the circus played to a pair of half houses. The show normally plays without auspices, but in Hot Springs it was tied in with the Junior Deputy Sheriffs' Association.

DeQueen, with only the afternoon show scheduled, had more than a three-quarter house, and about 500 persons stayed for the concert.

The show featured Col. Tim McCoy until the final few weeks of the tour. Chief Keys and Oklahoma Shorty Shearer continued the concert in the closing weeks.

New this season were retractable seat wagons, which were used for front-side reserves. In the past two months there has been a change in

thinking about them. Earlier it was expected that more seat wagons would be added for next season. However, recently the unofficial feeling around the show is that the standard circus seating may be used again next year.

The feeling also is that the show may knock off some other trucks in an effort to lighten the tonnage for 1958.

## Ring Closes In Arkansas, Goes to Fla.

PENSACOLA, Fla. — Equipment of Ring Bros. Circus has been brought back to winter quarters here following the sudden closing of the show in Arkansas several days ago. Business for the show was good thru most of the season. The tour included a trek into Western Canada. Some Canadian officials were on the lot at the time of the closing.

## Carson-Barnes In Ariz. Town

STANFIELD, Ariz.—The Carson & Barnes Circus went into temporary winter quarters here after closing its tour at Gila Bend, Ariz., Monday (21).

## Beatty Show Playing Texas; Gets Crowds Despite Mud

BAYTOWN, Tex. — Muddy lots figured strongly in two recent dates of the Clyde Beatty Circus.

At Victoria on Wednesday (23), the show was forced to change show grounds at the last minute. Heavy rain early in the morning made the first lot unusable. Radio spots were used to advertise the change, but some business was lost because of the change.

Despite this, the afternoon house

## Packs Details Plans For Havana Circus

ST. LOUIS — Full line-up of acts and staff personnel for the upcoming Havana, Cuba, circus date of the Tom Packs Circus have been announced by the Packs headquarters here.

The show will be at Havana's Sports Palace, December 20-January 6, with an optional six more days. The attraction is being presented by Emilio de Armas, Havana impresario and sports figure. Tom Packs will have charge of the show, with C. W. Hoerber and Jack Leontini assisting.

Plans call for personnel to be flown from Miami via scheduled Cuban Air Line flights, and animals with necessary caretakers to be ferried from West Palm Beach.

### Program Details

The following acts have been signed for date:

Keller's Wild Animals, Pete Cristiani's Elephants with Rex and Barbara Williams, Oscar and Pat Konyof's Chimps and Collie; Don Mario, head-balancing trapeze; the Gustavos, equilibrists; Five Zoppes, unsupported ladders; Victor Gonas, comedy bar; the Namedils, triple perch; Symphonettes, tumbling; Jan Risko and Nina, comedy juggling and plate spins; 12-girl aerial ballet starring Greta Frisk on single trapeze; the Simrus, sky dancers; Bobo Barnett, miniature car and dogs; Fortseitz-Mendez Trio, high wire; Frielanis, cycling; Sons of Morocco, tumbling and acrobatics; Zavatta Family, bareback riding; Arthur Adano, strait-jacket and water escapes; Les Kimris, airplane act, and a finale production.

Stressing the necessity of Spanish-speaking clowns, the following have been signed to date with more to be added: Juanito Lopez and Frederico Ferroni, Nico and Mauricio Droguett, Jose Cueto, Joaquin Cruz Balila and Arden Beecher.

Music will be provided by Angel

## Hagen Attracts Good Business In Miss. Towns

TUPELO, Miss.—Hagen Bros. Circus played to an overflow afternoon house here October 26. Attendance was unexpectedly large and was registered despite 45-degree weather. The night house was three-quarters filled. Auspices was the Civitan Club.

Earlier, at Corinth, Miss., Thursday (24), the Hagen show played to more good business. The afternoon was three-quarters filled and the night house was near-full. Shrine club was the sponsor there.

Centeno's Palacio De Los Deportes Band with William Pruyn, regular Packs musical director, conducting. Pruyn will also bring a drummer.

An electrical engineer and experienced working crew with boss rigger will be brought from this county. Cuban workers, recruited in Havana, will augment the regular crew.

At the closing of Packs' Shrine circus date in New Orleans, December 1, Jack Leontini with crew and equipment will leave for Sarasota where show will be readied.

With show retaining all but food concessions, Packs concession equipment will also be brought to Havana.

Tom Packs and C. W. Hoerber with their families join the show in Havana about December 17. Immigration and transportation details will be handled by Leontini from Sarasota.

## Business Off At Davenport For Clyde Show

DAVENPORT, Ia. — Clyde Bros. stepped into extra publicity, some competition and strong effect of Asiatic flu when it played the Masonic Temple Auditorium here Thursday (24) thru Saturday (26) under Shrine auspices.

Business was down, largely because of the flu. Opening day had a night schedule only and drew a quarter house in the 2,700 seats. Friday (25) gave a light afternoon and half house at night. Saturday (26) had three shows, including a full house in the morning, three-quarter house in the afternoon and three-quarter house at night.

Competition came from high school and college home-coming events plus a free Halloween show for kids Saturday. Clyde Bros.' appearance climaxed Circus Month in Davenport, during which there were exhibits at the Public Library and the Municipal Art Gallery, a Beaux Arts Ball with a circus theme and a meeting Saturday (26) of Midwestern members of the Circus Fans' Association. About 40 fans attended the CFA events and Clyde Bros.' Circus performance.

Among publicity hits was a three-column front page picture in The Davenport Daily Times showing the Republican candidate for sheriff with the three Clyde Bros.' baby elephants.

## Sevina Buys 4-Bear Act

CINCINNATI—Sevina Howell, Danish aerialist, seriously injured in a fall at Coney Island, Havana, last February, has given up her high act in favor of working a new bear act which she recently purchased in Germany. She will be assisted by her husband, James.

Sevina will go to Germany in December to take delivery on the four-bear turn, returning to the States in January. The Howells have been dickering with several American circuses for the 1958 season, but to date have made no contracts.

They passed thru Cincinnati last Wednesday (30) en route to Springfield, O., to pick up a new truck to haul the act.



# UNDER THE MARQUEE

By TOM PARKINSON

Siam, the runaway circus elephant that spent 13 days in the Catskill mountains, has been caught. It is now under veterinarian care because of a cold, shock and exhaustion. . . . William H. Jones caught the Beatty show in Galveston, Tex. Jones was formerly with the Sparks, Ferrari and Rice and Dore shows.

"Silas Green from New Orleans" is playing a date at the Atlanta Municipal Auditorium. . . . Bev Kelley is ahead of Edward G. Robinson's legit show and has been in Boston. . . . The Atwell Club witnessed its usual seasonal rise in attendance last week. Among those present were Babe Boudinot, Harry Bert, Al Butler, Merle Evans, Al Sweeney, Earl Shipley, Sam Ward, Frank Davis, Nat Green, Dwight Pepple, Jack Lindahl, John Harrop, George Flint and Whity Lehrter.

Doc Schlack has left Chicago to winter in Sarasota.

Cirque Medrano's second bill of the season in Paris retains Albert Fratellini and other clown acts. Horse numbers are those of Two Riconos and the Two Steckels Brothers, who also do acro and comedy. Marcel Lautour works a cage of lions. Ring and aerial acts are the Asterys, iron-jaw; Two

## Adams Names Acts For Nov. Opening

APPLETON, Wis. — Adams Bros.' Circus opens November 10 in Sturgeon Bay, Wis., with the following line-up:

Carltons, skating, whips, single trap; Blonda Ward, dogs, ponies and monkey, bear; Marie Loter, music; Spaeths, wire, trampoline and contortion; Bozo Cooper, producing clown; the Dukes, juggling, pony drill, balancing ladder. Three production numbers are "Night in Fantasyland," "Americana" and "Holidays."

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Robynos, comedy tumbling; Octave de Jonghe, trained setters; Gogia Pasha, illusionist; Two Madell Sisters, comedy-dance; Mady Lynn and Waldemar, acro dance, and Dick and Deck, comics.

Cirque d'Hiver has Marffa la Corse; Palmas, unsupported ladders; Erik Zidla, juggler; Lothar, balance on trapeze; Two Canovas, perch; Five Katyanas, aerial flash; Don Saunders, comedy, and the clowns Pipo, Dario and Mimile and Two Francinis.

Top acts at the Bobino Music Hall, October, are Al and Virginia Hustrei, trapeze; Lon Purdy, mimic; Ving Merlin and Lynda, violin fantasy, and Bill Finch, baton-twirling acro dancer. Also featured were the English juggler, Patricia D'Or; comedians Hall, Norman and Ladd; teeterboard hoppers, Five Viganos; Luly Perezoff, juggler, and a number of local record and radio favorites.

Roscoe Armstrong recently participated in a parade in his hometown of Montezuma, Ind. . . . Bill and Jack Capell, owners of the Capell show visited the Carson-Barnes show at Chandler, Ariz. The Capells are wintering in Mesa, Ariz., their show will play in that State until Christmas.

The Nate Gross column in the Chicago American had a mention

## Estevan Fair Opens 300G Auditorium

ESTEVAN, Sask. — Estevan Agricultural Society's \$300,000 auditorium on the fairgrounds was officially opened Thursday (24) and is being used for home games of the Estevan Bruins in the Saskatchewan Junior Hockey League.

The moderny-designed structure 272 feet long and 170 feet wide, is of frame, metal and concrete block construction. Besides being used for hockey and skating, it will house 4-H club rallies, livestock shows, touring shows, exhibition exhibits and, in the event of bad weather, the summer exhibition grandstand show.

The auditorium was built by the 2,195-member agricultural society through fund-raising projects such as bingo games, voluntary assistance in construction and provision of materials, a federal government grant of \$60,000 and a provincial government grant of \$10,000. A feature of the construction is that a 130-foot-long span of roof over the main body of the building is supported without any vertical pillars.

Maxine Lippincott is recuperating in Room 327, Mobile Infirmary, Mobile, Ala., following a recent hemorectomy and plans to resume with her magic turn in another week. With her late husband, Mal, she toured for many years in vaude and night clubs and at parks, fairs and celebrations.

of Mike Todd, his past and present interest in circuses. . . . Harry Atwell, in the Sarasota hospital with pneumonia, has been improving. . . . Joe Mix and Princess Blue Sky, visited Bob Couls on the Hagen show and will make the J. C. Patterson dates in Michigan.

Benson Bros.' Circus made the front page of the Jacksonville (Fla.) Journal with a picture of one of their elephants pushing a stalled truck off the road. . . . Ralph Hartman, Jerry Braa and Emerich Moroski recently caught the Gil Gray show in Corpus Christi, Tex., and visited the Hidylys. . . . Visitors on the Clyde Beatty show in San Antonio included Tom and Georgia Scaperlanda, Frank Pahlman, Johnny Beard, Ray Gerhardt, Charles Koheler and Spike Hansen.

P. C. Sorcan, magician from India, is now playing at the Grand Opera House in Wellington, New Zealand, after closing his tour in Australia.

Glenn Trump, of Ak-Sar-Ben, Omaha, was in Chicago last week and will be back during the outdoor conventions.

Final issue of the British paper, The Performer, has appeared. Sheet contains a salute from Stanley W. Wathon, booking agent, who recalls his parallel career in the 50 years the paper was published.

Bill Woodcock, who was with Carson & Barnes Circus this season, is back in Hugo, Okla., with an addition to his elephant herd. He bought the elephant Susie from Rudy Jacobi and has renamed it Sadie. It brings his act back up to three. The bull formerly was owned by Luke Anderson and Ward-Bell Circus, Woodcock will play the Jacksonville, Fla., fair November 14-16, and the Evansville, Ind., Shrine show, November 28-December 1.

Among those on hand for the finale performance of the season by the Al G. Kelly & Miller Bros. Circus were Mr. and Mrs. Herb Walters, of the Famous Cole Circus; K-M General Agent Art Miller and some of the advance crew; Charles Cuthbert, K-M band leader part of the season, and Jimmy Hamiter and Tommy Randolph. General Manager Obert Miller and Mrs. Miller were on K-M for the final week of the season.

Freddie Freeman writes from the Ringling show that Walter Long has returned to the show after working three weeks on an M-G-M picture. . . . Maria and Klara Delbosq gave a party for the Loyal Repenski family in Hollywood. . . . Visitors on the show included Albert Fleet, Elephant Frenchy, Lew Kish, Charley Bell, Merrit Blue, Farris Brown, Author Robert Callahan, Flo Newberry and son, Bob Taber, Art Linkletter, Ira and Ruth Millette, Charlton Heston, Jack

Bray, Harry May, Alfred Landon, Jeff Chandler, Scottie Brown, Bert Sheldon, Theo Forstall, Walter Kernan, Adeline Clark, Mr. and Mrs. Ed Hatten, Percy Clifford Clarke, Mr. and Mrs. Mickey McGeehan and children, Harry Hammond, Laurence Cross, Roy Barrett, Everett Hart, Toni and Arkie Scott and family, Abe Goldstein, George Emmerson, Jo and Slivers Madison and Frank and Helen Jones.

Albert Spiller is leaving the Atayde Circus early to play Christmas shows after returning to Tarpon Springs, Fla., winter quarters. . . . L. E. (Roba) Collins visited with Bill and Bev Harnett, who had their Western acts on the Tatham carnival this season. . . . Visitors to the Don Marcks Miniature Circus in Watsonville, Calif., included Colonel Cox, George McKender and family, Pauline and Lloyd Harms, Si Blair and Bert Martin.

Mrs. Frank Walter, of Houston, mother of the late Frank Walter, formerly with the Beatty show, caught the Beatty show in Austin, Tex. . . . Tom and Georgia Scaperlanda were luncheon guests of Justus Edwards, of the Polack show.

Billy Rice, formerly of the Ringling show, is convalescing at his home in Bethpage, N. Y., and would like to hear from friends. . . . Johnny Meah has returned to his home in Bristol, Conn., after having a successful season with his concessions. . . . Earl and Arthur Elkin, CFA members and theater owners visited the Hagen show in Columbus, Miss.

The Clyde Beatty bill car will close on November 9. Those on the car and their destinations include Art Bitters, Tampa; Bobby Boatman, Los Angeles; Bobby Johnson, Chattanooga; Allyn Pierson, Binghamton, N. Y.; Steve Lupton, San Antonio; Danny MacName, Walter Valley, Miss.; Johnny Fulghum, Richmond, Va.; Elsie Kitzman and Francis Kitzman, Hollywood, Fla. . . . Water Nealand and Ora Parks, press agents, will close a week ahead of the Beatty show.

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## Georgia State Pulls 157,000 in Six Days

Income Falls Slightly Below '56; Grandstand Revenue Dips \$2,600

MACON, Ga.—Georgia State Fair here ended another successful six-day run Saturday (26), pulling approximately 157,000, according to Robert Wade, general manager.

Gate receipts were off slightly, the total cash being \$36,385 compared to \$38,000 in 1956, but Wade said attendance was up due to more participants in State-wide school and FFA events, who were admitted free.

Monday, opening day, was the best opener in the fair's history, showing an increase of more than \$1,000 in gate receipts as compared with last year, and Wednesday showed a net gain of about \$1,400, Wade said. Other days were slightly under the same days last year by a few hundred dollars.

The policy of names, tried for the first time, boosted grandstand receipts on the days the stars were here, but there was a slump on other days, resulting in a loss of about \$2,600 on grandstand operations for the week. A traditional revue-type show featuring an ice show last year turned in a profit for the week.

Pinky Lee headed the grandstand cast Monday and Tuesday, with the Cisco Kid in for Wednesday. Top business of the week for the grandstand was reported on Wednesday when matinee and night performances drew \$1,563 at 25 cents for children and 50 cents for adults. Featured for the last three days, the Renfro Valley Coon Creek Girls suffered from threatening cold weather. The grandstand booking was handled by Bob Shaw,

of the Gus Sun Agency. Tony Gentry's Animal Circus played the entire run.

A unique exhibit this year was a silver cup awarded by the fair in Macon in 1851 for the "best yoke of working oxen." Ornatly decorated, the cup bears the inscription of the fair's name and date. It is now owned by Julius M. Byrd III and was originally awarded to his great grandfather.

### Add New Building

A new poultry building was completed on the eve of the fair's opening, and the fair's livestock, agricultural, poultry, flower and home shows were larger than last year. Comprehensive fair exhibits were entered by 16 Middle and South Georgia counties.

Wade, who manages the fair for the Macon Exchange club, said preliminary figures showed the fair will be a big winner, but will narrowly miss last year's grosses in every department except commercial exhibits. There was a bigger demand for commercial space this year, he said, and on the last day six firms signed up for space for the 1958 event.

Outbreaks of flu that closed schools in many neighboring counties plus near-freezing weather on the closing day are also believed to have affected attendance.

## S. Boston, Va., Tops '56 Gate Despite Rain

SOUTH BOSTON, Va.—The 45th Halifax County Fair drew cold weather its first two days and light rain on Thursday (17), but managed to exceed last year's attendance record over its six-day engagement. There was Cooke and Rose grandstand talent offered, and the Proll's Broadway Shows' midway. Grandstand show and parking were free to patrons, with the fair getting \$1 at the outside gate.

E. B. Wilkins, manager, said the first mild day was Wednesday (16), when more than 15,000 persons passed thru the gates. Three grandstand shows, at 4, 7 and 9 p.m., pulled around 8,000 patrons. Thursday's rain held fair turnouts down to 4,000 with the 4 and 9 p.m. shows attracting around 2,000.

Friday and Saturday weather was good, resulting in heavy attendance and two full grandstands on the closing day. There were fireworks presented nightly. Grandstand show included an organist, four novelty acts, high wire act and 10-person country music unit.

Entire exhibit hall beneath the grandstand was taken up by the second annual flower show, which drew many more entries than last year, Wilkins reported. Additional ground was cleared for parking.

## RECLAIM LAND

# CNE Maps Plans For 50 More Acres

TORONTO—A plant expansion plan for the Canadian National Exhibition to reclaim 50 acres of land from Lake Ontario by filling in the channel between the sea wall and break wall was unveiled last week by Vice-President Harry Price.

The plan for the 50 acres includes an artificial lake for water contests and shows, a bathing beach, parking areas and facilities for new buildings.

"It is the cheapest 50 acres we will ever get," Price said.

Just how much over 1,000,000 cubic feet of fill will cost is not yet known.

The plan, under development for 15 months, will also benefit the city because it will no longer have to maintain the sea wall and would solve the CNE's worst

problem—cramped grounds. The artificial lake would have a grandstand on three sides.

### Need Waters

At present, the CNE is unable to conduct proper water sports activities because of the lake pollution.

Meantime, a \$1 million rehabilitation program has been started by the CNE. Fill is being used to raise the level of the land south of the bandshell. This will be planted with flowers.

Plans also call for creating an amphitheater north of the bandshell by tapering the level upwards toward the horticultural building.

Some streets will be closed, while others will be widened. This program is under the direction of the City Parks Department in cooperation with the CNE works department.

The rehabilitation will be completed in 10 years, with \$175,000 being spent this year.

## Ft. Lauderdale Revived After Five-Year Lapse

FORT LAUDERDALE, Fla.—The Broward County Fair will be revived here February 3-8 after an eight-year hiatus, Jack Finch, general manager, announced last week. The American Legion will again sponsor the event.

The fair, which will be held in the local armory and under canvas, was canceled out five years ago when the school board took over the fairgrounds. Plans are to have exhibits of cattle, poultry, rabbits, pigs, citrus fruits and vegetables. School and commercial exhibits are also planned.

Finch, who managed four fairs before the event lost its grounds, is currently in the decoration business. Previously, he had been with C. A. Wortham, Morris & Castle and the Johnny J. Jones Exposition shows.

## Red River Loop Selects 1958 Dates

WARREN, Minn.—Tentative dates were set for the Red River Valley Circuit of Minnesota county fairs at a recent meeting in Thief River Falls, O. M. Mattson, president, announced here last week.

The loop will open at Barnesville July 7-9 and will be followed by Fertile July 11-13; Warren, July 17-20; Roseau, July 21-24, and Mahanomen, July 25-27.

The circuit will receive proposals for its midway attraction at a November 20 meeting in Fertile.

Officers were re-elected at the meeting. Mattson was again named president, along with Barney Ross, Roseau, and Theo Holum, Barnesville, vice-presidents, and Reynold Erickson, Fertile, secretary.

Tom Swain, director of the Minnesota Statehood Centennial Commission, was guest speaker and outlined the role county fairs will play in the 1958 celebration of the State's birthday.

## GAC-H Talent Listed for Pittsburgh

NEW YORK—The Allegheny County Fair in Pittsburgh was signed last week by the GAC-Hamid office, which will provide all talent for the event, to run August 28 thru September 1 in 1958.

Included will be Rin Tin Tin, Lt. Rip Masters and Corporal Rusty, of the Rin Tin Tin television show; the Steel Pier Diving Horse; Zaccchini cannon act; Prof. George Keller and his wild animal act; Tuffy, the performing bear, and Hal Sands' Manhattan Rockets dance line.

## Craft Renamed Indiana State Board Member

PLYMOUTH, Ind.—John A. Craft, vice-president of the board of the Indiana State Fair, last week was named to another two-year term as a director.

Craft was selected by representatives of the third agricultural district. The entire board will meet November 13 in Indianapolis for its annual reorganization.

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## 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, Chicago, 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, Jan-

(Continued on page 71)

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## Roscoe Wade, Levys Billy Collins Merge Shows for '58 Goes to Orient As Minn. Rep

**Levy to Handle Back-End, Advance; Expansion of Midwest Route Planned**

ADRIAN, Mich. — Joyland Midway Shows and Lawrence Greater Shows will join forces for the 1958 season and the organization will go out under the banner of Lawrence-Wade Empire Shows, Roscoe T. Wade, owner-manager, of Joyland, announced.

Sam and Shirley Lawrence Levy, owners of Lawrence Greater Shows, will bring rides, shows and other equipment into the merger. The Levys will be in charge of the back-end and advance promotion while Wade will be general manager and general agent and handle all bookings.

In recent years, the Wade show has played almost solely in Michigan. The new show will move out in a wider arc. In addition to

Michigan, plans are to book in Northern Wisconsin and Minnesota and possibly Illinois, Indiana and Ohio.

Weight of the show will depend on the dates booked, Wade said. Present plans, however, are to go out with 14 rides, and eight to 10 back-end shows. A total of 50 trucks and 24 semis will be used to carry the rides, shows and equipment.

In addition to attending the Chicago meeting, Wade said he would possibly be at State conclaves in Indiana, Ohio, Illinois, Wisconsin and Minnesota.

Opening is set for late April in the Detroit area. The show is wintering here on the fairgrounds.

MINNEAPOLIS — William T. Collins, owner of the shows bearing his name, has been appointed to the Minnesota Industrial Development Commission and will leave here November 2 for an official trip to the Orient.

On the jaunt Collins will visit Japan, Formosa, Hong Kong and the Philippine Islands, returning here November 22. The commission will visit industrial plants while in the Far East.

Before leaving, Collins reported that the season as a whole was highly successful. Early weather hurt but once the weather took a turn for the better in August, the show scored hefty grosses at almost every fair.

## C-W Matches '56 \$\$ Despite Macon Cold

**Spending Tapers After Strong Bow; Show Contracted to Play 1958 Fair**

MACON, Ga.—Cetlin & Wilson Shows, which ended a six-day run at the Georgia State Fair Saturday (26), reported grosses close to last year, and announced they had signed to play the fair again in 1958, their 10th consecutive date here.

On Monday and Wednesday, shows and rides had hefty increases in grosses compared to the same days last year, but other days were slightly under by a few hundred dollars, except Friday when the total was \$15,500, a drop of about \$2,000 from the same day last year. At that the midway shows and rides grossed \$50,000 for the week, termed "very satisfactory" by the show and fair management.

The midway take for opening day was about \$10,500, some \$2,000 ahead of opening day last year. On Tuesday there was a drop of about \$500. The Wednesday gross of \$9,000 was about \$2,000 ahead of last year.

Near-freezing weather, which struck in the early afternoon Saturday, sent the crowd home quickly, but even with that the last day's midway gross reached \$5,695, which was about on a par with the Saturday last year when there was heavy rain.

Co-owners Issy Cetlin and Jack Wilson were hosts to many visitors, including E. Lee Carteron, Atlanta, manager of the Southeastern Fair; Marvin Lorig, vice-president of the Southwestern Georgia Fair, Albany, where the C&W next plays; Revenal E. Klinge, president of the Okefenokee Fair, Waycross; Shirley and Sam Levy; Barney Tassel, Jimmy Ackley, show owners; Floyd King, general agent, and Neil Berk, executive contracting agent, Clyde Beatty Circus; Lucio Cristiani, manager, and Arnold Maley, secretary, Cristiani Bros. Circus; W. J. Bailey, chairman of the Macon Schine Circus; W. E. Franks, Ace Turner and

Mrs. Charles Drill, who have retired from the road.

Rip Weinkle took a week off to visit home in Miami. Visitors from Miami included Irene Moore and Eva Daniels.

**Hartzman Back**

Bill Hartzman, treasurer, who returned to work recently after a siege of heart trouble, had a busy week greeting friends, but was

*(Continued on page 70)*

## Joe Green Joins Poole For '58 Tour

JACKSON, Miss.—Joe Green, formerly with Snapp Greater and other shows, has joined the staff of Gladstone Exposition Shows as agent, F. O. Poole, owner-manager, announced.

Poole said here at his winter base that the show will carry seven major rides, five kid devices, five shows and close to 40 concessions in 1958. It will tour Louisiana, Arkansas, Kansas and Missouri.

Jack Oliver, agent for Gladstone the past seven years, is confined to Greenwood (Miss.) Hospital with a broken hip and expects to remain there for some time.

Meanwhile work has already gotten under way here in Jackson. Plans call for complete overhauling of the rolling stock and rewiring the rides for fluorescents and electric motors.

## Hub Luehrs Maps Expansion Plans for '58

MILWAUKEE — Ideal Rides closed its first season under Owner-Manager Hub Luehrs at Indianapolis and is now in quarters planning for next year.

Luehrs disclosed that he will add a Roller Coaster, a new popcorn trailer and ride ticket boxes as well as paint and renovate all rolling stock.

In addition to mechanical plans, a booking tour is being laid out for Mr. and Mrs. Luehrs, who will, in addition to attending the Chicago outdoor meetings, also go to State meetings in Milwaukee, Indianapolis and Springfield, Ill.

Staff, in addition to the Luehrs, includes Ray Carter, foreman of the Octopus and kid rides; Bill Campbell, electrician and Ferris Wheel foreman, and Bill Luehrs, Merry-Go-Round and light towers.

## WOM Equals 1956 At Augusta Finale

**Ottawa, Columbia, Anderson Among High Spots; Book Miami Ride Spot**

AUGUSTA, Ga.—A highly rewarding season came to a close here for the World of Mirth Shows on Saturday (2), and the railroader headed back to its Richmond, Va., winter quarters where it is expected on Tuesday (5). Refurbishing a season-long proposition on Frank Bergen's midway, has been continuing steadily in recent weeks. Bergen termed the season as good as last year, which was a good one.

Painting has been a constant operation, and the carpentry department is at work on a new Skooter platform for next year. Molded plastic letters in red, mounted on frosty white backgrounds, will front many rides in 1958. The idea was tried on the Skooter and Ferris Wheels with success this year.

Satisfaction over 1957 is not confined to the business done, outstanding at several fairs, but extends to the contracted spots such as Ottawa, where a five-year pact was executed, and to such other repeats as Anderson and Columbia, S. C. All represented high spots on the route just ended.

Bergen cited an apparent tightening of money, especially in the South. On the back end in Anderson, as an example, he reported mothers remaining outside of show units and sending their tots inside, despite reasonable prices being charged. Merchants have reportedly complained of the tight money situation in a few Southern locations.

**Ride Going in Miami**

For the winter, several rides are being sent to Miami for a shopping center location. These are the German Merry-Go-Round, Junior Hot Rods and Rodeo. For the date here, the Lowie Sky Wheel joined, then was to play Savannah and Jacksonville fairs and other Florida winter dates.

The fair here opened in cold weather Monday (28) and suffered accordingly. Tuesday weather was an improvement, and the first-day deficit was overcome. Wednesday was not too much, but a strong windup was expected. Columbia, where the South Carolina State Fair was played, proved virtually equal to last year in earnings, the difference being less than \$2,000

despite three days of unsatisfactory weather: The big Friday returned \$1,700 more than the same day in 1956.

From Augusta, the show was to send its annual contribution to the National Showmen's Association in New York. The show has three past presidents of the club: Bergen, concession boss Bernard (Bucky) Allen and general representative Gerald Snellens.

Bergen termed the booking outlook as excellent, with many of this year's fairs recontracted and a couple of additions as definite possibilities. Spotty weather in the South ruined a couple of weeks, with Greensboro and Winston-Salem being hard hit. Uniformly good business was experienced in the North.

## Canada B Circuit Re-Pacts Sullivan

MOOSE JAW, Sask. — J. P. (Jimmy) Sullivan's World's Finest Shows was again awarded the midway contract for the Western Canadian Class B fairs circuit for 1958. This marks the third consecutive year that Sullivan will play the loop.

The decision was made at the semi-annual meeting of the association, which concluded in Grant Hall Hotel here Tuesday (29).

The Western Canada Fairs (Class B) circuit embraces 12 cities and towns in Manitoba, Saskatchewan and Alberta.

Altho the group's sessions were held in Moose Jaw, the city's exhibition only has an associate membership. Moose Jaw and Lethbridge, Alta., broke away two seasons ago after a wrangle over dates.

Sullivan held the B fairs contract for years, lost it for one season and has been back on the circuit for the last two years.

During the convention, Bob Di Paolo's KBD Enterprises, Calgary, signed to provide the grandstand show for 1958 in Moose Jaw,

Swift Current, Sask., and Lethbridge, Alta.

More than 50 delegates registered for the business sessions.

Addressing a dinner meeting, L. Hutchinson, Regina, of the Saskatchewan Department of Agriculture, reminded that the major role of fair organizations is providing some forms of agricultural education for the adult rural population, as well as for farm boys and girls.

"Farm operators cannot go back to school but your agricultural societies and fair boards can provide many of the facilities to encourage farmers to improve their technical knowledge and management skills," he said.

The speaker urged the fairmen to make the fullest possible use of their agricultural buildings, 4-H buildings, auditoriums and accommodations for boys' and girls' camps. He suggested a setting up of programs such as farm short courses which would provide services throughout the year.

Bidders for the midway contract, besides Sullivan, included the Art

## Reithoffers Eye Bigger Dixie Fairs

DALLAS, Pa.—There is money in Southern fairs, the Reithoffers said firmly last week, and they will be in the thick of the winter booking picture for 1958 Dixie dates. But rather than take down half a show next year, as they did in 1957, they will go down heavier next time, their second excursion down South.

What it means, Pat Reithoffer Jr. explained, is that he will be bidding on larger spots for 1958 than the ones played this past season. If any are captured, the entire Reithoffer Shows will play them. If concurrent smaller dates are signed, two units will go into play as in the North.

This year most of the rides and shows operated by the Pennsylvania family were returned to quarters. The jump for opening Southern dates, some 650 miles from Bloomsburg, Pa., to Union, S. C., saw half the midway up and doing business on Monday after being hauled down by commercially contracted drivers.

For next year's Southern trip, a half-dozen tractors will be added, it was claimed. The Reithoffers, Pat Sr. and Jr., and in-law Bill Goodman, control 56 riding devices and around 85 trucks or tractors. They split up and combine as needed in the North.

Pat Jr. will miss out on the Chicago meeting which conflicts with his consuming pastime—deer hunting. But the show will be represented by other members of the family.

## Conklins Ink Lou Dufour Side Show

TORONTO—Lou Dufour will have the Side Show on the Conklin Shows at several Canadian fairs and also at Belmont Park, Montreal, next year. Patty Conklin, in making the announcement, said the Canadian National Exhibition here will be one of the fairs at which Dufour will have the Side Show.

B. Thomas Shows, Lennox, S.D.; Norton Greater Shows, Oklahoma, and the Bernard and Barry Shows, from Ontario. Also on hand were reps of the Gold Medal Shows and Cayland Shows.



# CLUB ACTIVITIES

## Pacific Coast Showmen's Association Ladies' Auxiliary

The regular meeting was held at the clubrooms with approximately 40 officers and members in attendance. President Berta Harris presided. Ida Chase, who had not been at a meeting for several years, was welcomed by the president, along with Clara Andersen, Evelyn Lantz, Ruth Davis and Kitty Scarce, all of whom were attending their first fall meeting.

Secretary Peggy Forstall introduced Mrs. Mabel Reardon, of Fort Wayne, Ind., and Mrs. Ruby Fowler was the guest of Vicky Tay-

lor. Members reported on the sick list were Marie Morris, Elsie Sheldon, Dorothy Eastman, Ethel Smith, Grace Cross, Peggy Butler and Jennie Abbott.

New members are Darlene Taylor, Lucy Lango, Alma Hampton, Stella Stults, Jodi Dillard, Selma Lorraine, Shirley Nelson, Vaughn Mallon, Jim Lane, Evelyn May Berns, Helen Bishop, Thelma Leefe, Rona May Grotsky, Leila Bonner and Sharon Arlene Payne. Correspondence was read from Donna Day, Frances Billon, Mayme Butters and Peggy Steinberg.

Bank night was taken by Lucille Dolman and Kitty Scarce. Door awards, donated by Bertha McCarthy, Clara Andersen, Katherine Goldstein, Lillian Schue, Emily Bailey, Ethel Shapiro, Blanche Henderson and Berta Harris were taken by Nina Levine, Ruth Martone, Lucille Dolman, Maree Rhodes, Opal Manly, Peggy Forstall and Ruth Davis. Lucille Dolman took ovenware donated by Mary Baciagalupi and Madge Wallace.

Lillian Schue reported the installation and dinner will be held at the Hollywood Roosevelt Hotel on January 4.

Donations were made to the bazaar by Elsie Sheldon, Clara Andersen, Thora Rickard, Jessie Loomis, President Harris, Helen Vaughn and Blanche Henderson.

## Show Folks of America

SAN FRANCISCO—The Monday (21) homecoming party was the most successful ever held. A large attendance enjoyed an evening of good food and well-planned entertainment. John Provenzale provided the food and Duke Navarro the entertainment. President Eddie Hellwig presided over a short meeting, his first of the winter months. Invited to the restroom were Mike Krekos and Al Rodin.

Among the talent was Dick Anderson, singer; Mary and Carol Tonkovish, dancers; Mary Tegas, vocals; Larry Galvas, accordionist, and Shirley Aristo Alves, Spanish dancer.

President Hellwig was presented with over \$1,500 from combined West Coast Shows efforts.

Ada Cochrane was reported in St. Luke's Hospital.

Among those present were Al Freedman, Jake Schwartz, Arthur Unger, Delores Coronado, Riley Castle Burglou, Isabelle Meyers, Nellie Baker Ramsey, Marie Burke, Helen Artz, Sydner Balcom, Mr. and Mrs. Rodin, Harry Myers, Mr. and Mrs. Gomez, Reuben Williams, Helen McShay, Mr. and Mrs. Harry Martin, Mr. and Mrs. Samuel Lasky and George Simmonds.

## Miami Showmen's Association

MIAMI—Members are streaming into town now, with the closing of many shows. Recent visitors to the clubrooms have included Charles Tommy Thomson, Sam Speilman, Charles Ginsburg, Pete Norman, William Gross, Charles Mikels, Joe Lux, Samuel Barnett, Mike Sullen, V. J. Hamid, Eddie Lawson, William Young.

Also L. J. Schultz, Jack Shore, Mike Wold, Al Hamid, Herman Gordon, Harry L. Bernstein, Brownie Garner, Joe Ukuis, Moe Winneman, Thomas A. Holeman, Dewey Delph, Paul Bauchard, Hy-mie Stone, Lewis Weinstein, Mike Roman, Carl Kalansky, Whitey Byus, Sam Leavitt, Nate Cutler, Eddie Crowell, Wayne Barlow, Frank Walker, C. H. Groler, Robert Kelley, Russ Erdell, Maxie Lynn, Mike Speilman and Mobey D. Byus.

## Heart of America Showmen's Club

KANSAS CITY, Mo.—The first regular meeting of the fall and winter season was well attended. Past President F. W. (Boxie) Warfield presided because of the illness of President George Gordon.

Eight new members were elected to membership and work has been started on the annual year book with Past-President Capt. Hugo as chairman and Sam Lyon, co-chairman.

Tickets will go on sale at the November meeting for the annual banquet and ball to be held this year at the Pickwick Hotel on New Year's Eve.

The second meeting attendance, October (25), was light. President Gordon presided and three new members were added to the club's roster.

### Ladies' Auxiliary

The Auxiliary opened the winter season with President Dorothy Huga and 21 members present. The clubrooms were a pleasant surprise with new furniture, including a new piano, freshly painted walls and new drapes.

Plans were made for a rummage sale to be held November 7-8, and for the New Year's Eve party.

Ellanora Price read a letter from the Lone Star Club of Dallas informing her that she had won the TV giveaway.

Refreshments were served and a social hour was enjoyed.

## National Showmen's Association

### Ladies Auxiliary

Much work must be done to refurbish our new home, where the club held its first meeting only a day after moving in. President Ann Brown presided over the session, held on the second floor of the clubhouse recently vacated by the Friars Club, its builder and original occupant.

Florence Van Raalte showed the attractive invitation she had received for the Waldorf Astoria Hotel dinner for Queen Elizabeth. Wally Spitz presented the president with an orchid.

The nominating committee, named by the board of governors, is headed by Chairman Helen Rothstein and Co-Chairman Mae McKee. Other members are Henrietta Weitheimer, Eileen Weisman, Jane Tubis, Elizabeth O'Keefe, Rhoda Koren and Lena Bernstein.

The club was unhappy to note the passing of Claire Priddy, treasurer; Amanda Combs, and the sister of Midge Cohen, Evelyn Blakeley. Ruth Herman lost her mother, and Sid Mirger's father died.

On the sick list are Catherine Fried, Grace Steiner's husband, and Marion Allen, who is in the hospital. New names added to the bronze plaque list are Helen Rothstein and Dixie Haas. Ray Goldman is back and well again. Grace Steiner was congratulated on the marriage of her daughter.

## Michigan Showmen's Association

DETROIT—The regular meeting was held Monday (28) and presided over by President Jack Dickstein. Other officers present were C. L. Lovejoy, Cameron Murray, Edor Burge, Max Kahn, Paul Greeley.

Contributions to the memorial fund have reached a sizable amount with the Ladies' Auxiliary donation of \$200.

Members at the meeting included William H. Green, Ben Morrison, Earl Wright, Fred and William Silber, Milton McLean, Irving Berker, Harry Letzer, Sam Stone, Sam Burd, Sam Fieue, Tim Gale, Dave Greenberg, Arthur Rosenthal, Jack Segal, Saul Beeson and Frank Blooming.

## C-W Beats Cold in Macon

Continued from page 69

confined to his hotel Saturday when he developed a severe cold. E. J. (Whitey) Walker and Jack Leipard assist in the office.

Raynell Golden's show, featuring Sally Rand, was top grosser on the midway, reporting a 25 per cent increase over last year. Bob and Virginia Edwards, who had a Dark Ride, two Turnpikes and a torture show in operation here, said they had a profitable week, but their gross was off about 15 per cent. They have been playing the Macon fair for more than 20 years and while here hosted many friends.

Co-owner Wilson and wife, Mrs. Saddle Wilson, plan to winter in Miami, after many years in Petersburg, Va. The change in winter climate was advised by doctors because of Mrs. Wilson's sinus trouble.

L. (Peasy) Hoffman, special agent who also handles press, arranged front-page photos of Sally Rand milking a cow in one of the livestock barns, and other press events. Hoffman suffered a relapse from rib fractures he received in a recent fall and was under doctor's care here.

On Thursday evening the show owners hosted the fair board and top officials as their guests at a steak supper prepared by Al Dorso and Eddie Doyle in the main mid-

way restaurant. A total of 22 guests attended.

William M. Moore, business manager, and his assistant, Claude Sechrist, reported demand for concession space ahead of last year. Normally the show reserves 1,500 feet. This year 2,000 feet was used and good business was reported. Bennie Weiss again booked a bingo on the independent midway.

Raynell Golden is mapping plans to tour her Girl Show in Army camps and other military installations after the close of her outdoor season at the Jacksonville (Fla.) Fair late in November. J. M. Carter, Atlantic Beach, N. C., will handle the bookings.

## Rain, Cold Hit Golden Star In Tennessee

GREENEVILLE, Tenn.—Cold, rainy weather, that hit many late-season events in the South, wound up the season in Tennessee for Reid's Golden Star Shows. Elmer Reid, owner-manager, reported that he had five weeks of cold and rain in the State and then went into winter quarters here.

This year the show toured Tennessee and Virginia. Next year they plan to add West Virginia dates to the route. In '58 they will have five major rides and close to 30 concessions in addition to shows. A fat show will be added and a new front gate is planned.

Buddy Bradey, who will be back next year, headed for Memphis after the close. Reid is lining up dates for next season.

## Winter Fairs

- Arizona—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. 8-7. W. P. Hayman.
- Bradenton—Manatee Co. Fair, Jan. 27-Feb. 1. Harper Kendrick.
- Brooksville—Hernando Co. Fair, Nov. 8-9. H. J. Brinkley.
- Clewiston—Sugarland Expo, Jan. 28-Feb. 1. D. G. Percy.
- Dade City—Pasco Co. Fair, Jan. 13-18. J. P. Higgins.
- De Land—Volusia Co. Fair, March 3-9. Les Maxwell.
- Eustis—Lake Co. Fair & Flower Show, Jan. 10-15. Karl Lehmann.
- Fannin Springs—Suwannee River Cattle Show, Feb. 19-21. L. C. Cobb, Trenton.
- Fort Myers—Southwest Fla. Fair, Feb. 2-8. Robert Hippelheuser.
- Inverness—Citrus Co. Fair, Dec. 2-7. Quentin Medlin.
- Jacksonville—Greater Jacksonville Ind. & Agr. Fair, Nov. 14-23. Ted Chapeau.
- Kissimmee—Kissimmee Valley Livestock Show, Feb. 19-23. O. L. Partin.
- LaBelle—Hendry Co. Fair, Jan. 28-Feb. 2. Frank Pohlitt.
- 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. Huttaker.
- Ocala—Southeastern Fat Stock Show & Sale, March 3-7. Louis Glibbreath.
- Orlando—Central Fla. Fair, Feb. 24-March 1. C. T. Bickford.
- Palatka—Putnam Co. Agr. Fair, Nov. 11-16. Hubert Mat'by.
- Plant City—Hillsborough Co. Jr. Agr. Fair, Dec. 12-14. D. A. Storms.
- Plant City—Fla. Strawberry Festival, Feb. 17-22. Fred W. Nutter.
- Sarasota—Sarasota Co. Agr. Fair, Jan. 10-15. K. A. Clark.
- Sebring—Highlands Co. Fair, Feb. 21-March 1. B. J. Harris Jr.
- Tampa—Fla. State Fair, Feb. 4-15. J. C. Huskisson.
- West Palm Beach—Palm Beach Co. Fair, Jan. 24-Feb. 1. Lamar Allen.
- Winter Haven—Fla. Citrus Expo, Feb. 16-22. Robert J. Eastman.

## League Maps Plans for Dec. Outdoor Meet

CHICAGO—With most of the officers of the Showmen's League of America now off the road, plans for the coming outdoor meeting were mapped at the regular Thursday night (31) meeting.

President Al Sweeney was in the chair for his first meeting of the fall season assisted by the two vice-presidents, Jack Duffield and Bill Carsky. Also on the platform were Homer Briant, executive secretary, and two past-presidents, Sam J. Levy Sr., and Fred H. Kressmann.

Edd Sopenar, chairman of the December 1 Memorial Services, which will be held in the Hotel Sherman, named Max Brantman and Harry Cherniak as co-chairmen. Those appointed to the committee included Jimmy Campbell, Tom Sharkey, Hy Neitlich, Jimmy Stanton, Chick Bohdan, Chick Schloss and Harold Barrows.

New members of the League are Herbert Nelson, Sam Tokowitz and Richard J. Criley.

Members back after absences included Mickey Blue, Mike Dalesio, Sam Ward, Cecil Meyers, Sam Levy Jr., Ben Young, Louie Berger, Sid Eerber, Morris Goodman, Harry Heftman, Harry Simons and Morris Brown.

## Show Folks of America

SAN FRANCISCO—The regular Monday (14) meeting was called to order by Leon Stevens, first vice-president. Other officers on hand included Oscar Mattley, Joe Barell, Charlotte Porter, Jim Redder, Lola Cox and Bonnie Townsend. Invited to the platform were Dora Redder, Harry Myers and Marie Hawkins.

John Provenzale was appointed to handle the food for the homecoming party. Duke Navarro will provide entertainment.

Among those present were Sol Grant, Al Rodin, Sam Landesman, Harry Myers, Duke Navarro, Barney and Leona Stevens and Mike Krekos. Donald Wicks was named to the membership.

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## MIDWAY CONFAB

Jack L. Oliver is confined in Greenwood Leflore Hospital, Greenwood, Miss., and would like to receive mail. . . . Maxie Gleun is out of the hospital and recuperating at his Miami home. He recently visited Mr. and Mrs. Michael Roman, who just came off the road after a successful season with their grab stand on Ross Manning Shows.

Mrs. Vera Cox, president of the Ladies' Auxiliary, Greater Tampa Showmen's Association, is on the mend after being confined to her trailer for two weeks by Asiatic flu.

Sammy Lowery, motordromist, who with his wife, Grace, resides in Mobile, Ala., recently entered the Mobile Infirmary for treatment.

Charley Bochert, veteran manager of the Mineola (N.Y.) Fair, is out of the hospital after an extended stay. He will try to attract show promoters for the 400,000-square-foot Roosevelt Raceway structure.

Harvey Boswell writes that his season on O. C. Buck Shows,

## Festival Assn.

• Continued from page 62

Art Center, Manchester, Vt.; New York Is a Summer Festival; Boston Arts Festival; Seafair of Seattle; Aqua Night of Schroon Lake, N. Y. Festival of the Americas, Miami; and the Youth Hostel Association.

Other officers are Joe Mickler of the Gasparilla event, vice-president and Reynoldd Andricks of the San Antonio event, treasurer. Board of directors includes Norman Singer of the Aspen, Colo., Music Festival; Jack Batten of the Easter Sunrise Service, Holy City, Lawton, Okla.; J. J. Colbert of the Seven Arts Festival; Herman E. Basehore of the Maple Festival, Meyersdale, Pa.; Gordon Leonard of the Oklahoma Semi-Centennial Commission; John D. Meyers of the Rose Festival; J. H. Van Aernam of the Tulip Festival, Albany, N. Y.; Dr. Alfred Shoemaker of the Pennsylvania Dutch Festival; Ray Erickson of the Minneapolis Aquatennial and Clarence A. Arata of the Cherry Blossom Festival.

## CUSTOMS HAS A HUNGRY COW

REGINA, Sask.—A recent Canadian Press dispatch from Ottawa reports that Canadian customs officials are trying to figure out what to do with a dwarf cow abandoned at a Saskatchewan - U. S. border customs office.

A. S. Kenney, secretary of customs in Ottawa, said the midget cow was abandoned at the border point by a U. S. show when American customs officials refused to allow the animal to enter the United States.

"It's eating its head off at the expense of the federal agriculture department," Kenney said.

where he had a geek and six-legged cow, was excellent on the Northern tour. He is now home near Wilson, N. C., where he's operating a combination zoo and museum on Route 301, a mile north of town. He is also proprietor of a motel there which he has named "Adventure Acres."

## Carnival Routes

• Continued from page 64

Heth: Bainbridge, Ga.  
Hottle, Buff, No. 2: Baton Rouge, La.  
Louisiana State: Washington, La.  
Lucky Strike: Gadsden, Ala.; Bessemer 11-16.  
Manning, Ross: Fort Bragg, N. C.  
Miller, Ralph R.: (Fair) Franklin, La.  
Moore's Modern: Laredo, Tex., 5-10.  
Page Combined: (Fair) Brooksville, Fla.  
Palmetto: Clover, S. C., 4-11.  
Prell's Broadway: Warner Robbins, Ga.  
Siebrand Bros. Comb.: Phoenix, Ariz., 4-11.  
Southern Fairs: Americus, Ga.  
Southern States: (Fair) Williston, Fla.  
Tinsley, Johnny T.: (Fair) Hawkinsville, Ga.; (Fair) Augusta 11-16.  
Tivoli Expo.: Lake Charles, La., 4-12.  
Tower Am. Co.: Odessa, Tex., 4-10.  
United States: Warrenton, Ga.

## Fair Meetings

• Continued from page 68

January 27-28. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.  
Nebraska Association of Fair Managers, Hotel Cornhuster, Lincoln, January 27-28. H. C. McClellan, Arlington, 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.  
Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 5. N. S. Hand, Jackson, secretary.  
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.

## Canadian Revenue

• Continued from page 63

share. In 1956, after allowing for stock dividends on preferred stock, net was equal to \$13.13 a share on a like amount of common shares outstanding.  
A dividend of \$1 a share was paid on the common, unchanged from the preceding year.

## JOHNNY T. TINSLEY SHOWS

"AMERICA'S MOST MODERN MIDWAY"  
WANT NOW — CAN PLACE — WANT NOW

For Jaycee's Pulaski County Fair, Hawkinsville, Ga. (this week) followed by the Two-State Colored Fair in the heart of Augusta, Ga., Shiloh Orphanage Grounds, 15th St., with 2 Big Kid Days, Bicycle and Television Giveaways, and American Legion, Veterans of Foreign Wars and Elks special days, with advance ticket sale. This was a big attendance date last year and should be even bigger this year. Followed by 2 dates in South Carolina.

RIDES: Scooter, Coaster, Roundup, Spinaroo, Train and Midget Racers.  
SHOWS: Monkey, Big Ape, Drome or Globe, Illusion, any Family or Grind Show.  
CONCESSIONS: Arcade, Custard, Cookhouse, Long and Short Range Galleries, Novelty, Photos, Age and Weight, Pitches of all kinds, Foot Long, High Striker, Hats, Auction, Pirschmen, Prize-Every-Time Concessions. Open midway. All wires, mail or calls to

**JOHNNY T. TINSLEY**  
Owner-Gen. Mgr.  
Hawkinsville, Ga., now; followed by the big one, Augusta, Ga.

**TED WOODWARD**  
General Agent-Asst. Mgr.

# GREATER JACKSONVILLE FAIR

Gator Bowl, Jacksonville, Fla., Nov. 14 to 23

CIRCUS SIDE SHOW WANTED for this, one of the best Side Show Spots in America.

We can place Bird, Bear, etc., Pitches for this Fair. All Pitches open except Glass.  
WANT: Legitimate Merchandise Hanky Panks and Eating and Drinking Stands. Merchandise Concessions only. No others need apply.

CAN PLACE: Helicopter, Twister, Roto Jet or any Ride that does not conflict. Can place any worth-while Grind Show other than what we have.

Any New and Novel Attraction wanting to book for 1958 will get winter quarters at Petersburg, Va.

All Address This Week

# CETLIN & WILSON SHOWS

OKEFENOKEE FAIR, WAYCROSS, GEORGIA

10th Annual Colored Elks BLOCK PARTY  
West Palm Beach, Fla.  
Nov. 20-30  
Can place complete Jig Show and a few legitimate Concessions. No Rides or Food Sales needed.  
Mac Marckres, Mgr.  
Rt. 5, Box 370 Tel. Temple 2-8456

BLUE GRASS SHOWS  
WANT FOR PUTNAM COUNTY FAIR, PALATKA, FLA., WEEK NOVEMBER 11-16  
CONCESSIONS—Hanky Panks and prize every time games of all kinds—Popcorn, Grab, Cookhouse, Penny Arcade, Auction Sale. Open midway for all legitimate merchandise and direct sales concessions of all kinds.  
SHOWS—Any good grind or bally show with own equipment. No Girl Shows.  
All replies to C. C. GROSCURTH, Andalusia, Ala., all this week

JAMES H. DREW SHOWS  
TOOMBS COUNTY FAIR, VIDALIA, GA., NOV. 11-16  
Want Grind or Bally Shows that do not conflict with what we have. Will place Merchandise and Outright Sales Concessions of all kinds. Also Eating and Drinking Stands. NOTE: We are now booking and contracting for the 1958 season.  
Winterquarters address: P. O. Box 899, Augusta, Ga. Phone 33196.  
All address this week: JAMES H. DREW SHOWS, Care Western Union, Dublin, Ga.

FOR SALE—AMUSEMENT PARK  
Located in town of about 35,000, about 200 miles southwest of Chicago. Trading area of about 125,000 population. Rides consist of Merry-Go-Round, Tilt, Wet Boat, Automobile Ride, Wheel, Plane, Train, Hand Car, Lusse Scooters, Chairplane and coin-operated Space Ship; also C.E. Spot Light. Plenty of parking space. All Rides are in nice condition. Lease expires July 4, 1963. To be sold as a going business, no piecemeal, no deals. Has been showing a nice profit each year. Write  
BOX D-24, c/o THE BILLBOARD, CINCINNATI 22, OHIO.

LOUISIANA STATE SHOWS  
WANT: Prize-Every-Time Concessions. Privilege \$15.00 a Week. Out until Christmas.  
RIDES: Will book one or two Kiddie Rides on low percentage.  
All replies ROBERT VOGT, Washington, La.

TIVOLI EXPOSITION SHOWS  
Will be cut till the snow flies. Want Concessions that work for stock. We have enough Eating Concessions. Will charge winter rates starting next week. Contact  
H. V. PETERSEN or CARL ANSTEAD  
LAKE CHARLES, LA., THIS WEEK.

FOR SALE  
As complete unit only, 1956 Ferris Wheel, 40' 3-Abreast Merry-Go-Round with Wurlitzer organ, 1954 Bulgy-the-Whale, 1954 Midge-o-Racer, 1950 Airplane Swing, 1953 Chevrolet 2-Ton Tractor, 1952 Dodge 2 1/2-Ton Tractor, 1951 Chevrolet 16' Straight Van, 28' Edwards Van Trailer, 32' Universal Van Trailer, 3 Ticket Booths, Fences, Elec. Cables, etc. All the above in good condition. \$18,000 cash. No deals. Address: BOX D-22, c/o The Billboard, Cincinnati 22, Ohio.

BILL EDWARDS AND HARVEY BARNES  
Let me hear from you immediately regarding Chev. Tractor, Fruehauf Trailer and Ferris Wheel.  
SHAN WILCOX  
Marysville, Tenn.  
Phone: YUkon 2-6912

WANT GENERAL AGENT  
Who knows southern territory. All replies to  
E. E. FARROW  
Box 1183 Jackson, Miss.  
Phone 3-7644

GIRLS  
ONE OF NEW ORLEANS' OLDEST CLUBS  
STRIPPERS, EXOTIC, ETC. With or without wardrobe. Guaranteed all winter's work. Contact  
CLARENCE SIMMONS  
FRENCH CASINO  
1428 Canal St. New Orleans, La.

FOR SALE  
Allan Herschell Merry-Go-Round, perfect shape, fluid drive, \$2,500.00 with transportation, \$5,500.00 without; Allan Herschell Auto Ride, fluid drive, canvas new; Shop Built Boat Ride; Kiddie Airplane Ride, 10 planes; Super Roll-o-Plane, new Booms, with Trailer, \$1,000.00. Contact: BOB HAMMOND, 6115 Gold St., Houston, Tex. (Phone: Oxford 4-8647).

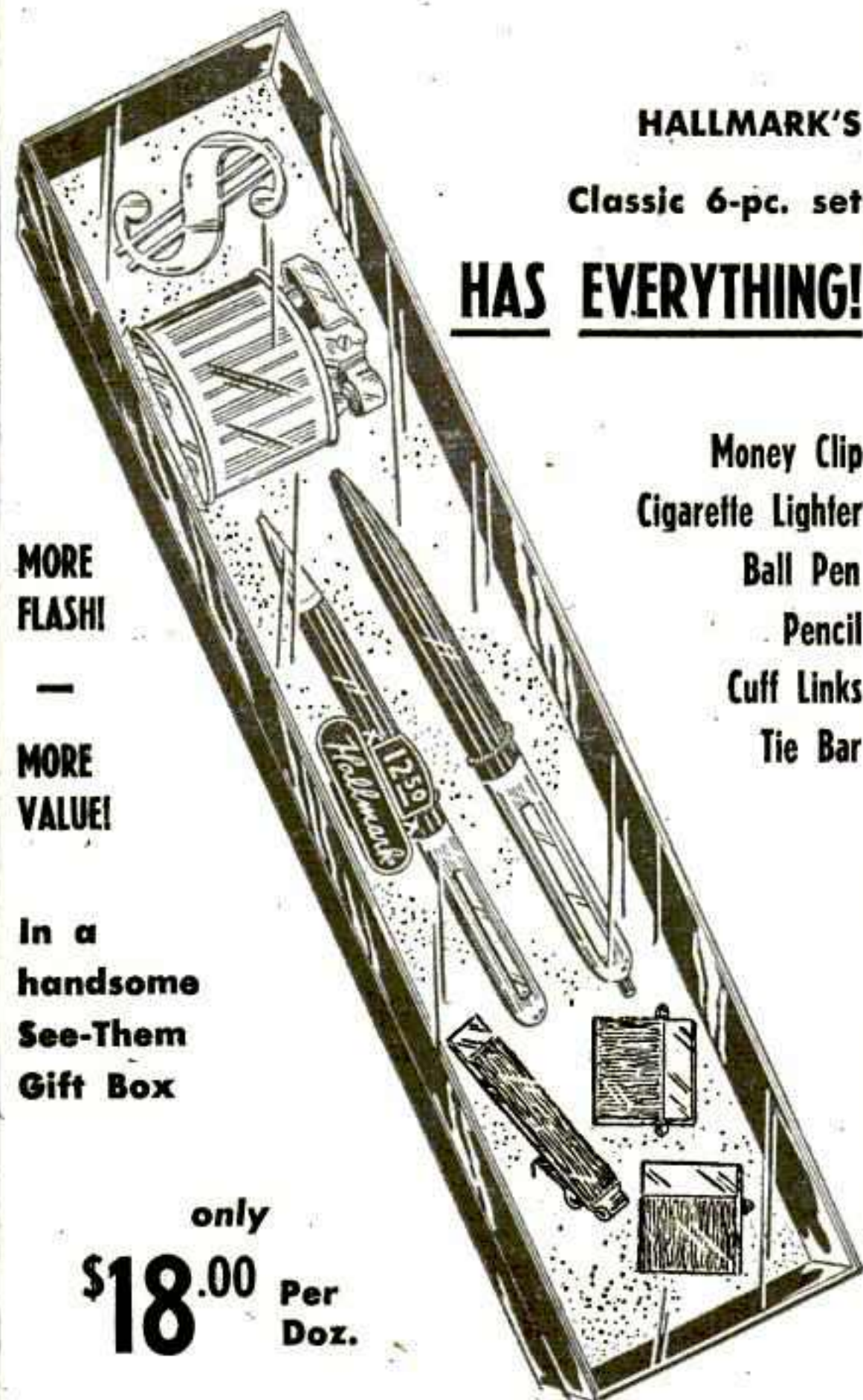
PARTNER WANTED  
To organize Side Show for 1958. Give full information including telephone number.  
BOX D-21  
Care Billboard Cincinnati 22, Ohio

GIVE TO DAMON RUNYON CANCER FUND

All the news of your industry every week in The Billboard . . .



## HOTTEST ITEM OF THE YEAR!



**HALLMARK'S**  
Classic 6-pc. set  
**HAS EVERYTHING!**

- Money Clip
- Cigarette Lighter
- Ball Pen
- Pencil
- Cuff Links
- Tie Bar

**MORE FLASH!**

**MORE VALUE!**

In a handsome See-Them Gift Box

only **\$18.00** Per Doz.

### HARRIS NOVELTY COMPANY

1102 ARCH ST. THIS IS OUR ONLY STORE PHILADELPHIA 7, PA.  
Phone: Market 7-9848—WA 2-6970 Send for Latest Catalog

## MERCHANDISE TOPICS

If you are interested in Mexican imports, you should write to Pearl Sales Company, P. O. Box 675, El Paso, Tex. The firm specializes in this type of merchandise and will forward a free catalog on request. In addition to hand-tooled Mexican purses, wallets, tarnish proof rings, hand-painted skirts and 100 per cent wool jackets, the firm features an imported fishing and hunting knife. This is a bowie knife with tooled cowhide sheath, the handle having genuine horn inserts. Each knife has a different Mexican design. A sample is \$2.95 postpaid, but the price drops to \$24 for dozen lots. Other select items at low prices are shown in the catalog.

Sheldon Cord Products, 3549 West Fifth Avenue, Chicago, is offering general merchandise which they say is best in price and service. Among the products are appliances, dinnerware, blankets, giftware, portable electric drills, saws, hand tools and wrench sets of all varieties. An item which is receiving wide acceptance is the firm's trouble light which is made with all copper wire. The 25-foot size is 85 cents each, the 50-foot size, \$1.25, and the 100-foot size, \$2. Three other low-priced items are 10-piece magnetic screw driver set with rack at 65 cents, a 10-piece flex handle socket set at 70 cents and a flood light with a 9 1/2-inch reflector at \$1.45. Write for the free price list.

The well-known firm of Harris Novelty Company, 1102 Arch Street, Philadelphia, has announced seven new items: A Santa Claus salt and pepper set in ceramic red and white at \$4.50 per dozen; a

musical jewel box, hand-painted, velvet lined with back mirror included at \$3.75; a men's Waterman set consisting of seven pieces, \$2.75; a men's six piece jewel set, \$1.25; a woman's six piece watch set, \$6.50; a men's eight piece watch set, \$6, and a ring tray containing a dozen Baroda gem stone rings for men at \$6 per dozen. These rings come in assorted styles and have a gold tone satin finish with plenty of flash. Harris Novelty says it ships the same day an order is received and will send its latest catalog on request.

Cel-Max, Inc., 582 South Main Street, Memphis, is featuring what it calls smash hits for profitable Christmas selling. They are boxed women's rhinestone watches which are rebuilt like new, \$7.95 each, and boxed costume jewelry sets at \$13.20 per dozen sets. The firm says these are sparkling hand-set stone sets consisting of necklace, earrings and bracelet in assorted styles and colors. Included in this group are a woman's watch set consisting of a seven-jewel watch, necklace, earrings and ball point pen at \$7.95, and a man's waterproof watch with matching jewelry wardrobe at \$7.95 each. A new catalog is available.

Full 17-inch decorator pillows may be had from Star Doll & Novelty Company, 12th & Brown Streets, Philadelphia, at \$7.20 per dozen. These come in assorted prints and colors and are individually packaged in plyofilm bag. This should be a good Christmas number with \$2.98 price tag. Buying direct from this manufacturer assures lowest possible prices.

## PIPES FOR PITCHMEN

By BILL BAKER

"THE OUTDOOR SHOW . . . world lost a true friend in the recent death of Tex Dabney, veteran pitchman who was always with it and for it," writes Col. H. G. Coffey, from Petersburg, Va. "Tex never made the headlines or boasted of his greatness, letting his deeds to his fellow men proclaim his character. As one of his friends—and he had many of them—I can say that when the big book is opened his deeds and kindnesses will be proclaimed in bold type."

CLOSING . . . their fair season recently at Columbia, S. C., Bob Tousey and Tom Morton reported a successful tour with their auction truck and a new retractable pen layout. Tousey urges that the boys get on the lettuce wagon via Christmas demonstrations of his pen layout in stores.

ACCORDING TO . . . Big Al Wilson, Frenchy Bourdeaux recently bought two new Girl Shows which will be ready for operation soon on Maxwell Street.

REPORTEDLY . . . seen getting some real money in Columbia, S. C., was Rip Van Cleff with his new Snake Show, and Willie (Horse Thief) Weiss with the new retractable pen.

"DURING MY ANNUAL . . . treks thru the Black Hills of Montana and visits to various spots in Wyoming and North and South Dakota I'm always delighted to pick up a copy of The Billboard and read the stuff of that character known as Joe Joblots," writes Ben (Horseback) Meyers from Dathan, Ala. "Meanwhile," he wrote, "I'd like to read pipes from my Western boys, Ben Haberman, Alex

Friedman, Abie the pants operator, One-Eye Stony and many others."

"JUST A LINE . . . to say hello to the boys and let them know that we are doing okay and still resting after the Dallas fair," write Bob Davis Sr. and Jr. from Newark, N. J. "We'd also like to let the boys know that an old-time carnival and pitch worker, Mrs. Mona Glover, died of a heart attack October 23. Services and burial took place October 29 in Mesquite, Tex. She had been residing in Dallas for the last 15 years since her first heart attack. Would like to read pipes from Duke Siegel and Joe Conti. We plan to play St. Louis November 5 and then return to Newark to work the markets."

"GLAMORIZING . . . the American pitchman" could be the slogan of a new project Bernard D. Kantor of Cleveland and his associates are in the process of developing. The project is a comic strip to be known as "Tripod Taylor." Planned for comic magazines at first and newspaper syndication later, "Tripes" will travel a route consisting of the earth, moon, Mars and Venus," said Kantor. "Episodes will be both funny and educational," said Kantor, "as Taylor pitches gyroscopes on the moon, knife sharpeners on Mars and perfumes on Venus. To stimulate circulation, a plug for all new products sold in 5 and 10 stores will be presented in a serious manner, with plenty of laughs effectively interspersed. We contemplate the co-operation of Jerry Siegel and Joe Shuster ("Superman" creators), John E. Gallagher, merchandise impresario, has assured us of executive and financial co-operation."

**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 • Baxed Cutlery Sets • Electric Shavers & Haircutting Sets • Electric Sewing Machines.

**COOK BROS.** 916 So. Halsted St. Chicago 7, Ill.

**Entirely New Varied Brands Toy Line**

**TIGERS!**

23" LONG TIGER  
Made of finest stenciled plush cotton stuffed, realistically detailed . . . **\$24.00**

24" TAFFETA CLOWN DOLL . . . \$6.50 dz.  
21" TAFFETA MOUSE DOLL . . . \$6.00 dz.  
13 1/2" PEASANT DOLL, colorful \$6.00 dz.  
3" Dangle Dogs, plastic strap \$7.20 gr.

No Extra Charge for Samples

**49 PCS.** 1 doz. each of 4 above items plus 1 tiger. **\$21.10**

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.

**ACE** TOY MFG. COMPANY  
536 Broadway, N. Y. C. WA 5-3234

**DIRECT FROM**

**Costume Jewelry Manufacturer**

Miracle Prayer Crosses, boxed . . . \$4.25  
Men's 3-Rhinestone Rings, boxed 275  
Ladies' Rhinestone Adl. 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 . . . 2.00  
Bracelets, tailored . . . 3.00  
Necklace, Earring Sets, boxed . . . 4.50  
Pin Earring Sets, boxed . . . 4.00  
Necklace, Bracelet & Earring Sets, boxed . . . Each 1.00  
8-Piece Sets—gold plated, beautifully boxed . . . Each 1.75

**SEND FOR FREE "ATLANTIC"**  
48 Illustrated Pages.  
25% Deposit on C.O.D.'s.

**PACKARD JEWELRY CO.**  
48 W. 25th St., Dept. B, N. Y. 10, N. Y.

## NOVELTY SALT & PEPPER SHAKERS

An outstanding assortment of the latest Salt & Pepper forms—Individually Boxed—proven Best Sellers

Send us \$7.20 for a dozen assorted samples. Re-order only those numbers you select. Your money refunded if not completely satisfied with our selection.

When in Chicago Visit Our Modern Showrooms

25% dep., bal. C.O.D., F.O.B. Chicago

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Chicago 24, Illinois  
Phone: LAwndale 2-7377

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**A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.**

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

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- Expansion & Photo Idents
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- Closets, Etc.

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Please state your business.

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All Phones: Franklin 2-2567

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Dependable — efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

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- BASEBALL CARDS

at very reasonable prices.  
Phone: Wheeling—CEDAR 34283  
**COLUMBIA SALES CO.**  
302 Main St. Wheeling, W. Va.



Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only.

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- Adams, E. J.
Alkire, Dick
Allen, Diane (Wilson)
Allen, Mrs. Judy
Ambrose, A. J.
Anderson, Robt. Burns
Andrews, Jack
April, Arthur J.
Ashely, Mrs. Helen E.
Ballerswas, Carmelita
Barnes, Tommie C.
Barr, Andy
Barrett Esq., Barry
Beltman, Mrs. Ann
Bell, Fred & Mrs. Bennett, Earl E.
Beppler, Kenneth
Bernard, Joe M. & Billie
Billingsley, Jimmy
Blackhall, Thos. S.
Bloch, Dr. Marcus
Bodnar, Jake
Bordonaro, Raymond
Borelli, Arline C.
Boseley, Lake
Bradley, Jess
Brody, Mrs. Ruth
Bullock, R. T.
Burke, Irwin
Burton, Howard
Butcher, Ralph
Butler, Donald
Buzard, Sam
Byrd, Marion
Byrd, W. H.
Carter, Kenneth G.
Carpenter, Earl W.
Carroll, J. R. & Mrs. Carlier, W. T.
Casey, Mr. Jean
Catalano, Peter
Christian, Arthur & Pauline
Chunas, Mrs. May
Claman, Tony
Cobb, Paul
Coe, H. M. & Mrs. Coler, Whitey
Craman, Max
Cramer, Garland Ray
Crossett, Robert
Dabney, Mrs. Bertha
Dante, Beatrice
Davis, Mrs. Ann
Decker, Ralph
DeLap, Robt.
DelMar, Lisa
Denike, Harry
Dennis, J. W.
Dennie, Van
Deve, Jack
Dimmette, Jr., R. G.
Dodson, Lucille
Doyle, Henry
Drew, Mrs. Eula
Drury, Leo
Ducan, Paul
Edelstein, Abraham
Ellis, Wm.
English, Harold
Erwin, L. O.
Ferenzi, James
Ferkins, Irving J.
Ferris, R. E.
Fink, Harry
Fisher, Jake
Flake's Derby
Forbes, C. Henri
Friedman, Max
Fritz, Robt.
Fustanio, Anthony
Gallagher, Joe
Gandrea, Ruth
Geller, Carol
Gentry, Harry Owen
Ghehart, Billy Sheets
Gibson, Bonnie
Gibson, Brownie & Mrs.
Gilk, Geo.
Glisson, John B.
Glass, W. T.
Glinea, Morris
Gloth, Eugenia
Golden, Al
Gordon, Geo. H.
Gunnette, Marie
Guthrie, Wm.
Gutnick, Mrs. K. M.
Hackett, Edw. J.
Haie, Durell David
Hall, E. W. (Gulf Breeze Trailer)
Hancock, Mrs. Loretta
Hanson, L. T.
Hardy, Herbert G.
Hardy, James R.
Harrington, Paul
Harrington, Red & Joan
Harrod, Mrs. Robt. F.
Hasson, Helen
Havnes, C.
Hellen, Vic (Vince Halligan)
Henderson, E. G.
Hendley, A. P.
Hines, Vera
Hollebeck, Harold C.
Holt, C. M.
Horwitz, Hal, Geo
Houker, Al
Hubbard, Betty
Hudson, Cecil
Hunter, Jimmie
Inley, Gene
James, Betty
Jamerson, Mrs. V. E.
Johnson, Mrs. Anna
Johnson, Carroll B.
Johnson, James
Johnson, Mrs. Juliana
Johnston, Lloyd G.
Johnson, Mike
Kayarts, The
Kelly, Charles O.
Kelly, Emmett
Kemp, Robert
Kerksey, Marvin C.
King, Richard
Kirkwood, Mr. Jean
Kiser, G. B.
Knauke, Larry
Koyama, Frank
Lamar, Eddie
Lane, Mrs. Betty
Lankford, Harold & Ellen
Lankford, Lester
Lawrence, Clyde
Lawrence, Frank
Leonard, Mrs. Margie
Little, Carl
Little, Mrs. Roy
Lockard, Henry J.
Lockard, Henry
Lovell, Doc
Lowery, Joe
McBride, Woodie
McCarthy, Alvina
McCaskill, Bob & Babe
McCush, Samuel
McDonald, K. J.
McGinnis, Cleburn
McManus, Wm.
McSpadden, Bertha
McSpadden, Dick
McSpadden, J. R.
McSpadden, S. J.
McSpadden, LeRoy E.
Manley, Sidney
Mannuzza, Tom
Manstein, William
Mantello, Thos.
Marks, Wm.
Martin, Mrs. Frank
Massey, C.
Mathews, Sport
Menzel, Adolph Paul
Mercy, Frank F.
Miller, Mike & Jody
Miller, Sharon
Milton, Mr. Gene
Mitchell, Ann
Montana, Patrick
Moore, Mike
Morton, R. O.
Mullineaux, Mrs. Ula
Murray, Bob
Nalk, Mrs. Lina
Nathan, Milton
Newcomer, Lewis E.
Newbrey, Mrs. Rita
Newbrey, Mrs. Jerry
Nippon, Wm. M.
Norwid, Charlie
O'Connor, Daniel
O'Hara, Betty
O'Neal, Mrs. Jack
Pannebaker, Mrs. G. D. (sm. pkg.)
Paris, Wanda A.
Paterno, Sr., Charles
Patty, Thomas
Peters, Mike
Pelaquin, Frankie
Pelley, Mrs. B.
Penzili, Mrs. Linda
Peregay, Ernest E.
Peterson, M. H.
Phillips, G. S. & Phillips, Clyde S. & Mrs.
Phinney, Margaret
Plunkett, Cleo
Pogman, M. H.
Poole, Richard
Price, Ronnie
Pugh, G. & Mrs.
Rader, Julia
Raisdon, Vaughn
Randall, Jr., Luther
Rauls, Gabe
Reed, James E.
Reed, James E.
Reinhardt, George & Mrs.
Reynolds, Mrs. Joe
Richardson, John
Risho, David
Ritchey, Luther
Robertson, Alexander
Robertson, Paul
Robinson, Mr. Evelyn
Ross, C. H.
Ross, Frank
Rumsower, A. T.
Sala, Wm.
Schaffer, James L.
Schuch, Clarence
Scott, Dorothy
Seals, Lawrence
Sens, Casey
Shaffer, James
Sharp, J. H.
Sharkey, Eugene F.
Shorten, Stephen C. (o/s & S. Amuse. Co.)
Showler, Harold H.
Siemann, Richard
Smith, Billie
Smith, Billie
Smith, C. L.
Snyder, Card D.
Spencer, Art
Spencer, Chas. E.
Stafford, Mack
Stanley, Geo. G.
Stevens, Johnny
Stevens, Ruby
Stevens, Russell
Stevenson, Louis E.
Stewart, F. E.
Strickland, Wm. A.
Stuart, Mike
Stulber, H. G.
Sullivan, Mrs. Edith
Sunday, Mrs. Sid
Sutton, Dolores
Swart, Ernest B.
Swart, Roger T.
Sword, Ronnie
Tarber, Maxie
Tate, June
Tounson, Col. Harry
Thomson, Mrs. Jacklyn
Tomb, Doc (license plate 21c postage due)
Tounson, Winnister
Trexler, Harry
Tuff, Dorothy
Winifred
Van Horn, A. C.
Vavari, Victor
Vernon, Michael L.
Wallace, Max Wm.
Ward, J. Robert & Julienne
Warner, John
Warren, Jess
Washburn, George
West, Jack
Wetzel, Kenneth
Whitlock, Eugene
Whitson, (Text) & Mrs.
Whitson, Mrs. Harry
Williams, Rex
Wilson, Ted & Alice
Winters, L. J. (Curley)
Wojaszek, Bronislaw
Woods, Bonnie
Wright, Ervin
Yellson, Pete
Youch, Lester & Mrs.
York, Claude & Mrs.
Zamichowski, John V.

MAIL ON HAND AT NEW YORK OFFICE

- Acathan, S.
Allen, James E.
Anderson, Leslie
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Blakeley, Ben
Brown, Hugh Leroy
Bruce, Lenny
Burke, George
Carson, Jack
D'Arville, Robert
Franklinhuist, Captain
Gibert, Bob
Gattis, Glenn
Happy, J.
Halpin, George
Hosford, R. S.
Kolb, T.
Leonard, Mrs. Eddie
Lee, Joe
Lieb, Vivian
Lorraine, Blanche
McLean, Frank
Mair, Sally
Maricle, R. A.
Orton, Myron
Orleck, Norm
Pelloni, Ermno
Pennell, Troy
Rex Productions
Sings, Bill
Smithley, Wally
Suber, Mrs. Emma
Traub, Leonard
Weintraub, Mike
White, W.

MAIL ON HAND AT CHICAGO OFFICE

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Burke, Gerry
Carr, Lawrence
Clewis, Dr. John
Dellabate, Ernest
Donatto, Lillian
Hosford, R. S.
Joyce, Jack
Kortez, Peter
Kofman, Al
Leonard, Mrs. Arthur
Martz, Margie
Mixon, James L.
Nestor, Edward
Rateliff, Curtis C.
St. Cyr, Lill

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Aherne, Lee
Allen, H. S.
Ames, Jack
Arnold, Woodrow
Baer, Jack (Dutch)
Bain, John
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Barker, Mr. & Mrs. Floyd
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Cole, Fred Reason
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Stern, Maxine E.
Stevens, Elmer
Stevens, J. W.
Stoddard, Jack
Stutes, John W.
Swans, Jack
Swartz, Jay
Thompson, Mrs. C. F.
Timberlake, Forest B.
Tolley, Virgil
Tracy, Gilbert
Trenholm, J. A.
Vinson, Jack
Wallace, Vernon
Warwick, Stanley W.
Wetherbee, Harold
Williams, Walter L.
Yamada, George
Yoder, Tex Zoopie
Radfaelo

Hurok Aids

until recently a vice-president of NAC. Her assistant, Louis Porter, accompanies her in the move. The appointment is one of a number announced by Hurok, who will move into new permanent quarters December 1. Some doubts as to the contracting of dates for Hurok attractions drew the recent announcement that he was setting up his own booking agency. The West Coast division will operate out of Los Angeles, and will be headed by George W. Fowler, former vice-president of Civic Concert Service. Special features will be handled by Harold Shaw, who had been with NAC's lecture division.

COMING EVENTS

- Alabama
Bessemer—Jr. Chamber of Commerce Fall Festival, Nov. 11-16.
Chickasaw—Celebration and Indian Pow-wow, Nov. 28-30. Walter B. Fox, P.O. Box 147, Mobile.
Arizona
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 Boat Show (Great Western Exhibit Bldg.), Jan. 10-19. H. Werner Buck.
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.
Turlock—Far West Turkey Show, Dec. 3-5. M. S. Johnson.
Victorville—Victorville Rodeo, Nov. 16-17. Bob Angel.
Connecticut
Hartford—Connecticut Sportsmen & Boat Show (Armory), Jan. 18-25. R. E. Aldrich.
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.
Hollywood—Hollywood Home Show, Jan. 25-29. A. Stern, National Press Club, Washington 4.
Miami—Southern Trade Fair (Dinner Key Aud.), Jan. 5-8.
Tampa—Tampa Auto Show, Jan. 23-28.
Illinois
Chicago—Chicago Auto Show (Intl. Amphitheater), Jan. 4-12.
Indiana
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.
Buras—Orange Blossom Festival, Dec. 6-8. Frank Ferguson, Gen. Del. Amite.
Cameron—La. Fur & Wildlife Festival, Jan. 17-18. Mrs. Marie Vaughan.
Maryland
Timonium—Eastern Nat'l Livestock Show, Nov. 16-23. Joseph M. Vial.
Massachusetts
Boston—New England Poultry Show (Mechanics Hall), Jan. 22-25.
Missouri
Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 31-Feb. 9. P. W. Kahler.
St. Louis—Firemen's Rodeo (Arena), Nov. 5-10.
St. Louis—St. Louis Rodeo, Nov. 5-10. Tom Racks.
New York
New York—National Motor Boat Show (Coliseum), Jan. 17-26. Joseph C. Choate.
Ohio
Cleveland—Cleveland Mid-America Boat Show (Public Hall), Jan. 26-Feb. 2. Irving Gray.
Oregon
Portland—Portland Motor Show, Nov. 23-Dec. 1. Duane Hennessy, Mgr.
Pennsylvania
Harrisburg—Pa. Livestock Expo. (Farm Show Bldg.), Nov. 12-16.
South Carolina
Clover—Armistice Celebration, Nov. 4-11.
Texas
El Paso—Southwestern Sun Carnival, Dec. 27-Jan. 1.
El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 24-Feb. 2. Wm. R. Watt.
San Antonio—San Antonio Auto Show (Bexar Co. Coliseum), Jan. 17-22. Auto Dealers' Assn.
Uvalde—Uvalde Co. Jr. Stock Show & Sale, Jan. 31-Feb. 1. W. B. Sherrill.
Utah
Ogden—Golden Spike Nat'l Livestock Show, Nov. 15-20.
CANADA
Ontario
Toronto—Royal Winter Fair, Nov. 16-23. G. S. McKee.

Saskatoon Maps

improvements in the next 12-year period. To carry out its long-range plans, the exhibition board would have to find the cash. Grants would help, but the remainder would have to come out of earnings. The exhibition manager called attention to recent exhibition improvements totaling \$55,000. All were short-term securities which would make some ready money available in 1958 and 1959 without sacrificing the exhibition's reserves of long-term bonds.

Tom Drake

Hetzer Agency, Huntington, W. Va.; Bob Di Paolo, Di Paolo Attractions, Calgary; Preston Lambert, Al Sheehan Agency, St. Paul, and John Planalp, Crossman Agency.

Boston Rodeo

Annie Oakley, both big favorites in the Hub thru their TV programs. Poor weather on weekends also helped the gate. The moppet matinees were especially patronized and the 13,997-seater Garden had most of the space taken up on all kiddie days. The company laid off Monday (21) and played three shows Saturday (26) doing excellent business at all performances. Autry and Oakley pulled out after the final show Sunday (27) and both headed for their respective homes for a week's rest. They will follow up November 4 at the St. Louis Firemen's Show and go on to Harrisburg for the Live Stock Show.

Autry and Oakley

Autry said he had discovered an untapped source for himself at the county fairs this season. He feels that he will concentrate on this type next season to a stronger degree. The cowboy singer also indicated he is planning a new type musical television show.

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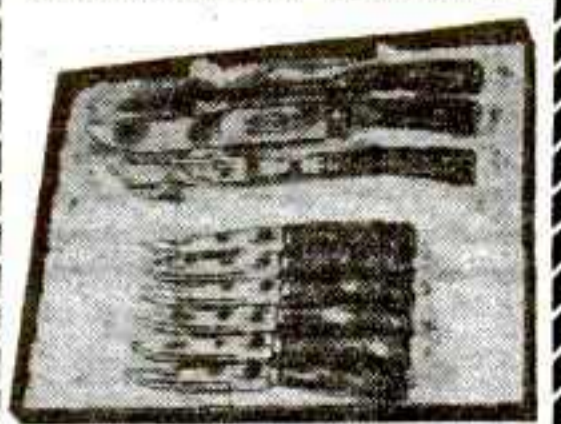
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### JEWELRY CLOSEOUTS

E1—Tailored Earrings, Asst. Gr. .... \$18.00  
E2—Stone Earrings, Asst. Gr. .... 21.00  
E3—Pierced Hoop Earrings, Gr. .... 8.50  
E5—Stone E-Rings, Etc., Asst. Gr. .... 12.00  
T1—Tailored Tie Sets, Bxd. Dz. .... 3.00  
T3—Asst. Tie Sets, Bxd. Dz. .... 4.50  
500—Tie Set, Mon. Clip, Pen Set. Ea. .... 1.90  
504—Neck-Ear. Set & Jewel Pen. Dz. .... 16.00  
505—Tie Set, Money Clip & Pen. Dz. .... 16.00  
O1—Odd Lot Neck & 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. & Ex. Bd. Watch. .... 6.00  
WB—Men's Stone Dial Watch ..... 5.50  
P12—Men's 10-Piece Watch Set ..... 6.75  
P15—Men's 10-Piece Watch Set ..... 6.75  
P18—6 Asst. Cuff Sets, Bxd. .... 2.25  
P24—Men's 5-Piece Watch Set ..... 4.75  
R3—Gent's Stone Rings, Asst. Dz. .... 2.50

L3—Stoned Pen & Litter, Bxd. Ea. .... \$1.50  
K101—Lad. or Men's Manicure Set. Dz. 7.20  
93—Wall Crucifix, Bxd. 9"x3". Dz. 4.50  
R101—Pearl Rosaries, Bxd. Dz. .... 9.00  
R102—Pearl Rosaries, Bxd. Dz. .... 5.00  
R164—Religious Medallions, Bxd. Dz. .... 6.00  
2—Gift Perfume Set, Bxd. Dz. .... 14.40  
6—"Your Grace" Perfume, Bxd. Dz. .... 9.00  
8—"Lis'n Dear" Perfume, Bxd. Dz. .... 21.00  
460—Stone Neck & Ears, Bxd. Dz. .... 7.50  
470—Stone Neck & Ears, Bxd. Dz. .... 9.00  
2256—3-Piece Pearl Set, Bxd. Dz. .... 8.50  
BF101—Ladies' Wallets, Dz. .... 4.50  
BF122—Ladies' Wallets, Dz. .... 3.00  
BF445—Ladies' Wallets, Dz. .... 6.50  
BF124—Men's Wallets, Dz. .... 3.60  
BF446—Ladies' Wallets, Bxd. Dz. .... 15.00  
BF447—Men's Wallets, Bxd. Dz. .... 11.25  
TA1—Teen Brace & Neck, Bxd. Dz. .... 6.00  
LI—Ronson-Type Lighter, Dz. .... 8.00

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.....



**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, \$8.95)

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**

ELGINS! WALTHAMS! 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.

**WORLD'S SMALLEST LITER**

SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

**\$2.75 Doz. \$30.00 Gr.**

Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

**STERLING JEWELERS**

1975 East Main St. Columbus, Ohio

Ideal for Engravers. State Your Business.

**WATCH SPECIALISTS FOR 67 YEARS**

Men's Copy \$2.75. Dia Watch, 3 New Styles Every Looker A Buyer \$4.50; Boxed \$7.25 Natl Ad 10 pc Sets \$5.95; 8 pc. \$4.60 Thin Model Men's 17J \$9.95; Ladies' \$8.95. 25 Jewels. Natl. Adv. Very Thin Men's \$18. Catalog Available.

**RESULT SALES (Dept. B)**

580 FIFTH AVE., NEW YORK 36, N. Y.

**CHRISTMAS EARRINGS**

Sensational new styles, hand decorated. Also Feathers, Flowers, Plastic Floral, Lightweight French Iris and many others. Special introductory offer—4 pairs prepaid for \$1.00 (value \$4.00). Jobbers, salesmen, wholesalers, write **LASTUFKA PRODUCTS** Box 10248 Tampa 9, Florida

**MAGICAL APPARATUS**

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35c. Free! Show business book catalog. Ireland, B-109 North Dearborn. Chicago 2.

NEW 152-PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50c wholesale. Sub-miniature transistorized radio-phonograph for mentalist easily concealed. Brochure prices on request. Nelson Enterprises (Dept. 16), 336 South High, Columbus, Ohio. no4

**MISCELLANEOUS**

ADVERTISING POSTCARDS LESS THAN 1 1/2¢ each in 2,000 lots. Your black and white photo printed on glossy enamel stock rivals actual photographs. Sales pitch on correspondence side of card at no additional cost. 500 for \$14.95; 1,000 for \$19.95; 2,000 for \$25. Postpaid if check with order or send \$10, balance C.O.D. We return photos; please pack carefully. Kardeo, 603 West Central, Toledo 10, Ohio.

BINGO SUPPLIES OF ALL KINDS—BLOWERS, CAGES, HEAVY CARDS, DOUBLE CARDS, SPECIALS, PLASTIC MARKERS, ETC. Amusement Industries, P. O. Box 2, Dayton 1, Ohio.

**M. P. FILMS & ACCESSORIES**

16MM-35MM FILMS EXCHANGED, \$5. Bought, sold. Bryant Supply Co., Emporia, Virginia. np

**MUSICAL INSTRUMENTS, ACCESSORIES**

C2 HAMMOND. EXCELLENT CONDITION; two big Leslie's, custom built, attached dollies. Covers, extra. Chestnut Music, 1200 Linwood, Oklahoma City, Okla. no18

**PERSONALS**

ANYONE THAT KNOWS WHAT BECAME OF **RALPH LILLIE**

16 yrs. old, 5'11" tall, black hair, brown eyes, weight 160 lbs. Joined Broad Becks Carnival at Blackwell, Okla., Sept. 9-12; last heard from in Amarillo, Texas, Sept. 16. Was working for someone that ran a duck stand and drove a panel truck with laundry printed on truck. Please communicate with **FLOYD LILLIE** 335 Maple Wichita, Kansas Phone: AM 2-3837

**PHOTO SUPPLIES DEVELOPING—PRINTING**

COMIC FOREGROUNDS AND BACKGROUND. Direct-Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. np

PHOTO BOOTHS, CAMERAS, D.P. PAPER. Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-17n

**PRINTING**

ALWAYS FASTEST SERVICE—QUALITY 3, color poster 14x22 window cards, \$8 hundred; 17x26 size, \$12.50 hundred. Tribune Press, Dept. 457 Earl Park, Ind. de23

ATTRACTIVE PRINTING REASONABLY priced. 150 bond Letterheads (8 1/2x11), \$1.50; 150 Envelopes (6 1/4), \$1.50 postpaid. Taylor, 5103 Forty-Third Ave., Hyattsville, Maryland. no4

MIDWAY SPECIAL—200 BUSINESS CARDS, 200 8 1/2x11 Letterheads, 200 6 1/4 Envelopes, \$5 postpaid. Printing by Ace, Box 262, Lyndhurst, N. J. no11

SPARKLING EMBOSSED LETTERHEADS! Dynamic illustrations in golds and colors for Midways, Circuses, Magicians, etc. Samples 25c. Solldays Colorprint, Knox, Indiana. no4

200 8 1/2x11 LETTERHEADS AND 200 6 1/4 Envelopes, \$3.95, black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. no4

**SALESMEN WANTED**

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-168, Chicago 32, Ill. np

SELL NEW YEAR PARTY ASSORTMENTS TO Taverns, Clubs, Hotels. Eagle Specialty Co., Akron 14, Ohio. no25

**TATTOOING SUPPLIES**

A-1 TATTOOING MACHINES—WORLD'S finest; best outfits; complete with free instructions; all supplies; free catalogue. Owen Jensen, 120 West 83d St., Los Angeles 3, California. de8

**WANTED TO BUY**

WANT TO BUY: ROCKOPLANE

For Sale: Double Loop, \$900; Steam Train, 3 coaches and carts, \$1,500, some track, 30¢ per foot.

P. O. BOX 284  
Rochester 1, N. Y.

**HELP WANTED**

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY. Forms Close Wednesday for the Following Week's Issue

ADVERTISING REPRESENTATIVES—NEW York, Boston, Chicago, Southern California and the South. Big holiday special. Navy Life Magazine. Geo. L. Carlin, USN, Ret., Hotel Roosevelt, Phila., Pa. Phones: RI 6-6534 or LO 7-1571.

ARTISTS TO RECORD SONGS ON ROYALTY basis. Must pay half of pressing fees on first 300 records, also record our own songs. Box 192, Avery, Tex.

GIRLS WANTED WITH OR WITHOUT EXPERIENCE. Dancers, singers, waitresses, hostesses. Wardrobe furnished. Diamond Horse Shoe Club, 4th Ave., Tampa, Fla. no4

NAME BAND REORGANIZING NOV. 18. Needs Musicians all chairs. Southern locations. Don't misrepresent. Write or wire: Orchestra Leader, 5301 Patterson, Chicago 41, Illinois.

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.

**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: Frick, Talking, Postng, Pick-Out Pony E. L. McCall, c/o V. J. Bechtel, Route 1, Box 36, Grand Rapids, O. Telephone NO 21656. no4

RAYS 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. de23

**DRAMATIC ARTISTS**

DRAMATIC ACTRESS—PROFESSIONAL, age 34, single. Interested in TV. Have photos. Maurine Dillinger, care The Billboard, 390 Ascade Bldg., St. Louis 1, Mo. no25

**MISCELLANEOUS**

AVAILABLE FOR ALL TYPES OF INDOOR Shows and Events: Wilma Lee and Stony Cooper with the Clinch Mountain Clan, stars of the "Grand Ole Opry" and Hickory Records; The Mansfields, American's foremost sharpshooting family; The Ortons, outstanding sharpshooting, archery, knife-throwing act; The Los Larabees, whips of the Argentine; Archie Royer's Western Revue of sharpshooters, educated horses, mules, performing dogs, monkey; Chet Roth's Parade of Music; Dick Carson, star of radio, stage, records and screen America's Cowboy Blues Yodeler; also Lee Webb and His West Virginia Pals Available as single or combined units. Contact Frontier Attractions, 422 West High Ave., New Philadelphia, O. no11

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F Diehl, Route 3, Staunton, Va. ie2 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. no4

ARRANGER, TENOR, ALTO, CLARINET and Flute. Available immediately, all styles, prefer location. Wire, write or phone Paul R. Simmons Jr., 411 No. Commerce St., Natchez, Miss. Telephone 2-2267.

FOUR PIECE BAND AVAILABLE FOR Night Clubs, Cocktail Lounges, etc. Plays rock and roll, jazz, etc. A lounge within the band. Wire or write: Orchestra Leader, 5727 LaSalle St., Chicago, Ill. no25

GIRL BASS PLAYER—READ OR FAKE; sober, reliable, experienced all types music; will travel; union. Double section tenor Box C-242, c/o The Billboard, Cincinnati 22, O. no11

GOOD TENOR, ALTO, CLAR. FOR COMBO. Experienced. Dick Rench, 81 South Ave., Battle Creek, Mich. WO 4-2040. No collect calls.

PIANO MAN AVAILABLE FOR COMMERCIAL unit. Prefer south. Consider all. Musician, 504 South McDonough St., Montgomery, Ala. Phone Anherst 4-3167.

STRING BASS, READ AND FAKE, WILL travel. Write or wire, Rudy Bandy, 742 W. Willow St., Chicago 14, Ill. no4

TENOR SAX—READ, FAKE, NICE TONE, smooth society style. Experienced, desires combo work. Neat appearance. Ben Rich, 965 Simpson St., Bronx 59, N. Y. DA 8-8856.

TROMBONE—NAME EXPERIENCE, SINGLE, good habits, neat appearance. Cut or else. Pet Balleau, 415 S. 6th Ave., Washington, Iowa.

**PARKS & FAIRS**

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. no18

OUTSTANDING TRAPEZE ACT—AVAILABLE for indoor events. Flashy silvered paraphernalia, real feature act. Price reasonable. 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. no18

**Louisiana Fair**

Continued from page 60

good houses, but after that attendance took a sharp dip.

Big car auto races, staged the first two days by Al Sweeney's National Speedways, pulled crowds that matched those of last year. Stock car races, run on the second Saturday of the fair, attracted a full grandstand. Last year's scheduled stock car races were washed out by rain on opening day.

Exhibit space sold was up a healthy 18 per cent and the exhibit buildings attracted a steady stream of fairgoers. Outstanding among the educational exhibits was "Medical Progress," presented by the Shreveport Medical Society.

The many improvements to the fairgrounds, made since last year's exposition at a cost of approximately \$200,000, were appreciated by the visitors and fair officials received many compliments. Two new restrooms were highly praised by those in attendance.

The Louisiana Tech-Northwestern State College football game, opening day gridiron feature of the fair, was played before an unofficial record attendance of 19,500. This was the second year that the game was played at night.

**NAAPPB Show**

Continued from page 65

New York; National Amusement Device Co., Dayton, O.

National Association of Amusement Parks, Pools and Beaches; Ottaway Amusement Co., Wichita, Kan.; Pepsi-Cola Co., New York; Perey Turnstiles Co., New York; Philadelphia Toboggan Co., Philadelphia; Poppers Supply Co., Philadelphia; Power Car Co., Mystic, Conn.; Pretzel Amusement Ride Co., Bridgeton, N. J.

San Antonio Roller Works, San Antonio; B. A. Schiff & Associates, Miami; Selner Mfg. Co., Faribault, Minn.; Seven-Up Co., St. Louis; Standard-Harvard Metal Typer, Inc., Chicago; Strata Car Corp., Chicago; Timmons Metal Products Co., Columbus; Tolona Pizza Products Co., Chicago; Tyson-Caffey Corp., Wayne, Pa.; United States Auto Club, Indianapolis; U. S. Brownie Corp., Joliet, Ill.; United Mfg. Co., Chicago; Victoria Boat Co., Cleveland; Eric Wedemeyer, Inc., New York; Weldon, Williams and Lick, Fort Smith, Ark.; Wells Cargo Co., Elkhart, Ind.; William Mfg. Co., Chicago; Tracy Parade and Display Co., North Bergen, N. J.; Kaiser Aluminum Co., Chicago.

**Merchandise You Have Been Looking for**

Lamps, Clocks Enamelware, Houseware Aluminum Ware Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Sium, 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.

**SOMETHING NEW UNDER THE SUN**

IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!

GET THE BILLBOARD EVERY WEEK! SUBSCRIBE NOW

For the latest in gimmicks, gadgets, novelties, premium and prize items of ALL kinds—

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15) 937

Name.....  
Address.....  
City..... Zone..... State.....  
Occupation.....

Low subscription rates save you more than 20% on the newsstand price.

**32" PLUSH BEAR**

Cotton Stuffed \$20.00  
Asstd. Colors... dz.

**32" SUPER BEAR**

Vinyl Rubber Painted Nose \$21.75  
Asstd. Colors dz.



**38" Taffeta Clown** ..... \$12.00 dz.  
**27" Clown** ..... 9.60 dz.  
**22" Bonnet Doll** ..... 9.60 dz.  
**17" All Fur Monkey** ..... 18.50 dz.  
**24" Standing Pinocchio** .. 14.40 dz.

Orders Taken Direct From This Ad to Save Time.

F.O.B. N.Y.C. 25% Dep., Bal. C.O.D.

**TEE JAY TOYS, INC.**

48 West 20th St., NYC 11 WA 9-4665

**\$139.50 VALUE**

**NEW PRICE \$42.95**

**6 Asst. Men's WATC'S**

With Expansion Band, Ladies' with Cord Band.

GRUEN—WALTHAM—BENRUS—BULOVA—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."

**MIDWEST WATCH CO.**

5 S. WABASH AVE., CHICAGO 3, ILL.

**50 YR. CELEBRATION**

In Manufacturing Ties.

Imported Silk Neckwear, 1957 Style ..... \$9.00 dz.

Assorted Silk & Assorted Rayon Men's Neckwear.

\$7.50 & \$10.50 Neckwear Now Only \$2.50 Dz. in Gross Lots. \$3.50 Dz. in Dozen Lots. No free samples.

**HARRY LEINKRAM**

915 Broadway  
New York 10, N. Y.

**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

**CHAIRS • TABLES**

IMMEDIATE DELIVERY

138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING

ON CHAIRS MINIMUM ORDER IS 4 DOZ. STATE QUANTITY NEEDED—ASK PRICES

**Adirondack Chair Co.** Dept. T-4  
1140 BROADWAY (275) N.Y. • MU 3-4834

**GIVE TO DAMON RUNYON CANCER FUND**

**500 PRINTED NAME & ADDRESS LABELS 25¢**

500 Gummed Labels printed with ANY name and address (or ANY WORDING up to 16 words) 25c. We absolutely GUARANTEE that quality of these labels equals or surpasses those costing 100¢ for \$1.00 No limit... order as many sets as you want! FREE with order... Agents and Fund Raising Plans. Order NOW! Money-back guarantee. WESTERN STATIONERY, Dept. 355, Topeka, Kansas

**WANTED TO BUY**

WANT TO BUY: ROCKOPLANE

For Sale: Double Loop, \$900; Steam Train, 3 coaches and carts, \$1,500, some track, 30¢ per foot.

P. O. BOX 284  
Rochester 1, N. Y.

**HELP WANTED**

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY. Forms Close Wednesday for the Following Week's Issue

ADVERTISING REPRESENTATIVES—NEW York, Boston, Chicago, Southern California and the South. Big holiday special. Navy Life Magazine. Geo. L. Carlin, USN, Ret., Hotel Roosevelt, Phila., Pa. Phones: RI 6-6534 or LO 7-1571.

**Merchandise You Have Been Looking for**

Lamps, Clocks Enamelware, Houseware Aluminum Ware Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Sium, 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.

**SOMETHING NEW UNDER THE SUN**

IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION!

GET THE BILLBOARD EVERY WEEK! SUBSCRIBE NOW

For the latest in gimmicks, gadgets, novelties, premium and prize items of ALL kinds—

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15) 937

Name.....  
Address.....  
City..... Zone..... State.....  
Occupation.....

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Name.....  
Address.....  
City..... Zone..... State.....  
Occupation.....

Low subscription rates save you more than 20% on the newsstand price.



## Br'klyn Grand Jury Names 6 as Conspirators in Cohen Case

**Corbiserio, Kaufman, Giavabelli, Cagiano, Pearl, Abe Cohen Figure in Indictment**

NEW YORK—Six alleged co-conspirators have been named in the conspiracy indictment handed down last week against Al Cohen (The Billboard, October 28).

Cohen has allegedly "willfully, knowingly, unlawfully, wrongfully and corruptly conspired, combined, confederated and agreed together with Philip Corbiserio, also known as 'Phil Dell' and 'Miami Phil'; Harold Kaufman; Fred Giavabelli; Mortimer Pearl; James Cagiano, Abraham Cohen and diverse other persons to commit the crime of coercion, and other crimes in violation of Article 22 of the General Business Law of the State of New York; to prevent another from exercising a lawful trade . . . by the use of threats and intimidation and by interfering and threatening to interfere with implements and property belonging to and used by other persons."

The object of the alleged conspiracy, the indictment charges, was to compel location owners to replace their juke boxes with machines owned by other operators, named as co-conspirators.

### Local 531

Cohen is charged with organizing Local 531 of the United Industrial Unions. Local 531, the indictment reads, "was not in truth and in fact a labor union and was not an organization in which employees participated and which existed for the purpose of dealing with employers concerning grievances, labor disputes, wages, rates of pay, hours of employment or conditions of work."

## 1,000 to Attend MONY Affair

NEW YORK—About 1,000 persons are expected to attend the 20th annual banquet of the Music Operators of New York at the grand ballroom of the Waldorf-Astoria Saturday night (9).

Among out-of-town groups attending the affair will be a delegation from the Baltimore Amusement Machine Operators' Association, headed by President Irv Goldner; a Wurlitzer factory group; George Miller, president, and Larry Marvin, director, Music Operators of America; Dave Baker, president of the Massachusetts Music Operators' Association; the Music Guild of New Jersey, and the Westchester Operators' Guild.

The names of the master of ceremonies and of the recording talent will not be announced until the affair.

## 10c Play Clicks For 4 Tenn. Ops

MEMPHIS, Tenn.—Four West Tennessee music operators reported last week they had increased their phonographs to dime play and three for 25 cents at all their locations, and that the changeover was favorably received.

The operators are H. C. Cresswell, Cresswell Amusement Company, Milan; Charles Eaker, P&N (Continued on page 78)

"The true purpose and objective of the so-called labor union, Local 531, was to threaten owners of premises wherein 'juke boxes' were located that unless they removed the 'juke boxes' and replaced them with 'juke boxes' owned by persons friendly to the defendant, the said defendant, thru the guise of said fictitious labor union, Local 531, would place pickets around the premises and thus prevent the said 'location owners' from earning a livelihood because of the interference with their business by pickets. Said labor union, Local 531, was wholly controlled and managed by this defendant and his co-conspirators," the indictment said.

According to the charges, the defendant and Mortimer Pearl,

president of Local 531, wrote to Brooklyn location owners and said that "unless you co-operate with us and discontinue the use of the amusement machine now located in your premises, we shall be obliged to place pickets in front of your place of business to apprise the public of the fact that the machine is not serviced by members of our union."

### Picketing Threat

The indictment further charges that alleged co-conspirator, Abraham Cohen, told Odd Larson, a Brooklyn bar owner, that unless he disconnected the juke box which was in his establishment and replaced it with one operated by alleged co-conspirator Philip Cor-

(Continued on page 84)

## P-R Program Wins Juke Box Friends

**Distributor Aims Operator Story at General Public and Location Owners**

• Continued from page 1

operator to place new machines on their locations, and how new machines with dime play will boost their commissions and improve the tenor of their bistros.

They will talk to the tavern owner as one businessman to another, explaining why it is impossible to provide top grade equipment at 5-cent play.

Then they will cite earnings of other operators in the area who have already converted. That usually convinces the tavern owner. Operators are encouraged to bend a friendly elbow at their locations, and they are advised to know the tavern owner and understand his problems.

### Policy Works

The policy has paid off. Dime play is nearly at the 100 per cent level in the Syracuse and Albany areas, while Buffalo and Rochester are expected to approach this figure in the next six months.

Actually, the tavern owner and the juke box operator are pretty much married. When the bar business is good, collections in the juke box are high. A slump in the tavern trade hits the music machine operator.

In effect, the tavern owner and the juke box operator are partners.



ANTHONY VISCIGLIO, left, and Tom Ferrara, Davis Distributing's Syracuse sales manager, relax at the convention of the New York State Restaurant Liquor Dealers' Association. Ferrara spends a good portion of his time with tavern owners doing public relations for juke box operators.

The location, in most instances, receives about 50 per cent of the gross income (after front money) of the music machine.

### Co-Operation

In return for this income, he makes available the setting which allows the juke box operator to earn his end. Co-operation between operator and location owner is a must.

At the festivities here last week, tavern owners were enthusiastic in their opinions of dime play and the effect of juke boxes on the bar business.

Mrs. Fred Pernice, who with her husband operates the Marcy Tavern in Marcy, N. Y., is a good friend of Chet Rey, Paramount Music, a Utica operation. Rey, who was at the convention with the

(Continued on page 78)

## Chicago Operators: Do 200-Plays Pay?

**Firms Admit Heavy Buying of Jumbo Models, But Deny They Hike Income**

CHICAGO—A curious paradox appears to have developed around the 200-selection juke box in the Chicago area.

While enjoying a dominant position in distributor sales during the past year, the jumbo machine is now getting a fishy-eyed appraisal from operators in the Windy City.

Estimates from the city's four distributors of 200-selection equipment indicate they account anywhere from 50 to as much as 100 per cent of sales.

### Results

But operators, while admitting they have bought large numbers of the 200-selection models (more than any other type), are far from satisfied with results, according to a spot check conducted by The Billboard last week.

In only a few instances did operators report gross take was increased by the 200-selection juke

## JERSEY DIME TREND GROWS

NEWARK, N. J.—Dime play is making slow but steady progress among North Jersey juke box operators, with an estimated 65 per cent of machines on location set at 10 cents.

For the most part, operators are waiting until they get new equipment before making the switch. No new machines here are going out at a nickel.

But many operators are upgrading their better locations, with each change the signal for a conversion. The move toward dime play began about two years ago here. At the present rate, the area should be nearly all converted by the end of next year.

## 16 Guys & 1 Doll Attend AMI's Service Class

GRAND RAPIDS, Mich.—An appealing flair of femininity was very much in evidence as a class of 17 music operators and servicemen graduated from AMI's factory service school here, last week.

The feminine touch came from Esther May, National Specialty Company, Eau Claire, Wis.—the first woman music operator ever to attend an AMI school session.

She and a class of 16 males concluded a week long course at the "Little Red Schoolhouse" and were graduated October 25 at a hotel banquet.

### Certificates

Informal classes were held thru the week from Monday morning thru Friday afternoon. Certificates were awarded to the class at the banquet, Friday evening.

Sessions included bench work, classroom discussions, slide films, maintenance procedures and a plant tour covering the manufacture, assembly and inspection of the current AMI models.

Thruout the week's stay, all members of the group were guests

(Continued on page 92)

## Milw. Cites 3: Joint Tavern & Juke Holdings

MILWAUKEE — Three local music and game operators were told they had to divest themselves of financial interest held in taverns, or give up their amusement machine and juke box licenses.

The alternative was issued by the common council license committee, last week. The committee emphasized the joint interest in taverns and amusement game or juke box operations was not contrary to any law, but was against committee policy, and had been so since 1952.

While the committee held action in abeyance to discuss the cases with J. Ryan Duffy Jr., an assistant city attorney, it made plain the policy would be strictly enforced.

The three operators involved were:

Joseph E. Beck, Mitchell Novelty Company, who holds a 60 per cent interest in the Mayfair tavern. Beck said he was unaware of the council's policy and was anxious to straighten things out.

Joseph R. Maniaci, owner of Roland's Cricket tavern, who also operates eight juke boxes. Maniaci said the machines belonged to his brother Anthony, and title to the machines would be transferred.

Marvin Klein, owner of Phillips cocktail bar, also operates four

(Continued on page 78)

## N. Y. Music Ops Re-Nominate Officer Slate

NEW YORK—The entire officer slate of the Music Operators of New York was nominated for re-election by the general membership in a meeting at the Park-Sheraton Hotel Tuesday (29). Elections will be held November 26 at the Park-Sheraton.

Nominated for re-election were Al Denver, president; Joe Connors, vice-president; Ben Chicofsky, secretary, and Harry Wasserman, treasurer.

Eleven men were nominated for the six posts on the board of directors. Renominated were Lou Herman, Doc Shapiro, Mac Pollay, Lou Levy and Jerry Basile. Al Bodkin, a board member, declined renomination.

Others nominated for the board were George Holtzman, Len Block, Ray Knoss, Irv Fenichel, Al Goldberg and Albert Arnold.

## Cleveland Ops Elect Slate

CLEVELAND — Following their annual dinner meeting October 11, the Phonograph Merchants' Association held an election of officers, returning Jack Cohen to his 12th year as president.

Elected vice-president was Charles Comella, who has not held a previous office, but has served on the executive board for a number of years. He replaces James Ross.

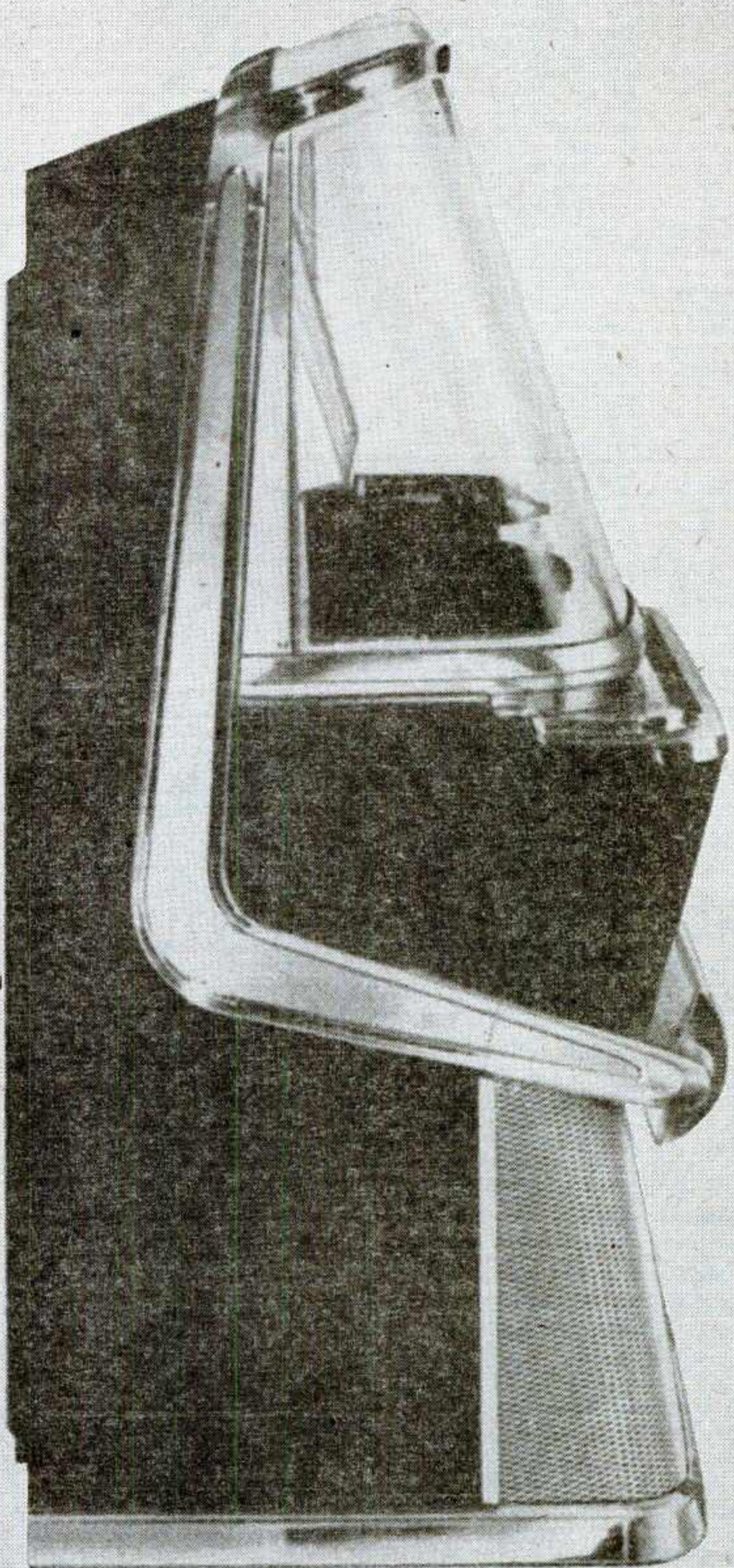
Sanford Levine, treasurer of the group for 10 years, was again returned to office.

Elected to the board of directors

(Continued on page 92)



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## Ken Knauf



### Belgians Dry Off With Ale, Cards, Harry Belafonte

BRUSSELS—This is the rainy season in Belgium. Most of the tourists have long since left. But activity in the streets of Antwerp and Brussels is brisk, sometimes hectic.

The busy pace is reflected in the rush of the traffic, the scramble of pedestrians, the crunching of fenders. We have driven our car thru New York, Los Angeles and Chicago, and it never bothered us very much. But in Brussels we prefer to take a taxi.

#### Relaxation

THE atmosphere in the countless cafes and restaurants is a striking contrast. Here life is extremely relaxed. Often a card game is in progress—something seldom seen along the principal streets of American cities.

Practically every cafe in Antwerp and Brussels has an American juke box. And in no other country, including England, France and Germany, have we seen juke boxes so thoroughly flavored with American music. Most juke boxes we've observed here are programmed 95 per cent a la American. Hit tunes, which make up most of the selections, are not always the very latest, but they are American to the note.

#### Continental Belafonte

IT is a strange experience to sit in a Belgian cafe, the mel-low tones of the French language rolling by on all sides, the aroma of Belgian beer, red wine, rump steak and legumes winding thru the nostrils, and to be suddenly surprised by a familiar voice—that of Harry Belafonte, singing "Island in the Sun."

These people are Belgians, first and foremost, but they insist on American tunes played on American juke boxes.

## Juke P-R Program Wins

• Continued from page 76

Pernices, provided the juke box which served as the backdrop for the show.

#### No Resentment

According to Mrs. Pernice, Rey sold her on the idea of dime play about two years ago. When she agreed, a new machine was placed on the locations and collections soared.

Al DeFrank, of Utica's Brinkerhoff Restaurant, has also had his location on dime play for two years. The operator is Victor Conte, who chatted with about 30 of his locations while the convention was in session.

According to DeFrank, commissions have just about doubled—from an average of \$20 to nearly \$40 a week—since conversion to dime play. EP selections are set two for a quarter and are getting heavy play. DeFrank is making more money and providing better music and selectivity for his customers. As far as he is concerned, his juke box operator is helping him keep his old customers and gain new ones.

#### Pioneer

Frank Cavallaro, president of the Central New York Tavern Keepers' Association and owner of Cavallaro's in Syracuse, is a dime-play pioneer. Three years ago he told Charley Keppler, Kaye Amusements, that he thought his customers were ready for 10-cent play.

Cavallaro's decision came just when the telephone company decided to boost its local rates from a nickel to a dime. He figured that if the telephone company had to double its rates, the juke box operator must be caught in the same squeeze.

The tavern owner has never regretted his decision. Before dime play, with older equipment, his

commissions averaged between \$12 and \$15 a week.

When dime play was introduced at Cavallaro's, play at the wall boxes at the bar fell off somewhat, but play in the dining room held firm.

#### Commissions Up

Another satisfied tavern owner is Joe Riehle, who operates the Hiram Restaurant, Syracuse. Riehle's location has been on dime play for nearly three years. His commissions averaged about \$20 a week before conversion. Now, they run from \$40 to \$50 a week.

Charles Benedetto, who operates the Alba Grill, Binghamton, is president of the Broome County Hotel Liquor Dealers' Association. A little more than two years ago, Bob Charles, Binghamton operator, with an assist from Tom Ferrara, convinced Benedetto that dime play would help his business. Collections have risen 60 per cent since that decision was made.

Benedetto was a little apprehensive at first. His competitor had, and still has, a juke box set at 5-cent play. But Benedetto held all his regular customers when the location was converted, and he figures the new juke box and increased selectivity may have gained him a few new ones.

#### Conte and Rey

Two of the operators at the meeting, Vic Conte and Chet Rey, were able to meet a goodly portion of their location owners and establish strong social relationships with them.

Thanks to Davis' program of promoting friendly relations between operators and tavern owners, the stability of locations in New York State was never greater.

Ted Kisil, Davis' public relations director, feels that similar programs can be launched in other areas either by distributors or by music operators' associations.

#### Parallel Interests

Kisil advises operator associations and distributors to work thru local tavern owner associations, attend their functions, know the individual location owners and, most important, impress upon the tavern owner that his interests and those of the juke box owner are parallel.

A full page advertisement, sponsored jointly by Davis and the Atlantic-New York Corporation, appears in the souvenir program of the New York State Restaurant

## Dime Play Clicks

• Continued from page 76

Amusement Company, Paris; Jourd White, Jourd White Sales Company, Paris, and A. N. McBride, Paris Amusement Company, Paris. Their routes are in Paris, Milan, McKenzie and several neighboring towns in Northwest Tennessee and Southwestern Kentucky.

#### No Opposition

The operators said there was "little, if any, opposition and, in fact, some locations were very anxious for us to make the conversion."

The operators said they made the conversion because of the "tremendous" increase in operating costs in recent years. They said they realized they had to make the change to stay in business.

"The days of the nickel play is just about over everywhere," they predicted.

All four pointed to recent increases in almost every phase of operations, including increases in gasoline, telephone, labor costs and other operating expenses.

The changeover was patterned after conversions made in Memphis more than two years ago by many operators. Many operators are using EP's on their phonographs and have discussed the necessity for the change with location owners, who in turn talked to their customers. All were in agreement that the increase was necessary.

## Milwaukee Cites

• Continued from page 76

juke boxes. Klein said he prefers to stay in the tavern business and would dispose of his music interests.

Alderman Fred P. Meyers, chairman of the committee said there were two reasons for the policy against joint ownership. "The licenses of the city are a special privilege and should not be concentrated in the hands of a few."

His second reason was that "juke box operators could exercise money control over taverns" because of the nature of their business. He said juke box operators had tried to influence the committee in granting tavern licenses in the past.

## New La. Juke Firm

BATON ROUGE, La.—A charter to operate, sell and rent jukeboxes, phonographs and nickelodeons was issued to Yam Amusements Inc., Opelousas, La., by Secretary of State Wade O. Martin. Authorized capital stock is \$1,500.

Liquor Dealers' Association. Headed, "A message from your Seeburg music operator," it contains the following lines:

"Everywhere that dime play has gone into effect, it has brought benefits to the public, the location owner and to the operator, because:

"1. The public receives the best in music, the latest advances in technical progress and improved service.

"2. The location owner receives an extra added attraction with an extra added income.

"3. The operator receives the fairest chance to receive fair play for his investment and hard work."

more than



## Chi Ops: Do 200-Plays Pay?

• Continued from page 76

Some are going as far as to switch many of their locations back to models with fewer selections. A general "wait and see" attitude appears to hang over future buying plans of some operators.

One large Chicago operator, Louis Arpaia, indicated a switch back to 100's was being carried out in many of his locations, and that future new machine purchases would most assuredly be 100-selection models.

#### Record Costs

Arpaia's reason: Income from the 200 has remained on a relative par with lesser selection models. But record costs have increased.

Arpaia said about 50 per cent of his new machine purchases during the past year were 200-selection machines, but for the immediate future a revision in buying plans was in order for his firm.

Why did the firm invest in 200's originally? "We bought because the price difference wasn't significant and we wanted to try out the latest model. We felt the 200 was the machine of the future and we wanted to stay abreast. Also, we wanted to keep our locations happy," Arpaia pointed out.

#### Gross Take

He indicated, however, that the increased number of selections hadn't resulted in any hike in revenue. "We found that over 40 per cent of the selections on a 200 didn't get one play a week in an average location.

"The 200 may eventually become the machine of the future," he said, "but for the time being, at least, we'll continue buying 100's as long as possible."

#### 90 Per Cent 200's

Another operator, whose route extends thruout Cook County, admitted that about 90 per cent of his new machine purchases were 200-selection models. He pointed out, however, that more recently he had replaced a lot of 200's with smaller machines and that his firm had adopted a "wait and see attitude" regarding future purchases.

"We bought 200's because we were looking for the long pull," the operator said. "We didn't see any sense in buying other equipment that would soon be obsolete."

He went so far as to say, however, his firm had definitely "been hurt" by the 200.

"Our expenses have gone up and gross takes have not increased correspondingly," he stated.

"In many instances we've even had location requests to replace the 200 with a smaller selection juke box," he added. "Their complaint (the location's) was that the 200-selection machine required too much time to pick out a tune and play was slowed noticeably."

"From our point of view, not only does the machine cost more, but our record expenses go up and repairs become more complicated and time consuming.

Increased record expense was also cited by R. Gnarrow, of ABC Music. Gnarrow said about half of

his new machine purchases had been 200-selection phonographs, all of which went into his top locations.

"However, the 200 is no ball of fire as far as making any more money for us," he said.

#### Record Changes

He pointed out that most locations were satisfied with a change of three or four records on a 100-selection machine, but demanded at least eight on the 200-selection model.

Regarding the future, however, Gnarrow said he would buy what the location demanded. "I think the 200 is the coming machine, but it'll be a long time before it becomes a location staple."

Currently, he pointed out, the machine with fewer selections was more than adequate for his programming needs. About 50 of his selections are taken up with pop hits, with the remainder devoted to folk music, standards and classical on machines in the 100-selection category.

#### Location Requests

Julius Mohill, head of J & M Music, was another operator whose new machine purchases were almost 100 per cent 200's. He pointed out, however, that he hadn't bought any 200's prior to this year and was now pressed to do so by location requests.

"In some instances our play picked up for a couple of weeks after the 200 went in, but it soon settled back to normal," he said.

"We definitely aren't making any more money off the machine," he emphasized. "However, our locations think they're behind the times without a 200 and, where it's a top spot, we come thru."

One operator pointed out that the 200 had been very successful thruout the country as a talking point in making dime play conversions. However, in Chicago, where dime play has been solidly established since about 1951, this advantage is obviated.

#### Prestige

Still another operator said that while neither he nor the location were particularly happy with the 200, the customers felt it was a more "prestige" machine. He stated he had bought predominantly 200's during the past year and would continue to do so, "as long as the location's gross take merited the added expenditure."

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Chicago

By NICK BIRO

Ed Ratajack, AMI sales head and a long time member of The Showman's League, is looking forward to meeting many old friends and renewing acquaintances at the series of Outdoor Meetings scheduled to start here, December 1. . . . Herb Oettinger, United vee-pee, just back from a 10-day golf fest at Greenbriar. Quipped Herb: "Snead was in Japan, must have heard I was coming." Billy De Selm, United busy sales manager reported that business seemed to be perking up a bit.

Al Schlesinger, NCMDA's major domo, is slowly recovering from recent surgery. He returned home from Columbus Hospital, last week, after a serious seige that lasted several days, and a bout with the illness which has lasted some months. He would be glad to hear from friends. Address is 3180 Lake Shore Drive.

Phil Levin, Joe Filitti and Earl Kies postmarked a letter of deep appreciation to manufacturers and distributors, whose backing helped make Recorded Music Service Association's recent dinner-dance a huge success. . . . Mike Spagnola, Automatic Phonograph's head was busy making last minute preparations for a move to new quarters on West North Avenue. Altho still in the brick and mortar stage, the new showrooms promise to be pretty plus. . . . Ed Levin looking ahead to the NAAPPB show in December when Chicago coin plans to pull wraps off a new item.

Miami

By RAOUL SHAPIRO

Bob Norman, Southern Music Company, and Morris Marder, M&M Service, were hospitalized. Bob was in for a few days and is

feeling fine now. Morris has been in for several weeks, but apparently is all right now. He'll be back on the job next week. . . . A couple of former Miami game operators, Frank Salerno and Albert Albertelli are in Havana. Both report business good. Frank speaks Spanish like a native, but Al and his two sons, Al Jr. and Jerry, who are with him, are finding it pretty rough trying to make themselves understood.

Emmett Pethe, St. Petersburg operator is visiting Miami for the first time in several years. Mrs. Pethe made the trip with him to do some shopping. Emmett stopped off en route to do a little spot fishing along the Tamiami Trail. Caught a couple of nice bass.

Gene and Bill Rogers, E. C. Rogers Music Company, Ft. Myers, in town for records and supplies. Bill says business is still slow, but has been kept busy re-setting locations that have been closed for the summer. . . . Red Gurkin, Belle Glade Music Company, laid up with the flu. . . . Sam Marino, Marino Music Company, is negotiating a deal that may make him one of the biggest operators in the area.

Sam has also recently purchased two Dauphines for his route men. Sam claims this little French car is so easy on gas it will pay for itself in no time. Also, his men like the cars, claiming they are not the least bit tired at the end of a day.

Ronald Shapiro, routeman for Broward Music Company, reports

that many transient farm workers are beginning to come into his area, and says that the additional population should help increase collections. . . . Fred House, Fred House Music Company, Sarasota, has just sold a piece of property. . . . Gene Laine, roadman for Ross Distributing Company, hitting the hinterlands next week.

Henry Stone, True Tone Distributors, completed moving over to his new quarters. Even with all the many labels Henry carries, there is still plenty of room left over. . . . As if a siege in the hospital was not enough, Bob Norman, Southern Music, suffered a pretty damaging fire in his home.

Bob Norman, Miami manager for Southern Music Distributing Company, AMI distributors for Florida and South Georgia, believes in keeping machines before the teen-agers. At the recent opening of Pat Boone's "Bernardine," Bob had the new model on display in the lobby of the Coral Theater playing the hit numbers from the show. Currently Bob has a machine on display in the lobby of the Paramount Theater, which is located in the heart of downtown Flagler Street, playing all of Elvis Presley's numbers from the picture, "Loving You."

Red Gurkin, Belle Glade Music Company, in town for records and supplies, reports business is picking up. . . . Jim Robbins, of up Okeechobee way, reports the first trickling in of Northern visitors, and says this is a good indication for an early winter tourist start.

Coinmen You Know

Denver

By BOB LATIMER

The rancher or stockman who shuttles long distances for an evening's entertainment has taken to the 50-cent chute on coin phonographs as a first-class bargain, reports Albert Richardson, music operator here. Richardson has consistently increased collections by from \$15 to \$25 over a two-week period in each of his phonograph locations where a 50-cent chute has been set up, and plans that every replacement location, in the future, will be equipped for half-dollar play.

Pat Ryan, head of Bell Music Company, Denver, has cut down from two checkers to one, filling in on the extra load himself in an experiment

aimed at reducing over-all operating costs.

Whenever Les Shoemaker, head bookkeeper for R. F. Jones Company, phonograph distributors here, finds a clipping which concerns one of the firm's operators or customers in local or State newspapers, he cuts it out and sends the clipping to the subject with the firm's compliments. Often, in scanning newspapers regularly for familiar names, Shoemaker has found items which the subject knew something about, which gained him appreciation and good will.

Big news here was the sale of the "highest phonograph route in the world." This is the route formerly operated by Dick Oelrich in Leadville, Colo., which went on the block last month for sale to Denver operator Jack West.

The Oelrich route, most of it more than 12,000 feet above sea level, is concentrated in bars, taverns, restaurants and museums in (Continued on page 86)

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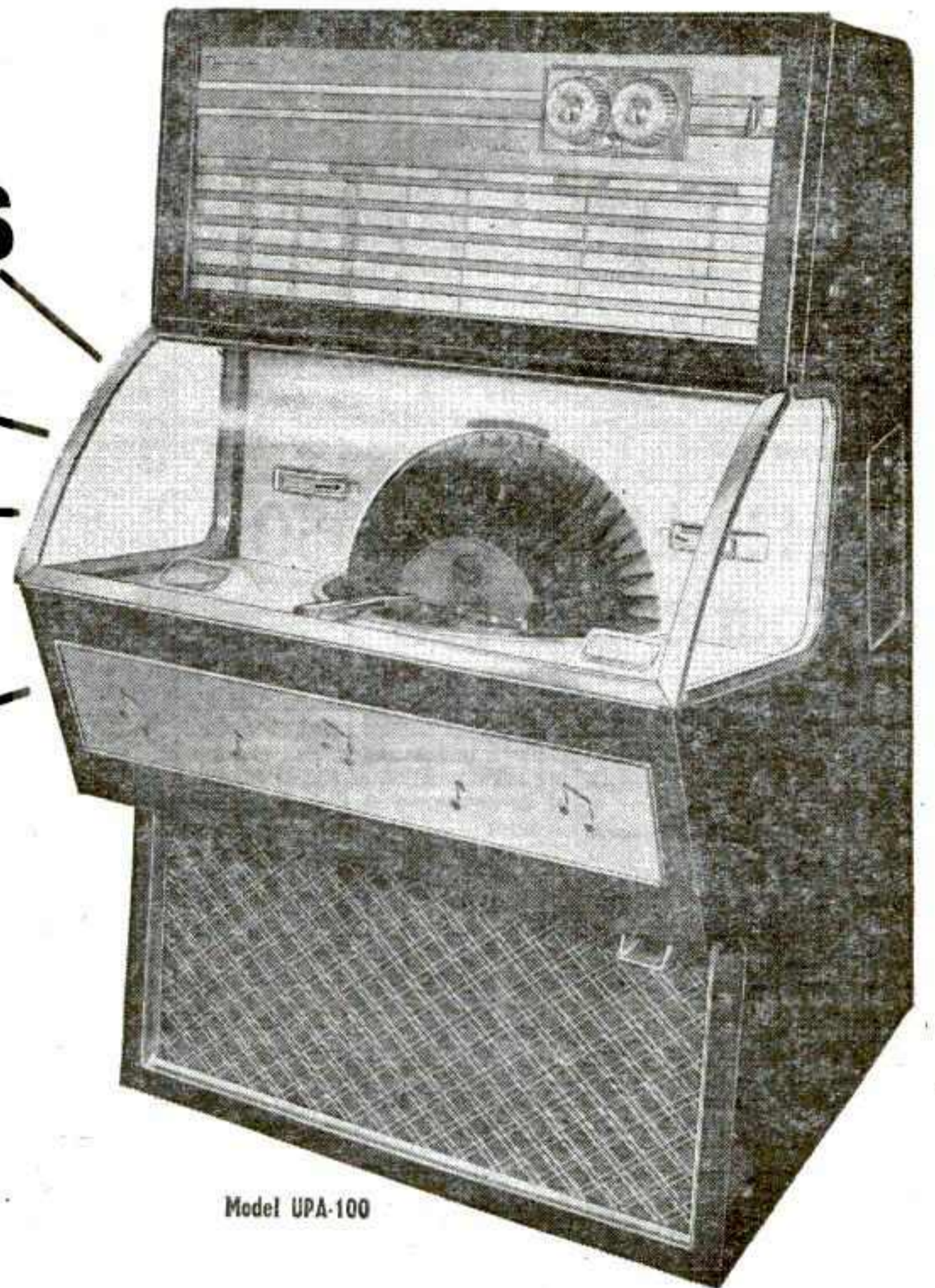
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## SUPERMARKET VENDING

### Erratic Growth Big Hazard: Op

By SAM ABBOTT

This is the second in a series on bulk vending in supermarkets. The following is a report on the operation of a Los Angeles operator.

LOS ANGELES—Supermarket vending is often a fast-breaking venture in which orders for an extra-large number of machines are not unusual occurrences, says Leo W. Weiner, president of Western Vending Machine Operators' Association and head of West Coast Enterprises, one of the largest bulk operations in this city.

This erratic type of growth pattern is a hazard to the small and growing operator, who must nevertheless be prepared for these orders and "have the capital or know where he can acquire it as fast as he needs it." Says Weiner, "Super-

market locations for bulk vending machines are a thing to be desired by operators, but it is hazardous."

Nevertheless small operators can handle supermarkets, declares Weiner, the all-important factor being a financial mobility that will enable them to seize immediately upon new opportunities as they come up.

However, this mobility must also work in reverse: Just as a string of stops can be gotten overnight, so, too, can it be lost, as was the experience of Weiner himself, when he found one morning a letter notifying him to remove 120 of his venders. The growing operator running his business on a sound basis must be prepared to handle these emergencies should they arise.

When Weiner had to take his 120 machines out, he found that the

(Continued on page 81)

### King & Co. Building Bowling Bulk Vender

CHICAGO—A new bulk gum vender with bowling play action was announced last week by King & Company, local distributor.

The new unit has been dubbed "Ten Pins" by its designer Paul Crisman, of King, and will sell for close to \$26.

Assembled by King

Slated to be ready for delivery next week, the machine is currently being assembled at King from parts

manufactured by independent companies on contract.

The bulk vender works on the lever and target-hole principle. The ball of gum rolls upon a lever and is propelled by the person operating the lever onto a vertical ten-pin layout, a target hole existing behind each of the ten pins visible to the player.

The score obtained is dependent upon the hole the gum ball goes into; and if all the target holes are missed the ball falls into the "Gutter Ball" hole and into the delivery chute. Thus the player always receives a ball of gum.

There are four possible scores: 10 pins; seven pins; three pins, or one pin, depending upon which of the 10 holes the gum ball rolls into. Following the pyramid layout of ten pins, there is one target hole for a strike, two target holes for a seven-pin score, three target holes for a three-pin score, and, at the bottom, four target holes for a one-pin score.

Crisman said that, because of the

(Continued on page 83)

### Leaf Adds to Ball Gum Line

CHICAGO—Leaf Brands, Inc., announced last week the addition of Sour Apple 1-cent ball gum to its century line that includes Grape, Ball of Fire and Rainblo.

The Sour Apple is 100-count bubble gum, comes packed in 18-pound cartons and retails for 32 cents per pound. Stickers suitable for affixing to vending machines are furnished with orders.

### E. F. Hinkle Dies at 50; Automatic Canteen Head

CHICAGO—Elmer (Barney) F. Hinkle, president of Automatic Canteen Company, the nation's largest operating concern, died suddenly here Friday (1) of a heart attack.

Born September 22, 1907 in Columbia, Pennsylvania, Hinkle attended Franklin and Marshall College in Lancaster, Pa., continuing his education at the University of Pennsylvania in Philadelphia.

After his graduation from college, he went to work as a salesman for Sharp and Dome Company, a pharmaceutical firm. After that he was associated with Hershey Chocolate Company as sales promotion manager. His brother is president of the company at the present time.

He joined Automatic Canteen in 1947 as head of the product purchasing division. In 1950 he became president of the firm.

Hinkle was president of the Chicago Executives Club and a member of the Rotary Club of Chicago.

He is survived by his wife and two daughters.

William H. Scott Funeral Home, Willmette, is handling funeral arrangements, which at press time had not been completed.

## BULK BANTER

By FRANK SHIRAS

Sidney Weinstein, Sidmor Vending, Pittsburgh, Pa., reports his wife is expecting a child. . . The wife of R. R. Whitehead, Atlanta, Ga., op, continues ill, but hopes are high for her quick recovery. . . Mike Sparacino, Chicago op, has taken on an added job as sales manager for a local Chevrolet company. . . Sid Bloom, Oak Manufacturing Company, Culver City, Calif., is expecting birth of a new

(Continued on page 83)

### Detroit Ops Hike Prices, Lose Cig Sales

DETROIT—An increase in vending prices for cigarettes generally from 25 to 30 cents in this area has resulted in an average drop of 20 per cent in volume thru venders, and operators do not see any good prospects for winning back this lost business.

The boost became effective July 1 with a new Michigan tax of 2 cents per pack, coming only two weeks after an increase of nearly 1 cent per pack in the wholesale cost by manufacturers.

Charge 30 Cents

Operators generally decided to increase the retail price per pack to 30 cents, and this is effective in

(Continued on page 82)

### Two Gum Mfrs. Agree to FTC Pricing Order

WASHINGTON—The Federal Trade Commission last week (1) approved consent orders whereby Topps Chewing Gum, Inc., Brooklyn, and Philadelphia Chewing Gum Corporation, Haverton, Pa., agree not to discriminate among their customers in violation of the Clayton Act.

Under the orders, neither company will sell to any customer at prices higher than those charged any competing customer. The order concerning Topps further provides

(Continued on page 81)

### R. J. Reynolds Hits New Sales Mark

NEW YORK—Record sales and earnings for the three months and nine months ended September 30 were reported by the R. J. Reynolds Tobacco Company.

Earnings for the nine-month period jumped to \$54,335,000 from \$46,029,000 in the 1956 period. Net sales for the period were \$785,693,000, compared with \$704,406,000 a year earlier.

For the third quarter, sales were \$277,957,000, as against \$248,603,000 for the third quarter of 1956. The company explained that the increase was due partly to greater volume and partly to price increases which went into effect in June.

Third quarter net earnings rose to \$21,254,000, compared with \$16,512,000 a year ago.

### PM Announces Expansion Plan

NEW YORK—Philip Morris, Inc., last week announced plans to acquire Polymer Industries and the Franklin Research Company. The former firm is in the packaging field, while the latter makes waxes and polishes.

The announcement was made simultaneously with the report that sales are up 8.4 per cent and earnings up 9.9 per cent for the first nine months of 1957 compared with a like period a year ago.

O. P. McComas, PM president, said the firm's consolidated net income for the first nine months of this year was \$11,299,544, compared with \$10,288,097 for the first nine months of 1957.

## News in Brief

### Brewed Coffee Venders Lead NAMA Beverage Displays . . .

Dominant at the NAMA beverage machine displays were the brewed coffee machines. New self-brew models were introduced by Bally, Bert Mills, Coffee-Mat and Joyner. Rudd-Melikian showed a pre-production model. To be put in production are models by Rowe, Apco, Continental and Vendo. Dry ingredient coffee venders were strong at the show, too, however. New instant coffee machines were bowed by Bert Mills, Avenco, Adams, Manley, Rudd-Melikian, Stoner, Joyner and Keeney. There were no radical developments in cold-drink equipment, but new post-mix and pre-mix units were introduced by several firms. Lyons, Square, Keeney, Continental, Apco and Pneumafil had new or improved cold-drink equipment.

### Refrigeration Fair Expects Big Turnout Vending Mfrs. . . .

Vending machine manufacturers are expected to have increased interest this year in 1957 Air Conditioning & Refrigeration Exposition. Record number of exhibits will be shown at the International Amphitheater, November 18-21. More than 250 firms will show 7,500 pieces of equipment and components. New applications and new units of low temperature equipment will be at the show, according to George Mills, show manager. Mills claims vender manufacturers are one of the largest users of commercial refrigeration equipment.

### \$500,000 Damages Sought From Canada Dry By Cott . . .

Suit of \$500,000 damages was brought against Canada Dry Ginger Ale Company by Cott Beverage Corporation, New Haven, Conn. Cott claims that Canada Dry duplicated its lemon and grapefruit drink called Half & Half and marketed it under the same name with the substitution of word "and" for ampersand Cott used. Cott asks an injunction against Canada Dry's use of name and requests all profits from latter firm's sales of the drink.

### Hibben Says Vending Future Of Ice Cream Industry . . .

At two recent ice cream makers' conventions claim was made by Robert C. Hibben, executive secretary of International Association of Ice Cream Manufacturers, that vending should be utilized as a new method of marketing ice cream. He cited sales gains made thru use of vending in soft drink, cigarette and candy industries. Hibben also said frozen desserts sold thru vending machines remain an untapped potential that waits upon initiative of ice cream industry.

### ABC Vending Annual Report Voted Best in Survey . . .

Independent board of judges, in annual survey of Financial Weekly, decided annual report of ABC Vending Corporation was best in the restaurant industry. Award was presented to Charles L. O'Reilly, ABC chairman, at annual awards banquet in New York last month. Total of 5,000 annual reports were entered in the international competition. Automatic Canteen Company of Chicago was runner-up in restaurant category.

### Armour Adds 3 New Canned Items to Vending Line . . .

Three new canned-food products for vending were introduced by Armour & Company, Chicago, last month. New items, in single-serve cans, are: ham and beans with sauce; beans and frankfurter chunks in tomato sauce; beef and beans with tomato sauce. New lines bring Armour canned vending-food line to seven products.

### Miscellaneous News From Around the Country . . .

Warren B. Terry resigned as vice-president of Quaker State Coca-Cola Bottling Company in October. Continues to hold similar post with Coke bottling firm in San Jose, Calif. . . . Thomas J. Sheahan and Donald J. Bachner named assistant to president and chief accountant, respectively, of Eversweet Corporation, distributor of chilled orange juice in Lyons, Ill., and Frostproof, Fla. . . . H. M. Browder promoted from head of Dr. Pepper Company's cooler and vender department to assistant to executive vice-president. . . . Zaslow Sales Company, West Hartford, Conn., appointed representative for Merkle-Korff Gear Company in New England States. . . . William D. Murphy appointed by American Chicle Company, Long Island, N. Y., to head national advertising and promotion program for gum vending sales. . . . Vincent H. Heide named general sales manager of Henry Heide, Inc., New York.

### Dietetic Labs Makes New Type Vending Cream . . .

New process in manufacture of instant cream products for powder-type coffee venders has been developed by M & R Dietetic Laboratories, Inc. Called the chilled air process, it is said to have three advantages over previous powdered product: fresh cream flavor; high retention of whiteness; lower cost per serving. Product is chilled in actual processing, eliminating need for fresh cream chilling in machine. Consequently coffee is not cooled by use of cream.

### German Subsidiary of Nat'l Rejectors in Second Year . . .

German subsidiary of National Rejectors, Inc., located in Hamburg, has begun second year of service to European manufacturers of coin-operated machines. Subsidiary has twice expanded quarters and has increased sales volume "substantially," according to G. N. Keuchler, secretary-treasurer of parent company. Hamburg was selected for plant because of its nearness to Rejector customers and British licensee, Hartley Baird Ltd., and also because of port's accessibility to European market.





**Accurate COMPASS RING**

**\$3.60 PER GROSS**  
(Lots of 7 Gross)  
**\$3.00 PER GROSS**  
(Lots of 35 Gross or More)  
Vacuum Plated Ring Base  
With Imported Compass.

**Bernard K. Bitterman**  
4709 E. 27th Kansas City, Missouri

**2¢ SCALE**  
**Doubles Your Profits**

Greatest Money Making Scale on the Market

\$20 deposit puts it to work for you  
Good indoors or out  
Produces up to 300% profit  
Wins Customers for Locations  
Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month, 14" x 24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings, choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.  
Dept. B  
3206 Grace St. N.W., Washington 7, D. C.  
Send more details  Send scale   
\$20 deposit enclosed   
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**YOUR TICKET TO SALES RESULTS—**  
**THE ADVERTISING COLUMNS OF THE BILLBOARD!**



**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.

Send **35¢** for SAMPLE KIT OF CHARMS

**SURE-LOCK**, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



**The PENNY KING Company**

2538 Mission Street, Pittsburgh 3, Penn.  
World's Largest Selection of Miniature Charms  
**NATIONAL SALES HEADQUARTERS FOR ATLAS-MASTER MACHINES**

**Erratic Growth Big Hazard**

Continued from page 80

ones with consoles and stands taxed his warehousing facilities. However, he was prepared for such an emergency, and further was able to quickly find new locations with other market chains that were expanding their operations.

**Markets Profitable**

"I can make one stop at a supermarket and probably take in more money than when I first started in business," said Weiner. "The volume that I gross in one of the stores could equal or surpass more than 20 just run-of-the-mill stops," said Weiner.

He has 60 per cent of his machines located in chain markets. In soliciting supermarkets he goes to the manager of the chain and bases his sales talk on service as opposed to commissions. He reasons that since the gross from the venders would only constitute a small percentage of a store's gross sales, it is wiser to base a sales pitch on something other than commissions.

Accordingly, Weiner talks what he considers service of one kind and another. For example, he tells the store manager that bulk venders are often located in the front of a store so that parents can leave their children by them while they shop. He also points out that bulk vending affords one of the few remaining ways in which a cent can be used for direct purchase, and for that reason will not compete with, but complement, the market's general sales.

The commissions paid to supermarkets are sometimes more than the "not higher than 25 per cent"

recommended by the WVMOA, which Weiner is heading for the third term. Supermarket vending is highly competitive in the area, said Weiner, and for that reason tends to be pegged at a maximum.

He points out compensations, however. The largest globes possible can be used, service being based upon sell-out times. While more is paid in commissions, there is more revenue and there are fewer service calls.

Weiner vends principally candy, ball and tab gum and some nickel items in capsules. Charms and novelties are also used. His ratio of penny machines to nickel venders is three to one. Peanuts are not generally used in the supermarkets because they would go stale in the large globes that are used.

Weiner has been soliciting supermarkets since 1951. He got into bulk vending after serving with the Marines in the Pacific war theater.

**J. SCHOENBACH**

Distributor For  
**oak Manufacturing Co., Inc.**  
1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
President 2-2900  
PHONE or WRITE FOR PRICES

**FTC Price Order**

Continued from page 80

that if the company grants a promotional allowance to one customer it must offer affirmatively, or otherwise make available, allowances to all competing customers on proportionally equal terms.

The companies were charged by FTC earlier this year with selling to some customers at favored prices. FTC feared that such price discrimination would "substantially" lessen competition. (The Billboard, April 20, June 24.)

The agreements, according to FTC, are for settlement purposes only, and do not constitute admissions by the companies that they have violated the law.

Samuel Roy Hutchison, Hutchison Vending, who operates a diversified route chiefly in Oakland and Macomb counties, was in Philadelphia to attend the NAMA convention. . . . Carl Hill, Hill Vending Service, one of the city's leading bulk vending operators, is optimistic over the general vending picture. . . . Eric Dyer, salesman from the Grand Rapids office of Miller-Newmark Distributing Company, was in town visiting Art Hebert, manager of Detroit office.

*the new* **OAK'S "PREMIERE"**

vends **Ball Gum and Picture Card** both for 1¢

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors



**oak**

**oak's "GOLD MINE" tab gum selector**

Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.

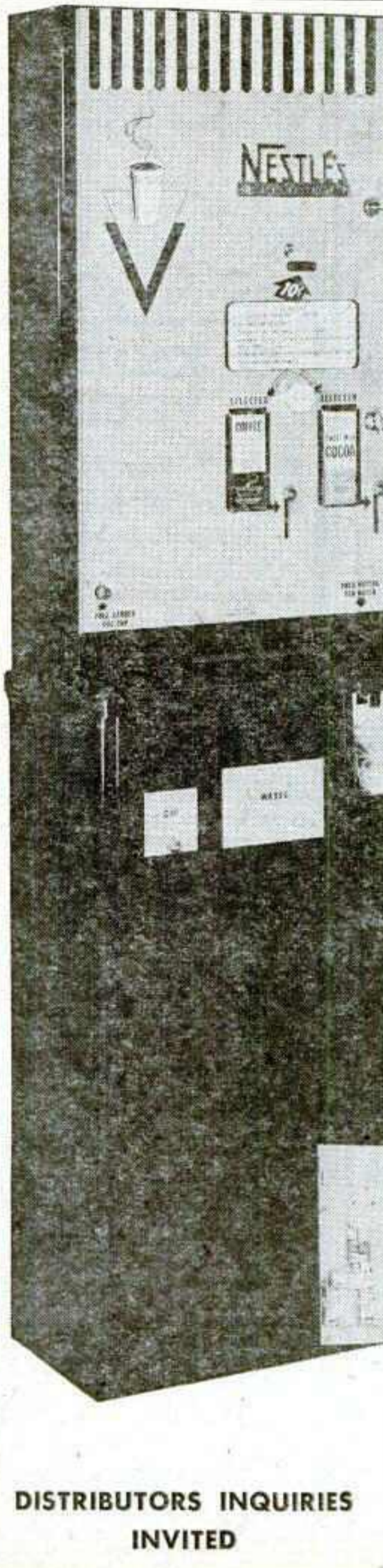


contact your DISTRIBUTOR or

West Coast Factory Sales Office  
**OPERATORS VENDING MACHINE SUPPLY**  
1023 So. Grand Avenue, Los Angeles, California  
**OAK MANUFACTURING CO., INC.** 11411 Knightsbridge Ave., Culver City, California

East & Midwest Factory Sales Office  
**M. J. ABELSON**, Phone: AT 1-6478  
2033 Fifth Ave., Pittsburgh, Pa.

**GIVE TO DAMON RUNYON CANCER FUND**



**WOW! HOT**  
**COFFEE-CHOCOLATE-SOUP**

If you didn't see it at Philadelphia we urge you to write for full particulars on the **NEW VEND-RITE NESTLE® HOT DRINK VENDER**

**WOW! WHAT FEATURES**

- ★ No mixing in the machine—the customer does the mixing
- ★ You make fewer service calls—no machine cleaning—no sanitary inspections—just refill vender
- ★ Cleaner, easier to stock and handle than any other Hot Drink Vender

- Beautifully Styled
- Serving Top Quality Products Nestle's®
- Simple Installation
- Self Contained Hot Water Heater
- Large Capacity 120 Servings
- Unconditional 1 Year Warranty

**VEND-RITE MANUFACTURING CO.**

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Phone: Michigan 2-6771

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**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  
**H. B. Hutchinson, Jr.**  
 2086 N. Decatur Road, N.E.  
 Atlanta, Georgia

**PLAY GOLF**



With **VICTOR'S**  
 Sensational 210 Ball Gum Vendor  
**FAST PLAY BIG PROFITS**

This new vendor is very colorful and attractive. Takes up very little space 7" wide, 15" long. The cabinet is made of solid oak natural finish.

Be first with this new money-making sensation. Order now!

**ONLY \$24.50 EACH**

See Your Victor Distributor  
**VICTOR VENDING CORP.**  
 5701-13 W. Grand Ave., Chicago 39, Ill.  
 Mfrs. of Famous Line of **TOPPER** Vendors

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

**Detroit Ops**  
 • Continued from page 80  
 about 95 per cent of locations, according to informed trade sources. In a few spots, regular packs are being sold today at 28 cents, and in some others at 29 cents, but the

**INSIST ON STAR BRITE BALL GUM**  
**Save Money!**

**NEW!**  
 Beats all others "All Hollow"  
 Cramer's **7/8" SOLID "KING" BALL**  
**BUBBLE GUM**  
 8 COLORS 8 FLAVORS

Ask your distributor to stock Cramer's "Star-Brite" for you!  
**210-170-140 BALL GUM.**

**CRAMER GUM CO. INC.**  
 150 Orleans Street  
 East Boston 28, Massachusetts  
 Member of National Vendors' Assn.

**VICTOR'S PROVEN MONEY-MAKER TOPPER 1c BALL GUM VENDOR**

**\$13.25 ea.** \$12.75 EACH  
 100 or more

Write for Lowest Prices on our complete line of  
 • CHARMS • BALL GUM  
 • CAPSULES • MACHINES

**H. B. HUTCHINSON, JR.**  
 2086 N. Decatur Road, N.E.  
 Atlanta 7, Ga.  
 Phone: DRake 7-4300

**J. SCHOENBACH**  
 For Victor Vending Corp.  
 Machines, Parts, Globes  
 Charms, Merchandise Supplies  
 1645 BEDFORD AVE., BROOKLYN 25, N. Y.  
 PResident 2-2900  
 PHONE or WRITE FOR PRICES

**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.

30-cent figure is predominant in the area. The motivation for increased prices has come in this case from the store owner rather than the operator. Said Benny Koss, vice-president in charge of vending for Howes-Shoemaker Company, one of the largest operators: "All the costs have been going up. Our customers, the location owners, are the ones who want to go up to 30 cents. They want more commissions because their costs have

**VENDERS MAKE 'CARNIVAL' OF POLICE STATIONS**

PITTSBURGH—In a decisive move to preserve stolid tradition, venders were removed from the hearing rooms of all the police stations. These rooms are used by city magistrates for hearings, and police brass darkly accused the machines of lending a "carnival atmosphere" to the propriety of municipal proceedings. Cigarette, candy, coffee and gum venders were summarily banished from the hearing rooms.

Supt. James W. Slusser, who led the assault against the machines, showed no sign of leniency. Said he, unrelenting: "They can put the machines in another part of the station if they can find room. If not, they'll have to get rid of them altogether."

Leo Fournier, managing the Detroit headquarters of Weidman National Sales Company, with widespread contacts in all areas of vending, also was at NAMA convention. . . . Al Weidman, founder of the company, came up to Philadelphia for the convention, but flew back to his home at Vero Beach, Fla., without going to Detroit.

**7 KEENEY VENDERS**  
 Bring 7-Way Profits!

- New Keeneey "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.

**FINEST RECONDITIONED VENDERS**

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
Asstd. 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
DuGrenier, 6-Col., 1c Tab	14.50
Mills 6-Col., 1c Tab	17.50
Factory Reconditioned "Popcorn Sox" 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. LOmbard 3-2676

gone up, and they want the added revenue from cigarettes accordingly." The increase has resulted in making vending here highly vulnerable to price competition from major sources of supply. At the large consumption level, it is very practical for the consumer to go into the supermarkets here and buy a carton of cigarettes for a price that is 50 cents under the machine price. It is a common sight, observers report, to see a woman

come out with two cartons at a time. Over-the-counter prices of single packs are generally 25 cents for regular sizes, operators report. King sizes sell for 27 cents, and 28 cents is charged for filter tips. Thus even the top price lines tend to be under the vending prices, depending of course upon individual store policy.

**CIGARETTE MACHINES FOR SALE**

EASTERN ELECTRIC, 8 col.	\$35.00
25¢ operation only	
DU GRENIER, 9 col.	\$60.00
ROWE, 6 and 8 col.	\$20.00
CORSAIRS	\$250.00
STANDARD-JOHNSON All Coin Counting Machine	\$500.00

F.O.B. Newark, N. J.  
**STRATFORD VENDING CO.**  
 504 Clinton Ave., Newark 8, N. J.  
 Blgelow 3-5665

**VENDING MACHINE OPERATORS**  
 If You Buy **BALL PENS**

We Guarantee to **SAVE YOU MONEY** on High Quality Pens

- ✓ CHECK OUR LOW—LOW PRICE—buy direct
- ✓ 24 HOUR SERVICE
- ✓ We can ship YOU 150,000 Pens Per Day!
- ✓ QUALITY that BUILDS SALES.

Phone, Wire, Write right now!  
**HALLMARK PEN, Dept. B.**  
 305 East 140th Street  
 New York 54, N. Y.

**"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

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest price: anywhere—compare.

STONER, 8-COLUMN CANDY, 160 capacity, prewar model	\$110.00
STONER 6-COLUMN CANDY, 102 capacity, prewar model	80.00
STONER 8-COLUMN CANDY, 160 cap., postwar changemaker	175.00
ROWE 8-COLUMN CANDY, 120 capacity	70.00
NATIONAL CANDY, 9-column	90.00
ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb.	85.00
EASTERN ELECTRIC CIGARETTE, 8-col., all coin, 25c & 30c	85.00
EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c	125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

**NATIONAL VENDING SERVICE CO.**  
 308 Furman St., Brooklyn, N. Y.  
 TRiangle 5-1857

**INDIAN ARROW HEADS**

VACUUM-PLATED

Bargain—\$4.50 per 1,000  
 5,000 lots & up  
 Immediate Delivery

**SAMUEL EPPY & CO., INC.**  
 91-15 144th Place  
 Jamaica 35 L.I. N.Y.

**VEND—PUBLISHED BY THE BILLBOARD**  
**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

MONTHLY FEATURES  
 Candy, Gum & Nuts  
 Beverages  
 Tobacco  
 New Products  
 Trends  
 Industry News  
 Market Place  
 Articles  
 Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio  
 Yes—Please sign me up for Vend for 939  
 1 year \$5  3 years at \$10.  
 (Foreign rate, one year, \$5)

Name .....  
 Address .....  
 City ..... Zone ..... State .....  
 Occupation .....



### Bowling Vender

Continued from page 80

greater number of target holes on the "Ten Pins" machine, it has

quicker action than the baseball machine of similar design that is sold by King. Crisman reports that some operators had expressed the desire for quick action with this type of vender.

Using basic components of a standard bulk vender, Crisman completely redesigned the rest of the machine. Like the baseball machine, "Ten Pins" has a square appearance, and the gum balls can be seen through the glass heaped around the playing field.

### Bulk Banter

Continued from page 80

grandchild. . . Mrs. Sam Phillips, St. Louis, Mo., was in Chicago for a convention.

Three years ago Roy Torr, Lansdowne, Pa., distributor, was the victim of a heart attack but continues with his more than 50 years of active and fruitful occupation in bulk vending. Torr, who was associated with bulk vending from the very beginning, knows all aspects of the business and was the person responsible for giving innumerable operators their start in bulk vending. During the recent National Automatic Merchandising Convention, many operators and people associated with bulk vending made a special trip to Lansdowne for a friendly visit with Roy.

Bernie Bitterman sends a blue note out of Kansas City, Mo. All the supermarkets are closed in the city and a lot of operators are having a hard time weathering the storm. Small groceries have not been affected by the city-wide strike and business with them is of course booming. . . . Robert Raleigh, Automatic Merchandising, Indianapolis, Ind., was up to Green Bay, Wis., recently on a business trip. . . . Busy phone of Jane Mason, Leaf Brands, Inc., is lately ringing all the time.

The flu caught up with both Tom King and Paul Crisman, King & Company, Chicago. Luckily it hit them at different times. Paul is back on his feet after his bout last week with the flu. He reports production on a new bulk vender he designed was held up during the week. Chicago operators stopping in at King & Company during the week included Sam Ward and Steve Ferrini. Jesse Ward and Marion Monegain continue to stop in almost every morning at King for supplies. James Contis made a heavy purchase of gum venders and bulk venders from the company.

### Lorillard 9-Month Net Sales \$40.2 Million Over 1956

CHICAGO—P. Lorillard Company reports net sales for the nine-month period ended September 30 as \$190,901,125, which is \$40.2 million more than for the same period last year.

Net income reported for the nine-month period is \$5,797,520,

comparing to \$3,112,779 for the same period last year.

Earnings available per common share are reported \$1.85 for 1957 compared with 91 cents for 1956.

Lorillard is the manufacturer of Kent, Old Gold and Newport cigarettes.

### Ball and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. . . . 27¢ lb.  
Chicle Ball Gum, 130 ct. . . . 35¢ lb.  
Clor-o-Vend Ball Gum . . . 40¢ lb.  
Clor-o-Vend Chicks, 320 ct. . . 40¢ lb.  
Chicle Chicks, 320 & 520 ct. . . 36¢ lb.  
Bubble Chicks, 320 & 520 ct. . . 27¢ lb.  
Tab (short stick), 100 ct. . . 38¢ box  
5-Stick Gum, 100 packs . . . \$1.90

F.O.B. Factory 150 Lb. Lots  
AMERICAN CHEWING PRODUCTS  
33 YEARS OF MANUFACTURING EXPERIENCE  
4th & Mt. Pleasant • Newark 4, N. J.

### JOBBERS WANTED

With qualified sales organizations to handle LOW-PRICED LINE OF CIGARETTE VENDORS 3 SIZES.

With or without nickel & penny changers.

None finer quality; none lower in cost!

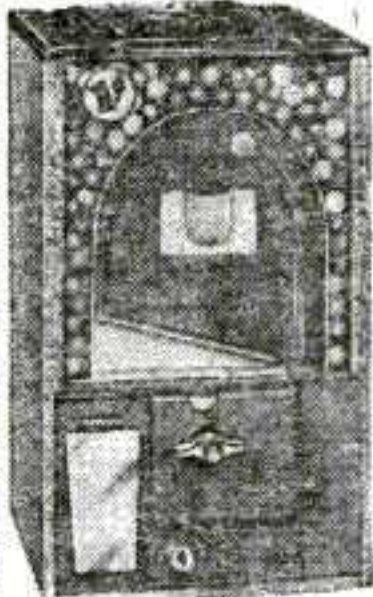
Also candy, cookies, postage stamps and perfume.

OUR 25th YEAR!

SHIPMAN MFG. CO.  
LOS ANGELES 23, CALIF.



### VICTOR'S BASKETBALL and the ALL NEW FOOTBALL!



A BALL OF GUM AND A BALL GAME . . . all for a penny!  
**\$19.75** ea.

Holds 12 lbs. of 210 ball gum.

Takes in . . . \$25.20  
Cost of gum . . . 3.60  
25% to location . . . 6.30

YOUR NET PROFIT \$15.30

1/2 Deposit, Balance C.O.D.

### CHAMPION NUT COMPANY

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VICTOR Standard TOPPER 1c BALL GUM VENDOR **\$13.25** Each

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\$12.75 Each 100 or more

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1/2 deposit on all orders  
Write for lowest prices on filled capsules. Immediate delivery.

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Almonds, 5-lb. pack	.85
Pistachio Nuts, Jumbo Queen	.69
Pistachio Nuts, Large Tulip	.66
Pistachio Nuts, Vendor's Mix	.57
Pistachio Nuts, Sheik	.42
Cashew Whole	.46
Cashew Butts	.58
Peanuts Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.50
Hershey-ets	.42

Rain Bio Gum, 60 ct.	.28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.32
200 lb minimum, prepaid on all Rain Bio Ball Gum	
Adams Gum, all flavors, 100 ct.	.48
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms Everything for the operator.  
1/2 Deposit, Balance C.O.D.  
STAMP FOLDERS, Lowest Prices. Write

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Holds 12 lbs. of 210 Ball Gum.

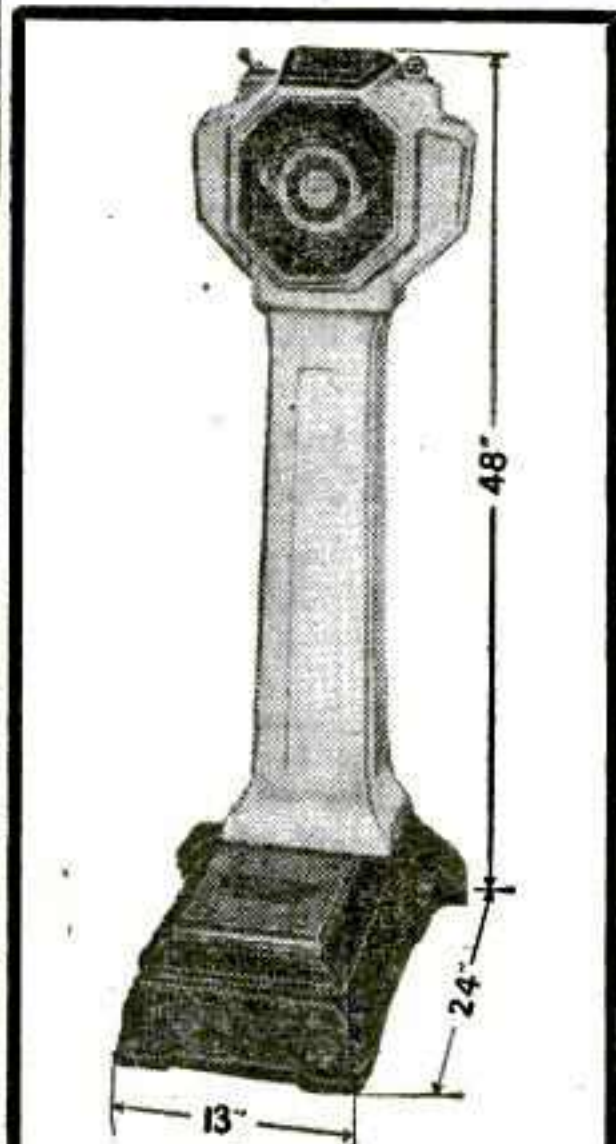
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New York's Exclusive Victor Distributor.  
Member National Vending Machine Distributors, Inc.

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590 Albany Ave., Brooklyn 3, N. Y.  
PResident 4-5358



**\$25 DOWN**  
Balance \$10 Monthly  
ALL WEATHER SCALE  
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.  
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27111 ARMSTRONG STREET MORRIS, ILLINOIS



## U. S. Judge Rules In-Lines Gambling Machines Per Se

### Final Decision Awaits Test Case, But Govt. to Act Without Payoff Proof

SPRINGFIELD, Ill. — A case which could be the first step in establishing in-line games as gambling devices per se, without proof of payoffs, was settled in Federal District Court here, last week (29).

Judge Charles G. Briggie upheld the government's position and ordered the destruction of nine in-line games, seized in raids at Peoria, Bloomington and Collinsville, on the grounds they are gambling devices.

The machines were seized for not having a \$250 federal gambling tax stamp. There had been no proof or evidence of payoffs.

#### Precedent

U. S. Attorney John B. Stoddard Jr. was granted his petition for destruction of the machines under the government's forfeiture action.

Stoddard said the case established a precedent that pinball machines are gambling devices per

se, and it is not necessary to prove they were used for gambling.

The petition was granted when the deadline for a hearing on the matter passed without any objections turning up to argue against their destruction.

#### Test Case

The government was hopeful for a contested case in order to obtain a "definitive appellate court decision," that would settle the matter throughout the country.

However, Stoddard pointed out that Judge Briggie's ruling still gave federal authorities full power to proceed against subsequent violators, at least until the matters were contested in the future. If future government seizures should

*(Continued on page 89)*

## AMERICAN TO BOW NEW UNIT

UNION CITY, N. J. — American Shuffleboard will soon take the wraps off a new game which will be a departure from the firm's shuffleboard line.

Sol Lipkin, ASC sales executive, said the game is completely coin operated and is nine feet in length. Beyond that he could give no details except that it may be played by one, two, three or four persons.

Lipkin did say, tho, that the game would be sold to operators only.

## Katz Named Kaye National Sales Manager

NEW YORK—Charlie Katz has been named national sales manager by the Irving Kaye Corporation, manufacturer of coin-operated games and conversions.

Katz, who has been in the coin

*(Continued on page 89)*

## Tourneys Mushroom Where Pins Are Out

### Bowling Leagues Grow in Indianapolis, But Elsewhere in State In-Lines Reign

INDIANAPOLIS — Bowling tournaments and leagues are mushrooming in the taverns of this city of 500,000 and initial indications are that Hoosiers here are about to acquire another competitive interest.

Elsewhere in the State, however, acceptance of the new sport is considerably less perceptible—and some operators have a ready explanation.

Amusement equipment operations in Indianapolis are under the rigid surveillance of a mayor, Philip L. Bayt, and a sheriff, Robert A. O'Neal, who are dedicated and active enemies of all pin operations. According to rumor, the city has been cleaned of bingo equipment.

Bowling and pool games, it is reasoned by some, thrive only in spots where the stronger pull of free-play pins are absent.

That, they argue, explains the

popularity of bowling in Indianapolis where the more tempting machines are under some official restraint.

That also, they insist, is the explanation for the absence of any rush to organize bowling tournaments in areas elsewhere in the State where law enforcement agents have been either enjoined from enforcing the anti-pin law or are giving the law the benefit of a liberal interpretation.

These factors notwithstanding, said an important Indiana distributor

*(Continued on page 89)*

## Indict Six With Cohen in N. Y. Union Scandal

• *Continued from page 76*

biserio, he would picket the establishment.

When Larson refused, the location was picketed, according to the charges. A similar incident occurred with another Brooklyn tavern, owned by Peter Hyland.

Alleged co-conspirator Mortimore Pearl is charged with threatening John Ward, an employee at the Nostrand Bar, Brooklyn, with picketing unless Ward pulled the plug on the juke box. When Ward refused, Pearl allegedly had the location picketed for several days.

Cagiano is charged with maintaining an office at 474 West 43d Street, New York, which served as headquarters for Local 531 during the alleged conspiracy.

## Long Bowlers Hike Receipts In New York

NEW YORK — Long bowlers are taking over in the New York area. According to several operators, nearly half of the bowling games on location here are of the long variety. Eight months ago virtually every bowler on location was the standard shuffle game size.

While operators aren't reaping any bonanzas with the long bowlers, they are doing about 25 per cent more business than the shuffle games.

All told, the coin machine industry here is running behind a year ago. Music collections are off

*(Continued on page 89)*

## U. S. Exports Hit \$18 Million In 8 Months for New Record

### All-Time High Due Mainly to Boom in Overseas Shipments of Pins, Shuffles

CHICAGO—U. S. exports of coin-operated equipment this year continue to shatter all-time records, with the spectacular expansion of amusement machines setting the pace.

Based on per-month averages for the first eight months this year, amusement games exports alone for 1957 would total \$7.5 million.

This total would be nearly twice the dollar volume for game exports last year, more than two-and-one-half times as great as that in 1955.

Total dollar volume for juke boxes, games and vending machines for the first eight months this year topped \$18 million, a record high.

Of this amount, 18,534 juke

boxes accounted for \$11,445,765, and 28,663 games \$4,992,940. Vending machines accounted for just \$1,625,542.

Per-month dollar volume of U. S. game exports is running at \$625,000, and the per-month average for all coin equipment is topping \$2,250,000.

#### 35% Increase

At this rate, coin machine exports this year will hit \$27 million, an increase of more than 35 per cent over last year's peak total.

Total dollar volume for game exports for the eight-month period is far more than the 12-month figure last year.

U. S. Department of Commerce figures for August exports, released to The Billboard last week, show that total dollar volume for all categories of coin-operated equipment was \$2,584,877. Games accounted for \$701,912 for 3,305 pieces; juke boxes, \$1,717,275 for 2,686 machines; vending machines, \$145,690 for 1,629 units.

#### 6th \$2 Mil Month

August marks the sixth consecutive month this year that all coin exports have topped the \$2 million mark. It is the third month that the \$2.5 million mark has been broken and is the third highest

month of the year and, therefore, in history (see accompanying chart for figures for January thru August, 1957).

Italy, Belgium, West Germany and Canada are the top importing countries of U. S. games.

Manufacturers and distributors continue to ship record numbers of new and used five-ball pinballs and

*(Continued on page 91)*

## Ops Admit Tournament Value, But No Takers

WASHINGTON — Amusement machine tournaments are practically non-existent in the nation's capital, despite the opinions of many operators that the idea is "sound" and "worth while."

No one seems to know exactly why tournaments have failed to grab hold here. Most operators feel they would be a "shot in the arm" and would help business thru some rough spots.

Some feel, however, that it would be too much trouble to set up the project.

One operator claims that Washington has always been a "one-horse town" as far as amusement machines are concerned. "Tournaments probably wouldn't cause the great excitement here that they have caused in other areas," he added.

The legality of tournaments in this city is very much up in the air. Law enforcement officers say they see nothing wrong with the idea, provided the games are games of skill rather than chance. The

district attorney's office, however, is hesitant to give a preliminary opinion. Indications are that tournaments would be acceptable from a legal standpoint.

*(Continued on page 90)*

## COIN MACHINE EXPORTS

### January-August, 1957

	Phonographs		Amusement Games		Venders		Totals by Months	
	No.	Value	No.	Value	No.	Value	No.	Value
January ..	1,671	\$ 988,714	2,435	\$ 459,748	2,692	\$ 158,490	6,798	\$ 1,606,952
February ..	1,978	1,145,785	2,677	407,895	1,562	218,643	6,217	1,772,323
March ..	2,921	1,753,893	6,068	854,168	2,289	225,809	11,278	2,833,870
April ...	1,925	1,171,284	3,464	681,129	2,344	207,549	7,733	2,059,962
May ...	2,081	1,316,335	4,660	738,390	2,690	204,031	9,431	2,258,756
June ....	2,283	1,436,866	3,259	669,301	3,773	125,498	9,315	2,231,665
July ....	2,989	1,915,613	2,795	480,397	4,236	339,832	10,020	2,735,842
August ..	2,686	1,717,275	3,305	701,912	1,629	145,690	7,620	2,564,877
Totals ...	18,534	\$11,445,765	28,663	\$4,992,940	21,215	\$1,625,542	68,412	\$18,064,247
By Type								
Machines								

situation here was the indictment of Al Cohen, head of Local 531, on a conspiracy charge (The Billboard, October 28). Cohen, his union, and other defendants had previously been enjoined with taking any action in the organizing of juke box employees.

#### Cohen Thru

Whether or not the indictment results in a conviction, the opinion here is that Cohen is thru. The injunction handed down in Supreme Court severely limits his activities in the coin machine field.

Sam Getlan, once a man to be reckoned with in Westchester and

*(Continued on page 90)*

## Ill. County Mulls Pinball Tax Measure

ROCK ISLAND, Ill.—A series of three resolutions that would spell almost certain death to in-line and conceivably other types of pinball games in Rock Island County is being readied for submission to county supervisors next month.

States Attorney Bernard J. Moran said he feels the board in general is in favor of curbing

*(Continued on page 90)*



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 28, 1957]

### MUSIC MACHINES

	High	Low	Avg. Mean
<b>AMI</b>			
Model A (46) 40 sel., 78 RPM	\$ 99.50	\$ 95.50	\$ 95.50
Model B (48) 40 sel., 78 RPM	179.50	145.00	145.00
Model C-40	199.50	69.00	99.50
Model C (50) 40 sel., 78 RPM	85.00	85.00	85.00
Model D-80 (51) 40 sel., 78 RPM	295.00	149.50	295.00
Model E-40 (53) 40 sel., 78 RPM	245.00	245.00	245.00
Model E-80 (53) 80 sel., 45 RPM	375.00	315.00	350.00
Model E-120 (53) 120 sel., 45 RPM	650.00	325.00	395.00
Model F-80 (54) 80 sel., 45 RPM	585.00	485.00	545.00
Model F-120 (54) 120 sel., 45 RPM	695.00	350.00	585.00

	High	Low	Avg. Mean
<b>ROCK-OLA</b>			
1428 (48) 20 sel., 78 RPM	95.00	95.00	95.00
1432 Rocket	125.00	125.00	125.00
1434 (50-51) 50 sel., 78 RPM	185.00	149.50	175.00
1434 Fireball	195.00	195.00	195.00
1434 Rocket	150.00	150.00	150.00
1436 A- (53) 120 sel., 45 RPM	175.00	150.00	150.00
1438 (54) 120 sel., 45 RPM	465.00	395.00	425.00
1446 Hi-Fi 120 sel., 45 RPM	495.00	495.00	495.00

	High	Low	Avg. Mean
<b>SEEBURG</b>			
HM-100-Hideaway (9/49)	\$149.50	\$149.50	\$149.50
M-100-A (9/49) 100 sel., 78 RPM	315.00	149.50	185.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	350.00	395.00
M-100-C (5/52) 100 sel., 45 RPM	545.00	455.00	499.50
HF-100-G (9/53) 100 sel., 45 RPM	700.00	575.00	595.00
HF-100-R	725.00	615.00	695.00
100-W (9/53)	575.00	575.00	575.00
M-100-G	595.00	595.00	595.00
Seeburg Sicum 200 Set	795.00	575.00	695.00

	High	Low	Avg. Mean
<b>WURLITZER</b>			
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	75.00	50.00	60.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	95.00	95.00	95.00
1250 (50) 48 sel., 45 or 78 RPM	145.00	99.50	115.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	135.00	195.00
1450 (51) 48 sel., 45 or 78 RPM	150.00	150.00	150.00
1550-A (53) 104 sel., 45-78 RPM Mix	299.50	275.00	275.00
1600 (53) 48 sel., 45 or 78 RPM	225.00	225.00	225.00
1600-A (54) 48 sel., 45 or 78 RPM	425.00	400.00	400.00
1650 (53) 48 sel., 45 RPM	295.00	225.00	255.00
1650A (54) 48 sel., 45 RPM	295.00	225.00	265.00
1700 (54) 104 sel., 45 RPM	695.00	545.00	575.00
1800 (2/55) (W)	775.00	575.00	695.00

### PINBALL GAMES

	High	Low	Avg. Mean
<b>BALLY</b>			
Atlantic City (5/52)	\$ 65.00	\$ 65.00	\$ 65.00
Beach Beauty (1/55)	225.00	150.00	195.00
Beach Club (2/53)	30.00	25.00	30.00
Beauty (11/52)	75.00	43.00	60.00
Big Time (1/55)	180.00	94.00	125.00
Broadway (12/55)	315.00	155.00	245.00
Dude Ranch (9/51)	80.00	49.00	60.00
Frolic (10/52)	80.00	43.00	65.00
Gayety (3/55)	95.00	45.00	75.00
Gaytime (6/55)	145.00	99.00	125.00
Hi-Fi (6/54)	225.00	25.00	65.00
Miami Beach (9/55)	150.00	104.00	135.00

	High	Low	Avg. Mean
Nite Club (3/56)	\$350.00	\$ 95.00	\$250.00
Palm Springs (11/52)	90.00	49.00	60.00
Surf Club (3/54)	75.00	50.00	60.00
Variety (9/54)	100.00	70.00	75.00
Yacht Club (6/53)	60.00	43.00	55.00

	High	Low	Avg. Mean
<b>CHICAGO COIN</b>			
Home Run	\$175.00	\$175.00	\$175.00

	High	Low	Avg. Mean
<b>EVANS</b>			
Saddle & Turf Club Model (10/53)	\$105.00	\$105.00	\$105.00

	High	Low	Avg. Mean
<b>GOTTLIEB</b>			
Arabian Knights (11/53)	\$125.00	\$ 95.00	\$ 95.00
Auto Race (9/56)	265.00	245.00	245.00
Basketball (10/49)	200.00	200.00	200.00
Bowlette (2/50)	40.00	40.00	40.00
Chinatown (10/52)	65.00	45.00	65.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	245.00	235.00	240.00
College Daze (8/49)	50.00	50.00	50.00
Coronation (11/52)	65.00	55.00	65.00
Crossroads (5/52)	195.00	45.00	60.00
Cyclone (4/51)	40.00	40.00	40.00
Daisy Mae (7/54)	145.00	140.00	140.00
Derby Day (4/56)	210.00	210.00	210.00
Diamond Lill (12/54)	140.00	125.00	130.00
Dragonette (6/54)	175.00	135.00	135.00
Flying High (2/53)	65.00	65.00	65.00
Four Belles (10/54)	150.00	150.00	150.00
Four Stars (6/52)	65.00	50.00	50.00
Frontiersman (11/55)	185.00	145.00	185.00
Grand Slam (4/53)	65.00	65.00	65.00
Green Pastures (1/54)	100.00	100.00	100.00
Guys & Dolls (5/53)	80.00	60.00	75.00
Gypsy Queen (2/55)	175.00	165.00	170.00
Happy Days (7/52)	65.00	45.00	60.00
Happy-Go-Lucky (3/51)	40.00	40.00	40.00
Harbor Lites (2/56)	200.00	195.00	195.00
Hit 'n' Run (3/52)	65.00	60.00	60.00
Jockey Club (4/54)	130.00	95.00	120.00
Joker (11/50)	50.00	50.00	50.00
Jumbo (10/54)	250.00	250.00	250.00
Just 21 (1/50)	60.00	60.00	60.00
Marathon (10/55)	245.00	245.00	245.00
King Arthur (10/49)	40.00	40.00	40.00
Lady Luck (9/54)	150.00	125.00	125.00
Lovely Lucy (2/54)	110.00	110.00	110.00
Minstrel Man (2/51)	45.00	45.00	45.00
Mystic Marvel (3/54)	130.00	120.00	130.00
Niagara (12/51)	50.00	35.00	50.00
Pin Wheel (10/53)	100.00	100.00	100.00
Poker Face (8/53)	85.00	85.00	85.00
Quartette (2/52)	80.00	60.00	60.00
Queen of Hearts (12/52)	65.00	65.00	65.00
Quartette (2/52)	80.00	60.00	60.00
Rockettes (8/50)	50.00	50.00	50.00
Rose Bowl (10/51)	50.00	35.00	50.00
Round Up (11/48)	60.00	60.00	60.00
Score-Board (3/56)	225.00	215.00	225.00
Sea-Belles (8/56)	285.00	285.00	285.00
Sharpshooter (5/49)	60.00	60.00	60.00
Shindig (9/53)	110.00	100.00	110.00
Skill Pool (8/52)	65.00	40.00	65.00
Sluggin' Champ (4/55)	180.00	180.00	180.00
Southern Belle (6/55)	170.00	165.00	165.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	150.00	135.00	150.00
Sweet Add-A-Line (7/55)	175.00	175.00	175.00
Telecard (1/49)	60.00	60.00	60.00
Toreador (6/56)	295.00	275.00	275.00
Tournament (8/55)	225.00	225.00	225.00
Triplets (7/50)	65.00	65.00	65.00
Twin Bill (1/55)	150.00	150.00	150.00
Wild West (8/51)	50.00	50.00	50.00
Wishing Well (9/55)	185.00	165.00	175.00

	High	Low	Avg. Mean
<b>UNITED</b>			
Caravan (1/56)	\$225.00	\$200.00	\$200.00
Circus (8/52)	25.00	25.00	25.00
Havana (2/54)	55.00	30.00	45.00
Hawaii (6/54)	120.00	35.00	45.00
Mexico (3/54)	35.00	35.00	35.00
Nevada (8/54)	50.00	43.00	43.00
Pixie (9/55)	145.00	75.00	99.00
Rio (11/53)	50.00	25.00	25.00
Singapore (10/54)	43.00	25.00	40.00
Stardust (4/56)	225.00	155.00	165.00
Starlet (11/55)	210.00	98.00	125.00
Tahiti (8/53)	50.00	50.00	50.00
Triple Play (8/55)	95.00	78.00	89.00
Tropicana (1/55)	75.00	75.00	75.00

	High	Low	Avg. Mean
<b>WILLIAMS</b>			
Army & Navy (10/55)	\$ 60.00	\$ 50.00	\$ 60.00
Big Ben (9/54)	125.00	90.00	115.00
C. O. D. (9/53)	75.00	75.00	75.00

	High	Low	Mean Avg.
Colors (11/54)	\$135.00	\$125.00	\$135.00
Dealer '21' (2/54)	50.00	50.00	50.00
Disk Jockey (11/52)	60.00	60.00	60.00
Four Corners (11/52)	65.00	65.00	65.00
Fairway (6/53)	60.00	45.00	60.00
Grand Champion (8/53)	50.00	60.00	60.00
Hayburner (6/51)	75.00	35.00	75.00
King of Swat	225.00	225.00	225.00
Lazy Q (2/54)	75.00	75.00	75.00
Lu Lu (12/54)	175.00	175.00	175.00
Nifty (12/50)	20.00	20.00	20.00
Nine Sisters (1/54)	95.00	95.00	95.00
Palisade (7/53)	55.00	55.00	55.00
Peter Pan (4/55)	150.00	140.00	150.00
Pinky-5 Ball (9/50)	60.00	60.00	60.00
Quarterback (10/49)	195.00	85.00	85.00
Race the Clock (11/55)	190.00	150.00	185.00
Regatta (10/55)	150.00	95.00	150.00
Skyway (4/54)	65.00	45.00	65.00
Silver Skates (2/53)	70.00	70.00	70.00
Singapore (10/54)	44.00	44.00	44.00
Sky Way (9/54)	125.00	65.00	125.00
Spitfire (2/55)	110.00	75.00	110.00
Star Pool (10/54)	85.00	85.00	85.00
Struggle Buggie (12/53)	60.00	60.00	60.00
Slugfest (3/52)	40.00	40.00	40.00
Thunderbird (5/54)	125.00	90.00	125.00
Three Deuces (8/55)	180.00	180.00	180.00
Wonderland (5/55)	145.00	135.00	145.00

### SHUFFLE GAMES

	High	Low	Avg. Mean
<b>Advance Bowler (CC) (5/53)</b>			
Bonus Score Bowler (CC) (4/55)	195.00	195.00	195.00
Bowlette (G) (7/50)	40.00	40.00	40.00
Cascade (U) (2/53)	50.00	50.00	50.00
Chief (U) (11/53)	85.00	85.00	85.00
Comet Targette (U) (11/54)	150.00	150.00	150.00
Criss-Cross (CC) (11/53)	110.00	75.00	95.00
Criss-Cross Targette Deluxe (CC) (11/55)	110.00	75.00	7



Continued from page 83

	High	Low	Mean Avg.
Drivemobile (M) (7/54)	\$195.00	\$195.00	\$195.00
500-Shooting Gallery (Ex) (3/55)	175.00	125.00	175.00
Flying Saucer (M) (6/50)	125.00	125.00	125.00
Goatee (CC) (1/46)	95.00	65.00	95.00
Harvard Metal Typer	125.00	125.00	125.00
Heavy Hitter (B)	50.00	50.00	50.00
Hockey (CC)	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54)	74.50	74.50	74.50
Jet Fighter (W) (10/54)	225.00	185.00	185.00
Jet Gun (Ex) (12/51)	110.00	110.00	110.00
Jungle Gun (U) (7/54)	135.00	125.00	125.00
Kicker & Catchers	52.50	52.50	52.50
Lite League (W) (2/54)	75.00	75.00	75.00
Lord's Prayer (M) (6/56)	195.00	195.00	195.00
Lovometer (Ex)	25.00	25.00	25.00
Midget Movies (CC)	125.00	125.00	125.00
Mercury Counter Gripper	25.00	25.00	25.00
Panoram (Mills)	325.00	325.00	325.00
Photomatic (M) (1/50)	275.00	125.00	125.00
Pistol (CC) (1/49)	75.00	75.00	75.00

	High	Low	Mean Avg.
Pitch'm & Bat'm (S)	\$175.00	\$ 75.00	\$175.00
Pop Up	20.00	20.00	20.00
Quarterbacks (G) (9/55)	200.00	200.00	200.00
Rifle Gallery (G) (6/54)	175.00	125.00	175.00
Round the World Trainer (CC) (10/53)	350.00	325.00	325.00
Safari (W) (2/54)	225.00	225.00	225.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	125.00	125.00	125.00
Shooting Gallery (Ex) (6/54)	175.00	175.00	175.00
Sidewalk Engineer (W) (5/55)	150.00	125.00	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	195.00	195.00	195.00
Six Shooter (Ex)	95.00	95.00	95.00
Sky Fighter (M) (9/53)	75.00	75.00	75.00
Sky Gunner (G) (9/53)	125.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	225.00	225.00	225.00
Space Ship	95.00	95.00	95.00
Sportland (Ex) (11/51)	165.00	120.00	120.00

	High	Low	Mean Avg.
Sportsman (K) (11/54)	\$175.00	\$ 40.00	\$ 40.00
Standard Metal Typer, F. S.	295.00	295.00	295.00
Star Series (W) (4/49)	85.00	85.00	85.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	175.00	175.00	175.00
Super Jet (CC) (4/53)	199.50	199.50	199.50
Telequiz (1/49) (T)	95.00	65.00	75.00
Three Way Gripper (Gb)	25.00	25.00	25.00
Treasure Cove (Ex) (6/55)	295.00	225.00	225.00
Voice-O-Graph (M) (4/46)	245.00	245.00	245.00
Wild West (G) (2/55)	245.00	50.00	65.00
Zingo (1/51) (U)	65.00	65.00	65.00

VENDING MACHINES

	High	Low	Mean Avg.
Electro (8 Col.)	95.00	95.00	95.00
Mills Candy (5 Col.)	65.00	65.00	65.00
National 930	95.00	95.00	95.00
National 950	110.00	110.00	110.00
P X (8 Col.)	100.00	85.00	85.00

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Exhibit SHOOTING GALLERY	\$110
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Exh. RINGER BALL	110
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Exh. JUNGLE HUNT—Pistol	350
Exh. SPORTLAND GUN	140
Exh. JET GUN	110
United STEEPLECHASE	105
United COUNTY FAIR	105
Keeney DOMINO BOWLER	55
Keeney CARNIVAL BOWLER	55
Keeney 10-PLAYER Un. SUPER SHUFFLE ALLEY	55
Un. 10TH FR. SHUFFLE	55

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**Coinmen You Know**

Continued from page 79

the high-mountain community and includes both phonograph and pin games. Oelrich did not announce his future plans. . . . A seldom-seen visitor at phonograph showrooms in Denver last week was Zoltan Ganss, Cheyenne Music Company, Cheyenne, Wyo., who was in town to beef up his routes for the winter season.

Two more Wyoming visitors during mid-October included C D. Edwards, Douglas, Wyo., and Jimmy Wilson of Newcastle. While in the city, Wilson was involved in a smash-up with his new pick-up truck resulting in heavy damage to the vehicle but no injuries to him.

Jim Hall, owner of Rocky Mountain Coin Machine Company, and Pete Geritz, owner of Mountain Distributors, Pueblo, Colo., took a fishing trip into the Colorado Rockies near Lake City. While the chill winds made river bank hours unpleasant, the pair caught their limit to wind up a successful 1957 fishing season. . . . Harvey Kelley, phonograph operator from Glenwood Springs, Colo., says winter sports are bringing almost 10 times as many people into the Colorado Rockies currently as was true only five years ago.

John Huber, whose father operates one of Denver's largest phonograph routes, has begun the fall term at the Colorado school of Agriculture, after spending the summer "learning the ropes" as a part-time employee at Mountain Distributors, A.M.I. distributors for the Denver area.

Glen Pierce of Century-Supreme Music Company, Denver, is the first to get the Asiatic flu. "It's no joke," Pierce confessed, after several days in bed. . . . Vivian Ludi, secretary of Mountain Distributors, A.M.I. phonograph distributors here, has returned to the job after major surgery in a Denver hospital.

Bill Bofche, phonograph operator from Raton, N. M., was in Denver recently comparing operating methods with Denver operators. Raton enjoyed a thoro'ly successful tourist season this year, Bofche said, which has encouraged them to expand both amusement machines and phonograph routes.

Even tho the uranium boom in the Colorado plateau area has "slowed down to a walk," the fact that more than 5,000 new families have moved to Grand Junction to aid in processing of uranium has spelled greater phonograph profits, according to Don Thorpe, Grand Junction operator, visiting in Denver during October.

**Boston**

By CAMERON DEWAR

There's still quite an attachment among local coinmen for the old Boston Braves, and quite a few made the trip to Milwaukee combining business with sport. . . . Among these were Dave Baker, Melo-Tone Vending Company; Phil Swartz, Winrox Vending Company, and Ed Ravreby, Associated Amusements, Inc. . . . Dave and Phil also took in the Notre Dame football game while they were in Philadelphia for the NAMA convention, while Ed looked after business in New York.

The casualty list keeps on apace here, but happily most

are on the mend. . . . Dave Baker's wife is recovering nicely after getting her arm badly hurt while helping out at the plant last week. . . . Barney Blatt, Atlas Distributors, is confined to his home and would probably like to see some of his friends.

Robert Bever, United representative, is paying a visit these days at Associated Amusements. Sales Manager Dick Mandell is making good use of his recently acquired plane for business purposes. He flew into Woonsocket, R. I., last week and picked up some fast orders at the R & L Enterprises there. . . . David Bond, Trimount Automatic Sales Corporation, is a busy man these days, working a great deal of the time for the Combined Jewish Appeal. Dave was cited last year for his fine work over the years for this organization.

Most distributors say business in the metropolitan area is somewhat off from last year. Operators don't seem to be replacing equipment as quickly as they did up until now. A few who have been around keeping their eyes on the bargains were Ed Disy, Caribou, Me.; Louis Zideman, Portsmouth, N. H.; Ernie Mercantonio, Middletown, Conn.; Martin Rosa, Waterbury, Conn., and Ray Shea Worcester.

Music operator Al Ravreby is recuperating after a serious operation and seems well on the way to recovering in good shape. . . . Bob

(Continued on page 87)

**SPORTLANDS KIDDIE LANES**

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BIG TIME	110.00	DUDE RANCH	60.00
GAYTIME	125.00	HI-FI	60.00
MIAMI BEACH	125.00	PALM SPRINGS	60.00
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CIGARETTE, CANDY VENDING MACHINES; reconditioned, refinished, guaranteed like new. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. de30

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FOR SALE—BALLY SHOW TIME. \$400; Bally Key West, \$300; Bally Double Header, \$300; Bally Miami Beach, \$125; Bally Big Time, \$100. Scioto Novelty, Inc., 1909 8th St., Portsmouth, Ohio. Phone EL 3-4179.

FOR SALE—MAKE US AN OFFER. 7 Beach Clubs, 1 Frolies, 1 Yacht Club, 3 Gayety, 2 Dude Ranch, 1 Palm Springs, 1 HI-FI, 1 Starlet. Scioto Novelty, Inc., 1909 8th St., Portsmouth, O. Phone EL 3-4179.

FOR SALE—SEEBURG 100 B, \$300; SEEBURG 100 C, \$400; Seeburg 100 R, \$600; Wurlitzer 1800, \$550; Seeburg 100 Sel. Wall Boxes, \$40. Scioto Novelty, Inc., 1909 8th St., Portsmouth, Ohio. Phone EL 3-4179.

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**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-1fn

CASH! HIGHEST CASH PAID FOR C.C. Binkers, Bull's-Eyes; United Genco. Williams Guns and Baseballs. Allied Coin Machine, 786 Milwaukee, Chicago 22, Ill. Or call: CA 6-0293. de2

**N. Y. Coin Association Membership Hits 250**

ALBANY, N. Y.—Membership in the New York Coin Machine Association, Inc., a State-wide operator association formed last month, has passed the 250 mark. When the organization was formed in Syracuse September 24, its rolls included only 75 charter members.

Board members of the NYCMA met at the DeWitt Clinton Hotel here Tuesday (29) to map plans for boosting the membership to its goal of 600.

Present at the meeting were Tom Greco, president, Glasco; Tony Catonese, Rockland County; Carl Pavesi, Westchester County; Mike Garramone, Albany; Mrs. Anne Koenig, Kingston; Henry Knoblauch, Glens Falls; Pat Marcy, Booneville, and Max Cohen, Woodridge.

The board accepted the resignation of Harry Kelley, former Seeburg District sales manager, who had been business manager. Kelley said that the press of personal business had made it difficult for him to continue in the post.

His duties—signing up new members and speaking before local operator groups—will be assumed by board members. A schedule is being

drawn up for visits by the board members to various parts of the State.

Max Cohen has been named chairman of a committee which will prepare a monthly bulletin informing members of board activities and coin machine news in general.

**Blanchard Named**

The board also accepted the resignation of Jim Bilotta, Newark, from that body. He is being replaced by Bernie Blanchard, Buffalo. Also named to the board is Bob Stark, North Tonawanda.

President Greco named three men to the advisory committee. They are Jack Wilson, Newburgh; Russ Carpenter, Chester, and John Van Wyck, Nyack. Four more members, with at least two from the western part of the State, will be named.

Greco explained that the advisory committee will assist the board of directors, altho it will have no vote on the board, and it will provide new ideas to board members.

Guests at the meeting were Johnny Bilotta, Wurlitzer distributor, and Bob Bever, of the United Manufacturing Company.

**COINMEN YOU KNOW**

Continued from page 86

Jones, Redd Distributors, who has had a run of ill luck lately, pulled a muscle in his neck and was obliged to make his rounds for a while with a neck harness. Fortunately, however, the boys are managing to withstand the Asian flu onslaught that has hit the area.

Also doing a bit of traveling is Ralph Lackey, Karel Music Company. Ralph recently made a business trip to Florida and when he got home, turned around and hopped off for Chicago. At the moment he is working almost full time on the ad book for the second annual banquet of the Music Operators' Association of Massachusetts, set for November 12 at Hotel Bradford.

Also working hard on this project is Dave Gropman, handling tickets, and Si Jacobs lining up the entertainers. . . . At Redd Distributors, Si Redd reports business going well with lots of activity. This is chiefly because they have 28 new items to push, the largest amount at one time in the firm's history. Biggest interest, Si says, is being shown in Genco's new Motorama, which seems to answer the problem especially for Arcades and non-liquor locations.

**Little Rock**

By ELTON WHISENHUNT

Little Rock operators are happy that near normalcy has returned to the city. For weeks business was off because of the integration crisis. Operators who report that conditions are improving for them include Harold Dunaway and Cecil Hill, Twin City Amusement Company; Robert Kirspe, Kirspe-Hollenberg Music Company; Andrew Cassinelli, Little Rock Amusement Company, and C. E. Craig, Arcade Amusement Company.

Also pleased with a near-normal return to business activity are Dutch Yancey, Arkansas Music Company; C. W. Holmes, Western Sales Company; J. D. Ashley, Globe Amusement Company; Jeep Thomas, Thomas Amusement Company, and Bob Franklin, Southern Amusement Company.

Tex Dickens, Arkansas Music Company, Magnolia, reports his conversion to dime play successful. No resistance and a public understanding, he reported. . . . Louis Jack Berger, Berger Amusement Company, West Memphis, reports his recently obtained Mexican food restaurant, Panchos, doing well during the cool weather. . . . J. W. Singleton, Singleton Music Company, Marked Tree, reports company. (Continued on page 88)

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**UNITED and CHI COIN 14 FT. BOWLERS \$545.00**

**USED PINS**

**WILLIAMS**

Piccadilly	\$225.00
Race the Clock	150.00
Regatta	135.00
Hayburner	50.00

**GOTTLIEB**

Score Board	\$225.00
Dueite	195.00
Harbor Lites	195.00
Southern Belle	165.00
Gypsy Queen	150.00
Mystic Marvel	120.00
C.O.D.	75.00
Chinatown	65.00
Happy Days	65.00
Skill Pool	65.00
Quintette	65.00
Four Stars	65.00
Crossroads	65.00

**GUNS**

State Fair	\$350.00
Pirate Gun	325.00
Treasure Cove	225.00
Davy Crockett	350.00
Circus Gun	395.00
Bally Bull's-Eye	350.00
500 Shooting Gallery	225.00
Sportsman	175.00
Rifle Gallery	150.00

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Space Ships	95.00	Star Gun	95.00

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  - 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.
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Gaytime . . . 120.00		United Slugger . . . 225.00
Big Time . . . 125.00		Genco Fi Fly . . . 195.00
Variety . . . 75.00		Photomatic . . . 245.00
Hi-Fi . . . 65.00		Quarterback . . . 185.00
Frolics . . . 65.00		Hooligan Pool . . . 85.00
Palm Springs . . . 65.00		Sportsman Gun . . . 175.00
Surf Club . . . 55.00		Rifle Gallery . . . 165.00
Yacht Club . . . 55.00		Champion Base ball . . . 185.00
Spot Life . . . 45.00		Seeburg Bear Gun . . . 85.00

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- Bally A.B.C. Champion Bowling Lanes
- Bally Sun Valley, Bike, The Champion, Model T and Toonerville Trolley
- Rock-Ola Phonos—50-120-200 Selection

Write or call for prices

<b>★★★ SPECIAL ★★★</b>	<b>BINGO GAMES</b>
1432 Rock-Ola, 50 selection, 78 or 45 R.P.M. . . . . \$ 95.00	Variety . . . . . \$ 85.00
1434 Rock-Ola, 50 selection, 45 R.P.M. . . . . 145.00	Big Time . . . . . 125.00
All machines cleaned, checked and ready for location.	Big Show . . . . . 295.00
Like new A.B.C. Bally Bowling Lanes, 14 ft. . . . . \$545.00	Broadway . . . . . 225.00
United Bowling Lane, 14 ft. . . . . 425.00	Showtime . . . . . 425.00
Chicago Coin Triple Strike . . . . . 145.00	Night Club . . . . . 225.00
Chicago Coin Thunderbolt . . . . . 125.00	Key West . . . . . 325.00
1438 Rock-Ola . . . . . 395.00	Beach Beauty . . . . . 175.00
1446 Rock-Ola . . . . . 445.00	Parade . . . . . 245.00
1448 Rock-Ola . . . . . 565.00	
	<b>5 BALLS</b>
	Blondie . . . . . \$145.00
	Crosswords . . . . . 195.00
	Regatta . . . . . 95.00

**CALDERON DISTRIBUTING, INC.**  
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**CALLING NEW ENGLAND!**  
 Check into these terrific machines  
**BALLY SUN VALLEY**  
**BALLY ABC SUPER (8½ Ft. Puck)**  
**BALLY ABC CHAMPION Big Ball**  
**CHI. COIN CLASSIC Big Ball**  
**GENCO MOTORAMA Automobile**  
**BALLY CARNIVAL**  
**FISHER 6-POCKET REGULATION POOL**

**LIBERAL TERMS—ALL TRADES ACCEPTED**

<b>BASEBALL GAMES</b>	<b>MUSIC</b>
GENCO HIGH FLY	WURLITZER 1900 - 1800 - 1250
GENCO CHAMPION	SEEBURG V-200 - C
CHI. COIN BULLSEYE	<b>CLOSEOUTS—NEW 5 BALLS</b>
GENCO QUARTERBACK	NEW—BALLY CIRCUS
UNITED SLUGGER	NEW—GOTTLIEB CONTINENTAL CAFE
WILLIAMS SUPER PENNANT	NEW—WILLIAMS ARROWHEAD

**Need DISTRIBUTING CO.**  
 298 LINCOLN ST.  
 ALLSTON 34, MASS.-AL 4-4040

**COINMEN YOU KNOW**  
 • Continued from page 87

version to 200 phonographs increased collections.

E. J. Mahfouz, Mahfouz Amusement Company, Stuttgart, reports his son Don, 21, recently discharged from the Navy, is making a good music man. He took over his father's route for him while Mahfouz took over operation of a store he owned.

Pete Adams, Adams Amusement Company, Forrest City, was seen at one of his service stations. Besides his music and game route, he has several service stations. . . . Edward Wilcox, Baker Music Company, Pine Bluff, reports his business of refinishing shuffleboards is going well. . . . Manuel Caras, partner in M & H Music Company, Pine Bluff, reports his route generally is going very well on dime play.

Gurt James, owner of James Music Company, Thornton, reports his conversion to dime play is going along nicely. He plans to have his route 100 per cent converted by January 1. . . . Jack Etheridge, Jack's Music Company, Hampton, is feeling fine after a stay in the hospital.

With cool weather here, H. L. Hopkins, Hopkins Music Company at Fordyce, will be spending more time with his music route. He had to put in some time during the summer on his booming drink business, a diversification. He owns the Pepsi-Cola Bottling Company at Monticello. . . . Cleve Reed, owner of Arkansas Music Company at Rison, seen on his chicken farm where he is raising several thousand baby chicks. It's a good sideline with his music route, he reports.

Operators from the territory in Little Rock recently shopping for equipment and supplies: I. E. McCray, Country Club Amusement Company, Benton; Dean Hosey, Hosey Amusement Company, Nashville; Bill Purifoy, Purifoy Amusement Company, Camden; Orell Bledso, National Novelty Company, Louisville.

Thomas Armstrong, Armstrong Amusement Company, Brinkley; Wilbur Green, Spa Amusement Company, Hot Springs; H. H. Hays, Jefferson Music Company, Pine Bluff; Guy Jones, Pine Bluff; W. E. Lewis, Lewis Novelty Company, Hot Springs; Olan Jackson, Jackson Music Company, Brinkley; Charles Schubach, Helean Amusement Company, Helena; C. O. Temple, Hope Novelty Company, Hope; Bill Smead, Camden Novelty Company, Camden; Bill Foster, Foster Music Company, Pine Bluff.

Drew Canale, owner of Canale  
 (Continued on page 89)

manager of J. P. Seeburg Corporation, visited in Memphis recently with George Sammons, president of Sammons-Pennington Company, Seeburg distributors, and his staff. Herrick, of Chicago, on a good will tour, spent two days in Memphis.

Games Sales Company celebrated its first anniversary recently. Bob Goad is president, George Sammons, vice-president, and Cotton Pennington, secretary and treasurer. The company has made a good showing in sale of all types of amusement games in its first year. . . . Parker Henderson, general manager of Southern Amusement Company, flew in his plane to Caruthersville, Mo., Baxter Springs, Kan., and Yellville, Ark., recently on business.

Mid-South operators in Memphis last week shopping for records and equipment: Hollen Waller, Ideal Amusement Company, Jackson; Charles Eaker, P & N Amusement Company, Paris; Bill Marvel, Marvel Music Company Poplar Bluff, Mo.; Wayne Day, Day Amusement Company, Blytheville, Ark.

Others were: Charles Cole, Melody Music Company, Paragould, Ark.; O. H. Rushing, Rushing Amusement Company, Philadelphia, Henry C. Smith, Dyess Music Company, Greenville; Joan Stafford, F & W Sales Company, Bernie, Mo.; Bill Forsythe, Forsythe Music Company, Millington; Roy B. Morris, Morris Music Company, Somerville; Mahon Jones, Jones Music Company, Holly Springs, and D. C. Johnson, Johnson Amusement Company, Corinth, Miss.

Also: Clarence Spain, Spain Amusement Company, Tunica, Miss.; Guy Jones, Pine Bluff Music Company, Pine Bluff, Ark.; Phil Marks, Phil Marks Amusement Company, Hot Springs; Red Bokker, Bokker Amusement Company, Forrest City, Ark., and Harold Young, Broadway Music Company, Caruthersville, Mo.

**CANYON STATES THAT THESE ARE FULLY RECONDITIONED BUYS**

Wurlitzer Model 2000 . . . \$950.00  
 Wurlitzer Model 1900 . . . 825.00  
 Wurlitzer Model 1800 . . . 710.00  
 Wurlitzer Model 1700 . . . 620.00

**A FEW 78 RPM PHONOS AT LOW, LOW PRICES**

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**6 GUN APT SHOOTING GALLERY**  
 Compressor, tent, 6 guns plus 1 spare. Cartridges, BB's, spare parts and targets. Can be seen in operation. \$775 complete.

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**WANT TO BUY LATE BINGO GAMES**

Must be in A-1 condition. No Junk Wanted. Send Your List in at Once

**MUST BE LATE GAMES**  
 NEW!! Exhibit's **POP-GUN CIRCUS**  
 Most Daringly Different Target Gun in 15 Years. It's New! It's Great! It's a Money Maker!

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**KIDDIE RIDES FOR SALE**

LANE MGR . . . . .	\$250.00
"MISS AMERICA" BOAT . . . . .	225.00
DECO SPACE RANGER . . . . .	200.00
BALLY SPACE SHIP . . . . .	165.00
ATOMIC JET . . . . .	100.00
EXHIBIT SPACE PATROL . . . . .	100.00
METEOR ROCKET . . . . .	100.00
JUNIOR JET . . . . .	50.00
BALLY MOON RIDE . . . . .	75.00
WESTERN GUN (Pistol) . . . . .	50.00

In operating condition. All parts complete. These and other choice selections. F.O.B. Chicago and LOS ANGELES.  
 Terms: ½ Certified Deposit, Balance C.O.D. or Sight Draft.

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- Direct radiation insures full range without distortion
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Man with capital. Experienced in coin operation—executive capacity—as working partner. Starting salary \$12,000 per year. Not a promotional proposition. Personal investment over \$175,000. Complete background and top references required.  
BOX A-200, Billboard  
1820 North Gower, Hollywood, California

## United Debuts Six-Star, New Shuffle Game

CHICAGO — United Manufacturing Company last week started shipping distributors a new shuffle game.

United's current entry into the shuffle game field follows by two months Bally Manufacturing Company's re-entry into this type equipment.

So far, these two firms are the only ones to be making puck-type bowlers. Chicago Coin Machine Company has been examining the shuffle picture, but is still undecided about producing one today.

Named "Six-Star," the new six-player piece features regulation bowling scores, entire mechanism housed in the backbox and a National slug rejector.

Dime coin chute is standard. Game measures 8½ feet long and sports newly-designed cabinet.

United announced in September they would produce shuffle bowlers this fall. Bally revived its shuffle line the same month.

## In-Line Ruling

Continued from page 84

be contested, the suit would serve as a test case, settling the issue once and for all.

The Springfield decision goes one step farther than the recent U. S. Supreme Court ruling in the Korpan case, where proof of pay-offs was necessary for in-lines to be subject to the \$250 federal tax.

Coincidentally it conflicts with a recent Illinois Supreme Court ruling in a case originating in Rock Island, where in-lines were not deemed gambling devices, because of an element of skill involved in play.

U. S. Attorney Stoddard pointed out that although actual enforcement of the ruling is not up to his office, it was an "almost foregone conclusion that some type of enforcement procedure will continue by proper federal as well as local authorities."

"Asked if the ruling would be a precedents for other federal districts, Stoddard said the matter was up to the U. S. attorney in each district. He was, however, hopeful they would take the same view.

As yet, no directive has been handed down by the U. S. Department of Justice which would bind all federal districts.

Chester Richardson, Richardson Amusement Company, Greenville, and his family were sick recently with Asian flu. . . . Pete Manos, owner of PM Music Company, Greenville, journeyed to New York recently to visit relatives. . . . Eddie Barnes, Eddie's Music Company, Greenville, was in the hospital last week recovering from a heart attack.

## COINMEN YOU KNOW

Continued from page 88

National Tobacco Distributors, Inc., seen at a recording studio recently with a singer and band cutting a record. He believes he has a hit this time. His new company is Crystal Records, Inc. . . . Joe Cuoghi, partner in Poplar Tunes Record Shop, is also working on a release. . . . Allen Dixon, general manager of S & M Sales Company, reports a brisk pick-up in business now that autumn is here.

Rose and Stanley Werner, Dixie Sales Company, report the cigarette vending business is going well. They set up a cigarette vending route some months back after building a successful music route. They're operating both now.

Bill Fitzgerald, popular manager of Music Sales Company, seen getting a shipment of new records off to operators in Arkansas. . . . Jack Canipe Jr., vice-president of the newly formed Consolidated Music, Inc., Wurlitzer distributors, travels Arkansas, Mississippi and Tennessee regularly calling on music operators. He was on a swing thru Mississippi at last report. . . . Clarence A. Camp, Southern Amusement president, spent the weekend at his cabin in Arkansas.

## Detroit

By HAL REVES

Robert Hall has registered title to the Southgate Vending Service, new firm in the down river suburb of Wyandotte, taking its name from Southgate, newest of the huge

## Tourneys Bloom

Continued from page 84

tor, the tournament and league plan will win an expanding following. The kits are helping tremendously, he said.

"Eventually," he declared, "there will be tournaments and leagues everywhere in the State. It's the sort of thing you can't stop from growing. It's a wholesome thing, and it's a natural."

Another distributor said that the operators of conventional bowling alleys need have no fear of the effect of coin-operated bowling. Neither form of recreation, he added, will suffer from the success of the other.

Victor Ostergren, president of the Automatic Equipment and Coin Machine Owners' Association of Indiana, said that while he has been apprised of bowling tournament developments in other States, the possibilities of the experiment are not yet assessable in Indiana.

He added that while he has yet to survey the State for the progress of the games, there has been no action or planning looking toward the creation of leagues in his own field of operation in Lake County.

## Long Bowlers

Continued from page 84

about 10 to 15 per cent, while shuffle alleys are down about 25 per cent.

### Prospects Good

Prospects, tho, aren't bad. The trend toward long bowlers is going strong, and location takes are going up as the new games are installed.

Dime play should go a long way toward clearing up the music situation here. In Westchester County, where 10-cent play is the rule, collections have actually improved. In areas of New Jersey where dime play has caught on, takes have been healthy.

But in New York City, where many of the neighborhood bars are still at 5 cents, the gross is down.

shopping centers being opened in this area. . . . The United Music Operators of Michigan held a routine session for their regular October meeting, continuing the board of directors' meeting right thru the evening.

The Veitch Factory Catering Company, headed by Robert K. Veitch, which has a number of major local industrial plants, has just installed full-line vending equipment in the University of Detroit Dental School, replacing a cafeteria set-up.

Bual H. Hays and William H. Frederick, who formerly operated independent ice cream companies—the Hays Ice Cream Company and the Frederick Ice Cream Company respectively—have teamed up as the Supreme Vending Company to introduce a new high-quality ice cream in local vending, featuring a stockless bar. They will continue to manufacture their own ice cream in addition to operating a route of vending machines.

## Katz Named

Continued from page 84

trade for more than 30 years, leaves in a couple of weeks for a national sales trip. He will push the Kaye line of pool table conversions, slate tops and the El Dorado pool game. He also will name distributors in areas not already covered by the manufacturer.

Katz entered the coin machine business as a Brooklyn game operator in 1926. In the early 1930's he joined the sales staff of the Scientific Machine Company, then headed by the late Max Levine.

### Game Salesman

During the next 18 years he worked as a salesman for various manufacturers, including Bally, Exhibit Supply and Gottlieb.

He was also Midwest regional sales manager for the Buckley Manufacturing Company, and in 1953 was named vice-president of National Kiddie Rides.

Later he covered the South and Southwest for the Deco Manufacturing Company, kiddie ride manufacturer. He was also a salesman for the Bert Lane ride line and sales manager for All-Tech Industries, Miami ride manufacturer.

Katz's most recent job was as national sales manager for West Side Distributors, manufacturer of conversions for the coin machine industry.

## The Bargain Counter Shopped and Ready for Location

### MUSIC

#### WURLITZER

1017—Cobra Pickup	\$ 35.00
48 SELECTION HIDEAWAY, 45 rpm	90.00
1400	165.00
1250	95.00
1600	275.00
1800	695.00
1900	825.00

### AMI

MODEL C's	\$ 65.00
MODEL D-40	145.00

### SEEBURG

#### WALL BOXES

WURLITZER 4851, Like New	\$15.00
WURLITZER 3020, 48 Selec.	5.00
WURLITZER 5205	45.00
AMI 40 SEL.	2.95

### BINGOS

MANHATTAN	\$ 70.00
CIRCUS	25.00
RIOS	25.00
BALLY BEAUTY	40.00
BEACH CLUB	30.00
SOUTH SEA	195.00
PIXIES	75.00
GAYETY	60.00
CARAVAN	200.00

### ARCADE

EXHIBIT SHOOT'G GALLERY	\$45.00
TELEQUIZ with Film	65.00
SEEBURG BEAR GUN	85.00
BALLY CHAMPION HORSE	285.00

### FIVE BALLS

NIFTY	\$ 20.00
ROSE BOWL	35.00
OASIS	20.00
CROSS ROADS	45.00
CIRCUS WAGON	90.00
SKY WAY	85.00
STAR POOL	85.00
ARABIAN KNIGHTS	115.00
BALLS-A-POPPIN'	195.00
SMOKE SIGNAL	135.00
DAISY MAE	140.00
LADY LUCK	125.00
NIAGARA	35.00
BIG BEN	95.00
WONDERLAND	135.00
STAGE COACH	150.00

## UNITED & BALLY 14 FT. BOWLERS \$525.00

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Genco "Sweet 21" . . . . \$395.00

¼ down, balance C.O.D.

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Exclusive Wurlitzer Distributor  
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GOTTLIEB'S NEWEST EXTRA-ACTION HIT!

Lite-a-Name Holdover, Roto Targets, Roll-Overs, Spot Buttons and all the Gottlieb Features that mean more play—more profits!

## RECONDITIONED 5-BALL GAMES

### SINGLE PLAYER

WISHING WELL	\$185
FRONTIERSMAN	185
HARBOR LIGHTS	185
SWEET ADD-A-LINE	175
GYPSY QUEEN	170
SOUTHERN BELLE	170
DIAMOND LIL	140
STAGE COACH	135
DRAGONETTE	135

### MULTIPLE PLAYER

REGISTER, 4 PL.	\$325
FLAGSHIP, 2-PL.	325
SEA BELLES, 2-PL.	285
TREADOR, 2-PL.	275
GLADIATOR, 2-PL.	265
MARATHON, 2-PL.	245
TOURNAMENT, 2-PL.	225
SCOREBOARD, 4-PL.	200

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### BOWLERS

West Side Conversion Bowler	\$ 95.00
Exhibit Ringer Ball	100.00

### ARCADE

Genco Quarterback	\$140.00
-------------------	----------

### GUNS

Genco Rifle Gallery	\$150.00
Genco Sky Rocket	195.00
Genco State Fair	235.00
Genco Big Top	250.00
Exhibit Pop Gun Circus	450.00

### PIN GAMES

Williams Paratrooper	\$ 30.00
Williams Spark Plus	35.00
Williams Jolopy	40.00
Williams Gun Club	40.00
Williams World Series (Baseball)	50.00
Williams Super World Series	60.00
Williams Grand Champion	60.00
Williams Spitfire	75.00
Williams Screamo	75.00
Williams Cue Tee	75.00
Williams Deluxe Baseball	85.00
Williams Pennant Baseball	100.00
Williams Peter Pan	135.00
Williams Tim Buc Tu	150.00
Williams Perky	225.00
Gottlieb Hit & Run	45.00
Gottlieb Coronation	45.00
Gottlieb Grand Slam	60.00
Gottlieb Flying High	65.00
Gottlieb Queen of Hearts	65.00
Gottlieb Guy & Dolls	65.00
Gottlieb Poker Face	75.00
Gottlieb Shindle	90.00
Gottlieb Jockey Club	110.00
Gottlieb Mystic Marvel	120.00
Gottlieb Diamond Lil	120.00
Gottlieb Lady Luck	120.00
Gottlieb Four Belles	125.00
Gottlieb Daisy Mae	125.00
Gottlieb Slugging Champ	125.00
Gottlieb Gold Star	150.00
Gottlieb Frontiersman	150.00
Gottlieb Dragonette	150.00

### PIN GAMES (2 & 4 Players)

Williams Race the Clock (4 Player)	\$150.00
Williams Fun House (4 Player)	225.00
Gottlieb Duette (2 Player)	175.00
Gottlieb Jubilee (4 Player)	210.00
Gottlieb Scoreboard (4 Player)	225.00
Gottlieb Super Jumbo (4 Player)	225.00
Gottlieb Treador (2 Player)	275.00
Gottlieb Flagship (2 Player)	325.00
Gottlieb Register (4 Player)	350.00
Gottlieb Majestic (4 Player)	450.00

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- KICKERS-CATCHERS, new 52.50
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- C.C. 2-MAN HOCKEY 295.00
- DALE BURP, new Write 55.00
- DALE GUN, Ex. 425.00
- DRIVE YOURSELF EVANS BAT A SCORE 165.00
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- PISTOL, C.C. 75.00
- PEPPY Write
- RIFLE GALLERY, GENCO 175.00
- ROCK 'N' ROLL 95.00
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5 BALL PIN GAMES

- Balls-a-Poppin' \$275.00
- Blondie 210.00
- Band Wagon 200.00
- Circus Wagon 215.00
- Flag Ship 320.00
- Gypsy Queen 170.00
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- Southern Belle 165.00
- Timbuc To 175.00
- Thunderbird 115.00
- Wishing Well 175.00

CANDY VENDORS

- MILLS 3 COL. \$45.00
- U-SELECT 35.00
- VENDALL 8 COL. 95.00
- DUGRENIER 8 COL., NEW WRITE 150.00
- VENDALL 8 COL., NEW, 56 OR 10c. 150.00

CIGARETTE MACH.

- EASTERN 22 COL., NEW \$320.00
- MERCURY (USED) 11 COL., 30c, F.S. 175.00
- MERCURY (USED) 9 COL. 150.00
- NATIONAL 930 95.00
- NATIONAL 950 110.00
- NATIONAL 9M 150.00



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 2029 PROSPECT AVE., CLEVELAND 15, OHIO  
 All Phones: Tower 1-6715

10 Shipman's Film Vendors, like new, 50¢ operation, \$175.00 each.

WANT TO BUY C.C. Bowl-a-Balls, Bingos, Shuffle Bowlers (large pins).

WURLITZER DISTRIBUTOR

Operators Admit

Continued from page 76

Even those operators in favor of the idea say there are a good many obstacles to be by-passed. They fear that some operators would not be willing to devote the time necessary to put across a successful tournament. They feel that location owners, too, would not want to spend much time on the project.

Another item of great concern is that of noise. Many operators fear that as the excitement of players mounts, noise would increase and possibly result in complaints.

An operator in nearby Virginia is conducting tournaments, however, and is very pleased with player acceptance. Michael Bushdid, who operates the game room at Washington's National Airport, holds tournaments for airport employees only. Bushdid says those who are playing enjoy the tournaments and are quite enthusiastic about the idea.

Other tournaments are being conducted by Bushdid at nearby military installations, but here, again, they are on a limited scale. Players usually are members of particular clubs or military divisions—and outsiders don't participate.

As far as it can be determined, there are no plans at present to set up any tournaments. Operators have adopted a "let's wait and see" attitude. Each is reluctant to take the first step. Apparently, it will be quite a while before area operators make any attempt to hop on the tournament bandwagon.

Ill. County

Continued from page 84

"pinballs and allied machines," but so far lacks power to do it.

Current Proposals

The three county resolutions being prepared include:

Prohibiting any type of pinball or "gambling-prone" device in any tavern.

A large prohibitive tax from \$250 to \$500 per machine.

A measure to duplicate taxes already assessed in cities of Rock Island County, thruout the area.

Moran indicated the latter would most likely be passed by the County board.

A recently introduced resolution to tax amusement games was defeated by the county board last week. It called for a \$50 tax on pinballs, \$25 on bowling machines and \$10 on electronic guns.

Defeat

Board members expressed varied reasons for the proposal's defeat. Some thought the resolution as it was presented was discriminatory against rural tavern owners, discriminatory against other machines and others just "plain didn't like it."

Moran indicated the new resolution could not be called discriminatory against rural tavern owners and will be all inclusive. "That is, all machines will be taxed," he said.

N. Y. Union

Continued from page 84

the Hudson River counties, is stripped of his power. Getlan was formerly head of Local 28, Coin Machine Employees' Union. The parent union, International Jewelry Workers' Union (AFL-CIO), expelled both Getlan and his union.

With the expulsion, and subsequent revelations before a Senate investigating committee, up-State operators refused to pay dues to Getlan. Getlan is still trying to sign up music and game operators for his own private union, but the pickings are slim.

Game Ops

New York game operators are currently working without union contracts. Original union here was Local 465, an independent headed by James Caggiano.

Local 465 later joined the Retail Clerks' International Association and became Local 433, RCIA. When the RCIA suspended the charter of Local 433 and set up a trusteeship to administer the union, Caggiano attempted to switch back to his independent status as Local 465.

Later, Caggiano was enjoined from interfering with the trusteeship. The contract between the Associated Amusement Machine Operators of New York and the RCIA trusteeship has since expired, and currently no contract exists between the New York game operators and any union.

New Charter

But Caggiano is not out of the picture. He has applied for a charter from the Confederated Industrial Unions and is attempting to organize coin machine employees.

Teddy Blatt, AAMONY counsel, said that if Caggiano is able to muster any support, the New York coin operators will sit down with him and bargain collectively.

SHAFFER SPECIALS

SEEBURG

- HF100R \$695.00
- HF100G 595.00
- M100C 499.50

AMI

- G-200 \$695.00
- F-120 595.00
- E-120 350.00

SHAFFER RECONDITIONED

WURLITZER

- MODEL 1900 \$675.00
- MODEL 1700 495.00
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SEEBURG

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- HF100R 695
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ROCK-OLA

- 1434 (78 RPM, Reconditioned) \$135
- 1434 (45 RPM, Reconditioned) 135

WURLITZER

- 1700P \$515
- 1650 225
- 1450 150
- 1250 115

AMI

- H200 (like new) WRITE
- G200 (like new) \$695
- G120 (like new) 650
- G80 (like new) 595
- E120 350

WALLBOX SPECIALS

SEEBURG—3W1, 100 Selection Chrome Wall Boxes, Reconditioned. \$54.50  
 ROCK-OLA—50 Selection Chrome Wallboxes, Reconditioned. \$29.50

WURLITZER WALLBOXES

- 5204 (104 Selections) \$15.00
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- 5205 (104 Selections) 35.00
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- Chicago Coin Tournament Skee Ball 295.00
- Genco 2-Player Skill Ball 210.00
- Genco Rifle Gallery 175.00
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- 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
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- Chicago Coin, Bally, United 14 Ft. \$550.00
- Un. Regulation 295.00
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4-PI. SCOREBOARD .....	225	DLX. SLUGGIN' CHAMP .....	175
2-PI. GLADIATOR .....	255	BALLY CIRCUS .....	Write
2-PI. MARATHON .....	245	C.C. BLONDIE .....	195
2-PI. TOURNAMENT .....	225	C.C. CAPRI .....	145
ACE HIGH .....	285	HAWAIIAN BEAUTY .....	125
RAINBOW .....	275	PINWHEEL .....	45
AUTO RACE .....	245	POKER FACE .....	45

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ROCK-OLA 1454 .....	Write
ROCK-OLA 1448 .....	\$575
SEEBURG HF-100R .....	475
SEEBURG M-100C .....	475
SEEBURG M-100B .....	375
A.M.I. E-120 .....	375
SEEBURG V-200 .....	495

**NEW GAMES**

Bally SUN VALLEY	United 14'-13' JUMBO
BOWLER	Bally A.B.C. CHAMPION
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Say You Saw It in The Billboard

**U. S. Exports**

Continued from page 84

shuffles and used in-lines to these and other countries.

In fact, exports are making up more and more of the total sales for many game distributors, taking up the slack in currently lagging domestic sales in many areas.

Game manufacturers themselves have found the burgeoning export market to be a valuable means of sustaining new game sales, and many are pumping record numbers of machines abroad.



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Auto Photo, M9 .....	\$1,545.00
A. B.C. Bowling Lanes, 14 Ft. ..	545.00
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United Team Bowling Alleys, 14 Ft. ..	645.00

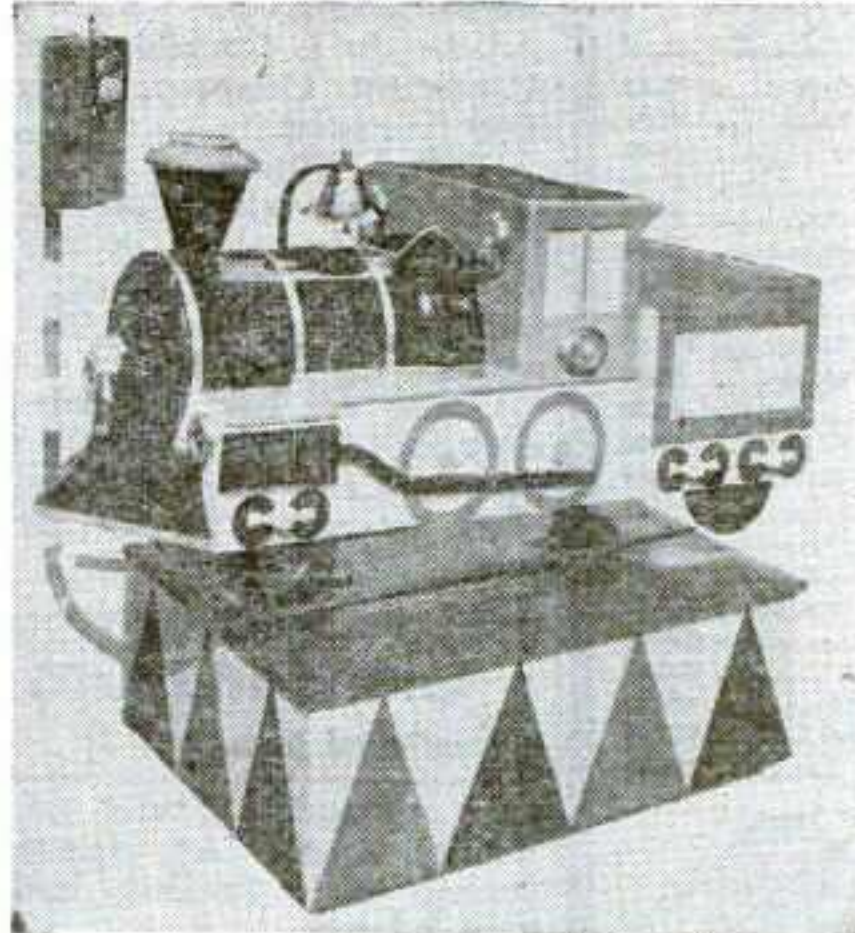


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**ALL-LOCATION ADULT SKILL GAME**

Authentic Scale-Model Car with Realistic Big-City Street Scene Background

NOTHING LIKE IT EVER BEFORE!

Real MINIATURE CAR Runs Free on the Playfield—No Tracks or Rods!

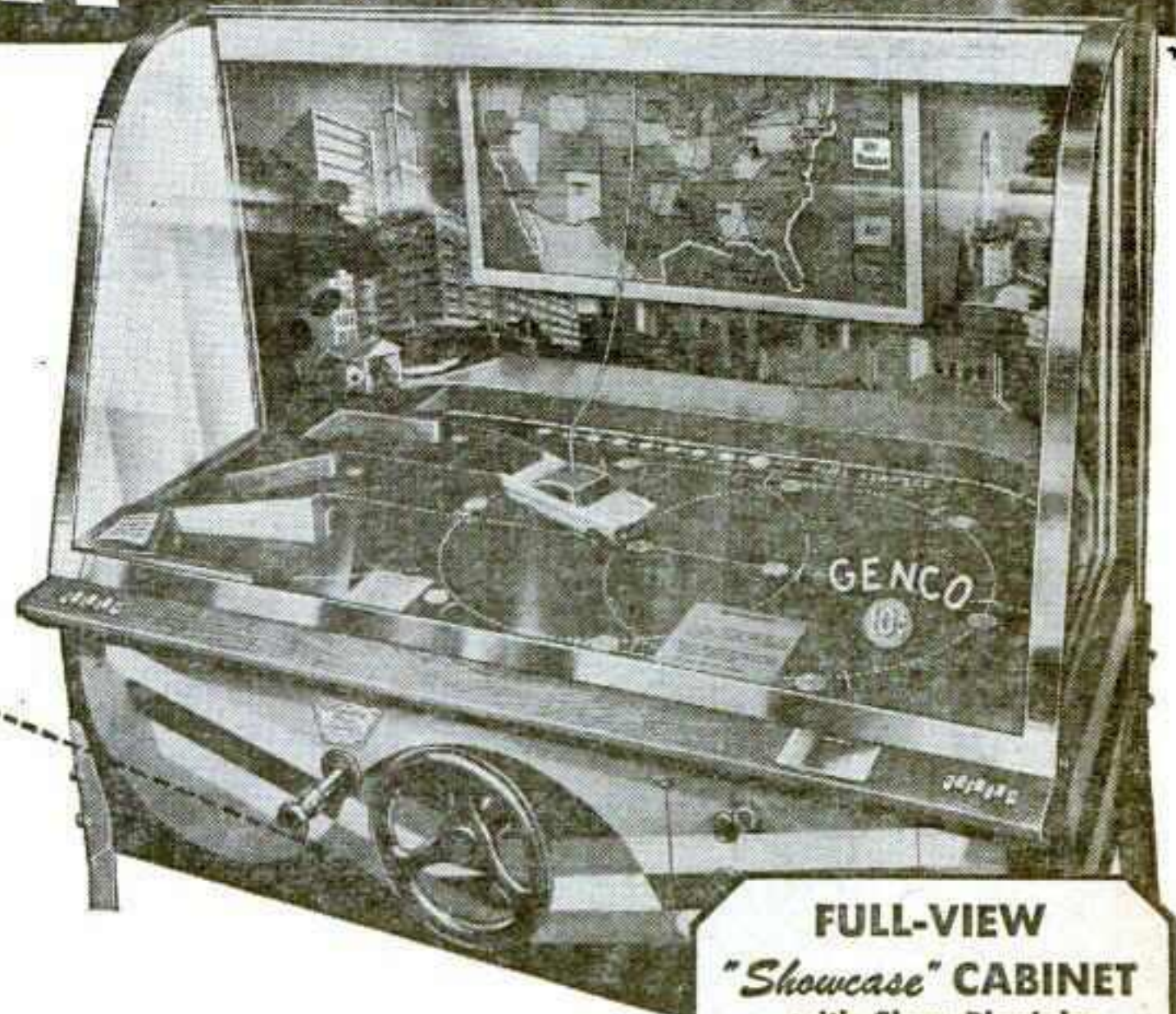
Realistic **STEERING WHEEL**

on Front of Cabinet —

Player Actually **DRIVES CAR!**

URNS RIGHT AND LEFT—Goes Forward and Back at Variable Speed! Remote-control car operates just like driving a real one—rides over targets to roll up high scores!

DOUBLE VALUE SCORING on "Obstacles": driving up Ramp, driving through narrow Test Area.



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- ADJUSTABLE REPLAY FEATURE
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## MOTORAMA

NEW — DIFFERENT — FASCINATING

- United's JUMBO Bowling Alley
- Williams Steeplechase
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- Williams 6 Pocket Pools
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- E-40 .....\$225
- G-120 ..... 395
- F-120 ..... 545
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## 16 Guys, 1 Doll

• Continued from page 76

of AMI, with meals and hotel accommodations paid for by the company.

Those attending were: Nick and Bob Chicka, Westmoreland Amusements, Latrobe, Pa.; Joe Peters, Nick Galiano, J. E. Millyand, Warren Sciortino, TAC Amusement Company, New Orleans; Alvin J. Ward, Bird Music Company, Manhattan, Kan.; Earl R. Thomsen, Mark M. Shapiro and Eddie E. Glayzer, Dunis Distributing Company, Portland; Howard Nolan, Howards Music Service, Washington; Bill Ash, Automatic Music & Record Shop, Knox, Ind.; Jim Honros, Paster Distributing Company, Milwaukee; Bob Sleyster, Joe Rothkop Company, Omaha; Chester E. Smith, Roanoke Vending Exchange, Inc., Charleston, W. Va.; and Laurie J. Cormier, Northern Amusement Company, Moncton, New Brunswick.

Clifford Bitting of the AMI service engineering staff was in charge of the school, assisted for the week by Monty West, Midwestern regional field service engineer.

Classes are held regularly one week each month thruout the year. Operators and servicemen are invited to write for details on enrollment.

## Cleveland Ops

• Continued from page 76

were Alexander Witalis, Edward Kenney, Arnold Lief, Hyman Silverstein, Nate Pearlman and Joseph Solomon.

James Ross was appointed to serve as honorary member of the board for the coming year. The following were appointed to serve as temporary members of the board: George Zollos, James Burke and Albert Liggins.

## MUSIC and GAMES!

- A.M.I. E-120 .....\$395
- SEEBURG 100-C ..... 525
- SEEBURG 100-R ..... 675
- SEEBURG 100-B ..... 425
- WURLITZER 1400 ..... 195
- ROCK-OLA FIREBALL ... 195

**KEENEY "22" DELUXE ELECTRIC CIGARETTE VENDER**  
Immediate Delivery!



A Quarter Century of Service

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Easy to Install!

Modernizes and brings phonographs up to top earning power!

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Terms: 1/2 Dep., Bal. C.O.D.

For the "Cadillac Quality" that Insures Profits

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## 6-POCKET POOL TABLES

DEPENDABLE—TROUBLE-FREE—SERVICE-FREE

With Entirely New, Proven Mechanism, Exclusive Patented "Easy-Count" Scorer, and Many Other Money-Saving, Money-Making Features.

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Write, Wire, Phone for Details

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GOTTLIEB'S

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## Means More Coins! More Profit!

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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.

See your distributor today!

# D. Gottlieb & Co.

1140-50 N. KOSTNER AVE. • CHICAGO 51, ILL.

World's largest manufacturer devoted exclusively to the design and production of amusement pinball machines!

**Amusement Pinballs**  
as American as Baseball and Hot Dogs!

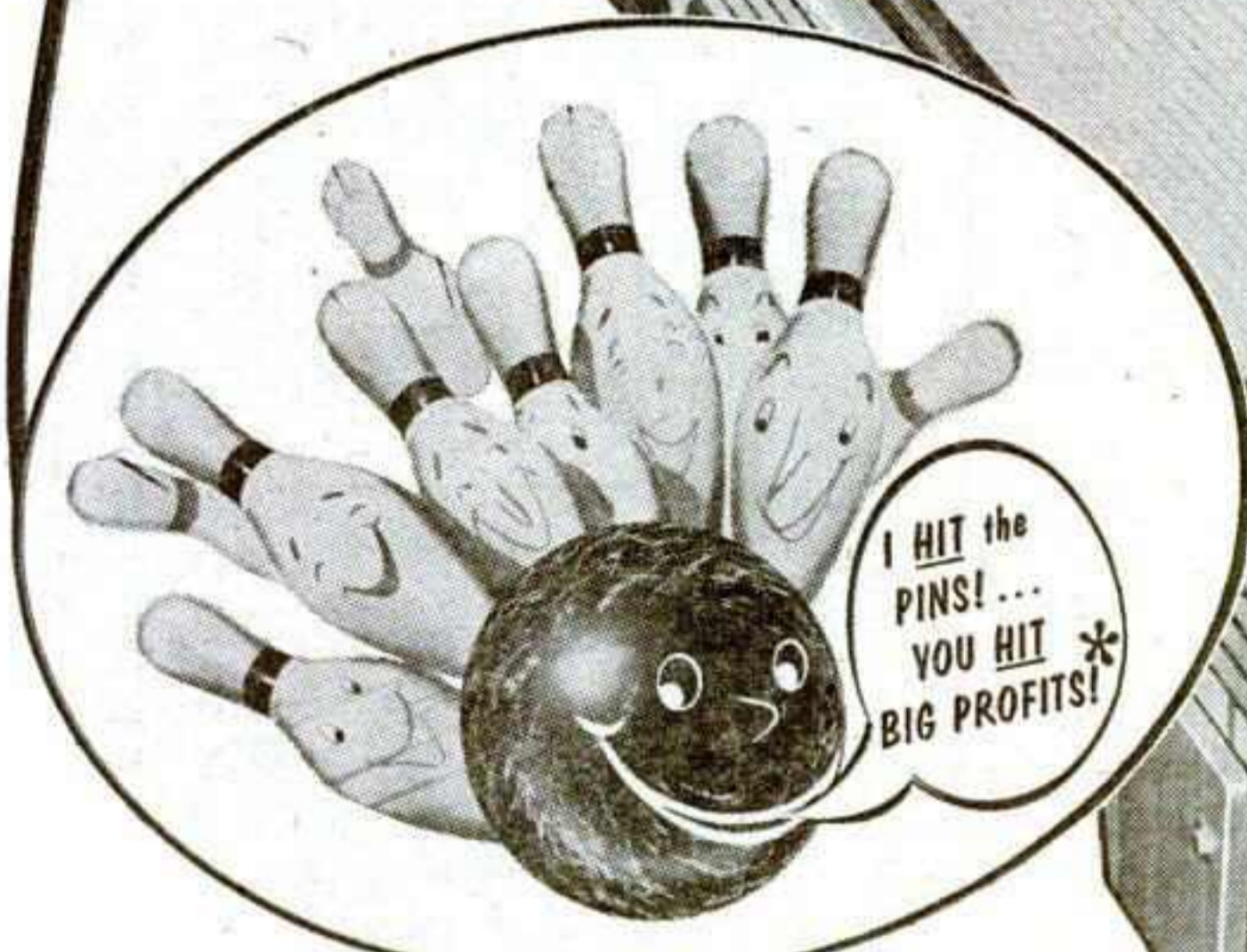
ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS



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I HIT the  
PINS! ...  
YOU HIT  
BIG PROFITS! \*

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EVER PRODUCED!

**GIANT BALLS** 4½ in. DIAMETER — 2½ POUNDS  
**GIANT PINS** REALISTIC SIZE Larger Than Ever Before!  
Choice of 3 Size Cabinets 13 ft. — 16 ft. — 18 ft.  
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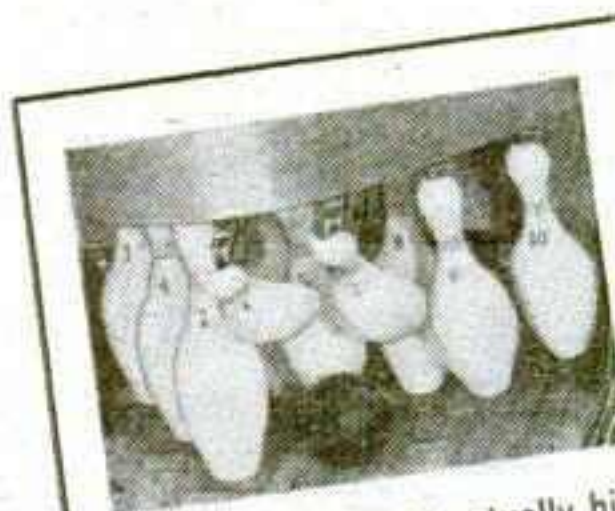
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5 OR 3 BALL PLAY



See hefty 4 in. ball actually hit new fat giant pins... just like real bowling... and you see why ABC CHAMPION is out-earning all other bowling equipment.

See Sensational New

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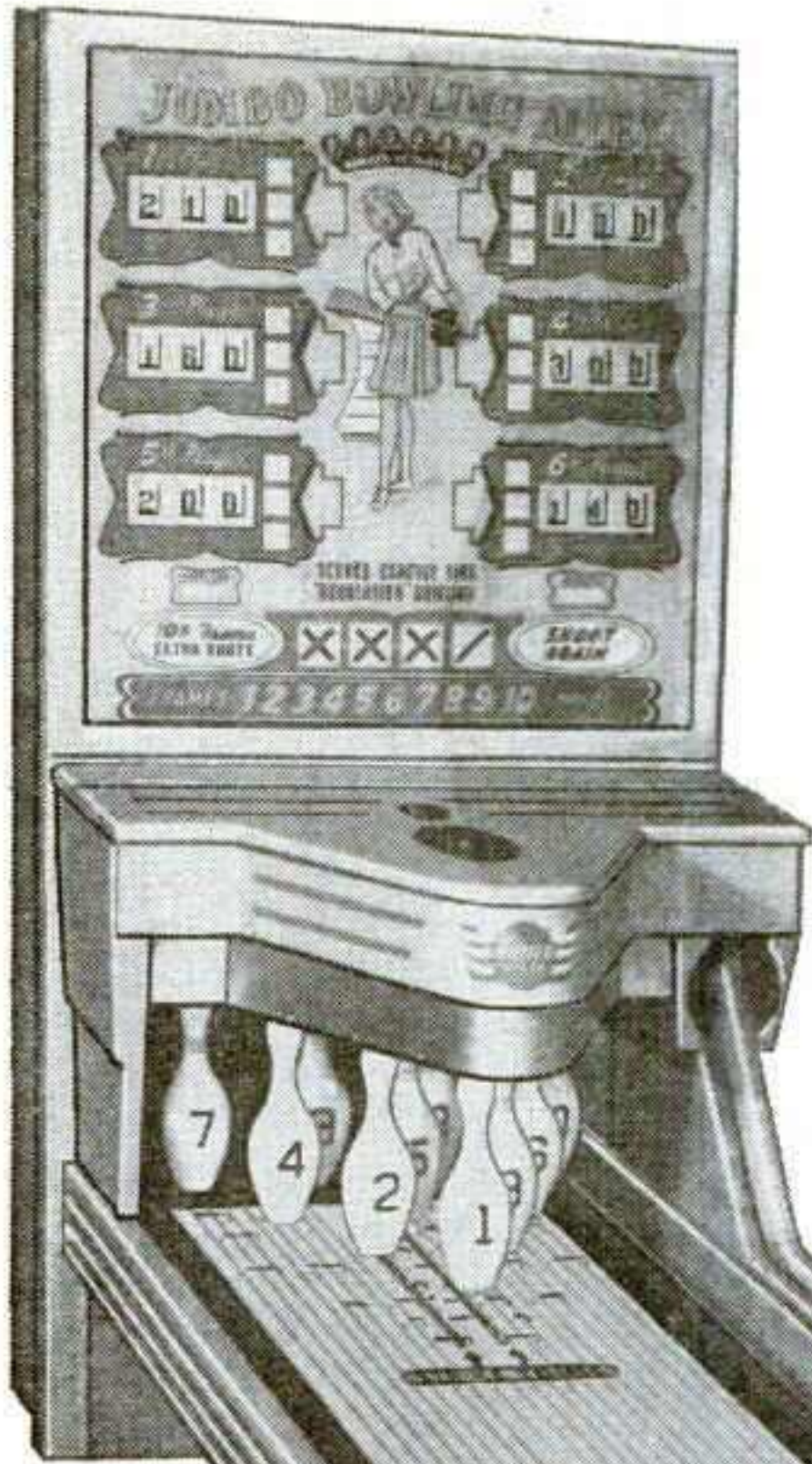
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**BOWLER**  
GIANT PUCK  
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Everywhere!



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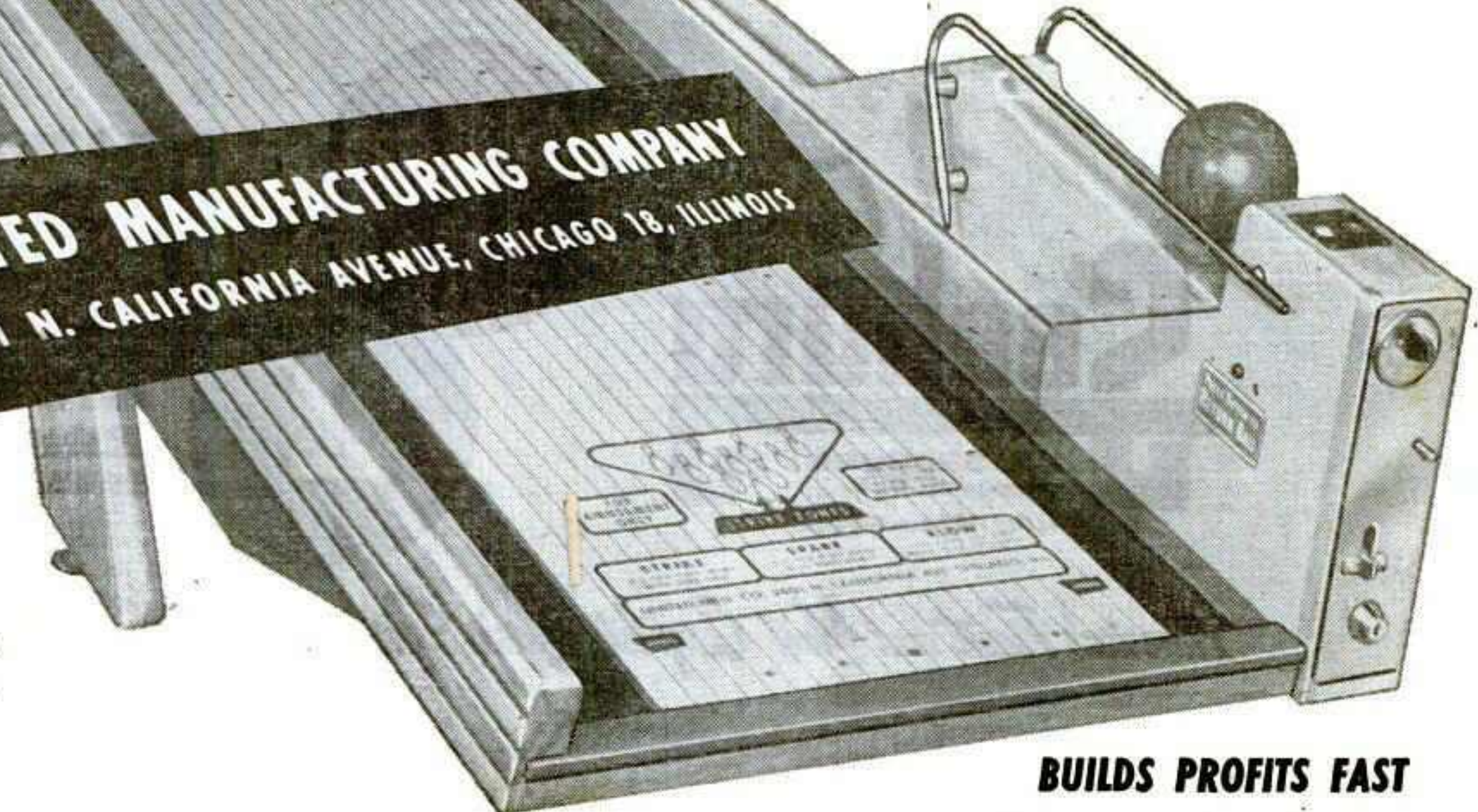
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**4**  
**JUMBO SIZES**  
**13 FT. LONG**  
**16 FT. LONG**  
Expandable with 4-ft. Sections  
to  
**17 FT. LONG**  
**20 FT. LONG**

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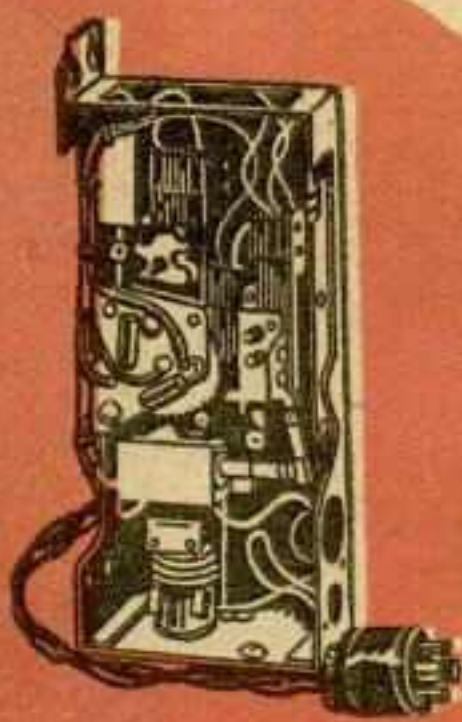
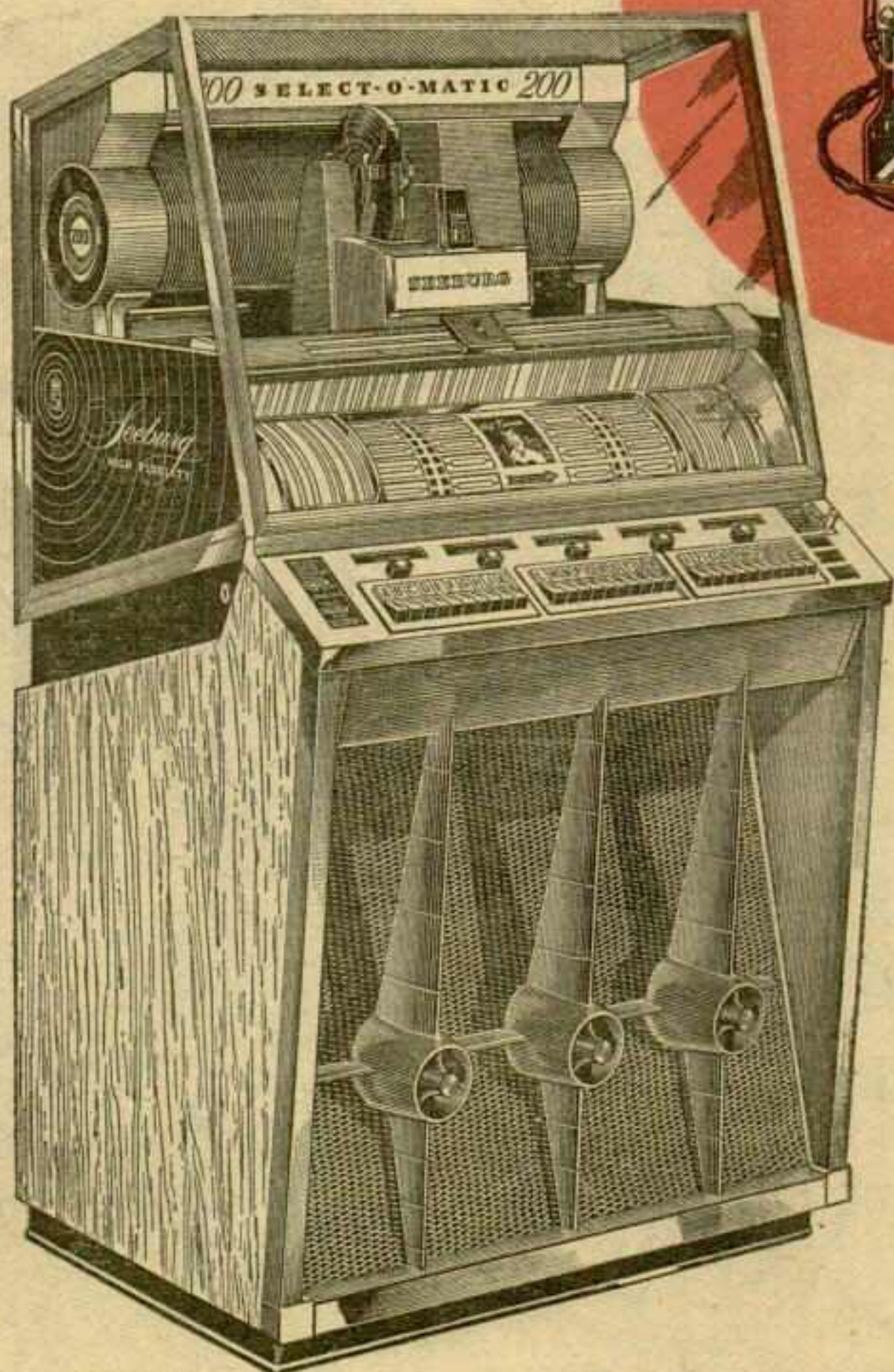


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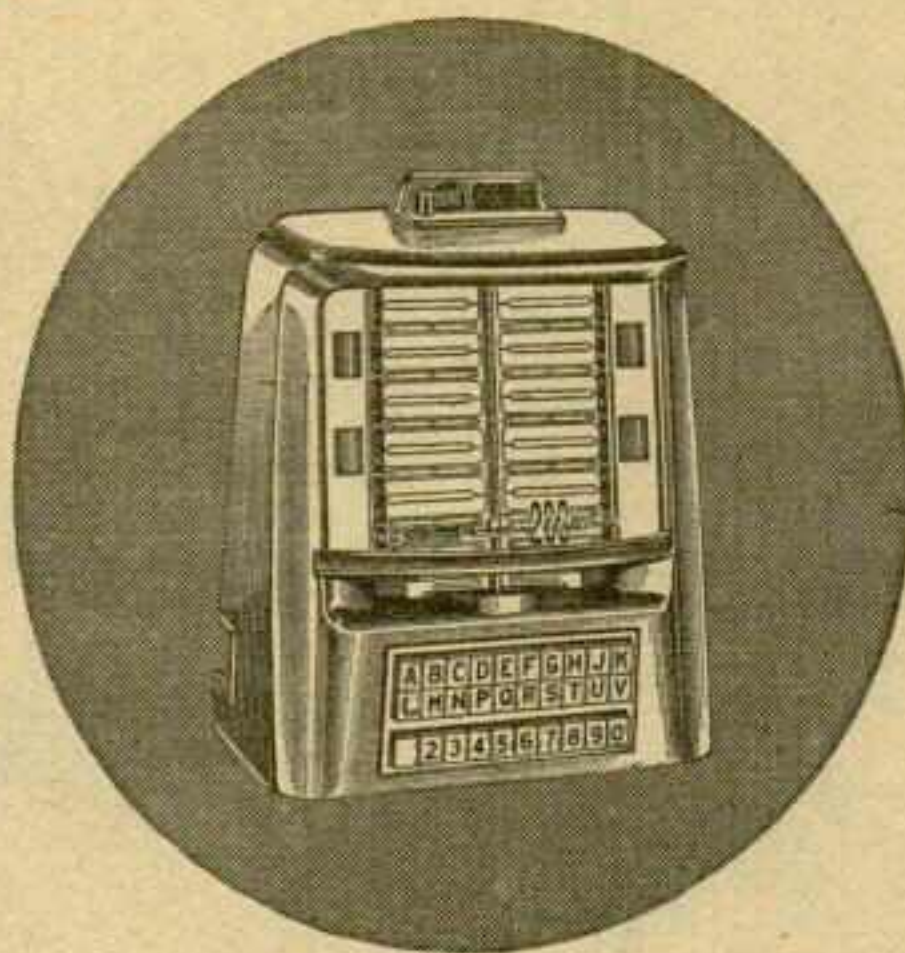
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Both the phonograph and the Wall-O-Matic 200 are equipped with dual pricing units for programming singles at one price and albums (two tunes per side) at a proportionately higher price.



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The opportunity to program standards, show tunes, jazz and semi-classics on EP album records (2 tunes per side) at a proportionately higher price.

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