# Billlitoard 

# Bigger Cars and No Space to Park 'Em <br> <br> $\$ 870$ MIL. FOR <br> <br> $\$ 870$ MIL. FOR PARTICIPATING PARTICIPATING FUN IN 1954 FUN IN 1954 <br> Wasingion - Ameri 

Big Events Face Serious Problem; New Models Reduce Parking and Attendance By JMM Mchuch

NEW YOKK - Promoters of
show business, sports and nompts
exodus.
Apart
show business, sports and other
crowd-attmeting events, which crowd - attmeting events, which have been desperate over tho park-
ing problem for years, could be looking for high windows to jump out of right now as the glamorous,
but also longer, wider and lower but also longer, wider and lower,
space dewouing 1957 an modets space diterouting 1957 car models
are hitting the nation's show rooms. Any outdont-fidoor event, including those fed by subway lines dependent upon croveds of 1,000 or more, suffers at its box-office heart if palking facilities are- inadequate. Fevv of the nation's regular crowd-gathicring centers can boast of surplus space, Any such extrave agant condition is likely to be short
lived, with the emphasis continuing on bulkier vehicles.

Ford Length
The Ford Motor Company tacked as much as seven inches onto some of its new models. This for parking and perhaps as much as tivo additional feet to make exiting on Cemand possible. Other
makes are wider and will Yuire mare side space. Wider tually the whale side of an auto-molbite-require a clearance of seveal feet at least between cars.
The immediate postwar cars, tuirned out on prewat dies to meet about 75 to in acere under super. vision. In the past five years, 35
small cars begain to resemble his cars in dimensionnc, at least acre age capacits has dipped by a Exits, Too
feet for the bumper - to - bumper parking of two cans plus an addi
tiomal so feet for exit mandways. the width of the lanes approx mates orly the leneth of today automobile and the meskilled

## Danbury Still Needs Room

DANBUBY, Conn.- More than Falf the acreage owned by the
Danhury State Fuir is devoted to parking, and its still not enough. The October event hit its saturairst 'Sunday with 16,000 cars parked, an increase of more than thru the tedamition of possible Irad at a cost of $\$ 18,000$.

The need for additional parking facilities is such, however, that
Iohn W. Leahe. John W. Leahy, general manager, keeps the reclamation project at
the top of his priarity list where it thas been for several years.

## Apart from the ominous fact

 that acres today hold fewer cars cars they did five years ago, the cars themselves, on the average bring only half as many people.When the manufacturers When the manufacturers were
pressed to supply the demad pressed to supply the demand, as
opposed to today's mutheting opposed to today's m.rketing concept of two cars per family, promoters often counted an average of five patrons per car. Today the tigure is often pegged at two and days, when freedom for the Sun family may hilke the the entire three persons.
Apart from a weather or event calamity, one of the worst things that could happen to an event,
especially of an annual or period:oal nature, is to hit the saturation or turn-away point in parking. Once having invited the public to attend, thru the medium of an-
nouncements and advertiting in nouncements and advertising, is
fellows that the operator must make it possible for them to attend.

## Turned Away

A group which makes an effort in the face of to be turned away in the face of congestion by highway police will be most difficul to reclaim in the future. The immediate loss proiected could lead to stumt -d growth, if not an ultimate death sentence for the event. Any hew structure or location otes up the parking possibilities at the very beginning of its planaing. New York's new Coliseum blessed with the best of modem transportation at its very doors

000 spent a lively $\$ 870,000$, in 1954 the D Commerce reported Tuesday nesses, which is paice hatsfirst over-all vensus of American business since 1948. Amon's the recreation spots, bowling alleys topped the list with a tale of $\$ 197,000,000$. Amusement parks took in $\$ 89,000,000$, and pool and billiards racked up $\$ 75,000$, 000. Camivals and circuses took in nearl $\$ 53,000,000$, and skating rinks $\$ 31,000,000$. while swimminer nools grossed
$\$ 10400000$ in 1951 . $\$ 10,400,000$ in 1954.
Where comparisons are pos.
sible between. the later and sible between the later and
earlier census figures, the earlier census figures, the
Commerce Department offers Commerce Department offers
these contrasts: In the 1948 census, 4,485 bowling allevs made $\$ 38,000,000$, as apainst 5,062 alleys making $\$ 197,000$ 000 in 1954. The number of pool and billiard parlors thrank from over 9,000 in 1918 to 7.639 in 1954, but reccin's in the earlier year only $\$ 05,600000$ as against $\$ 75,000,000$ in 1954 . There were only 1,379 skating rinks in 1948, grossing $\$ 21.800 .000$, as against the 1.799 rinks taking in $\$ 31,600,000$ in the Her consws
Tolal take of amusement parks, plus shooting galleries and rides, came to about $\$ 68$, 000,000 in 1948, as against $\$ 88,200,000$ spent for these amusements in 1954. Swimming pools numbered 482 in the carlier year and took in
$\$ 7,300,000$, as arainst the \$10,400,000 take of 652 pools \$10,400,000 take of 652 pools
in 1954. in 1954.

Easier to Try White House Than Getting On TV Quiz Shows

## Contestant Screenings Rival FBI, Harvard, Miss America Pageants

## By BOB BERNSTEIN

NEW YORK-It's tougher to get on a good quiz show toda exams are stiffer than Harvard's, the investigation is more thoro
than the FBT: requirements higher than Miss America's
The
The carefree days when resi dence in Brooklyn or being grindmother was sufficient to wel come you to contestant ranks are
over. The over. The era of big cash prizes and psychologically chosen players
has flowered and with it the comp has flowered, and with it the corps
of interviewers, the questions in of interviewers, the questions in the
locked vault and the casting techniques of the Broadway theater.

## Big Staffs

Packagers and producers ar now running complex, large staf of picking a handful of intelligent epresentative, charming people
 pis via letter, post card, telegram visin and recommendation. The
standards are ruggedly high, but the pool from which to draw is
remendous.
Each program places omphasis on different qualities, but all bis quiz shows have developed almost identical methods of selecting con-
testants. As testants. As syntherized from
Barry-Enright. Entertinment Barry-Enright, Entertainment Pro-
ductions, Goodson-Todman, ductions, Goodson-Todman, Wolf
Associates and other leading quiz producers, the procedure follows is pattern:
First, a battery of perceptive as

## NEWS OF THE WEEK

## Texas State Fair Hits New

## High in Face of Bad Weather

The State Fair of Texas, Dailas, despite drought conditions, again established a new all-time attendance recond. The big event pulled a whopping $2,672,253$ thru its outside

## Smaller TV Sponsors Find Good <br> Deal on Web Daytime Video

Smaller national advertisers pediding women's products are finding that their place in net-
work TV is during the daytime hours Contiguous rates make the purchase of a vertiel block of three quarterchours extremelv economical, ..................... Page 2
First-Run TV Film Series Pile
Up at Small Stations' Doors
The many small TV markets have never even scratched the surface of the industry's TV film supply. Despite the shortage of new first-run series in the major markets, an estimated
$\$ 20,000,000$ worth of film sales $\$ 20,000,000$ worth of film sales have never
Probe of Disk Industry Continues,
But No Dire Results Anticipated,
Justice Department is continuing with its probe Justice Department is continuing with its probe
of the reoord business, initiated 10 moutis ago. Probe considered pricing, manufacturer.
distributor relationships, etc. A Justice Department spokesman indicated, hawever, that there could be no prognostication of the outeome at this stage.

Page 17
Quantity of LP Releases at Peak:
Holiday Buyers Get Wide Chaice
Graphic proof of the number of different LP's coming on the market comes to light with a check of album material submitted for review in The Billboard. In one recent week, album period, albums received hit For three-week period, albums received hit 80 per cent of
singles rectived for review. Pace exnected to


bime weeds out potentially poor quizees by interview and simplo exams Second, oral and written Third ciminate the uneducated cards the unappeating. Fourth inquiries to lawyer, doctor, minister quires to lawyer, doctor, minister, emplover and civic leader catch
the ill, the unreliable and the the il, the unreliable and the
crooked. Fifth, the producer recrooked. Fifth, the producer re-
moves the less exciting finalists in favor of the chosen few.

Many Trips
This process means a minimum of four trips by the applicant to the producer's office and hours of ension, and work. Nobody seems to mind, and hardly anyone remembers : the radio era and the infancy of TV when the only effort needed was to fill out a card in the studio. Nor does passing five tests end the ordeal. Some hopefals have waited as much as a year to get on the air, and most have endured voice, costume, acting and make-up sessions designed to make hem welcome in the viewer's liv-

Of qualities desimable in a can cestant, there are these three: Knomledge, claracter and personality. But the greatest of these is personality. Faith, hope and char-ity-virtues of former seasens-are longer emphasized.
New Era
Thie 564,000 Ouestion" usherer in the period of fresh staging and gimmicks. Iohn Doe must have a healthy beart to stand the insistent drum beat, the crescendo, the lowand lights, the soundproof booth heighten his tension oristage. Audience emiputhy, the size of the dicuce emipathy, the size of the
iackpot and moral integrity of conlestants feed this tension, which is

## Shows Drop Pro Quizees

NEW YORK--Professional conestants, studio-goers who usually eswfull. occupation, have been sucTV quizzes, according to produo ers. Their faces become familiar Barry; of Baryickly," says Jack tims, "and those few who might worm in are frigl ter.ed away by the exhaustive exams and interviews,"
There was a time when such regulars were welcomed as colorthe studio andience hinghts when bers from whom to dull memmembers Alan Gilhert, of Woif Associates. But today's big money prizes have attracted more enter

## TELEVISION PROGRAMMING

## BREAD \& BUTTER STANZAS

## Sponsors Save Dough With Daytime's Contiguity Buys

uncertain nighttimn ratings which
scem to be riding a downan trend for the average sonzo trend for the average stanza, netwread and butter buy for many bread and butter buy for many
nitional advertisers who have a nrtional advertisers who have a
product to sell women. And conproduct to sell women. And con-
tiguity rates available during the doy allow them to sell their products at even more favorable costs. Thus there is an increasing trend toward use of the contiguity pattem - that of buying successive time periods-especially by smaller advertisers who thus secure bene-

## MORE FORGE

20ith-Fox Cuts Behind Scene

## Part of Show

## NEW YORK - The behind-the

 scenes movie trailers presented or dios will vanish entirely from network television shortly.The 20th Century-Fox Hour, the last show to use such, trailers,
has thrown in the towel and will has thrown in the towel and will
no longer offer a nine-minute beno longer offer a nine-minute be-
hind the scenes segment on its Wednesday night dramatic show minutes will be used to give GE added story values. The last "20th Century-Fox Hour' with a behind-the-scenes segmen will be pre-
sented on December 12 . Warner Bros. had a be scenes segment on its ABC -TV shows but also gave up on $i$

## Pan Am Airways Into NBC's News

 NEW YORK - Pan AmericanWorld Airways, which recently dropped its part-sponsorship of Meet the Press," has bought the NBC-TV's news strip, $7: 45-8$ p.m.
The change gives Pan American. The change gives Pan American a 90 -station line-up instead of its
former 19 , a considerable expansion of its coverage.

NEW YORK - Bristol-Myers, for Vitalis, has bought an altemate wevk quarter sponsorship of NBCurday afternoons, begioning early
in January. Carter Products hus in January. Carter Products has
also bought into the sports packalso bought into the sports package for alternate week quarter
sponsorship.

MONEY-SAVING SUBSCRIPTION ORDER
Enter my subscription to The Billboard for a full year ( 52 issues) at the rate of $\$ 12$ (a considerable saving over single copy rates). Foreign rate $\$ 24$. - Payment enclosed

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                                    \square min my
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723
Name
Occupation or Tille_
Company
Addre $\square$ Zone_Stat
Send to: The Billboard, 2160 Patferson St., Cincinnati 22, 0. Some of the smaller advertisers
riding the contiguity trail at CRS fiding the contiguity trail at CBS-
TV are Gerbers, Simoniz and Wesson Oil. At NBC-TV the list includes Breck, Alberto Culver Welch, Pharmaco, Brillo. At CBS they join such contiguity advertisers as Johnson \& Johnson, Camp
bell Bros.. Stand Bristoi-Myers, Leve Foods, American Home Products,
Fonds Swift and Procter \& Gamble. At NBC the larger contiguity sponsors inclute Brown \& Williamson
Lehn \&c Fink, Miles Labs, General Foods, American Home Products, Toni and Procter \& Gamble.

## The Principle

Contiguity works on the prin-
iple that vertieal buying allows ciple that vertical buying allows
advertisers to take advantage of time savings of 25 per cent on the two-program rate, $331 /$ per cent
on the three-program rate and $37 / 2$ on the four-program rate. NBC points out this can result in
savings of 74 cents per thousand viewers between the single program's delivery at a $\$ 2.42$ rate per time and program charges, and time and program charges, and
$\$ 1.68$ for the combined four-program rate.

## NEW YORK - A probing re- examination by ad agencies of teleexamination by ad agencies of tele-

 vision as an advertising medium ispredicted for 1957 by Nicholas E. Keesely senior veepere in charge of radio-TV at Lemenen \& Newell, Inc, The rising cost-per-thousand, the petitive program strugmle the the petitive program struggle and the
r.tings impact of feature films must inevitably lead to change in agency and client thinking.
The trend away from solo to cosponsorship is the first step, ac-
cording to Keesely, who parencording to Keesely, who paren-
thetically points but that color has othing to do with the case. As with the arrival of Technicolor in movie theaters, color TV won't be much of a factor in determining whether one kind of show pays oft
better than another or whether TV is more profitable for advertisers is more profitabia.
than other media.
"What made radio was its power deliver circulation at low cost, har lower than print media," says
Keesely. "Television, tho more Keesely. "Television, tho more
costly than radio, is still below print media. The reasonable cost-

Fits which are not obtainable at It has been estimated by CBS
night because so fow night because so few shows sales executives that the purchase are fractionalized for quarter-hour
buying.
of three daytime quarter hours can
give an advertiser a cumulative

## Cost, Competition, Pix Call for Agencies' Re-Study-Keesely

per-thousand today is an average
84. While it's higher than the for\$4. While it's higher than the for-
mer years' figure of $\$ 3$ and is still mer years' figure of $\$ 3$ and is still
elimbing. TV tan't be diseounted After all, you don't drop a ball player who hits 40 homers just becanse last year he hit 60 ."
"On the other hand," the execurising costs and the new stituation in which feature films seemingly can draw network audiences away from your client's series in top marlush years in IV are ending. Time was when a good show conld be was when a good show could be
slotted away from all competition. Today, with larger audiences at all

## NBC Maps Revamp Of 10-12 Noon Slot

NEW YORK--NBC-TV is now |placed half-hour strip prabably working on a master plan to re-- shifted to the $10-10: 30$ slot. "Ding
program its two morning hours, program its two morning hours,
$10-12$ noon, by the end of January, 1957. The major change would involve cutting "Home," now an $11-12$, to a half hour show, which
would be presented II:30-12. New strips up for consideration are a half-hour dramatic stanza, Irue story, to be produced by
Wilbur Stark and Jery Layton, and "Luncheon in the Clouds, which features Don McNeill. They
would be in addition to "The Price would be in addition to The Price scheduled for $10: 30-11$ in late November, replacing "Bandstand,"
"True Story has been suggested for the 11-11:30 position, and
"Luncheon" might go somewhere

## hours and rating honors being

hared by as many as six stations in one city, that's impossible." Among the programs that see classical and institutional showe prestige spectaculars and wholly sponsored stanzas. "With the av$\$ 2,500,000$ per year dollar eff ciency improves for the shoneor if he buye half of ture prograns imilar ratinges) twa programs one," says Keesely. "And that inreases his circulation, too.
He thinks program creators will we working twice as hard in 1957 way out.
 DIMC Dong School" and "Home, ial has been in a weak commering hours. Its aftemoon shows, owever, have racked up consisten until it is now virtually thre quarters sold out 12:30-5:30.
Tho both "Ding Dong" Home" have not done too bad ing to trade sources, feele that it Hust have more rating support to give. Stronger ratings, the feelponser interest:

## BUMP UNPAID

 DEMO SPEECHNEW YORK-The Demo-
cratic Party, which has had cratic Party, which has had
trouble paying for its TV campaign all along, finally was (25) when CBS-TV "bumped paign talk by pediatrician Benjamin Spock because it was not paid. The Dempernts blamed the failure on bookkeeping confusion. The price of the time, $3: 25-3: 30$ p.m. was $\$ 5,000$. Viewers saw a monic instead:

## 'Easy Aces' Needs Stars

NEW YORK - "Easy Aces" will reach TV as soon as two stars have been found by Goodman Ace, producerwwriter. Alan Young Mr. Ace role, with Nanette Fabray the chief contender to play Jane Ace. The famous radio success
has been scheduled for TV several times, but casting difficulties have scotched the project each time. themselves for a short time some years ago on the Du Mont TV Vetwork series ealled "Easy Aces," whose format was old feature films introduced by brief live banter be-
tween the two. The new series will hew to the situation comedy format of the radio show.

## Ford Bids for

'Zane Grey' $1 / 2$
NEW YORK-The auto adver-
tisers are moving further fito ternate weok moving further into alFord lust s sponsorship pattems: with Gencral Foods to hegotating the latter's "Disk Powell-Zane Grey Theater." It would be pald
for with money which pected to be wed to which wat ex Star Jubilee," the atuto manufan turens CBS.TV spectacular reportedly washed-up after its second
telecast "Wizard of 0 z . telecast "Wizard of $\mathrm{Oz}_{2}$ "
This would be the first time that Ford will have shared sponsorship of any network show, If the deal pans out, it will also be the first in the General Foorls' plan to sell off grams, including "Hiram Holiday" "West Point" and 77th Bengal Lancers."
Auto advertisem have traditionally beez jealous of their sponsor identification, but this attitude be-
gan to break down this season gan to break down this season long-e
Life."

## Pix Run Overtime <br> To Hold Viewers <br> DENVER - KTVR, the indie with the big stock of M-G-M plotures, is coming up with a gimmick to fool the competition. It will rum its movies three minutes past the hour or half hour, so that viewers who stay on to the end, having missed the star of the shown on

 will be less inclined to tume away.
## Billbeard

Founded 1894 by W. H. Donaldson



Advertising Mariagers

##  <br> Ouldoor-Mdue <br> Munic-fadio Televisien.

Circulation Department




Publithers
Reser S. Litrleford In
William a Litreford


Offices


# A.R.B. NETWORK RATINGS <br> for September 

| For complete intormation on programs, ratings, audience size or coverage, please consult American Research Bureau, National Press Bldg., Washington 4. D. C. |
| :---: |
| ARB Audience Composition Studies |

## - Network Situation Comedies

## SEPTEMBER RATINGS

## AMONG WOMEN



## - Network Panel Quiz Shows

## SEPTEMBER RATINGS

|  |  |
| :---: | :---: |
| Show, sponsor a Web Ra |  |
|  | Rank Stow, Sponsor ${ }^{\text {a }}$ |
|  | 1. What's My Line? <br> Remington. Rand, J. Montenier (CBS) |
| gton Rand, J. |  |
|  | 2. 564,000 Challenge |
|  | 3. Two tor the Money (CBS) $\ldots \ldots . .1 .2$ |
|  |  |
|  |  |
|  |  |
| Do You Trust Your wife? | 4. Plymouth Desoro (NBC) |
| L\&M, Prigidaire (CBS) .........23.8 | 5. Lentheric, Emerson (ABC) .......1.16 |
| 7ruth or Consequences |  |
|  | S6,000 Questi |
|  |  |
|  | Pre Got a Secret |
| H |  |
|  | - Hight Finance |
| (CBS) ......................... 19.3 |  |
| G MEN | 10. People Are Funny <br> Toni, R. J. Reynolds (NBC) . ....... 1.12 |
|  |  |
|  |  |
|  | Show, Spponsor a web Per Set |
|  | Beat the Clo |
| ms) | 2. Pharmm Crate (CBS) |
|  |  |
|  | 3. Nonite R. That Tune |
| ffer Bulow | 3. Amer. Home, Whitehall |
| fer, Bulova. P. Lorillard (CBS) 8 8 |  |
|  |  |
|  |  |
|  | Sheaffer, Bulova, P. Lotilard |
|  | 6. Treasure $\mathbf{H}$ |
|  | 7. Mre Got a secret |
| Masquarade P. |  |
|  | 8. 564,000 Oeyustion |
|  | Revlon (CBS) |
|  | Mennes (CBS) <br> 10. Best of Groucho <br> Plymouth, DeSoto (NBC) |
|  |  |
|  |  |

WRCA-TV Issues
New 7/40 Plan
For Advertisers
NEW YORK-Station WRCA oount plan called the $7 / 40$ Plan which is a supplement to the former 14/50 Sales Plan. The title derives from the fact that if an advertiser buys seven station
breaks, or participations, weekly he is entitled to a 40 per cent dis count. This discount is applicable where the 50 per cent discount applied under $14 / 50$.
So far, Lipton, American Chicle Plymouth, Senatorial candidate Robert Wugner, Ideal Dog Food Lestoil, Nestle and Lanvin are participating. The plan makes pos bays seven station as 28 cents. To Effect TV's Future Course
HOLLYWOOD -- Growing strength of the Writers Guild of America, as evidenced by recent actions, is expected to have major bearing on the course of TV in the future, altho this may not make it self felt fully for another two or
three years.
Tho, in the past, SAG has been the major union to contend with WGA may shortly equal it as a factor. The Guild is particularly incensed about what it considers arbitrary censorship powers by networks and sponsors, and there are reports that the pot is bubbling, tho no one as yet has mentioned
Further, the Guild is now giving strong public backing to its memhers when they become involved in chastized a staff member of a network TV program for what the WGA considered uncalled for re marks. the second time this partic marks. he second time this partic-
nlar shas been under fire. At the same time, WGA is putting a clamp on its own members who step out of line. A writer, Joel Murcott, who complained that the Murcott, who complained that the
Guild was not policing reruns, is Guild was not policing reruns, is
being called on the carpet for posbeing called on
sible suspension.

$$
\begin{aligned}
& \text { ble suspension. } \\
& \text { Tho there is }
\end{aligned}
$$

Tho there is basically no short age of material, because of the reluctance of producers to use scripts from any but established TV writers, nearly all are being paid considerably over minimum,
and the demand exceeds supply. and the demand exceeds supply.
The resulting situation is that the writer today has gained a commanding position he never en joyed before, and which he may ultimately use to demand more creative freedom.

## Politico TV Wreaks Havoc With Ratings

olitical telecasts havoc with rating patterns this fall. Because of audience antipathy to many politicians and their messages, viewers frequently turn to other channels where they can find programming more to their liking. Occasionally when their interest is sustained, they fail to turn back to their customary programming choices.
An interesting case in point is the "Playhouse 90 " Trendex rating dip Thursday (11). The last half hour of "Climax!" the preceding show, received a 24.8 and a 47.2 share of andience. The first half hour of "Playhouse 90 ," after

## CBS.TV Buys

 ABC's Hoss
## NEW "YORK ". CBS-TV ha

 half-hour film series, from ABC ilm Syndication. The show, produced by the McGowan Brothers who did "Sky King" and "Death Valley Days," concerns a little gir and a white stallion named nowfire.The horse talks but only to the girl. Her family is at first skeptical horse's messages in the fight against frontier odds.

AREA SATURATION

## Coast Firm to B.R. 1-Shot Yule Spec

five-minute telecast had inter five-minnte telecast had inter of audience. "Playhouse" dipped 31.5 per cent in rating and 32.8 er cent in share.
In the four weeks since "Play house" has been televised this wa the only example of its suffering loss of rating and share of aud nce, providing substance to the belief that the political telecas was responsible for its less favorble showing
Similar break-ups of rating paterns have been caused by half (23) Trendex rating of "Broken 23) Trendex rating of "Broken Arrow" on ABC-TV was a 22.8 to
the 17.7 of Jane Wyman on NBCTV. CBS, which normally present Herb Shriner, pre-empted him fo Stevenson telecast which re what for the impressive "Broken Arrow" showing, the highest rating in its history.

## 'Crusader,' 'Flicka' Serviced by L\&N

## NEW YORK-Lemnen \& New-

 nighttime shows for Colgate-Palm live Company, "My Friend Flicka" and "Crusader," both formerly han dled by William Esty Company,"Crusader" goes off January 1 to
make way for Colgate's alternat week sponsorship of " Mr . Adams and Eve." "Flicka" has been reof 1957 .

HOLLIWOOD-A local ad- The original concept was to spot vertiser will spend approximately the program from 5 to 8 p.m. Siat-
$\$ 55,000$ for a Christmas show here urday night, but CBS couldn't
und urday night, but CBS couldn't
clear the time. From 6 to 7 p.m. clear the time. From 6 to 7 p.m.
ABC was unavailable. All seven ABC was unavailable. All seven on the 11-12 p.m. slot, tho the ponsor is paying a small premium or the time because of pre-emptions of other programs.
Art Linkletter will emsee the show. Signed for featured appearances are Hildegarde, Paul Gilbert Chiquita and Johnson, Gene Nelson, the Wiere Brothers, and Gogi Grant, with the David Rose ork upplying the music. CBS studios will be used for the origination Riviera, which has been in telo vision for about two years, telorolling such top shows as Paul Coate's "Confidential File" is not Coates Confidential Fin , est August it tried such a saturLion campaign in San Diego to iok off the opening of Diego to tores. The results, accordig to
 Sherwin, we the most The November 10 dat
Th bere in the decause in the furniture field Christmas sales are neary all conluded by December 1. Riviera is also giving up part of its commercial time on the show to plug the Community Chest

## 'Playhouse $0^{\circ}$

## Drubs 'Lux'

NEW YORK--"Lux Video Theater" has been taking a drubbing from CBS-TV's new "Playhous 90." The hour-and-a-half show, which gets a half-hour head start on Lux, has cut its audience almost in half compared with last Octo-
From October, 1955, to September, 1956, "Lux" had an averago Trendex of 24.3. The four stanzas of "Lux" that have aired since $90^{\prime \prime}$ appeared on the other network have drawn an averago Trendex of only 17.0.
That is a drop of 30 per cent. Even worse is the drop in the "Lux" share of audience, from 51.7 per cent average over the year preceding " 90 " to 32.2 in the four weeks opposite " 90 ," a drop of 37.7 per

The situation may be deteriorating still further for "Lux." Last week its Trendex was the worst et. It drew an average 14.5 s
while " 90 " had an average 28.5 during that same hour.

## Lanolin and GE

## Hunt Sharers

NEW YORK--The firm trend toward show-shaning continues to engulf TV, with General Electrio looking to trade half its sponsors second roken Arrow anolin Plus wants to sell half of "Break the $\$ 250,000$ Bank" in order to buy into another series.
Liggett \& Myers is negotiating with several advertisers to take Trust Your Vife?" or whatever property might replace it. Philip Morris is reportedly buying half of "Ohl Susanna" from the Nestlo Company. Numerous other sponshows, are seeking partial relied and wider circulation via showsharing.

## Liotatemst WBZ-TV TRPILES

## RATINGS OVER PREVIOUS MONTH WITH WARNER FEATURES \& POPEYES!


"THE PEIRIFIED FOREST"


What's more, the very first time in this period. with "Bost Club" which rum for the hour. But 12.6 . got a 14.5 to the opposition's
features have changed time back a Ilttie to thing,
Mr . Bob Kich Artists Productions, Inc.
Associaticon Averne
345 Madison Av. I.
Fur nev "Boston Morietime"
New York 17, N. 1.
october 27,2956

Dear Bob:
This is the lind of letter I really enjoys and "First of August. The AR
progran featuring those woipled ratings in $4: 45-6: 14 \mathrm{PM}$ ) 1eaped
 average in the Mondas first time out, "Bostoriod. Lest mon Morietimen - we
 Ies, New Rogland. Fam. And the audien $26 \%$ men, and needress to in Boston excellent telerision nos.sts of audiencen "Boston Morietime neek, the program drew 33,383 letter and whem with a

 of course, we and the biggest pictures produced dhe and as the season
fine host, Alan Dary Wrapped all together, MBoston Morietimen is growing every day. Ne, and our sponsors,

The future? "Boston Morietinings will go evil hident these ratile adrances, we are coppier. couldn't be heppier.

Gapture the Audience in YOUR MARKET with WARNER BROS. HITS and POPEYE cartoons
${ }^{2} \%$ Q. 2 . 200
F. A. Tooke

General Manager

## Call or wire today



"SHINE ON HARVEST MOON"

"THE STORY OF LOUIS PASTEUR"

"CONFIDENTIAL AGENT"

## - New IV Spot Campoigns-

## Contracts Set in Every Region

 In Two weeks Ending October 13> This chart provides live sales leads for TV stations and their rept,
TV panies. It summarizes new national spot business actuatly set during
the period listed above, rearatless of when the cammaigns begin airing. the period listed above, regardess of when the campaigns begin airing.
This feature, based on a survey made by The Billboard of all U. S. TV stations, runs on atternate weeks.

> Where available, the ad agency placing the business is listed. Types
contracts are indicated. when known, by the following symbols: (Ano.)-Anouncements; (iD)-Identifications; (Part)-Paricicipations;
(Prou)-Progran

## On Eastern Stations

Aika Soltzer. Miles Labs thru Geoffrey
Wade (Ann) Wade (Ann.)
Ainene. Norex Labs thry Grey (Part.) Arrid, Carter thru SSCes (Ann)
 Thompson (Part.)

 Bhates (Part.. Ann.)
Chyster
Cars
thru McCann-Erickson Coco Wheats, Little Crow Milling thru
Rogers \& Smith (Parti) Rogers \& Smith (Parr.)
Comet Cleaner. Procter Comet Cleaner, Procter \& Gamble thru
Compton (Amn.) Daxy Air-Frestener, Drackett thru
Raliph H . Jones (Part.)
 Refining thru Ted Bates (Part.)
Ford Cars thru J. Walter Thompson Gilmar Records thru Martin Gilbert Hunt Club Doz Food, Standard Brands thru Ted Bates (Part.)
Imperial Margarine, Lever thru Foote, Liptone
(Ana.)

Lowoll TV Games thru Allumtic
Minute Maid Fruits and V
Minute Maid Fruirs and
thru Ted Bates thru Ted Butes (Part.) New York State Republican Committoe
thru Marschalk \& Pratl ( (D)

 Phillips Milks of Mant), Manesia, Sterling Druag ${ }^{\text {thru }}$ Dancer, Poligrip, Poigrip, Block Drug thru Grey (Ann.)
Poatiac Cars thru MacManus, John $\xrightarrow{\text { Purinam Dog (Ann) }}$ Qwip. Avoset thru Harringston-Richards



Tean Council
${ }^{\text {netit }}$ (Ann.)
 Van Houten cocoan (Anru) Albert Frank
Gunther Law (Parti)

## On Southern Stations

Anahist thru Ted Bates (Amn.) ucts trint Ted Bates (Ann.) Blender, NuTone thru Ramd-Ries (Ann.) ID)
Comet Cleaner Practer a Ryan (Ann., Comet Cleaner, Procter \& Gamble thru
Complon (Ann.) Dominoton and Franklin Sugar Refining thru Ted Bates (Ann.)
Hometown Bread (inal Hometown Breud, National Biscuit thru
MeCann-Erickson (ID) McCann-Erickson (ID)
Kitchen Bouquet. Grocery uets thru Ted Bates (Ann.)
L M Cigarettes, Liggett \& Myers thru Dancer. Fitzgerald \& Sample (Prog.) Maxim Knit Goods (Part.)
Lipton Tea
Hiru
Young ${ }_{(\text {Ann. }}$

Mounds Candy, Poter Paul thru Dancer,
Fitrerald \& Sample (Prog.) Fitzzerald \& Sample (Prog.)
Peak and Norway Anti-Freze. Com-
mercial Solvents thru Fuller, Smith mercial Solvents thru Fuller, Sminh a
Ross (An.)
Poligrip. Block Drus thru Grey (Ann.) Prell. Procter \& Gamble thru Benton
\& Bowles (Ann.) Red Band Flour. General Mills thru
Knox Reeves (Ann.)
Religion, Rev. Jack Coe thru Reliable Religion,
(Prog.) Soltice M. R. Kopmeyer (Ann.) Nobe-Cury (Ann.) Schaper Plastic Games thin $\left.\begin{array}{c}\text { Silken } \\ \text { (Part) }\end{array}\right)$ Ret, Revlon thru Emil Mogut

On Midwestern Stations
Chrysier Cars thru McCann-Erickson $\begin{gathered}\text { Nestle's Eveready Cocoa thru } \\ \text { Fitcgetald \& Sample }\end{gathered}$ (Ann.-) Antell Cosmetics thru Paul
Charles
Venve (Prog.) Doming Sugar, American Refining thru
Ted Bates (Part), Ford Cars thru J. W. Thompson (Arn., Hi Land Potato Chips thru Hurley (ID)
Hit Parade Cigarettes. American ToHit Parade Cigarettos. American To-
bacco thru BBDD\&O (Ann.)
Knicherbocker Plastic Toys thru Lance
(Part.)

## Fidsgetald \& Sample (Ann) Oidsobile Cars thru D. P.

 (Ann.)Pontiac Adams (Ann. DD, Part.) Dohn
Rolaids, American Chicle thru Ted Bates (Part)
Siken Net, Revlon thru Emil Mogul
$\qquad$

## On Southwestern Stations

## Chrysler Cars tira McCann-Erickson (Ann.)

Denise Hosiery (Part.)
Gallo Wines thru Doyle. Dgne a Bernbach (Ann., Part., Prog.)
Gitmar Records thru Martin Gilibert Kelloast thru Leo Burnett (Prog.)

## \& Feasley (Prog.) Qwip. Avoset thr

Qwip. Avoset thru Harrington-Richarda
Schaper Plastic Games thru Mullen
(Part.)
Silken Net, Revion thru Emil Mogul
On Rocky Mountain \& West Coast Stations
$\underset{\text { (Ann.) }}{\substack{\text { Armour } \\ \text { Frozen Meats thru N. W. Ayer }}}$ Bon Ami Cleaner thru Ruthrauft \&
Ryan (Ann. ID) Citrold, Grove Lab thru Dowd, Redfield
a Johnstone (Anni, Pagt). \& Johnstone (Ann, Part.)
Crescent Spices thru Honig Cooper (ID) Doiger's Doorbeil Ringing Campaign
thra Raymond R. Morgan Pamp) thru Raymond R. Morgan (Part.)
F. P. Sauce, Lea \& Perrins thru

Lipton Toz thru Young \& Rubican (Part.) Morton Pies, Continental Baking thru<br>Ted Batos, (Part.) Nestie Everoady Nestie Everoady Erickson (Part.) OIdmobile Cars (Ann.) thru D. P. Brother Pacilic Tele. \& Tele. thru BBD\& Rise, Carter thra SSC\&B (Paft.)

## Largest Manhattan Studio Completed <br> NBC Shows Color <br> TV Tape to Public

NEW YORK-The largest TV studio in Manhattan has been completed n nd work has begun on two additional floors at ABC-TV's headquarters here. The ground floor studio, 176 by 73 feet, can be divided into two studios, with the
city's largest door, 25 by 50 feet city's largest door, 25 by 50 feet.
The new floors $f$ the TV Center The new floors $f$ the TV Center
building will be suspended from building will be suspended from
the roof over the existing five stories, to be reached by magic brain elevators.

## NEW YORK-On the Jonathan

 Winters show last Tuesday (23),NBC made its first public showing its new color video magnetic tape. A specially recorded two-and-a-half-minute portion featuring Dorothy Collins was coloreast coast to coast.
Winters introduced the system piece of tape like the recorded one NBC has been field-testing and improving operational techniques of the system for about two years.

WASHINGTON--The goal of broader program choice and increased network competition outweighed all othe considerations in
the Federal Communications Comthe Federal Communications Commission's reaffirmed decision, last week, to permit ABC to take on a Mexican affiliate, XETV-TV, in Tiuana. San Diego, Calif., outlets the border from Tiiuana, and primary affiliates of CBS and NBC respectively, protested the added competition in the San Diego area. and ruled that the grant would "improve ABC's ability to compete on a nation-wide basis with NBC and CBS, in that San Diego is the largest market in the U. S. to which only two VHF's are allocated."
American Broadcasting-Parame unt Theaters, Inc., told the mo unt Theaters, the other two networks on the existing San Diego outlets cost it sponsorship, because of the delayed basis for ABC programming. $\Lambda B C$ said it needed an exclusive
affiliation, rather than the shared arrangement, if it was to guarantee clear time for its sponsors. PerMexican affiliate was originally granted without hearing in November, 1955.
ABC Preps Xmas Spec HOLLYWOOD - Plans are under way for Art Linkletter to emsee an ABC spectacular, to be done in black and white, from Disneyland as a Christmas show. The web's program director, Bob Lewine, currently on the Coast, is working on the project.

## TOUGH TASK

## Better to Try White House Than a Quiz

## - Continued from page 1

the secret of success for quiz pro grams just as for dramatic shows. To find the right raw material producers canvass civic, fraterna philanthropic and educational organizations to supplement their applicants. Trained personnel sifts the results of the exams and inter views, leaving in the end one out beat people who are basically jus folks," sums up Ed Wolf, of Wolf Associates, whose "Break the Bank was the first show to use holdover contestants.
"Break the Bank," until 1955 the biggest money quiz, has met the $\$ 64,000$ challenge by upping its stake to $\$ 250,000$ this season Useless information is now paying big dividends, notes Wor. New
staff is currently scouring Nev England and the South for ministers who love wrestling, crime-mad dowagers
capees.

The latest Barry-Enright entry, "Twenty-One," has a backlog of 12 good people today, a safe number in the opinion of Dan Enright explains Enright. "They must like us, in order to make relaxed, happy contestants." To that end, Barry Enright staffers are on their best behavior at all times and presum Dale Carnegie to win the confi dence of the show's star perform | dens. |
| :--- |
| Ba |
| Ben |

Barry-Enright employs a flying
producer who circles the nation giving tests in six or seven cities in each geographic area per weeh
The fear of most prodncers is that oo many New Yorkers and not enough others will be available as contestants, and a healthy portion of every budget goes to travel expenses.
Another bugaboo is proper scheduling of plavers, so that a diven telsars from big cilies whose hobby is canning peaches. Since he producer can't predict exactly how long one will remain in the game, similar types must be spread as far apart and wit
flexibility as possible.
To keep his own types fresh and different, the producer must moni or all competing shows and discard used categories of players.
One producer recently had "three terrific people lined up, a child who knew stocks and bonds, a
woman who had to be masked for woman who had to be masked for
safety, and a wrestler whose hobby safety, and a wrestler whose hobby
was flowers." Rival programs was flowers." Rival programs
turned up with all three within wo weeks, and he discarded his finds.
It's a tough job to become a ontestant, but it's a tougher job o find one, so there are no objec tions when producers tie up those chosen for periods up to a year governing their future public appearances like mother hens and

## CARVING NICHES

# Ratings Solidify Place For 30-Min. Soapers 

NEW YORK-The newest de-| from a 2.8 to a 4.8 . "As the World arture in soap operas, the half- Turns began with a 3.4 ARB in our strip, seems to have carved a May and had a 4.9 in September niche for itself on network TV dur- While neither of the latest halfing the more than tive months since its debut. The two such series, As the World Turns" and "Edge of Night," both sponsored by Procshown respectable rating increases since their starts.
Over a five-month period, May hru September of this year, "Edge of Night's "American Research Bu

## KING-SHORE

Group to Film Congressional Honor Series
NEW YORK _- The Congres sional Medal of Honor Society last week finally voted to allow a TV program to be produced about to the recently formed King-Shore Productions, which plans to .ave
pilot film before the cameras in january. The pilot will probably be on Gen. Wild Bil D location The show will ine sexas.
King-Shore was set up a few weeks ago by Charlie King, forAmerica, and Siz Shore formerly oi Cavanaugh-Shore Advertising The firm is syndicating the "Errol Flym Theater."解 with those received by top daytime tanzas, they do reflect a gradua ncrease in audiences. And it is alnost an axiom in research circles that soap operas are notoriously slow in building audiences.
What do such shows have to offer sponsors? They can be produced slightly more economically, because many of the costs of the quarter-hour soaps, such as for hour stanzas. And their budgets allow
ent.
According to Werner Michel, producer of "Edge of Night," they in production. Michel presented rooftop chase on one show and a outdon remote on the streets in another. He also points out that the length of the program gives macre time for story and character development. His aim and that of the sponsor is to get nighttime quality in the series. Michel be lieves that by diealing with honest
emotiors he will achieve that aim.

## Pinkham Sees Color Billings Hit $\$ 600$ Mil.

CHICACO - Richard A. R. Pinkham, newly appointed viceresident in charge of advertising NBC, prognosticated about color's future in a speech Tuesday (25) before the Association of Na- tional Advertisers here. By 1957,
said Pinkham, advertisers will be said Pinkham, advertisers will bo investing $\$ 150,000,000$ in network
color programs and $\$ 600,000,000$ color pro
by 1960.

He based these predictions, in part, on the preliminary findings of "ColorTown," the color survey ten, Barton, Durstine \& Osborn, Inc. Besides noting the commerInc. Besides noting the commercial impact and remembrance factors, the survey indicated that desire for color sets centers around
the younger age groups, which the younger age groups, which
points to a growing color demand.

## Keesely Speaks

## Continued from page 2

c develop properties which meet agency tests of artistic worth, favorable cost-per-thousand and staplayed a key role in talking Jackio played a key role in talking Jackio
Gleason back into live TV, Keesely as a fondness for and faith in live programming, reflected in his 1956 recommendations to client P. Loril-
ard Company, the Gleason and lard Company, the Gleason and
Walter Vinchell shows, which are trong fall entries.
With Not Gamblers
With deep regret that opera, concerts and other classic formats prove unfeasible, the veepee describes himself and associates as conservative buvers who rarely camble. Keesely's newest kamble, Mr. Ac'ams and Eve," starring Ida

## THRILLING RATING=MINNERI



STARRING THE U. S. MIDSHIPMEN AND TOPFLIGHT HOLLYWOOD TALENT . . WITH A NEW HERO FOR EACH THRILL-FILLED HALF•HOUR

*SPNETTMGLIMG SHOWMASSHP AT YOUR COMMANOI
Now present your product on a tv program with the impact of a 21-gun salute . . . a story series ablaze with the adventures, loves, heartbreaks and triumphs of the U. S. Midshipmen!
*steuence after seuenere filmed at annapols!
Big and lavish . . . with Hollywood stars, thousands of U. S. Midshipmen, Navy planes, ships and equipment..."Men of Annapolis" is a program people will take pride in recommending.

## IEN AND ADVIENTURE:



## First-Run Series Mount Up At Smaller Stations' Doors

NEW YORK-While the trim- ries that have never been sold in crack at only one or two first-run ming down of first-run syndication this market.
releases in the past year has led to a seller s market in the big cities, the hinterlands are still a buyer' market. Unless a new series has some special appeal for the small towns, the distributor may as wel
give up any idea of getting that give up any idea of getting that
nickel and dime business that was nickel and dime business that was once regarded as the potential d
ference between profit and loss.
According to informed estimates here are more than $\$ 20,000,000$ in syndicated film sales that have never been made in the small, mostly one-station markets.
As time goes by the pickings for the small-town stations get juicier. Not only is there more syndicated product aching to break in, but the networks' extended market and program extension plans have
somewhat whittled down the somewhat whittled down the
amount of time these stations have amount of time
A spot check of two fairly typical one-station markets out West
turns up dramatic illustrations of the slow consumption of syndicated product in the hinterlands.

Case in Point
One of these stations (with a 50,000 -set circulation and a $\$ 150$ cated series from the top 13 distributors since it went on the air two and a half years ago. But these 13 distributors have 159 se-

## NBC All-Year Sports Pkg.

NEW YORK - NBC-TV has put together an all-year-round package of sports events for 1957
sale. The offer includes 13 Na tional Basketball Association pro basketball games from January
tkru March, a "Baseball Game of thru March, a "Baseball Game of
the Week" from April thru September and eight National Collegiate Athletic Association football games from September into December.
Priced at more than $\$ 1,000,000$ per quarter sponsorship, the series, scheduled for Saturday afternoons scmetime between 2 and 5 p.m., would give advertisers year-round continuity. Longest sponsorship offered to date is a six-month baseRed Grange, Mel Allen and Jimmy Powell are promised for the commentary.

## Standard Takes Over

14-Pic Korda Package
HOLLYWOOD-Standard Television has taken over distribution of the old 14 -picture Korda package. It was originally hanafter its dissolution, by Combined TV Pictures. The package includes the award-winning "Seven Days to Noon."
Standard has taken on a new salesman for the Midwest, former
NBC Producer Irving Rosenblum

## Sports to TV Distribute

 Olympic Film FootageHollywood - Sports Tv Inc., producer of various sporting shows, will distribute special footage from the Olympic games, with Bob Mathias conducting interviews Harmon will narrate other form Harmon will narrate other footage.
Telefilm coverage of the Olympics is expected to be somewhat skimpy in the U. S., because of the refusal of American newsfilm tations imposed by Australia.

The othe $\$ 150$-card but (also with a circulation) has bought only 12,000 ries since beginning operations three years ago, leaving 168 series unsold by the top distributors in that market.
Both of these stations pay an average of $\$ 35$ for a half-hour film, which means that there is ver $\$ 200,000$ worth of product that is still f
these stations.
In contrast
In contrast to the backing up of product in these markets is the virthal sellout of first-run film series is a fair amount of new Altho there is a fair amount of new programming now heading down the syndication pike, most of it is still be-
ing held on the regional sales Consequently, a station or anel. market sponsor in such cities as New York, Los Angeles or Philadelphia can, at this moment, get a

## 'MDM' Ratings Up In WATV Skirmish

NEW YORK - -WOR-TV's Million Dollar Movie" has successfully withstood the direct competition of WATV's "Famous All-
Star Movie," which, in following Star Movie," which, in following
the "MDM" pattern of 16 repeats the "MDM" pattern of 16 repeats per week, is giving viewers here a
hard choice between the two stations' top feature films.
WOR-TV last week had the advance October Telepulse, which showed that "MDM, during the rating period of October $11-17$,
had a total audience of 62.3 which was not only better than "All-Star Movie's 44.3 total, but it was also 18 per cent better than what MDM" pulled in October a year
During the rating week, WOR played 10 performances. of "Notorious" and then six of "Champion. WATV played 10 performand six of "Les Miserables."
WATV on its own made quite a smash with its 20th Century-Fox pictures, with individual quarterHeretofore the station up to 4.8 . ceeded 1.5 in these periods. Insotracted from the two-year-old "MDM," the repeat pattern has again justified itself.
"MDM" had the edge on each individual airing with only one exception, Sunday evening. This is possibly explained by the fact that
'Outposi' Pilot Nears Complé'n
HOLLYWOOD - Production will be completed this week of the first of a projected three TV pilots by Pine-Thomas Productions, indie making its initial plunge into television.
Pix being wound up is "Outpost," western dealing with exploits of U. S. Cavalry, in which Lex Barker starred.
Next on the sked is "Johnny Pilgrim, a private eye series being one in conjunction with ABC-TV, or which no east has been chosen. Third show plotted is Court Marthe U. S. armed forces.
shows.
Those Price Tags
Those $\$ 35$ markets may go up o $\$ 50$ or $\$ 60$ for a brand-new show. But they can sometimes get an older show for as little as $\$ 25$.
As far as these stations are concerned a three or four-year-old show is still first-run, and with the proper promotion can make as bjg an impression as one hot out of the
Of course there is a bottom to the amount they can get a show for. The sales and servicing costs dictate a minimum that the disFributor must get for any market. For that reason, when these stations do buy, it is often expedient or them to buy bulk or library
deals.
In this respect it is interesting to note that in each of the two small markets checked, half of the product bought was bought from only two of the 13 distributors.

## day afternoon and evening per-

 formances back to back, the earlier showing at 6-7:30 p.m. But interestingly WOR's combined rating for its three Sunday airings this month was higher than October, 1955, whenOn the Monday debut airings of "Champion" and "Les Miserables." WOR with the former drew an average 7.8 against WATV's 4.2 on the Hugo movie. But WATV held remarkably steady, considering the repeat pattern, keeping to the 4.2 on Tuesday evening and
then a 3.9 Wednesdays, whereas "MDM" dropped to a 6.4 and then a 4.9. It was the same thing in the night showings, WOR going from went from 3.6 to 2.9 and then 2.9 again.

## 'Treasure' to Hand Out 55 G

NEW YORK-Viewers in 30 cities will get a chance to win $\$ 55,000$ in prizes when the hourdebuts in February. Produced in co-operation with the Disabled is patterned , Hidden Treasure tests in which entrants determine missing words to sentences.
missing words to show, visual clues
On the TV show for the Songgrams will be given to viewers thru the presentation of musical production numbers. A
nominal entry fee will be required nominal entry fee will be required
of those viewers who wish to comof those viewers who wish to compete for prizes. First prize will be
$\$ 25,000$. The show will use the services of name musical talent.

## Julie Harris, Schrank <br> Signed for 'Hallmark'

NEW YORK-Milberg Productions, headed by Producer Mildred Alberg, has signed Julie Harris to star in an unnamed vehicle in the February stanza of its "Hallmark Hall of Fame" series. Also signed wis writer Joseph Schrank to provide adaptations of "Man and
Superman" and the "Male AniSupern
mal.

## PULSE FILM RATINGS <br> for August


The Pulse Audience Composition Studies

- Syndicated Film Comedy Shows



## - Syndicated Film Mystery Shows



## BUSMAN'S HOLIDAY

## Fairbanks in N. Y. To Conclude Deals

NEW YORK - Douglas Fair- and the Pirates," with 39 new banks Jr. is spending his vacation episodes.
following properties:
(1) "Bulldogerties: (1) Bulldog Drummond," halfhour mystery series co-produced
with Don Sharpe sale with Don Sharp
(2) "The soon.
(2) "The Gaucho," co-produced with Sol Lesser, going into production January 1 . Series based on property owned by
Dougla. Fairbanks Sr.
(3) "Arabian Nights," the pilot of which is being screened for agencies.
(4) Historical anthology series, ntitled, consisting of one-hour semi-documentaries, probably to (5) "Tramp in color.
(5) "Tramp Steamer," an ad(6)
(6) A pessible revival of "Terry $\left\lvert\, \begin{aligned} & \text { side is } \\ & \text { activity. }\end{aligned}\right.$
(7) Three feature films, to be remiered on TV before theater release.
Fairbanks is rejecting all offers to act, live and film, preferring to concentrate on his dual chores of artistic director and business manger of Dougfair Productions. He vill return to London in December. There are four other projects for TV on his New York agenda, cries of films for "Dis a further series of films for "Douglas Fair-
banks Presents," formerly "Rheinbanks Precents," formerly "
gold Theater," as rumored.
All the above shows will be All the above shows will be
filmed by Dougfair Productions in and around London where, according to Fairbanks, the country side is swarming with TV film

## Gannaway Sets Production on <br> 4 New Series

HOLLYWOOD -Al Gannaway Production has begun shooting and film editing on four new programs following the company's comple ton of 95 "Country Shows" and two features last month.
Production has already started on two of the programs, "Western Musketeers" and The Fanon Young Show." Of the latter, three half-hours have been shot. In the case of "Musketeers," the exteriors
of the pilot have been lensed, with of the pilot have been lensed, with interiors to be done during the next couple of weeks.
"Musketeers" is unusual in that it's being tailor-made for a client. It stars Carl Smith, Webb Pierce and Marty Robbins, and the plan is to have each of these three travel around the country with his own unit as continuous promotion for the program once it gets on the air.
Of the other two, "Medal of Honor" will dramatize lives of American heroes. Work has been going on for the past several months to cull film from the Signal Corps archives, with Samuel Roecca surpervising. Footage will be used for battle scenes.
"Battle of the Century" will also utilize Army film in dramatizing great American battles that have been fought
Robert Harris and Hal Levy are presently working on the music Runny Idriss conducting.

## 6 Buy WATV 'All-Star' Pix

NEIV YORK-WATV has now sold six sponsors on its "Famous All-Star Movie," 16-repeat program of 20 th Century-Fox features. The Jatest buyer is American Tobacco for the new Hit Parade cigarettes, to begin next week. Earlier, the station picked up Quaker Oats.
On the second week of the show when it played "The House on 92d Street." the 14 evening performances drew a total Pulse of
49.0 . The first week's "How Green 49.0. The first week's "How
Was My Valley" drew 49.8 .

WAT' is now reported to be on the lookout for more top grade feature films.

## Prockter Plans CBS

Series on N. Y. Police NEW YORK--Bernic Prockter series dealing with the New York City police force. Tentative title is "New York's Finest." Prockter's last film series was "Treasury Men in Action." "Big Story," which he created, is still on NBC-TV.
Flying A to Film 'Ryder', HOLLYWOOD--"Red Ryder," new teleseries being produced by Flying A Productions in conjunction with CBS film, will go before the cameras next month. Jim Bannon will star. Lou Gray produces.

## Screen Gems Gets Goetz

HOLLYWOOD -- William Goetz, independent producer of many successful motion pictures, will enter the TV field with a new hour color series, "The Book of Books." The series will depict epic themes of the Bible and its related literature, and will be produced by Goetz in association with Screen Gems, TV subsidiary of Columbia
Pictures.
This is the first of the new in dependent series to be produced under the $\$ 2,500,000$ frond set aside by Screen Gems for such properties. Goetz, beside the Screen Gems tie, will continue independent motion picture productons to be released thru Columbia.

SPURT IN SYNDICATION

## Net Reissues, Regional Deal, 3 Local Series Boost Mart

NEW YORK--The supply of $\mid$ the most expensive half-hour an- it regionally. The show, which nw shows in syndication took an thologies produced. There are 35 stars Brian Keith, is still on CBS usual spurt last week when two films in the series. It is not known TV for Camels and Colgatebig network reissues came into the yet when RKO will actually start Palmolive. On network it scored a hands of distributors, an important its sales drive on the show, since 12 -month average Nielsen of 22.1 regional deal was reported close on it has yet to start moving "Aggie" There are " 52 films in the series first-run property and another and "Sailor of Fortune."
three shows were put on local vel sales.

RKO has acquired in the past six The new reissues are weeks, the fifth in the past six Cruses Director's Playhouse and months. This is in line with its acquired the rerun television has build-tp in half-hour distribution house" from Hal Roach Studios. its own half-hour production. On network last season for East-MCA-TV will take local deals "Crusader" even while offering
"Crusader" is the 27th show in MCA's syndication catalog.
A show that may be in first-run syndication full swing soon is "The Web," co-produced by Screen Gems and Goodson-Todinan. SC was reported close to a bis regional on the show, which was on CBS-TV in a live version a (Continued on page 14)

Dear Lawrence,
1 just wanted to say for a sensational concert tour. It was both a privilege and a pleasure to work with you and the Champagne Music Makers.

## Sincerely. <br> Bill paly

## HERE IS

PROOF POSITIVE
that lawrence welk has america's hottest band!



Personal Management
Gable, Lutz and Heller Hollywood * New York

## Entire Tour Under Direction of

## BILL DALI \& ASSOC. <br> HOllywood 4.5763

 2000 NO. LAS PALMAS AVE. - HOLLYWOOD 28, CALIF. Promotion - publicity - artist managementON KTTV, LOS ANGELES, BOOSTS STATION AUDIENCE 600\%

## WITH AN AVERAGE RATING OF 30.8

## FOR A 53.8 SHARE OF THE

MGM-TV is on the air-and the rating revolution is here!
It began on October 12th when KTTV in Los Angeles presented their first M-G-M production. Overnight, the program viewing habits of an entire community were changed-the established ratings of every other station in the area (including networks) were toppled. These are the verified survey results:

## -30.8 A.R.B. Rating

- 53.8 percent of the viewing audience
-more than all other L.A. stations combined
-twice the total of all three network stations -OVER TWO MILLION VIEWERS*

This astounding accomplishment (the result of the programming of a single M-G-M feature) will soon be repeated throughout the nation on every station programming the M-G-M library.

If you have not yet inquired about obtaining the M-G-M library for your station, now is the time to do so.

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## EDITORIAL

## Prudent Pic Pacing

The earliest airings of the new group of feature films have lived up to expectations. They have doubled and sometimes tripled the ratings of their time periods. In those places where they have invaded prime time, they have manfully stood up to every kind of programming competition

The experiences of the leading feature film stations over the past three months constitute almost conclusive proof that the fine motion pictures produced by Hollywood in the past 20 years, if given a fair promotional shake, are today the surest, the solidest audience attraction that any TV station can program.

Midst all this elation, two words of warning should be heard: Pace yourselves.

We don't like to throw cold water into the hot face of success. But this sober reflection is better made too early than too late.

You cannot keep the audience coming back unfailingly night after night, week after week. The human spirit needs surcease, even from the best entertainment. More practically, viewers have other things they must occasionally do, including getting a decent night's sleep. If you keep punching in your best product, you will surely lose many viewers who were dying to see the picture but just couldn't make it the night it was booked on your station.

Research indicates that the feature film audience is not essentially a habit audience, it is a special attraction audience. It is not tuning into your theater for itself. It is tuning in the particular pictures you put on that theater. Your recent success in booking top pictures with strong promotion in the same old time slots is further evidence of this.

Stations with a backlog of 200 or 300 top pictures will no doubt find restraint difficult. But remember, for every top picture you have under contract, you also have five that are not so good but for which you are also paying good money.

Those 300 top pictures will have to carry you a long time. The industry's backlog of feature films is indeed huge, but nevertheless, limited. Educated estimates place the potential of top movie programming at between three and seven years.

In the light of these considerations we would recommend hat more stations consider the uise of some kind of repeat pattern, so that the viewer who misses that great picture on Monday can still catch it on Tuesday. Tho this may reduce the rating of the individual airing, a number of stations using such schemes have manazed to bring in cumulatives far beyond the rating they could hope to get on a one-shot.

You are selling proved product. There are of necessity many more persons in your community that want to consume wares than can possibly get at them at the moment you happen to put them on your schedule. Pace your product properly and you'll be giving them and yourselves a better break.


EFFECTIVE COMMERCIALS ARE MANY MEN! This is No. 4 of a Series!

HAL ROACH, JR. Owner-President ond Executive Producer 5. S. VAN KEUREN
Vice Pres. \& Gen'1 Mgr. CECIL UNDERWOOD Mog. Dit, Comm, Div.

## CBS Syndical'g 'Whirlepbirds' <br> HOLLYWOOD--CBS Film Di

 vision has placed "Whirleybirds," Desilu-produced property, on the syndicated market, and is offeringthe show on a new sales pattern.
Perhaps even more significantly, it's the first time that CBS Film it's the first time that CBS Film has offered a first-run, series for
syndication. Previously, the syndisyndication. Previously, the syndi-
cation arm was limited to network cation
rerums.
The program will be offered to advertisers on a statewide basis and will not be sold in individual markets for the time being. It's expected to b-available January 1 .
The apparent aim of CBS Film in selling by States (this, of course, does not preclude regionals) is to keep from having to go into the smaller markets, where sales costs skyrocket, and to assure a substantial station line-up prior to the show's air date.

In addition, there will be a strong promotional tie-up, with Bell Aircraft providing helicopters for sponsors that want to use them for plugging the series.
"Whirleybirds" (three are in the can) was originally filmed for national airing this fall, but the program never got off the ground due to the shortage of time on the webs. It'll be the second show Desilu has ever produced for syndication, both within the past three months, the success of "Sheriff of Cochise," sold in a 100 -plus markets before it even went into production ap parently triggering the decision.

NEW YORK--Screencraft Pictures, Inc., is the distributor of "Judge Roy Bean" and not Interstate Television, as erroneously reported in The Billboard las week.
 A CARTOON DELIGHT! c-o-l-o-r SPECTACULAR!
"JOHNNY THE GIANT KILLER"
Technicolor Feature Cartoon already bought by 18 importont
TV stations from IV stations from co Contact ATLANTIC TELEVISION CORP. 130 West 46 Street
New York 36, N. Y.


## - TV Commercials in Production

## A Guide to TV Spot \& Program Plans

## Of Competing Sponsors by Industries

This weekly chart lists commercials produced during the last full prisues The following symbols designate the types of commercing month LA-Live Action; FA-Full Animation; SA-Semi-Animation: SESpecial Effects; J-Jingles; M-Music; S-Sildes; ID-Station break NA-Not available.


## COMMERCIAL CUES

## INNOVATIUNS AND DEPARTURES

George Reeves, known to TV as Superman, is also a producer and star-host of Candid Reporter Productions. He'll do 30, 60 and 90 -second commercials which will interview guest personalities in conjunction with use and enjoyment of products. Reeves will act as a reporter in these blurbs. . . . Filmack Studios has a new idea in ID's. It's the animation of call-letters for the stations to replace static slides. . . . Shamus Culhane Productions also is offering a first with a six-minute animated sequence on "Around the World in 80 Days," the first such in the Todd-AO process. MONITORS FOR BLURBS

Harry Fuchs has formed Radio and TV Monitors, a personalized police protection service for advertisers. His company will watch commercials to see that a sponsor's blurb is being presented according to specifications. All reported omissions or inaccuracies will permit the advertisers to demand either substantial refunds or "make-good time."

The Screen Cartoonists Guild has assigned a couple of committees for its upcoming "Animation One" festival. The steering committee consists of Wardell Gaynor, Hal Street, Howard Beckerman, Jack Zander, Ed Gershman, Don McCormick, Ed Smith, Burt Freud, Abe Bennett and Pepe Ruiz. The design committee has Ray Holch to Arthur Lodge Productions, Leslie Goldman to George Blake Enterprises, Robert Rose to Robert Lawrence Productions, Ltd., William C. Christy to Product Services, Inc., and Lewis Mansfield to Consolidated Film Industries. . . . Promoted were Stan M. Cole at Mel Gold Productions and Max Herschmann at Filmack Studios. . . . Mort Schwartz and Len Luskin have formed the Schwartz-Luskin talent agency in New York to stress TV commercial activity.

progrumming

## The "blue chips" are buying FRONTER

 Sunshine Biscuits, Lever Brothers, Carter Products and other major national spot advertisers now sponsor FRONTIER in more than 70 markets. Produced by TV's incomparable Worthington Miner, FRONTIER (against Jack Benny) averaged a $22.9^{*}$ on network television with a neatly balanced audience of 1.01 men , .98 women, and 1.04 children - $36 \%$ higher than the day-night average for all programs!** Take your cue from the nation's leading advertisersinquire now about FRONTIER's 30 award-winning half-hour film programs for your market.*Nielsen Television Index, Oct. '55-Apr. '56 **ARB Viewers per set

NBC Television Films
Programs for All Stations All Sponsors

division of california national productions, inc.

663 Fifth Ave. in New York; Merchandise Mart in Chicago; Taft Bldg. in Hollywood. In Canada: RCA Victor, 225 Mutual St., Toronto.


## WOR Buys SG Mystery Pkg.

NEW YORK - Screen Gems made its first sale of its new
"Hollywood Mystery Parade" to local stations thruout the country last week.
"Parade" is a package of 52 mystery feature films and includes such series as "Boston Blackie," starring Chester Morris; "Bulldog Drummond"; "Crime Doctor," starring Warner Baxter; "Ellery and Ralph Bellamy; "The Lone Wolf," starring Melvyn Douglas, end "The Whistler."
Other stars to be seen in "Paade" are Rita Hayworth, Evelyn Keyes, Larry Parks, Otto Kruger Ida Lupino, Sidney Blackmer, El en Drew, Anita Louise, Nin Foch, Marguerite Chapman, Steve
Cochran, Allyn Joslyn and Bela Lugosi.
The release was made at this time as a result of a survey taken y Screen Gems which indicated demand for mystery fare. The feaures are expected to be shown on WOR's "Hour of Danger," acros the board at 9 and at 11:30 p.m
Governor Has New Puppet Christmas Pix
NEW YORK - Governor TV Attractions has put a new kiddie puppet series on Che market istmas. Titled "The Damon Reynard Theater of Fairy Tales," the show consists of three-minute comedy cliff-hangers narrated by a fox character.
The show is owned by the Ver Hallen Publishing Company, which also owns Ve Gallen Mim Lab oratories. Ver Hales "Das comcolor.
Govenor has also taken over distribution of Ver Hallen's "Cin namon Bear," a quarter-hour color puppet series that has been on the market for some time.

## Syndication

- Continued from page 9
couple of years ago for Kents. Should the sale come thru, "The local sales very shortly
Guild Films last week officially put "Kingdom of the Sea" on the ocal market. This is the 20th how in Guild's recently snowballing catalog. A dramatic documentary in color, "Kingdom" is about underwater flora and fauna hosted by Bob Stevenson.
"Kingdom" is produced by Marty Ross Emperor Productions, which has had it on KCOP-TV Los Angeles, for some time, sponlast we

Two Regionals
Two shows that MCA-TV has
held on the regional level the past held on the regional level the past few months, it is now starting to pitch to local sponsors and stations. These are the first-run "State Trooper" and the reissue "If You Had a Million." On the regional level "Trooper" has been sold in about 95 markets already, the buyers being Kroger Stores, Falstaff Beer and Schmidt's Beer.
"The entry of "Crusader" and "Screen Directors" brings to 11 the number of network reissues put into syndication this season. The
entry of "Kingdom" and "Web" entry of "Kingdom" and "Web"
would raise to 18 the number of would raise to 18 the number of
first-run shows, large and small, definite for debut in syndication this season.

## PULSE LOCAL RATINGS FOR SEPTEMBER

the television industry's most complete index of top local tV programs and spot adjacencies


| TOP MULTI-WEEKLY SHOWS |  |
| :---: | :---: |
| Mickey Mouse Club, WAAM, |  |
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| Search tor Tomorro |  |
| Guiding Limht, WMAR |  |
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| Littie Rascals, WBAL. |  |
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| M.Th. ${ }_{\text {Strike }}$ |  |
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## REVOLVING DOORS



## TOP MULIT-WEEKIY SHOWS


TOP FEATURE FIMS

TOP SYMDICAIED FIMS

2. Mot Called $X(\mathbf{Z v i})$, WBZ,
3. Saperman (Flamingo), WNAC,

Man Behtad the Badge (MCA)
Man Mehthe the Be
6. Big Playback
. Mr. District Attorney (Ziv). WNAC, T.-10:30 ......
Waterfront (MCA), WNAC Su- $-7: 00$
Badge
W.
W. Steve Donovan, Western Mar-
shal (NBC), WNAC, W.7:30. Dr. Fu Manchu (Hollywood) Ramar of the Jungle (7PA),
WNAC, Th.-6:00 .............
 Jungle $\operatorname{Jim}$ (Screen Gems),
WBZ,
Su. $-7: 00$
 WNAC, T.-6:30 ........... 18. Dangerous Assignment (NBC),
WNAC, M.-11:00........... The Falcon (NBC), WNAC,
Su,-11:00 $\ldots \ldots . . . . . . . . . . . . . . . . . . . . . ~$
28.4
.23 .5
.11 .2
.19 .4
.18 .2
.16 .3
.16 .2
.16 .9
.14 .9
.14 .4
.14 .4
.14 .4
.14 .3
.13 .9
.13 .7
.13 .5
.12 .5
.12 .2
11.9

## TPA Sets Up Own Mdse. Operation

By CHARLOTTE SUMMERS
Al Viola, most recently execuive producer at Guild Films, has joined William Tell Productions as associate producer to work on "The Hidden Treasure," show which will preem in mid-February.

Dr. H. G. Hodges, president of the New York State Veterinary Medical Society, has commended NBC-TV's "Noah': Ark" series for bringing "to the people the many heretofore unobscrved services the
veterinarians render their veterinarians render their com-
munities.". . Stan M. Cole, director of the Industrial Films division
of Mel Gold Productions, has been
 of Mel Gold Productions, has been $\mid$ board of directors of S. W. Cald-

## TOP MULTI-WEEKLY SHOWS <br> 

TOP FEATURE FILMS Once Weekly
at s , WCPO,


## 1. Eilery 0

2. Famous Playbouse (MCA),
3. Man Called $\mathbf{X}(\mathbf{Z t v})$, WKRC,

s. The Falcon (NBC), WKRC,
S. $10: 00$..........................
4. Studio 57 (MCA), WLW-T,
5. City Detective (MCA), WKRC,
6. Captured © NBC ), W $\mathbf{W} \mathbf{R C}$.
TT-10:00 …................13.5
7. I Led Three Lives"(ZZiv),

8. Headline (MCA), WKRC,
Su.-10; 30

9. TDeath Valiey Days (Pacific
Borax), WKRC, T T $-10: 30 \ldots . . .12 .0$
10. My Little Margie (Official),
11. Stories of the Century (Hoily- 11.7
wood), WKRC, T.-9:30.......
12. Your All Star Theater (Screen
Gems), WLW-T, W.-7:30.....
Gems), WLW-T, W.-7:30......
13. Annie Oakley (CBS), WLW-T,
T, $6: 00$............................
14. Your All Star Theater, (screen
Gems), WKRC, W.-10:30..........

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| P NETWORK SHOWS |  |
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|  | Ed Sollivan, wCCO |
| 2. $\mathbf{5 6 4 , 0 0 0}$ Question, wCCO, T. .. 34.0 |  |
|  |  |
|  |  |
|  | Kux Vldeo Theater, KS |
| Lawrence Welk, WTC |  |
|  |  |
| \$64,000 Challenge, wCCO, Su. .24.7 |  |
|  |  |
| Th. . . . . . . . . . . ............ 23.5 |  |
| 9. Best of Groucho, KSTP, Th. 23.2 |  |
|  |  |
| TOP MULTI-WEEKLY SHOW |  |
| Today's Headlines ( 10 p.m.), |  |
| Weather, Sports (i0:15 p.i...), |  |
|  |  |
| News, Weather ( $10: 30$ p.m.), wCCO, M.F. . ................. 11.6 |  |
|  |  |
| 4. Mickey Mouse Club, WTCN, |  |
|  |  |
| C. Adams, Sports ( $6: 00$ p.m.). WCCO, M.F. .................. 10.2 |  |
| 6. CBS News, WCCO, M.-W., F. . 10.1 <br> 7. Guiding Light, WCCO, M.-F. .. 9.9 |  |
|  |  |
| 7. Guiding Light, WCCO, M.-F. .. 9.9 <br> 8. Axel and His Dog, wCCO, |  |
|  |  |
| 8. My Little Margie, KMGM, M.-F. $\qquad$ |  |
|  |  |
| 0. Search for Tomorrow, WCCO, M.-F. |  |
|  |  |

## TOP FEATURE FHMS

 Once Weekly 1. Masterpiece Theater, WCCO,2. Ru-10:ket Theater, KMGM,
2.......15.7

 . Actoo Theater, WTCN, 6.4
 Multi-Weekly
 S., Su,-10:00-12:00 midnight $\ldots ., 8$.
3. Hollywood Playhouse, wCC0, M.F.--11115-12:00 midanght Movie Tliee, KMGM, 5.0
4.9 3. Nitecap Theater, KMGM, . 4.7

## TOP SYMDICAIED FILMS



## 40 Markets in 'Rabbit' Buys

NEW YORK--The new "Cru sader Rabbit" animated series has now been sold in over 40 markets, representing $\$ 800,000$ gross business. The property is now owned by Ramlen Associates, headed by Dick Moses, which bought the rights last Nay from Television Arts Productions, originator of the cartoon character.
Ramlen last week was still sewing down many details of the production and distribution of the new series. Its sales arm brought in all he business by telephone. The series is due to make its air debut in
January. January.

## Good Time Jazz Fair Trades LP's in L. A.

HOLLYWOOD-In what rep- the contracts, agreeing to hold the resents one of the most unusual record manufacturer to discourage price cutting, indie jazz labels Good Time Jazz and Contemporary Records last week successfully negotiated more than 600 fair trade agreements with as many dealers in the Los Angeles area. Les Koenig, president of the company, disclosed that individual contracts to dealers have been in the mails with better than a 50 per cent affirmative return thus far. Unusual aspect of the agreements is that a number of known discounters have signed and returned

## Bing Crosby On Cap's D. J. Promosh Disk <br> HOLLYWOOD-Capitol Rec

 ords offered the nation's disk jockevs some high-powered promotionlast week, with the release of a pecially pressed open end 45 r.p.m. interview record by Bing Crosby. One side of the disk features repressing of "True Love" from the Other side has Crosby voicing some sage opinions in re his career, all cript to be read by deejays receiving the package.
Crosby's "True Love" on Capitol was the first single he recorded away from Decca in 20 years. He has a non-exclusive pact with for Verve Records in addition to Capiol.

## Webb Pierce <br> Inks 5-Year Decca Pact

Opry" star, Webb Pierce, last week signed a new five-year pact with Decca Records.
Under the new contract, Pierce is guaranteed $\$ 100.000$ a year over the five-vear period.
Pierce, the leading coumtry artist in the strong Decca c.\&w, battop sellers in the field. He is a four-time winner of The Billboard's triple-crown award, an award granted when an artist's retail, disk jockey and juke box operator charts.

## Coral Pacts 2 Folk Singers <br> HOLLYWOOD - Coral Rec

 ords' repertoire topper, Bob Thiele added two names to his artis roster here last week, signing folksingers Will Holt and Winn singers Will Holt and Wayne Shanklin to recording contracts.
Holt recently appeared here in Holt recently appeared here in
the legit musical, Joy Ride." An album cut by Holt for the Les album cut by Holt for the Les firm was also purchased by Thiele. Shanklin is an accomplished
songwriter and was recently set songwriter and was recently se
(Continued on page 20 )

Good Time Jazz and Contempo rary $\$ 4.98$ price line of its LP's.
First contract inked, said Koenig was that of Clyde Wallichs' Music City. Koenig pointed out that the contracts have been patterned after existing similar agreements by Magnavox and Sunbeam, and that the plan thus far calls for such agreements only in the State of

## California.

According to Koenig, the fair trade agreements were specifically drawn up to protect and hold the dealer is ne. A contract with one dealers, said Koenig, and, therefore, to sign the agreement
In signing the fair trade agreement, a dealer agrees not to sell or
advertise Good Time Jazz or Contemporary records for less than the established minimum price; agrees merchandise at a lower price unless offered to the producer first, not to dispose of GTJ on Contemporary wax in the event a deal-
er is forced to close his doors (Contintied on page 20)

## Ventura Gets

U. S. Rights to Sagan Songs

gan, young French writer whose new novel, "A Certain Smile", currently causing a flurry of ex placed about 25 or 30 songs with Ray Ventura's American publishing firms, Rayven (BMI) and Paris Music (ASCAP).

Duke Niles, who heads up Ventura's publishing interests here, has already discussed with Mlle. Sagan plans for the promotion of the material. Niles says the French cleffer is anxious to retain, in translation, the flavor of the material Many of the songs, published (Contintued on page 20)

By JOEL FRIEDMAN HOLLYWOOD - Tho 10 civil or criminal action being filed, the U. S. Department of Justice probe of the record industry is con-

tinuing. A spokesman for the AntiTrust Division of the Justice Department last week revealed that ness (The Billboard, Decerd busi1955) has not 1955) has not been shelved and The Justice Department sifting The Justice Department sifting only serves to spotlight a specter ing the disk industry. Tho relative ing the disk industry. Tho relative thruout the business, the industry

## Victor Singles to Go International

## Simultaneous Domestic-Foreign Unveiling Can Up Hit Sales to 5-Million Mark

ABERBACHS PAY OFF IN PAINT
 for Gene and Julian Aberbach.
The brothers were im-
pressed. Coben wanted an advance. "What do you want?" they inquired. Cy pointed to painting on the wall-one of many in the art collection of the Aberbachs. Gene took down the painting, a beautiful work by Jem Paul, French impressionist, and Coben
A new painting is in its place.

## New Unique <br> Set-Up Keys <br> Expansion

NEIV YORK - RKO Unique Records has been made a division of RKO Teleradio Pictures. With this new status, according to Marty Machat, secretary and counsel for the firm, the label and its publishing affiliate Lamas Music, will operate independently of other divi-
sions of the Teleradio combine. sions of the Teleradio combine. Machat said that big appropria-
tions will now be applied to build tions will now be applied to build
the diskery to maior status. The the diskery to major status. The
lure for artists will be the combina tion of big money and film deals, which the company will be in a position to offer in view of the RKO tie. Machat indicated that pready under way with several artists of proven major stature in the field.
In line with impending expansion moves, Bill Fontaine has been added to the New York artists and repertoire staff to assist headman, trete on negotiations with publishers and writers and will take over the top a.\&r. spot on the sub
On the coast. Hal Gordon has
(Continued on page 20)

By BILL SIMON
NEW YORK--The release of single records simultaneously in many countries thruout the world, envisioned more than a year ago by RCA vice presidents Manie Sacks and Al Watters, in an exclusive interview with The Bill-
board, will become standard procedure for RCA Victor in the near future. The move is expected to raise the potential sale of a hit
record eventually to $5,000,000$ copies.
In line with the project, Bill Bullock, manager of Victor's single records division, and Joe Carlton, head of popular artists and repertoire, will fly to London November 2. From there they will tour 12 Vey Contor during cities in 34 days. Victor during the past several
years has been building up its years distribution in most of the countries of the free world, and now feels that the network has
been developed to the point where simultaneous release can be thorol

## Local Disk

Dealers Meet
To Organize
NEW YORK-The New York active in the past year or two, was re-activated in a meeting of 15 porary officers elected were plankfield, Pelham, N. Y., presi dent; Sy Bondy, Ed Portnoy, Jack Chrystal, all of Manhattan, vice presidents; Charlie Lichtman, sec cretary, and Martin Hirschberg to be chosen early in 1957. The group hopes in time to embrace all of New York's retailers. Its next meeting is scheduled for November Capitol Hotel.

## Disk Industry Investigation By Justice Dept. Continues

Tho No Actions Have Been Filed, Study Causes Concern to Trade

of vexing legal problems that have a bit of consternation

Clarification Needed
Few attorneys are outspoken on the subject, but nevertheless they do agree that there is ample room or clarification on a number of
issues, some of which dovetail with ssues, some of which dovetail with he Department of Justice inquiry, and all of which foseshadow pos she industry as nove constituted Tho no official constituted.
Tho no official disclosure ha rea of the Justice Department in quiry, Federal Grand Department in quiry, Federal Grand Jury subeonas handed down in New York
lieve that the governmenters to be
pricen was concerned chiefly with price fixing, price cutting, and ments. All major record companies were at that time subpeonaed and asked to turn over documents, interoffice memoranda and other per tinent information.
Since then, questions have been raised in some quarters as to the egality of other sales and mer policy concerning sales to rack jobpolicy concerning sales to rack jobdealers. In the case of rack jobbing virtually all of the majors have taken the precaution to write agreements with rack jobbers appointing them as sub-distributors, and sub-
effective. World-wide distribution says Bullock, will be a reality beeen January and April. Bullock and Carlton intend to heck on the distribution facilities and to scout foreign talent that will it into this global concept. Carlton indicated that a major phase of the trip would be exploring the possibilities of exploiting Victor disks and artists abroad, for example, via personal appearances. "We hope particularly to hypo the foreign record sales of such artists as Perry
Como and Eddie Fisher," he said, Como and Eddie Fisher," he said,
and also stated that they would see and also stated that they would see Presley, Jave P. Morgan and the Ames Brothers.
Cities they will visit include London, Amsterdam, Oslo, Stockholm, Copenhagen. Hamburg, Frankfurt, Munich, Zurich, Rome, Madrid and Paris.
Recently Ed Welker, Victor's pop album chief, took off for an
indefinite European stav. Ben Sel(Continued on page 20)

\section*{U. S. Sponsors Far East Tour <br> For Goodman

## NET YORK - Beuny Good-

## NET YORK - Beuny Good-

 man, who disbanded bis new band during the summer, now plans to reorganize for a six-week tour of the Far East beginning December \%. The jazz maestro will make the jaunt under the joint auspices ofthe U. S. State Department and ANTA's International Exchange ANTA's International Exchange
Program. Coodman will play sucit Program. Coodman will play sucis
places as Thailand, Indonesia places as Thailand, uronesia, Malaya, the Phillipines, Japan,
Korea, Formosa, Hong Kong and Korea, Fo
Vietuam.
The tour will open with a twoeek stint at the Bankok Fair, as part of the American exhibit, rum by the U.S. Department of Com

Prior to his take-off, BG will play a series of break-in dates in the States. His thrush of the Golden Era, Marion Tilton, will make the local gigs, but another
chirp is being sought for overseas chirp
dates.

## Plan Deejay Council for Public Service

NEIV YORK-Steps leading to
the formation of a National Disk Jockey Council for Public Service have been taken here by WMCA jockey, Murray Kaufman. Basic plan involves co-operation by mem-
ber jockeys in helping teen-agers in onstructive projects and in helping communities cut down on venile delinquenc
Kaufman said he has enlisted support of Bob Clayton, WHDH Boston; Howard Miller, WIND Chicago: Mark Evans, WTOP, Washing ton; Don McClond,
WJBK, Detroit; Dick Clark, WFIL, BK, Detroit; Dick Clark, WFIL, Philadelphia; Phil McLea ERE, Cleveland. and Al Jarvis,

By REN GREVATT NEW YORK-The superabundance of LP merchandise being fact that the album business more nearly approximates the singles field-is graphically spotlighted by a check of the amount of pack-
aged items flowing to The Billboard offices here for editorial review. It has been obvious for months in the trade, and particularyy among LP product have been available. But just how much material is
coming on the market at the height coming on the market at the height
of the pre-Christmas release period is an eye-opener in itself.
In one week alone, for example (October 1 thru 6), 99 albums were
received for review processing. The average week's receipt of singles, including pop, country and rhythm tween 90 and 100 disks. Thus for the first time, one week's worth of packaged material virtually
equaled the number of singles received during the same week. For

## Racks Hip to

 Junk EP PitchNEW YORK-Distributors are attempting to dump a lot of EP's onto the racks at close out prices,
but the wise boys are wary of the but the wise boys are wary of the
merchandise. The cost of the $\$ 1.49$ merchandise. The cost of the $\$ 1.49$ 86 cents, but it is known that a lot is being peddled for as low as 53
Milt Selkowitz, sales manager of special markets for Columbia Records, indicated he was aware that quantities of "junk" merchandise were being dumped-but that merchandise was finding its way to fringe type variety stores rather than to solid rack operations.
Selkowitz pointed out that proven inventory is what sells on the racks, and that owing to the need for such inventory and owing to the lack of space, it was un-
likely that dumped merchandise would get into the better outlets.

## Pacific Jazz <br> To Re-Issue EP Waxings

HOLLYWOOD - Pacific Jazz Records last week informed its dis-
tributors that the firm's previously discontinued EP line will be made available
demand.
Label President Richard Bock has culled approximately 15 EP's

## Brandon Cuts lst Brit. R\&R

NEW YORK - Johnny Bran don, long a favorite performer on Britain's BBC radio and TV webs
and known there as the "King of and known there as the "King of rol disk to be recorded in Engand.
The two tunes, "Do You Love, Love, Love Me" and "Mr. Song-
bird" are split between Lowell Music and Mecca Music operated jointly here by George Levy and Wally Moody. The pubbing execs
are working with London Records are working with London Records
which has released the disk here which has released the disk here
in the States.
some time, dollar sales volume of In the diskers opinions, the marpackages has been roughly equiva- ket is very wide for all types of ent to dollar volume of singles, packaged disks. Jazz albums, pardicted, even a year ago, the current dicted, even a year ago,
unit volume of albums.
Admittedly, the figure of 99 is higher than can be expected in any average week, yet the unusually continued the of album release has lowing thed reported owe ing the three-week period, The Billboard received 220 albums of all categories for review, roughly an average of 73 weekly. This singles booked in during the same period. In other words, album releases are continuing at nearly 80 per cent
releases.

## Better Meals for Victor's Meal Ticket

NEW YORK--RCA Victor is on $\mid$ new album was shipped to distribs the verge of making a new deal with Elvis Presley.
Altho Presley's current pact with the record company has more than two years (plus option periods) to
run, Victor is known to be preparrun, Victor is known to be preparing a paper that may "better accommodate" its current meal ticket.
It is believed, however, that the It is believed, however, that the
royalty situation will remain as is.
At the same time, NBC has been dickering with Presley's agent, the William Morris office, and his manager, Col. Tom Parker, for an exclusive deal. The parties are believed to be far apart on price,
but as of Friday (26), portedly was planning to prepare new offer for NBC
Among the miscellaneous Preseyana of the week, we find that Cruel" and "Hound of "on't Be Cruel and Hound Dog took a
spurt durg the week and the increased sales maintained a pace equal to that of his newest disk, Love Me Tender. The latter, ac-
cording to Victor, already has hit cording to Victor, already has hit
$1,800,000$. Vietor also claimed $1,800,000$. Victor also claimed
that "Don't Be Cruel" has sold $2,600,000$ disks in the U. S. alone and that sales abroad, including Canada and England, would tak it over the three-million mark. His

## RCA's Folsom

Dedicates Plant
HOLLYWOOD-Frank M. Fol som, president of the Radio Cordedicated the firm's new $\$ 1,400$, 000 distributing headquarters 400 at official ceremonies attended by a host of Los Angeles civic leaders. New installation will house under one roof all RCA products: Records, radio,
and supplies and white goods. and supplies and white goods. up for each division, with the additional warehousing, storage for office facilities.
Plant here is a company-owned ranch and was recently moved rom its previous headquarters in downtown Los Angeles to fts present site on Telegraph Road. RCA bought out its previous distributor
in Los Angeles, the Leo J. Meyberg Company, more than a year
ago.
advance orders for about 150,000 . Says Victor: "Now Tokyo and The Leonet Coing Presley crazy." York Leonet Corporation in New York, was granted an exclusive lihead scarfs. Besides Elvis Presley head scarfs. Besides a silk-screened
likeness of the Pres, they will carry the titles of his hit disks. (Has he made any other kind?).
A Presley letter-writing contest conducted by station WAIT in Chi(Continued on page 20)

## Goody Just Innocent Rizek Buy-Stander

TRENTON, N. J.-Sam Goody,
New York (and Pittsburgh) to Colonial Electronics, one New York (and Pittsburgh) disk of Rizek's firms, ran as high as mahoff, made another safari out of $\$ 490,000$. At the same time, Manhattan last week. This time, he made a loag-heralded appearance at the bankruptcy hearings of New Jersey financial manipulator, James Rizek.
In the day-long session before Referee Charles Weelans, Goody filled in many of the chinks in the audio his dealings in records and of New Brunswick's Jabberwock record store and a number
alleged "paper" corporations. Following a short period 1954, when Rizek's Jabberwoek from him, Goody testified that in 1955 the pendulum had swung around to the point where Rizek was the seller. In the months foltions between that year, transac to about $\$ 325,000$, most of which was paid via Goody's post-dated checks. It was also brought out that the total of Goody checks is-

## De Luxe Signs 3 New Acts

NEW YORK - Fred Mendel sohn, a.\&r. chief for De Luxe Rec ords, King affiliate, has signed three new talents. These include
Eddie (Piano) Miller, who will do a series of sides aimed specifically at the juke box operator segmen
of the business; the Rockets, vocal group, and Kenny and Blue, vocal team.

Goody stoutly maintained that Rizek "never failed to deliver any-thing-if not he would return my checks."

Records Lacking
Questioning of both Goody and (Continued on page 20) year term.

## Ist 'Saucer' Suit by Diskeries and Artists

NEW YORK - More artillery was leveled at Luniverse's "Flying
Saucer" last week. For the first Saucer" last week. For the first time, two record companies jumped into the fray. They were Imperial and Chess, and their charge was
"unfair competition," revolving around use of excerpts from several of their recordings in the two Luniverse disks, "Flying Saucer" and "Buchan

## Trial,"

Joining with the diskeries in the action were two artists, Fats Domino and Smiley Lewis, both on Imperial and, incidentally, the first any of the various "montage" platters. The record companies moved for an injunction, accounting of
profits, and damages of $\$ 100,000$ Domino asked damages of $\$ 20,000$ and Lewis of $\$ 10,000$. The suing parties also asked for a temporary injunction aga
pending trial.

Big 3 Add Top Cleffer Works

## To Catalogs

NEW YORK--The Big Three Music Corporation is adding to the Robbins-Ftist-Miller catalogs educational and standard compositions by such contemporary composers as Alfred Newman, Miklos Rozsa, Mantovani, Louis Alter, Dimitri Tiomkin and Johnny Green.
Newman's "Hollywood Moods," a symphonic band work, has just been released by the Big 3, which has also packaged that writer's "Serenade to the Stars of Hollywood." Latter, a folio of Newman's film compositions, has been released as an LP by Decca.
The piano composition, "Beauty and Grace," plus an untitled composition for symphonic band, are two of Rozsa's works now being promoted. Mantovani's "Serenata publication for piano and for school orchestra.
A new series of compositions by Alter will be printed as individual piano works. Tiomkin will be represented in the Big 3's new publications by major band, orchestral and choral arrangements based on Iohnny Green, is also on the list of publications for symphonic orches-

Cap Records
Ups T. Morgan, William Mikels
HOLLYWOOD-Capitol Rea ords last week named Tom Morgan, branch sales manager of the firm's Boston branch, to the post of branch sales manager, District 2, with the move effective January 1 , 1957.
Morg

Morgan, who will headquarter in Cleveland in his new position, re-
places Max Callison, named to the newly created position of national sales manager of Capitol Records Distributing Corporation recently. CRDC Vice-President Mike Maitland also disclosed the promo-
tion of William Mikels, branch sales manager of the firm's St. Louis branch, to district sales manager of District 6 with headquarters in Dallas.
On another front conductor

The performances of which portions were "borrowed" "by Luniverse include Domino's "Ain't That a Shame," "Poor Me," and "I'm in Love Again," all big hits on Imperial; Chuck Berry's "Maybelline, ${ }_{2}$ a Chess hit, and Smiley Lewis' ${ }_{1}$ Hear You Knockin'," also a hit on Imperial. Actually these were just five of the 37 excerpts used on the wo platters.
While most of the publishers of unes involved were content to abide by a settlement made with Luniverse by publishers' agent Harry Fox, two weeks ago the reccompany was challenged by lishing affiliate) and by Arc Music (the Chess-Checker pubbery.) (The illboard, October 20.) The latter outfits asked for treble the statuRegarding the disposition of the request for the temporary injunc-
(Continued on page 20)

## D. C. BOUNCES ROCK 'N' ROLL

WASHINGTON-Rock ' $n$ '
roll has rocked itself out of roll has rocked itself out of Armory here. Members of the D. C. Armory Board last week (25) decided to ban the big $(25)$ decided to ban the big
beat from the premises because of some skirmishes because of some skirmishes be-
tween r.\&b. fans and the law, tween r.\&b. fans and the law,
after March and July performafter M
ances.
Board Chairman George F. Shea said the main trouble did not occur during the actual concert. The chief objection was to the delayed reaction which exploded outside the Armory after the "seated deal." The board tallied the number of broken heads and windshields and other forms of exuberance, and decided that rock ' $n$ ' roll is "not in the interests of the District of Columbia."

## Marks Has <br> 'Rudolph' Bow To New Ballad

## NEW YORK -- If things go

 not lead Johnny Marks' sleigh this year. The cleffer-publisher, whose "Rudolph the Red-Nose Reindeer" reportedly has sold $25,000,000$ records in eight years, this year intends to relegate Rudolph to a minor role, despite the fact that the tune's disk list will be expanded this seg by at least 10 new versions, including a rockroll cutting by the Cadillacs.
Big push for Marks St. Nicholas Music firm will be on his new Christmas Day," recorded for Decea by Bing Crosby. To handle this and several other name-talent cuttings of other Marks material, the publisher will put on a special the publisher will put on a special
staff of 10 people. St. Nicholas rarely maintains a professional staff in the off-season. Pluggers already hired are Sam Wigler, long-time staffer with Mellin Music; Tommy Tempesta, who exited E. B. Marks
last week; Sol Wagner, formerly with Mellin in Chicago; Joe Chicago and California, and Milt Stein in Hollywood. St. Nicholas Stein in Hollywood. St. Nicholas
also has retained the Marvin Drager public relations office, and Jim McCarthy for record promo-
tion. He plans to put on several tion. He plans to put on several
additional record pluggers in various parts of the country
In addition to the above plugs, marks will have a new Christmas (Continued on page 22)

## SPA Wants

## New Contract

 Date Put OffNEW YORK--"Any new con number of new developments which are taking place in the mu sic industry." So says Abel Baer, Songwriters Protective Association prexy, in recommending that conbe postponed for one year. The be postponed for one year. The pires December 31 of this year. Baer averred, "Are still in their early stages, and any attempt to cover them by contract may be premature." According to Baer, would be beneficial to all parties if the present agreements were continued without change till the
end of 1957 , pending a closer study of the new developments which may have potential effect on SPA publisher agreements.

Mason's Rack Service Gross To Hit \$1 Mil.
HOLLYWOOD - Rack jobbe Eddie Mason, Record Rack Service, Inc., will gross a volume of $\$ 1,000,000$ this year, with future growth of his operation indicating an even higher volume for 1957.
Mason currently operates approximately 400 racks in super thruout the Southern California area, with present plans calling for California market. Mason averred that no definite plans have been Francisco or Oakland, Calif., and that the firm would continue to concentrate its activity here. The company recently supple-
mented its existing warehouse famented its existing warehouse fa-
cilities with the lease of an addicilities with the lease of an addi-
tional 3,500 square feet at another location. Two heat sealing ma-
chines, designed to pre-package all chines, designed to pre-package all
LP merchandise in polyethylene sleeves, are to be installed at the new site as part of the firm's program to guarantee consumers fac-tory-fresh merchandise.
The largest of the rack iobbers operating in Southern Califormia, Record Rack Service currently operates a fleet of trucks to service its accounts. Firm recently added of clients. A co-operative adver tising campaign to highlight rec ords as gift items during the upcoming Christmas season is exately after Thankgiving, with radio and newspaper advertising to be d.

## Wrangle Still A Stalemate

NEW YORK-Meeting of the ASCAP classification committee
was held last Wednesday (24) to was held last Wednesday (24) to
consider members' reaction in connection with the new formula on credits accruing to background
music, jingles cues, etc. Two dis music, jingles cues, etc. Two dis-
tinct factions crystallized, one of tinct factions crystalized, one o
them being in favor of fighting it out with dissenting members, and the other favoring a retreat from the recently announced formula allegedly favoring the larger firms. Another meeting was scheduled for Wednesday (31).
Meanwhile, the Lengsfelder group, which had attacked the new formula applying to back ground music, gained additiona
adherents.

## N. Y. STAND IN THE WORKS

NEW YORK-Elvis Presley has no definite booking at this time to appear at the Paramount Theater here, according to the singer's manager, Col. Tom Parker. The statement came in the wake of a story concerning plans for Presley's immediate future, which appeared last week in The Billboard. A New York engagement is definitely in the works, however, Parker
indicated, tho the locale has indicated, tho
yet to be set.

## Jazz Field Jams for Adlai

NEW YORK-While most of the pollsters have been predicting an Eisenhower majority in the forthcoming elections, the jazz
field appears to be overwhelmfield appears to be overwhel
ingly in the Democratic camp.
At least, that's the impression gathered at a series of open houses held for the benefit of candidate Stevenson at the big vacant auto
showroom at Broadway and 54th showroom at Broadway and 54th
Street every Friday and Saturday Street every Friday and Saturday
night until election day. The festivities have been scheduled to run until 4 a.m., but actually the jam sessions have run on into the Geavn, attracting such partisans Charlie Mingus Man, Tony Scott, Charlie Mingus, Helen Merrill, Jeri Southern, Dick Katz, Oscar Pettiford, Freddy Redd, Zoot Sims, Bob Brookmeyer, Larry Richey and many more.

- Other non-jazz performers who have lent their talents include John Henry Falke, Orson Beane, Emerson, Milton Kamen, Isobel Emerson, Milton Kamen,
Robbins, Al Kapp, Kay Medford, Keefe Brasselle, Sammy Davis Jr., Dick Adler and cast members from "Pajama Game," "Damn Yankees" and "Most Happy Fella"
Over $\$ 2,500$ was raised at the
first brace of open houses.


## Welk Wind-Up Of ET Series

## CHICAGO - Standard Radio

 Transcription Services has completed production on its "Lawrence Welk Library Package." The library comprises over 200 musica selections, voice tracks, themes and program formats.Milton Blink, Standard's president, left for Hollywood last week to start production on two new J. P. Seeburg Corporation.

## 'Don't Be Cruel' Is Cruelty to Pubber Davis-500G Worth

NEW YORK-Otis Blackwell, |Elvis Presley Music. (Former is an cleffer-warbler who penned "Don't affiliate of Sheldon Music, and Be Cruel," "You're the Apple of latter of Hill \& Range.) Davis is My Eyen and several other current claiming that Blackwell also wrote rock and roll favorites, last week was one of several parties socked with a $\$ 500,000$ suit by publisher
Joe Co-defend
Co-defendants with Blackwell charged with inducing Blackwel to break his writer-artist management contract with Davis, or of duplicity, were Shalimar Music, Elvis Presley Musio and RCA Victor. The suit was filed in New York Supreme Court.
According to Davis, Blackwell was and is under contract to him, said contract having run for almost six consecutive years, and still having at least six months to run. However, said Davis, Blackwell proceeded to give his tunes to others, thus violating the pact. He
did this Davis maintained, with did this Davis maintained, with
the encouragement of these other the encouragement of these other
parties, all of whom he charged were fully aware of Blackwell's obligations. Most significant of the tunes were the above mentioned smashes, cut by Elvis Presley for Victor, and published jointly by Shalimar Music and by

## Victor to Host <br> Rack Jobbers

NEW YORK--The importance of rack jobbers in the over-all record industry picture will get another nod November 15 and 16 ,
when RCA Victor will play host when RCA Victor will play host
to about 50 major rack operators to about 50 ma
at Indianapolis.

The conclave, organized by rwin Tarr, head of Victor's rackjobbing and syndicate sales depart on the first night, and an all-day
on ill on the first night, and an all-day
tour and seminar in the Victor plant the second day. Victor's top brass, including Vice-President and General Manager Larry Kanaga;
Vice-President Howard Letts and Vice-President Howard Letts and
Operations Manager Jim Davis, will join Tarr as hosts.
According to Tarr, a number of rack men have expressed great
interest in the way disks are made. interest in the way disks are made.
Most of them, he points out, enMost of them, he points out, en-
tered the disk field because they tered the disk field because they
handled other products, including handled other products, including
cosmetics, which have similar serv cosmetics, which have similar serv-
icing requirements. Few of them have had any previous contac with the record industry.
The invites to the affair will be handed out by Victor's distributors Representatives are expected from
all parts of the country.
other songs under various pseu-
donyms. donyms.
The suit is asking for an accounting, damages and assignment of the various copyrights to Davis.
According to Levis Dreyer, one of the defense attorneys, Davis himself rendered the contract void last year by failing to abide by its vided that Davis was to pay prowell $\$ 25$ a week, and also to record minimum of 16 sides with him ach year. The defense charges that he recorded considerably less than the minimum in 1955, and also that Davis made his last payment to the oleffer around June 1 1955. In February, 1956 Black vell claims he notified Davis of hat he considered to be a brearh nd default. He claims that brearh nd default. He claims that Davis out, Blackwell's songs were not yet out, B
hits.
Warren Troob is attorney for Davis, while Dreyer and also Andy Fineman are representing various the defendents.
This is the second major suit to revolve around the same hit recording in the last two weeks. Last
week, it was the "Hound Dog" week, it was the "Hound Dog" side of Presley's disk, subject of a suit brought by Valjo Music against Presley Music and writers Mike Stoller and Jerry Lieber (The Billboard, October 27). "Don't Be Cruel" is the later-starting flipside. Disk already is well past the two million sales mark.

## Goody Mulling <br> L. A. Locations

HOLLYWOOD-The opening of a Sam Goody outlet in Los Angeles can be expected to become should the current look-see at the area by Goody's attorney, Abe Lowenthal, bear fruit.
Lowenthal arrived here last week to scan the current record market in Los Angeles and disclosed that no definite decision had been made. Locations in Hollywood and Beverly Hills were being looked at said Lowenthal, and discussions with parties interested in joining with Goody in an operation here with Goody in
have been held.
The dispersed trading areas in the city present a problem, said Lowenthal, that might be solved by opening a number of outlets thruout the city. Lowenthal returned to New York for further meetings with Goody late last week with a decision to operate in Los Angeles expected shortly.

## Col.'s Mathis Set in Film

HOLLYWOOD - Columbia Records' pactee Johnny Mathis was named to air two songs in the upcoming M-G-M production "Lizzie" starring Eleanor Parker last week, with the diskery slated to release recordings of the songs to tie in with the spring release of the film. Tunes are "Warm and Tender"
by Burt Bacharach and Hal David, and "It's Not for Me to Say" by Al Stillman and Robert Allen. Mathis makes his film debut in "Lizzie" and only recently joined Columbia.

## COMING NEXT WEEK

The Biggest Hit of 1956
THE BILLBOARD'S NNTH ANNUAL DISK JOCKEY ISSUE

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

## Justice Probe Continues

- Continued from page 17
sequently granting them discountvice-versa, on the theory that merdealers.

One
greements the provisos in these Legal opinion in re rack jobbing obber may holds that the rack is that these agreements are within


## I <br> LIKE CHRISTMAS (I LIKE IT-I LIXE IT)

## BARRY GORDON <br> MGM 12367

## A new song Pat Ballara 4 Great record ay a great group WHERE'IL I BE TOMORROW MIGHT?

The Salisfiers general music publishing co., ime.

$\qquad$
LOVE IS A GREAT BIG NOTHIN' DICK HAYMES
First Single Release on Capitol
Bourne, Ine.
136 w .52 d 5 t .
with no retailer thus far known to lest the agreements via court ac on.
Oddly enough, most dealers have not been quite as vociferous in their complaints against rack jobbers as they have been against price cuters. A good number of attorneys, familiar with rack jobbing pro cedure, question, however, whethe rack jobbers are in fact sub-distrib utors, and should be entitled to
receive discounts (generally 5 per receive discounts (generally 3 pe
cent) not accorded to other record dealers.

## Quantity Discounts

With respect to quantity dis counts, the question has been raised that such terms are unfair to the small dealer with limited capital, and that such terms ar supposedly in violation of the Robinson-Patman Act. Fine poin of the latter law declares that wherever the net effect of an agreement between companies has been to lessen or stifle competition, thet is basis for an anti-trust action.
There are numerous other areas of the record-music industry in
which legal issues are involved Which legal issues are involved
Present distributor contracts with Present distributor contracts with
record manufacturers, which restrict a distributor to sell within given territory, have been questioned. The consent decree under which ASCAP operates, the pendng suit by the Songwriters of America against BMI, so-called juke ox legislation and other intended changes in the copyright law, and the status of fair trade laws as they apply to the record business are a
number of situations in which the disk industry is vitally interested.
By no means are the problems grim nor is there a likelihood o any drastic measures in the wind. If anything, they represent areas of concern that comes with any in-
dustry growing as has the disk dustry growing as has the disk The Department of Justice averred hat it could not venture a predic tion as to the outcome of its in vestigation. Only if evidence of anti-trust violations are found thru
its examination, will an indictment its examination, will an indictment
be handed down or a civil action be hand
begun.

## Victor Singles

- Continued from page 17 vin, of the custorn record and
transeription division, has scheduled a trip to the Continent. Vic tor also has an artists and repertoire age
in Paris.
Acceptance of American pop and jazz artists abroad has been on the upswing since World War II, and in most instances, the biggest American hits score in several or-
eign countries to the same degree that they do here. Elvis Presley for example, is tremendous in all English-speaking countries, and his audience reportedly is increasing in such plac
and Italy.
In the last few years, America has had many hit disks cut in land, most of which were released here only after they had taken off on home soil.


## WERE : ${ }^{\text {XPAND\|N }}$

Top pay for hot shot personality D.J.'s preferably with show biz or musical b.g. Storz stations top rated in Omaha, Kansas City, Miami, New Orleans and Minneapolis. Air tape and resume to Todd Storz, Kilpatrick Building, Omaha, Neb.

## Ventura Gets <br> - Continued from page 17

abroad under Ventura's Editions Transatlantiques, have had considerable activity abroad via re cordings by such artists as Jac queline Francois, Juliette Greco Nides says that stylistically etc Niles says that stylistically an in theme the songs bear, a resem-
blance to Mill. Sagan's novels. The chick, here primarily to pro mote her novel, has had conversa-
tions with Columbia Records tions with Columbia Records
George Avakian and Nat Shapiro elative to plans for cutting the material. Niles won't submit any of the tunes until Mlle. Sagan has cleared the translations of the lyrics. All the songs were written
in collaboration with Michel in collaboration with
Magne, French composer.

## Coral Pacts Two

- Continued from page 17
to do the tune "I Leaned on a Man" in the upcoming Warner ros. film, "Buffalo Grass." Penned by Shanklin and Leonard Rosenman, latter under contract to Varner Bros., the song will be Music and Music Publishers Music and Music
Holding Corporation.
Thiele was scheduled to return to his New York desk after a week to his New York desk after a week
of recording sessions with Coast of recordie.
talent here.


## Unique Set-Up <br> - Continued from page 17

been hired to assist Bob Stern in promotion of "Jack in the Bean talk" and "Friendly Persuasion packages. Later, Gordon will wórk losely with the Lamas pubbing affiliate in plugging disk releases from the score of the Eddie Fisher ilm, "Bundle of Joy.
Meanwhile, Joe Leahy and Machat will go to the coast November 1. Leahy will cut sides with Gloria DeHaven, Piper Laurie and the Skylarks, while Machat will hold discussions with writer, ork eaders and artists. Several deals are also in the works with the
William Morris office in Holly wood, according to Machat.
Good Time Jazz

- Continued from page 17
without giving 10 -day notification, and that GTJ and Contemporary records may not be sold in combination with any other manufacturer's product as a concession, of fering or inducement at a lower price.
Agreements may be canceled by either party upon 10 days written either party upon 10 days written
notice, Koenig stated, with no term written into the contract


## RCA Meal Ticket

## Continued from page 18

cago, drew a total of $1,099,127$ pieces of mail in two weeks. Some of the entrants delivered their let ters in person to save postage. This
was the method employed by the was the method employed by the
two volume winners, teen-agers who wrote 136,600 and 127,825 letters respectively. Another prize vent for the "best" letter. Subject f the contest was "Why We Want Elvis." Winners were to be flown to New York to meet their idol ast Sunday (28)
Altho Victor denied that its cur rent Presley prosperity had any thing to do with the move, the company last week moved its closing time at the 24th Street offices up to 5 pm., thus knocking two
and a half work hours off the and a half work hours off the
official week." Companies with official week. Companies with
less hits continue to toil until $5: 30$. Quoting one of the cats in the Red Seal department: Now we have that much more time
our Elvis Presley records."

## Goody at Rizak Ct. Trial

their dealings lacked many of the records ordinarily used in buyerseller relations. At times, Rizek said, he would receive receipts for merchandise, delivered, but in
other cases, Goody would call the next day to give a count records received.
According to New Brunswick's Daily Home News, Goody admitted that he bought from Rizek because he latter had connections to get better prices-as much as 50 an 0 per cent off list as against the normal 38 per cent. He also testi fied that he had called record ompanies himself to find out hey were shipping to Rizek. "If I I wanted to know about it," de lared Goody. According to Goody Columbia representative denied hat his firm was selling large quich lead him to believersey, Rizek was getting the records out ide the State
Goody also admitted getting price from Rizek about 20 per cent etter than he could have gotten from Times Columbia (in some cases $\$ 1.75$ per 12 -inch LP), but in
answer to a query from Times Coumbia's attorney, Leo Yanoff, re garding purchases from othe sources, Goody saltily replied, " don't think it's any of your business.
In reply, Yanoff commented that he felt that Goody and Rizek were joined together in a joint enter prise - theirs was not the usua nyer-seller relationship.
In regard to the post-dated checks. Goody said they were is sued to cover purchases from Rizek in the future, not to provide the latter means of obtaining cash. He added that both Deeca Distribu ors and Times Columbia had ac epted his post-dated checks.
At another point, according to he New Brunswick paper, Goody was asked to verify invoices re eived from Colonial Electronics. He acknowledged receipt of merchandise shown on four of the inoices but denied knowledge of 12 others. Called to the stand to explain, Rizek said the invoices did not reflect actual shipments but were issued from time to time to
show aecumulated shipments to Goody. "I didn't want anyone to know the prices at which I wa selling merchandise," he said.
Following the questioning, Weelans lifted a restraining order o permit Times Columbia, Decca Distributors and K-R Services, RCA Victor distributors, to take egal action against Jabberwock, to ecover more than $\$ 100,000$ worth

## 1st 'Saucer' Suit

 - Continued from page 18ion, legal sources point out that a court may deny such a request for reasons which may have nothing to do with the central issue of a nit. Therefore, should this be de ied, it will not necessarily imply hat Luniverse had the right to reproduce portions of the disks in question.
According to attorney Warren Troob, who represents Luniverse and its owner-performers, Bill Bu hanan and Dick Goodman, they o not consider the Luniverse disks ion." Further, Troob maintains ion." Further, Troob maintains hat the diskery action has been brought at a late date, after the irst disk, "Flying Saucer," had al ready run out of gas. He questions why nothing had be
he thing died out.
It is recalled that at the time the Flying Saucer" was first issued he major record companies whose material had been used considered legal action, but then deferred pre ferring, by their own admission, to All of them "hers carry the ball Ang" of material, as they termed it.
of merchandise. Weelans also suggested that Jabberwock stockholders meet to decide if the firm In the meantime, it was learned hat since the hearing, Paul Kamel, attorney for the receiver has been served with a show cause order by Times Columbia as the initial step in its proceedings to recover the goods.
Next session of the bankruptcy hearings has been set for November 20. In the meantime, action by the Middlesex County Grand Jury count has been stalled since the detective assigned to the case has been out of town.


## BMI MUSIC PUBLISHER



## CAMPUS SALESMANSHIP

## Smart Promotion Pitches Keep Dealer in the Black

- All-night sales, disks by the inch, coffee and cognac to customers are huge album hypo.
- Sales of phonos and components at little over cost adds materially to disk market.

By REN GREVATT
CHAPEL HILL, N. C.--Smart merchandising and a keen sense for the unusual in promotion gimmicks has brought Kemp's Music Store here far beyond the point of fear and trepidation at the mention or big city discouncrs. And the flair for soll on bew has playing equipment for owner Nye Kemp.
Biggest gimmick of all, inaugurated last spring and repeated early last month, is Kemps Star light Sale. To hypo interest, Kem first closed up the store and pu phis was done for several days during which a heavy ad campaign was unleashed in the loca press. Finally on the third day the store "opened at 7 in the evening. "I had to fight my way
in the door when I opened up, said Kemp, "and the crowd was so heavy we had to let em in 10 at a time." Capacity is about 90 persons.
Up front in the store, Kemp, had number of leader disks on dis play. Everything else was on sale at 20 per cent off list. He sai many customers grabbed up
leader item, then moved back leader item, then moved back in the store gathering up a lot of other merchandise. In many cases the other albums looked so goo that the leaders were left all over
the rear of the store-with the result that few of the loss items were actually sold.
At 10 o'clock, after the sale had been on for three hours, Kemp brought out coffee and cognac for the customers to consume to their heart's content. With this inspiration they kept the store operating all night with volume purchases and at dawn, when the doors were
finally shut, 3,800 LP's had been sold.
This sale was held at the tail end of the college year and students from the University of North Carolina in Chapel Hill as well as nearby Duke University, North Carolina State and the Women's College of the University formed a large part of the stampede of buyers.
Another sale of the same caliber was held early last month as students were returning to college. The take this time was 2,600 dis sold thru an all-night session.

Disks by Inch
Kemp has also been known to conduct record sales by the inch.

## NO PIANO ROLL BLUES FOR '56

## NEW YORK - The Imperi

 Industrial Company, which makes practically all of the player piano rolls currently available, isn't sing ing the blues this year. Sales ar better than in the last 10 years, ing 500 rolls a week, and Macy's here more than doubling its piano roll sales in the last 18 months.The rolls, which retail f around 79 cents and feature every Street Rag" to "See You wwelft ligator" are particulaty Later, Al ligator, are particuarly popular in the Far West. Dealers carrying hem include Southern California Healey, Chicago; Jenkins Music, Detroit, Disi Crinell
per inch, which breaks down to an average of $\$ 3$ a record. In big is allowed to either sit on the stack or otherwise weight it down, to compress more records into the measure. One buyer bought 48 inches of disks to fill up that amount of empty shelf space in his living room.
Figuring that something spectac ular could capture his public's fancy for a jazz sale, Kemp once hired a couple of local students to carry out a red hot scheme. Several disks were fastened on the and of a pole. Disks were then mmersed in kerosene, put to the orch and the students ran down ing the flaming disks, shouting about the sale. Later, the fire department put the clamps on Kemps dea, stating it amounted to a fire hazard, but not before the customers flocked to the front of the On
On the subject of big city competition, Kemp said that more than day copies of the New York Sunmediate area each week. These carry Sam Coody's weekly messages to record buyers and Kemp thru connections in the post office ater determined that as many as 40 packages containing up to five disks eaeh, were arriving there headquarters each week
At this point, said Kemp, he stepped up the frequency of his 20 per cent-off sales. Thru this device and selling the theme that he customer can come back at chandise, Kemp feels he has licked the problem of discount competiion to his own satisfaction. As far as distributors are concerned, relative to price deals. Kemp said he gets along fine with George Noyak of Capitol and other good

## Phono Sales Healthy

Kemp does a healthy busmess in phono añd hi-fi equipment. He "Eid he sold 200 of Pilot's de luxe Encore" models last year, as well
as much merchandise as much merchandise in the component line. With the exception of the Pilot packaged set, most of
his phonos are of the table model hariety. Practically all other equipment consists of components. O dinarily, Kemp sells much in the equipment ine baresy over nis own
cost. This includes both new and cost. This includes both new and
occasionally used merchandise The reasoning is, according to the proprietor, that he makes up the $\$ 50$ worth of records ine sile of year following the buyer's purchase of his new set. In other words, by Greaking even on equipment sales, market. Occasionally, as a traffic builder device, kemp will acvertise an auc-
tion of equipment. Buyers fock in, says Kemp, and they bid gingery, with the en ouragement of a couple of "plants" he makes sure of having in the audience. says, but the soud thoned, he says, but he cowd that comes stays and buys plenty of records
and in many cases high-priced equipment units as well.
Kemp has plenty of other ideas up his sleeve to keep the traffic a sale of records by the including And to avoid the possibilty pound of those dollars floating out the door without benefit of checking
thru the cash register, Kemp has posted a sign which says: "Please leave your parcels here so we can watch them for you." He also has a very narrow passage thru which all customers have to p
ing out of the layout.

## Pacific Jazz

## Continued from page 18

which will be reactivated and made available on January 1. Since the Pacific Jazz EP stock has been non existent for the past six months firm will begin blanket pressing on these numbers immediately. Distributors will not be sen standing orders of catalog EP's,
said Bock, but will order as they are needed instead. Firm surveyed some 1,200 dealers before arriving at its decision, and is the first step in its new manufacturerdealer public relations policy aimed at building closer relations between the two.


Electro-Voice, Inc., of Buchanan Mich., has produced this 32-page Speakers and Components." This supplements a previous edition, "Guide to High-Fidelity Loudspeaker Sysavailable at 25 cents upon written request.


Two new Westinghouse radios recently put on the market. Top photo shows Model 541 T 5 clock radio, which lista
at table set retailing at $\$ 22.95$.


Emerson Radio \& Phonograph Corporation has introduced Model 849, priced of its kind on the market, scat
cording to the manufacturer. Retail price is $\$ 58$, including battery with


The Spartan division of Magnavox is marketing this new remote, high-
 three speakers in the basic cabinet, and two speakers in the remote speaker system.

## Victor to Plug Presley' Portable

CAMDEN, N. J.-Elvis Pres-lley recordings. In one case, the ley has now been tabbed to help $\begin{aligned} & \text { combiantion offer includes a four- } \\ & \text { cush phonographs as well as rec- } \\ & \text { speed portable "Victrola" (model }\end{aligned}$ push phonographs as well as rec-
ords for RCed portable "Victrola" (model
Victor. The com- $7 E P 2$ ) together with a two-pocket ords for RCA Victor. The com- 7EP2) together with a two-pocket pany has started shipments of the EP set. This deal will be adver"Elvis Presley Autographed Spe- tised at $\$ 32.95$. The second offer cial" models of its portable "Victrola" line.
Both new units will feature P:esley autographs stamped in gold on the top covers of the extra-strong, scuff-resistant, simulated blue denim cases.
The sets will be offered in spe The sets will be offered in spe-
ial combination deals with Pres-

## 'Rudolph' Bows

- Continued from page 19
cutting by Gene Autry, "hose original Columbia cutting of "RuTme is "Everyone's a Child Christmas." He also will work on "Theh older Autry yule specials as Sone" Night Before Christmas and "When Stanta Claus Gets Your Letter."
One non-Christmas song by Marks figures in the current push:
I Wouldn't Know Where to Be"I Wouldn't Know Where to Be-
gin" by Eddy Arnold, released gin" by Eddy Arnold, released
several weeks ago by RCA Victor. This year, St. Nicholas also is publishing a booklet of lyrics of Christmas songs and carols, designed for use by schools, organizations, etc.


## MUSIC AS WRITTEN

## Deejay Winners in

Davis Contest
Sammy Davis Jr., who recently conducted a disk jockey contest in
order to come up with an title and idea, has announced the winners. First prize of a portable VORL Boston to Dave Maynard, WORL, Boston, Mass. Rumner-up prizes (transistor radios) are being awarded to Charlie Bailey, WKGN, Knoxville, Tenn,, and
Owen, WMID, Atlantic City.

## New York

Bermie Prager, sales manager of the Big 3 Music Corporation, now on the road introducing Edizioni quired by his firm. .. Doc Berger quired by his firm.... Doc Berge leaving on a six-week trip to pro-
mote Al Hibbler's "I'm Free" on Decca. Berger will cover deejays across the country.

## Hollywood

Franz Waxman has completed the musical score for the Warner Bros.' Louis." . . . Jack Lyman, formerly
with ABC-TV, has joined Zephyr Record as publicity director. Nick Therry expanding his activities with the addition of two new roups, the Teensters and the Raindrops.


Sylvania Electric Products has introduced the "Buccaneer" portable radio, named for the firm's weekly TV adventure series. The set playa on AC, DC or battery current and carries a
list price of $\$ 39.95$. Other new Syllist price of \$39.95. Other new syi$\$ 29.95$ to $\$ 44.95$.


# Packaged Records Buying Guide 

## - Best Selling Pop Albums

Albums are ranked in order of their national sales strength a the retall level according to The Billboards weekly survey of top dealrn in all key markets.

1. CALYPSO-Harry Belafonte. . . . . . . . . . . . RCA Victor LPM 1248
2. THE EDDY DUCHIN STORY-Sound Track... Decca DL 8289
3. THE KING AND I-Sound Track. . . . . . . . . . . . . . . Capitol W 740
4. MY FAIR LADY-Original Cast. . . . . . . . . . . . . Columbia OL 5090
5. HIGH SOCIETY-Sound Track. . . . . . . . . . . . . . . . Capitol W 750
6. ELVIS PRESLEY $\qquad$ .RCA Victor LPM 1254
7. BELAFONTE-Harry Belafonte. . . . . . . . . RCA Victor LPM 1150
8. SONGS FOR SWINGIN' LOVERS-Frank Sinatra. .Capitol W 653
9. OKLLAHOMA!-Sound Track $\qquad$ Capitol SAO 595
10. CAROUSEL-Sound Track $\qquad$
11. SAY IT WITH MUSIC-Lawrence Welk. . . . . . . Coral CRL 57041
12. THE PLATTERS . . . . . . . . . . . . . . . . . . . . . . . . Mercury MG 20146
13. FRESHMEN FAVORITES-Four Freshmen. . . . . . . Capitol T 743
14. THE MISTY MISS CHRISTY-June Christy. . . . . . . Capitol T 725
15. THE ELGART TOUCH-Les Elgart. . . . . . . . . . Columbia CL 875

## - Pop Albums Coming Up Strong

A usting of newer pop albums showing strong trade action, compiled thru a survey of all major markets. These zlbums figure strongly as potential entries on the national best selling pop albums chart.

1. Roger Williams Plays the Wonderful
Music of the Masters. .................

Kapp KL 1040
2. Manhattan Tower . . . . . . . . Gordon Jenkins
3. Rock 'n' Roll Stage Show . . . . . . . . Bill Haley

Decca DL 8345
4. That Towering Feeling. . . . . . . . Vic Damone Columbia CL 900
5. Ella and Louis
.......Ella Fitzgerald and Louis Armstrong Verve MG V 4003
6. Swingin' for Two

Don Cherry
Columbia CL 893

## - Most Played by Jockeys

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

1. HIGH SOCIETY-Sound Track...................Capitol W 750
2. ON THE SUNNY SIDE-Four Lads.

Columbia CL 912
3. SONGS FOR SWINGIN' LOVERS-Frank Sinatra. .Capitol W 653
4. THAT TOWERING FEELING-Vic Damone..Columbia CL 900
5. sWINGIN' FOR TWO-Don Cherry. . . . . . . . . . Columbia CL 893
6. * ${ }^{4}$ LYPSO-Harry Belafonte. . . . . . . . . . . . RCA Victor LPM 1248 ELGART TOUCH-Les Elgart. . . . . . . . . . Columbia CL 875 4)Y-Pat Boone. . . . . . . . . . . . . . . . . . . . . . . . . . Dot DLP 3030 MOOD-P. Weston. UUCHIN STORY-Sound Track......... Decca DL 8289

## - Review Spotight on . . .

## Christmas Allums

MERRY CHRISTMAS (1-12") - Lawrence Well and His Champagne Music. Coral CRL 57093 Few recent Welk packages have missed being big sellers and even with a more limited selling period this should do every bit as well as others. It's lasting catalog possibilities, of course, are obvious. It's all newly disked material with Welk's well-known TV personalities in vocal spots. Material includes such favorites, as "White Christmas," "Santa Claus Is Comin' to Town" and "Winter Wonderland."

PIKE JONES PRESENTS A XMAS SPECTACULAR (1-12")-Verve MG V 2021
In this Christmas package, the City Slickers, the City Slicker Juniors, the Jud Conlon Singers and considerable other talent team up on Yuletide material of some three dozen items that cover traditional carols, pop holiday standards, and a bit of clowning. Since this set, however, is dedicated to the whole family, there is much less of the last than might be expected. It should prove a good item for holiday trade. However, unimaginatively designed cover may be a drawback.

BEETHOVEN: VIOLIN CONCERTO IN D (1-12")-Jascha Heifetz, Violin; Boston Symphony Orchestra; Charles Munch, Cond, RCA Victor LM 1992
This LP was shipped in September to RCA Victor's "Save-On-Records" customers and has proved to be the most heavily subscribed offer to date. For many years, the Heifetz-Toscanini version of the Beethoven Concerto (still available in the collector's series, LCT 1010) was the preferred reading ( 193,000 sold), and it is only right that Heifetz, still the unsurpassed master, should re-record it under the best current sound conditions. It is a great performance and will be a heavy traffic item for a long time to come.

WEDNESDAY'S CHILD: PATTY McGOVERN SINGS THOMAS TALBERT ARRANGEMENTS ( $1-12$ )-Atiantic 1245
This one could be a sleeper. Thrush McGovern, one-time lead of the Honeydreamers, sounds like one of the day's better vocalists, with appeal to both "cool" and pop cults. Her backings, by Talbert with various groups of woodwinds and jazz men, are highly original, provocative and always listenable. Likewise, the repertory is fresh, including several off-beat ballads written by Talbert and Miss McG. herself. Trumpeter Joe Wilder has several spots to sport his gorgeous tone. Striking cover.

## Album Covers of the Week



CARNIVAL IN RIO, Liberty LRP 3020 This outstanding cover is a reproduction of a painting by John Morris, a painter of numerous outstanding canvases depicting life under the "Big Top." The clown, his balloons, his trained dog and bird will add a gay, colorful touch to any display. Background details work in beautifully with the theme of the painting.

## - Reviews and Ratings of New Albums



with RCA Victor's you never lose a single record sale!

It'll pay you to feature RCA Victor's Gold Standard Series! Briefly, the Gold Standard Series consists of single tunes played by specific artists or orchestras-that are consistently in demand year-in, year-out. Many of these are the performances that made either the tune or the artist famous. The series covers the entire range of customer-requests on 45 's and 78 's.

Don't lose a single sale! Today, right now, call your RCA Victor Record Distributor and order a basic stock of these steady sellers. Display them in your window and in a special "browser box" on your counter for additional impulse sales. Your Gold Standard Series Catalog has a
complete listing of all the best-selling standards. Get yours now. The all-time greats in music are in this series:

Perry Como, Benny Goodman, Glenn Miller, Tommy Dorsey, Artie Shaw, Louis Armstrong, Charlie Spivak, Charlie Barnet, Xavier Cugat, Paul LaValle, Bunny Berigan, Duke Ellington, Lionel Hampton, George Gershwin, Spike Jonés, Harry Belafonte, "Fats" Waller, Eddie Fisher, Coleman Hawkins, Enrico Caruso, Mario Lanza, Jose Iturbi, Robert Merrill.

The Billboard's Monthly Recap of
best seling classical and JAZZ PACKAGED RECORDS

## - Classical Albums (Over-all) <br> Abums are ranked in order of their national ulen atrength at the retall level as determined by surveys of top dealers lis all key markets this

1. BRAFMS: Symphony No. 1-New. York Philharmonic (Walter)........... Columbia ML 5124
2. TCHAIKOVSKY: 1812 Overture; Capriccio Italien-

Minneapolis Symphony (Dorati). $\qquad$ . Mercury MG 50054
3. PUCCINI: La Boheme-

De Los Angeles, Bjoerling, RCA Victor Orchestra (Beecham) . . . . . . . . . . . . RCA Victor LM 6042
4. PUCCINI: Madame Butterfly Suite-Andre Kostelanetz Orchestra. . . . . . . . . . Columbia CL 869
5. TCHAIKOVSKY: Piano Concerto No. 1-

Gilels, Chicago Symphony (Reiner) . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . RCA Victor LM 1969
6. OFFENBACH: Gaite Parisienne; Meyerbeer: Les Patineurs-

Boston Pops Orchestra (Fiedler). $\qquad$ . .RCA Victor LM 1817
7. OFFENBACH: Gaite Parisienne (Complete)-

Philadelphia Orchestra (Ormandy). . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . Columbia KL 5069
8. MENDELSSOHN: Violin Concerto; Mozart: Violin Concerto No. 4-

Oistrakh, Philadelphia Orchestra (Ormandy).
.Columbia ML 5085
9. RACHMANINOFF: Piano Concerto No. 2-

Istomin, Philadelphia Orchestra (Ormandy) . . . . . . . . . . . . . . . . . . . . . . . . . . Columbia ML 5103
10. OFFENBACH IN AMERICA-Boston Pops Orchestra (Fiedler).
. .RCA Victor LM 1990
11. GROFE: Grand Canyon Suite; COPLAND: El Salon Mexico-

Boston Pops Orchestra (Fiedler).
.......
12. RIMSKY-KORSAKOFF: Scheherazade-

Pittsburgh Symphony (Steinberg).
Capitol P 8305
13. MARIA CALLAS PORTRAYS PUCCINI HEROINES. Angel 35195
14. LALO: Symphonie Espagnole; BRUCH: Violin Concerto-

Stern, Philadelphia Orchestra (Ormandy) . . . . . . . . . . . . . . . . . . . . . . . . . . . . Columbia ML 5097
15. TCHAIKOVSKY: Swan rake, Acts 2 and 3-

NBC Symphony (Stokowski).
..RCA Victor LM 1894
16. RAVEL: Bolero; RIMSKY-KORSAKOFF: Capriccio Espagnol-

Detroit Symphony (Paray).
.. Mercury MG 50020
17. RESPIGHI: Pines of Rome, Fountains of Rome-

NBC Symphony (Toscanini).
.RCA Victor LM 1778
18. BEETHOVEN: Piano Concerto No. 5 ("Emperor")-

Casadesus, New York Philharmonic (Mitropoulos). . . . . . . . . . . . . . . . . . . . . . Columbia ML 5100 19. THE VIRTUOSO ORCHESTRA-Boston Symphony (Munch). . . . . . . . . . . RCA Victor LM 1984 20. DEBUSSY: La Mer; Images; Afternoon of a Faun-

Detroit Symphony (Paray) . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . Mercury MG 50101

- Pop


## Instrumentals

1. THE EDDY DUCHIN

STORY-Sound Track. .............Decca DL 8289
2. SAY IT WITH MUSICLawrence Welk.
3. the elgart touchLes Elgart.Columbia CL 875
4. ROGER WILLIAMS PLAYS THE MUSIC OF THE MASTERS.......Kapp KL 1040
5. MOMENTS TO REMEM-BER-Lawrence Welk. BER-Lawrence Welk...............al CRL 57068
6. SOLO MOOD-Paul Weston ...........Columbia CL 879
7. NIGHT WINDS-Jackie Gleason ......Capitol W 717
8. DREAM DANCING - Ray Anthony.....Capitol W 723
9. MY FAIR LADY - Percy Faith......Columbia CL 895
t0. MUSIC FOR LOVERS ONLY; MUSIC TO MAKE YOU MISTY-Jackie Gleason
..............Capitol W 475

## - Concertos

1. TCHAIKOVSKY: Piano Concerto No. 1-Gilels. ........RCA Victor LM 1969 2. MENDELSSOHN: Violin Concerto; MOZART: Violin Concerto No. 4-Oistrakh....
2. RACHMANINOFF: PIANO CONCERTO NO. 2 -Istomin .........Columbia ML 5103
3. LALO: Symphonie Espagnole; BRUCH: Violin Concerto - Stern.
4. ........Columbia ML $\mathbf{5 0 9} 7$ beethoven: Piano Concerto No. 5-Casadesus. $10 \ddot{0}$
5. RACHMANINOFF, GRIEG AND LISZT: Piano Concerti AND LISZ
Rubinstein

RCA Victor LM 6039
7. RACHMANINOFF: Piano Concerto No. 2-Pennario ..............Capitol P 8302
8. BEETHOVEN: Violin Concerto - Milstein.
....................itol $\dddot{\text { P } 83 i 3}$
9. BEETHOVEN: Violin Con-certo-Oistrakh.Angel 35162
10. BRAHMS: Violin ConcertoMilstein....Capitol P. 8271

## - Jazz

1. ELLA FITZGERALD SINGS THE COLE PORTER SONG BOOK. Verve MGV 4001, 2
2. AMBASSADOR SATCH Louis Armstrong. ${ }^{\circ}$..........
3. CUBAN FIRE-Stan Kenton ©...........Capitol T 731
STAN KENTON IN HI-FI
4. Jay and kai plus SIXJay Jay Johnson, Kai Winding .......... Columbia CL 892
5. KRUPA AND RICH-Gene Krupa, Buddy Rich.
6. CLIFFORD BROWN AND MAX ROACH AT BASIN STREET..... Emarcy 36070
7. CONCERT BY THE SEAErroll Garner....................... $\ddot{8} 3$
8. FONTESSA - Modern Jazz Quartet .......Atlantic 1231
9. VELVET CARPET-George Shearing. .... Capitol W 720

- Reviews and Ratings of New Popular Albums


## - Continued from page 24

versatility in this smartly produced
package, with three different orks-
Neal Hefti, sid Bass and George Siravo. Selections-all in the notalalyic vein-range from "'Tiptoe Thru the Tulipon" to "These Foolish Things Remind Me of You ." Apopaling
cover photo of thrush with hear wion cover photo of thrush with mer two
wistful-eyed long-haired daschshunds wakes package a fine display item.

JACK AND THE BEANSTALK
Various Unique Artists (1-12")
Unique LP 111
Unique LP 111
Next month's unveiling of NBC-TV's
Producers' "Jack and the Bease spectacular, nish a hefty springboard, for launching this package of complete tune from the telecast. Some of the numbers are already cut as singles, but the set of Helen Deutsch-Jerry Living particularly from buyers with young sters who get to see the show. Dealer should watch it accordingly and ocks will find new bands here that will bid for sping.

## CENSORED

Jubilee Wright (1-12")
Jubilece 1028
Broadway
Broadway musical comedy star Martha
Wright
wright thrushes with expressive wroup of great Broadway show tunes, featuring the original lyric phrases air wont "Le.g,'s Do It," "Den of
Iniquity," "Love for Sale," "I Want Iniquity," etc. The same, tunes have een cut in the past, but provocativ on cover) should give this package
xra sales impact.
FRIENDLY PERESUASION
Sound Track (1-12
Unique LP 110
Sound track from the forthcoming Gary Cooper movie features the mov ing background music of Dimitr sings the title tune in the pleture, it is only heard instrumentaly in this package. The picture is expected to have shange of pace for jocks.

WALTZ AND BALLET
Reginald Foort, Organ $\left(1-12^{\prime}\right)$
Cook 1058
Britisher Foort plays the massive Wurlitzer organ of Richmond's
Mosque Mosque Theater in this delightuol
selection of light classical material. The instrument has vast sound capathem on a disk well-suited to bring out the best in a hi-fi set. Included
are Luigini's "Ballet Egyptienne", the are Luigini's "Ballet Egyptienne," the
"Copelia Suite," by Delibes, Tchai"Copelia Suite," by Delibes, TchaiStrauss' "Rosenkavalier Waltres" and the "Tales From the Vienna Woods, by Johann Strauss.

## THE TOWERING HILLTOPPERS

 (1-12")Dot DLP
3029

The Hilltoppers, with lead singer Jimmy Sacca, do 11 standards and one original in this package, which is
recorded with a bright sound. "I Can't Give You Anything But Love,"
"With Every Breath I Take," "Into Each Life Some Rain Must Fall," etc. The performances are of th
swinging, happy kind, with danceable swinging,
backings.
Carnival in rio
CARNIVAL IN RIO.
Leo Arnaud Ork (1-1
Liberty LRP 3020
A striking clown cover by well-known arris, of circus subjects, John Morris, should be a big sales-plus fo his pleasant package of Latin-styled
mood music. Arnaud, onetime conductor of the Rio and San Paulo Symphony Orchestras, raises his ma-
terial above the usual hip-swinging erial above the usual hip-swinging
evel, and the LP has a generally level, and the LP has a generally happy and a.
time in Rio.
ND THEN 1 WROTE
J. Fred Coots $\left(1-12^{\prime \prime}\right)$
Coral CRI 57084

ND THEN 1 WROTE
Harold Rome ( $1-12^{\prime \prime}$ )
Coral CRL 57082
AND THEN 1 WROTE
Bob Merrill (1-12")
Coral CRL 57081
These are the first three albums of the label's "Composer Series," which figures to number close to 10 before the year's end. In these diskings
composers are spotighted informally t piano, talking about their songs, how they came to write them, etc. in much the style adopted in Steve pop writers. Each man generates special charm as he talks fondly of his own works. For the student Tin Pan Alley, especially on a nostal-
gic kick, these are easily digestible doses of show business. An interesting idea that should certainly find a
measure of retail favor.

TWO IN A GONDOLA.
Dino Oifierri Ork (1-12.)
A handsome photo of St. Mark's adorns the cover of this package of Venetianstyled listening music. The
tite sets the pattern and titte sets the pattern and a full
atringed ork, heavy with the melodic counds of fiddle and mandolins, wafti listeners thru the byways of the canals. "One of the most attractive
of the "Capitol of the World" series this airing of "Neapolitan Nights, "O Sole Mio," "Ciribibitibin," etc., hat race and charm and much lister

23 SKIDDOO IN HI-FI
Albert White Ork (1-12
an Francisco M 33003
Aibert White, who put the muste
of the 1890's on wax in "Father' of the 1890 "s on wax in "Father's
Moustache," bas done a similarly outstanding job for the flapper era.
The fabulous 1920's, with its typical The fabulous 1920's, with its typical
music "The Charieston," "Collegi-
ate," "Black Bottom". etc.- is preate," "Black Bottom," etc. - is pre-
served in these grooves. What if captured here is an era-and in hi-fi
yetl Obviously, a package which can provide interesting programming for procks.
The Carless torch
Dorothy Carless ( $1-12^{\prime \prime}$ )
HiFi R 403
Husky voiced British canary sings
with intimate prasing with intimate phrasing, considerable a group of time-tested torchers-"It", Too Late Now," "My OId Flame," etc. Good, suitably unobtrusive back
ing by the Barney Kessel Trio. Warm wax for romantic jockey segs.

## 'Saucer' Boys

Set New Label
NEW YORK - Bill Buchanan and Diek Goodman, youthful artirts and owners of the Luniverse label, this week organized the Eldorado firm, which is expected to be the principal outlet of their future pop and rock and roll releases. The first Eldorado record to be released is "To Johnny B. From Joanie D." by Joanie Dunn, 14 -year-old thrush pacted to the label. Also signed to Eldorado is Johnny Parker, formerly on Coral. Parker will record both pop and folk material. Releases of albums are also projected, with the first LP due within a month.
Bill Buchanan emphasized that the Luniverse label would continue and that he and Goodman would make releases on that label as artist:. The Eldorado line is being offered to current Luniverse distributors.
 More dealers and
distributors vote distributors vote for Recoton's complete line of carded accessories because they know Recoton is best!
Easy- to-stock, easy. to. sell Recoton phonee-
dies - cutting styli -45 RPM insertswipe away clothsdiscs - tape - reean BIG BUSINESS for you. Stick with the winner - Recoton - world famous for quality!
RECOTON CORPORATION tong island City 4, N. Y

## WE WENT WILD AT NeYPORT RECOODNCG THE BIG EVENT IN JAZZ!



Wait 'til America's jazz fans get a load of these. Just look at the names ... Brubeck, Clayton, Ellington, Condon, Armstrong, Jay \& Kai! You can't miss! Sell 'em as singlessell 'em four at a time. Be sure you're in on the biggestevent ever in jazz record history!

## - Reviews and Ratings of New Classical Albums

## - Continued from page 24 <br> this German-made grooving can spark taterest, particularly among young collecDRUCKNER: SYMPHONY NO. 9 IN D MINOR (ORIGINAL VERSION); NOR FOR PIANO, CHORUS AND ORCHESTRA (2-12"-Symphony Or- chestra of the Bavarian Radio; Eugen chestra of the Bavarian Radio; Eugen Jochum, CCond; Andor Foldes, Piano; BIAS Chamber Choir and Berlin Motet MIAS Chamber Choir and Berilin Motet Choiry Bertin Philharmonic Orchestra; Fritz Lehmann, Cond. Decea DX 139. Fritz Lehmann, Cond. Decea DX $139 ., 4$ Jochum's reputation as a Bruckner specialist quins additional luster from this distinguished reading of the "Ninth." <br> forSURE profits



## Record Dealers Disk Jockeys!

- AARDELL TO ZORA!! Horoscopes? Nol Record Labels? Yes!
Did you ever wonder who makes inquire about? Where's the company located? Whe distributes

The answers are all in the latest issue-just off the press

MUSC-PECORD
PROGRAMMIIG and BUYIIGG GUIDE

There ore 1,467 different record labels listed in this Guide. Labels are listed complete addresses. In addition, with 100-poge booklet also contains a directory of record distributors, arranged by state and city, and tells you word
For record programming lideas for disk for whdor dor
for window display ldeas for dealers The top song hits by yoor for every,
yeor tince 1poo. The too recerd hits. by ortiat ond lobel, for the past
yeort. Oider your copy nowl

 ".m-
$\qquad$
$\qquad$ experience, and Rehfoss gives thriling
realism to the role. Some lesser known
Salumert sones Schubert songs occupy the second side.
"Totengraebers Heimweh," "Auf der Donau," "Der yuernende Barde," etc.
Will appeal to a fair number of discerning collectors.
FRISKIN PLAYS BACH GOLDBERG VARIATIONS (1-12")-James Friskin, Singo. Varly illuminating performan. Singularly ulluminating performances
and explanatory notes by the esteemed
teacher and Bach specialist, Frikkin, make teacher and Bach specialist, Friskin, make
this set a prize for piano students and this set \& prize for plano studenis and
connoisseurs. The Landowka harpsichord
treatment will always grab the lion's treatment wils awne this is the preferred
share of sales, but
piano version. For the specialty shops. BRABMS: COMPLETE OUARTETS -Vletor Alier, Plano; Members of the Hollywood String Quartet. Capltol
PCR 8346 . ances, these readings of Brahms' three "Piano Quartes" get the nod over most
of the compeition of the competition. As a de luxe, "com-
plete" set, it makes an excellent boliday plete. set, it makes an excellent boliday
gift item for the connoisseur. Shops with
such special clientele shoould do well with this.
BOCCHERINI: TRIO IN G MINOR
OP 9, NO. $5 ;$ TRIO IN G MAJOR OP. 38 , NO. 2; QUARTET IN A MA JOR, OP. 39, NO. 8; LA TIRANNA.
OP. 44 , NO. $4\left(1-12^{\prime \prime}\right.$-The Carmirelli
 disks, and all are worthy additions ot the chamber music repertory. The tratian
chamber musicians play them beautifully chamber musicians pray unem beautifuly
and established these in a class with much of Mozart and Haydn. Wherever
chamber music is sold, this should sell cadily.

JANACEM: STRING OUARTET NO.
MOZART: STRING OUARTET MOZART: STRING OUARTET NO.
14 IN G MAJOR (K. 387) (1-12")-The Janacek's Quartet No. 2 was his last composition, and has come one the unarguably great mas-
garded music field. it is played here by fonr music neid. it planacek, and their efforts are distinguished. The Czech instrumen
talists show the same vitality, if not talists show the same vitality, if not
quite the same stylistic success in the Mozart work.
ROSSINI: SONATAS NO. 1, 2, 3 AND FOR STRINGS
greb. Vancuard VRS
(1-1"
gs8
These products of the operatic com-
poser's 16 th year are light, silvery piect poser's 16 th year are light, silvery pieces
with roots in Mozart and with evidence of the soaring vocal lines that eventually were to emerge. Double-bass is featured in many spots. Set is 2 curio, but an
ingratiating one, beautifully played and ingratiating one, beautifully piayed and
well-recorded. Appeal is special, but class shops can move this.
VAUGHN WILLIAMS: ON WENLOCK EDGE; FAMOUS 1.OVE SONGS
(1-12")-George Maran, Tenor; Ivor Newton, Piano;
London LL 140
Package
one side devoted to six songs from Housmans' "Shropshire
Lad." and the other comprising love sone Lad," and the other comprising love xongs
of Schubert, Beethoven, Brahms, Grieg of Schubert, Beethoven, Brahms, Grieg
and others. Tenor Maran projects them all with taste and sensitivity, and excel-
lent assistance from the London String lent assistance from the London string
Ouartet and Ivor Newton at the piano.
Appeal here. however. is tikely to be Appeal here. ho
airty specialized.

## Mills Imports

## 2 Brit. Tunes

NEW YORK-Two importan British instrumentals, "Toy Shop Rag," by Jan Ruik, and "Startime, by Eric Rogers, are being made available to the United States thru agreement recently concluded by Jack Mills and Francis, Day and Hunter, Ltd., of London.

## - Reviews and Ratings of New Jazz Albums

- Continued from page 24


## LP for modernists to treasure, all the more since Brown lis gone. <br> $\underset{\substack{\text { KNOW } \\\left(1-12^{2}\right)}}{\substack{ \\\hline}}$ <br> ABC-Paramount ABC 11 <br> Modern jazz styles on the varions instruments are demonstrated by 11 excellent men on as many tunes-all standards. In pianist Billy Taylor's notes, he gives an ariculate intro o the artist and style, and a quick look-around at the contemporary status of the instrument. Most of the tracks are good, and some better than that. Included are Taylor, J. Cleve. land, O. Pettiford. K. Clarke, T. Scot, A. Cohn, J. Roland, C. Rouse, land, O. Pettiford, K. Clarke, Scott, A. Cohn, J. Roland, C. Rouse M. Lowe, D. Byrd and G. Gryce'. many on loan from other labels. Creed Taylor

## HMMY RANEY

$\left(1-12^{\prime \prime}\right)$
ABC-Paramount ABC In this LP, guitarist Rancy is framed and three rmythm. The guitar-trome bone combination. is unusual and makes for some provocative sounds
The solos are well integrated and deftly laid out. Much of the success of the album derives from an unusually swinging rhythm section:
O. Johnson, drums; T. Kotick, bass;
Hank Jones and Dick Katz, sharing piano chores. The Brookmeyer orizi-
nals, "No Male for Me" and "Get Ofl als, "No Male for Me" and "Get O Fresh, vital music-making that will
ell readily to admirers of East Coast vDido
1-1
ABC-Paramount ABC
125 bongo and conga drums. Somer, of the selections have a deliberate Latin american coloring, but, on the whole he phrasing and feeling is jazz, pure
and simple. The rest of the sextet is omposed of tenor (A. Cohn). guita Joe Puma), drums (T. Sommer), bass W. Mitchell) and piano (D. Katz) paritcularly close-knit rapport an
hey get in some telling licks. The market potential for this should be fairly good
MR. BONGO
Jack Costanzo Afroo-cuban Band (1-12")
Gene Norman Presents GNP 19 A package for the faithful. Apackage for the faithful. This is and recorded. Mr. Bongo's technique on the bongo and conga drums in superb. Other notable insrrumenta-
tion is the piano of Eddie Cano The melodies feature mambes, numwinging jazz feeling. Tunes haclude "Caravan,", "La, La, La,",
May May," "Bongo Festeris,"
EAsy JAzz .......................... Ralph Sharon's All-Star Sextet (1-12")
London LL. 1488 An apt title for this American-made
set by the British pianist, even the his cohorts include such intens Teddy Charles and J. R. Montrose plus Joe Puma and Kenny Clarke Program is tasteful, light and non-
aggressively modern-keyed mainly to aggressively modern-keyed mainly to
Sharon's piano. The names will make tome sales, tho this isn't their usual groove. of the several originals,
"Man on the Couch" is an interesting trial track.

THE DUKE AND I...............
Cass Harrison Trio
( $\left.1-12^{\prime}\right)$
Cass Harrison
M-G-M E 3388
Pianis Harrison has dug deep into the Ellington catalog to find a num-
ber of lesser-known items and comes up with some minor treasures. "Preslude to a Kiss" and "Azure" are perhaps the best known of the lot;
in addition, there are "Move Over," "Yearning for Love," "Riding on the liarrison is an extremely gifted pian ist who ought to be better known.
He is technically facile, imaginative. fresh in his harmonic conception and rosiressed of one of the most rock
ribbed beats imaginable. It will be lin ear hat gets no pleasuse out

A beck: dutch treat
$\left(1-12^{2}\right)$
Epic LN 3269
this one. Pia Beck's sole, Ahe for linental, has clearly in an American
flavor as true in her piano work, which is swinging and modern. On several of the numbers three Americans accom
pany Miss Beck-M. Hinton on bass, O. Johnson on drums and B. Gal-
braith on guitar. Songs include "Just braith on guitar. Songs include "Just
a Gigooo," "Gone With the Wind,"

## NEW ORLEANS CONTRASTS:

 PAUL BARBARINAND SHARKEY BONANO
Riverside RLP 217


Company

| An inceresting eet, tho of limited sales potential. The contrast is afforded by two tradition-rooted units. one in the Negro and one in the White style, throwbacks to the old King Oliver and Original Dixicland Jazz Band manners respectively. The musicianship won't satisty the younger fans, but old-line collectors will be susceptible to the period charm. |
| :---: |
|  |

TOUCH OF MODERN
Stu Phillips Sextet (1-12
M-G-M E
Phillips
is
as a young conservatorytrained arranger - conductor - pianis
heard here in his first jazz LP. Hi classical background is not yet well blended with his weak jazz vocabu-
lary. The ensemble includes English The ensemble includes English
horn and French horn, both being horn and French horn, both being
used rather clumsily and with little
fazz feel. The other inst jazz feel. The other instruments are
vibes, bass and drums. Were the vibes, bass and drums, Were the
arrangements not so bland and obvious, there might be more pleasure in ne thing to the talented individual
thoup (not least of whom is in the group (not least of whom
pianist Phillips). WILING BLDDY ARNOLD ABC-Paramount ABC
Compecent. but undistinguished teno
sax by Arnold with a crew that fiten gets the sound of a brew that gia good, swinging arrangements,
Younger stars Gene Quill, Johnny Williams and particularly trumpeter Dick Sherman add interest, but it's
not a major entry. Excellent notes PORTRAIT ............................. 66

EHE SOUNDS OF OLD MEXIC Toni Aguilar, Rosa de Caxilla. Luis Perez Meza; Rosita Quintana (1-12")
Capitol T 10044 Capitol 'T ${ }^{10044}$ Another in Cap's. "Capitol of the
 important ass nd heleapacity to make the matehis talents us an actor. Guitar ac ompaniment is outstanting by Bar ney Kessel and Tommy Tedesco

HE ROVING BALLADEER Maral MH 20178
Singer, has ${ }^{2}$ pleasant delivery and
an obviousk flair for fork-baltad
chanting. His dozen selections have
 from Creole thru Calpyso to Eliza-
bethan in origin, in moods from plaintive to bawdy. There is plenty cuit, aliho more on the cocktail bar
than living room beam, including


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$\square$ payment anclosed $\quad \square$ bill.me
IPES AND DRUMS ...................s1 Londong LL 1484

The clansmen should dig this new competing label's Anccess last year with a aimilar album, this may well find a measure of popular demand
as well. More than 30 selections are as well. More that 30 selections ar
offered out of the storehouse of Scotitith tradition and it males for
exceiting listening. Should find exciting listening. Should find ready market among both those who
treasure the idiom as well as buyeri Who happen on the colorfut cover in a browser box and buy because it'
tomething different and unique.

HAROLD WALTERS CONDLCTS
HIS CONCERT BAND M-G-M E 3458 A smart package for any fan of
concert band sound. The dozen-and-
a-half selections have diverxity of -half selections have diverxity of and his cohorts for fine effect. Ther are old numbers on the program and tome spanking new ones, but nll qei fresh Walters treatment. Packag interest.
heroes of the bull rivg ......7 7 Spanish Air Force Military Band,
Madrid, Commander M. G. de Arriba, Cond. (1-12")
dozen eloctions from music conposed in honor of Spain's mo
dolized matadors past and present Compositions are stirring and played
with spirit by the band. Appeal of with spirit by the band. Appeal of
package will be predominently for
he old set, but many regular band

## International



QNDON

Featured For A Week On TV's "MODERN ROMANCES"


## Por Bally "PETTICOATS OF PORTUGAL" "PRENEZ GARDE" Garsar fioraminini "THE CITY OF ANGELS" b/w <br> "LISTEN, MY LOVE" <br> Thetligationtis

"I have but one HEARTM "SENTIMENTAL Journer
Pobo Amderson 82iny ho 10040 ( 10 ig$)$
"WHY DID YOU?"

$$
\begin{aligned}
& \text { "THIS HEART } \\
& \text { OF MINE" } \\
& \text { The Turks }
\end{aligned}
$$

Bolly 1017 (7.1017)

# honor roll of 

## THE NATION'S TOP TUNES For survey week ending October 24

$\operatorname{mon}_{\text {week }}$ ..... Las
Week
Week
on
chart

1. Love Me Tender ..... 33
By Elvid Prestey, Verz Watoon-Published by Evis Presley Music (BMI) best setling recordi E. Presley, Vie 20-6643.
2. Don't Be Cruel ..... 113
By Otis Blackwell-Published by Elvis Presley a Shaimar (BM1) best seling record: e. presiey, Vie 20-6604.
3. Green Door ..... 56
By Davie a Moore-Publithed by Trinity (BMM)
EEST SELING RECorD: J. Lowe, Dot 15486. ..... 68
4. Just Walking in the Rain ..... 68
By Brass a Riley-Published by Golden West M
BEST SELLING RECORD: J. Ray, Col 40729.
RECORD AVALLABLE:
5. Canadian Sunset ..... 216
By Eddio Heywood a Norman Gimbel-Published by Meridian (BM1) Cest selling record: h. Winterhaller-E. Heywood, Vic 20-6337; A. Williams medord availarle: m. Lopez, Vic 6 git.
This
week Not Chat

Well, Cooal 61701 Ridele
RECORDS AVAliAbe Tracy Twins, Reserve.
By Dogzett, Sheperd, Scott \& Butter-Published by Bilace (BM) ..... 810
EEST SELLING RECORD: B. Doggett, King 4950
By Cole Porter-Published by Buxton Hill (ASCAP) ..... Cap 3507, J. powel, Veve 2018. RECORDS AVAILABLE: K, Kallen, Dec 29999; M. Whiting, Cap 3473.
6. Whatever Will Re, Will Be (Que Sera Sera) ..... 720

7. Friendly Persuasion ..... 137
By Webster-Tiomkin-Published by Leo Feist
HEST SELLIG RECORD. P. Boone, Dot 14490 .
 
Second Ten
8. Allegheny Moon1119By Hoffman-Manning-Published by Oxford (ASCAP)
EEST SELLING RECORD: P. Page, Mercury Torfe.RECORDS AVAILABLE1 G. Martin Five, Dec 30022; B. Rezis, Vie 20-6551; LWelk-Lennon Sisters, Coral 61679.
9. Blueberry Hill
By Lewid Stock-Rose-Published by Chappeil (ASCAP)
EEST SELCNG RECORD: RECORD AVALLABLE: L. Armstrong, Decce 24752.124
10. Hound Dog1214

By 3. Leiber and M. Soller-Published by Evivis Prestey Music a Lion Music (BMI) records available: f. Bell-Beliboys, Mercury 10919; W. M. Thornon, Peacock 1612.
14. Cindy, Dh, Cindy

By Barron-Long-Published by E. B. Marks (BMI)
nest seluing records: v. Martin, Glory 247; E. Fishet, vic 20.6677.
14. My Prayer

By Boulanger a Kennedy-Published by Skidmore (ASCAP)
BEST SELLING RECORD: Platters, Mercury 70 ges 3 .
records avallable: P. Heap, Col 40757; ink Spois, Dee 29991; M. Lopez

## 16. Soft Summer Breeze

1413
By Eddie Heywood \& Judy Spencer-Published by Regent (BMI)
sest selling record: E. Heywood, Mercury 70863.
necords ayallable: r. Brown, Dec 30054; Diamonds, Mercury 70934

## 17. Singing the Blues

By Endsley-Published by Acuff-Rose (BM1)
BEST SELLING RECORDS: G. Mitchell, Col 40709; M. Robbins, Col 40769.

## 18. Fool

1612
By Naomi Ford-Published by Debra Music (BMI)
best seliing record: S. Clark, Dot 15481.
record ayallable: Gallahads, Jubilee 5252.
18. Lay Down Your Arms

By P. Roberts:L. Land.A. Gerchard-Published by Ludlow (BMI)
EEST SELLING RECORD: Chordetes, Cadence 1299.
records avallable: r. Morgan, Dec 30070; A. Sheldon, Col. 40759.
20. Jealous Lover

K Kahn-Walker-Twomey-Published by Batton Music (ASCAP)
best seling record: f. Sinatra, Cap 3552

## Third Ten

21. You'll Never, Never Know

By Miles-Rob-WMilams-Pubished by Perromality Music (BMM)
record avail.able: Platers, Mercury 70948.
22. In the Middle of the House

198
By Bob Hilliard-Published by Shapito-Bernstein (ASCAP)
RECORDS AVAILABLE: M. Betie, Coral 61691; R. Draper, Mercury 70921; V. Mon-
roc, Vic 6619.
23. After the Lights Go Down Low

2410
By Allen White \& LeRay Loveth-Published by Harvard (BMI)
RECORD AVALABLE: A. Hibblet, Dec 2992; A. Hibblet, OTisinal 1006 .
24. It Isn't Right

283
By Robert Mellin-Published by Melien Music (BM1) record available: Platers, Mercuy 7094.
24. You Don't Know Me

By C. Walker \& E. Arnold-Published by Hill \& Range (BMI)
Records available: E. Arnold, Vic 20-6502; C. McRae, Dec 25949; J. Vale, Col 40710.

[^1]26. Miracle of Love 235

By Bob Merrill-Published by Rylan (ASCAP)
records available: G. Gibson, ABC-Paramount 9739; B. Lahe \& Beans, Dec 30081, E. Rodgers, Col 40708.
26. When the White Lilaes Bloom Again 189 By Doele-Potter-Published by Harms, Inc. (ASCAP)
records avallabie: L. Holmes, M-G-M 12317; B. Vaughn, Dot 15491; L. Welk, Coral 61701; F. ZaBach, Mercury 70936; H. Zacharias, Dec 30039.
28. In the Still of the Night 28 By F. Harris-Published by Angel (BMI)
28. Let the Good Times Roll

By Leonard Lee-Published by Aladdin Music (BMI
RECORD Avallable: Shirley \& Lee, Aladdin 3325.
30. Two Different Worlals

By Wayne-Frisch-Published by Princess Muste (ASCAP)
RECORDS AVAILABLE: S. Clayton, Coral 61710; D. Haymes, Cap. 3565; D. Kallman, Dec 30036; D. Rondo, Jubilee 5256; R. Williams-J. P. Morgan, Kapp 161.

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


# Melt Budrer <br> and His Music 

## GOOD TIME EXPRESS

## NIGHT MIST

record no. 3578
DREAMY EYES
FOOLS WILL BE FOOLS
record no. 3576

## Dean Martin

## THE LOOK

GIVE ME A SIGN

THE HIPS
(Les Hancheś)
(From the Capitol Album No. 10015-"La Femme")
FROU.FROU
(From the French Motion Picture "Frou-Frou")


PRISCILLA
THE BEST YEARS OF MY LIFE record no. 3587

## Best Sellers in Stores

## For survey week ending October 24

RECORDS are raiked in order of their current national selling
 veenaly unrees of the top yolume dealers in every important market
area. When significant action is reported on both aides of area. When significant action is reported on both sides of :
record, points are combined to determine record, points are combined to determine
position on the chart. In such t.ase,


1. LOVE ME TENDER (BMI)-E. Presley 2 Any Way you Want Me (BMD)-Vic 20-6643
2. DON'T BE CRUEL (BMI)-E. Presley. 14 HOUND DOG (BMI)-Vic 20.6604
3. GREEN DOOR (BMI)-J. Lowe. ..... 3 6 (Story of The Little Man in Chinatown
(BMI)-Dot 15486
4. JUST WALKING IN THE RAIN

> (BMI)-J. Ray......................... In the Candelight (ASCAP)-Col 40729
5. HONKY TONK (Parts'I \& II) (BMI) B. Doggett.
6. BLUEBERRY HILL (ASCAP)F. Domino.................
7. CANADIAN SUNSET (BMI)H. Winterhalter.

T (BMI)
$\cdots \ldots . .$. $6 \quad 15$ This is Real (ASCAP)-Vic 20.6537
8. TRUE LOVE (ASCAP)-B. CrosbyWell, Did You Evah (ASCAP)-Cap 3507
9. TONIGHT YOU BELONG TO ME (ASCAP)-Patience \& Prudence..... 711 A Smile and a Ribbon (ASCAP)-Liberty $5 S 022$
10. FRIENDLY PERSUASION (ASCAP) P. Boone. ....................... 107 CHANS OF LOVE (BMI)-Dot 15490
11. SINGING THE BLUES (BMI) Crazy With Love (ASCAP)-.......... 4076
12. WHATEVER WILL BE, WILL BE (ASCAP)-Doris Day............. 8 is I Gota Sing Away These Blues (BMI)-
Col 40704
13. CINDY, OH, CINDY (BMI)V. Martin........................
14. IT ISN'T RIGHT (BMI)-Platters. ... 17 \& YOU'LL NEVER, NEVER KNOW (BMI)-Mercury 70948
15. TRUE LOVE (ASCAP)-J. Powell. ... I5 g Mind II I Make Love to You? (ASCAP)-
Verve 2018
16. TONIGHT YOU BELONG TO ME (ASCAP)-Lennon Sisters-
L. Welk........................ 22 6 When the White Lilacs Bloom Again (ASCAP)-
Coral 61701
Coral 6
17. MY PRAYER (ASCAP)-Platters. ..... 1217 Heaven on Earth (ASCAP)-Mercury 70893
18. CANADIAN SUNSET (BMI)A. Williams........................ 1410 Hiquh Up on a M Mountain (ASCAP)-
Cadence 1297
19. FOOL (BMI)-S. Clark $\qquad$ . 1813 Lonesome for a Letter (BMI)-Dot 15 a81
20. SOFT SUMMER BREEZE (BMI)E. Heywood. ...................
Heywood's Bounce (BMI)-Mercury 70863
21. CINDY, OH, CINDY (BMI)-E. Fisher - 1 Around the World (ASCAP)-Vic 20-6677
22. I Walk the line (BMI)-J. Cash. . - 2 Get Rhythm (BMI)-Sun 241
23. YOU DON'T KNOW ME (BMI)-
J. Vale...................
24. JEALOUS LOVER (ASCAP)-
F. Sinatra. . ......................
25. LET THE GOOD TIMES ROLL
(BMI)-Shirley \& Lee. . . . . . . . . . . . 21 3 Do You Mean to Hurt Me So? (BMI)-Aladdin 332 s

## - Most Played in Juke Boxes

For survey week ending October 24
RECORDS are ranked in order of the areatest number of plays in juke boxes thruout the country,
neekly survey of the nation's
juke box operatoras. When significant play is reported on both sides of a record, points are combined to determine position, Weeks


1. DONTT BE CRUEL (BMI)-E. Presley 13 HOUND DOG (BMI)-Vic 20-6643
2. HONKY TONK (PARTS I \& II) (BMI)-
3. GREEN DOOR (BMI)-J. Lowe. (The Story of The Little Man in Chinatomn
just walking in the rain
(BMI)-J. Ray. ................
4. CANADIAN SUNSET (BMI)H. Winterhalter-E. Heywood This is Real (ASCAP)-Vic $20-6337$
5. Whatever will be, will be (ASCAP)-Doris Day................ 415 1 Gotta Sing Away These Blaes (BMI)-Col 40704
6. TONIGHT YOU BELONG TO ME (ASCAP)-Patience \& Prudence.... A Smile and a Ribbon (ASCAP)-Liberty 55022
7. FRIENDLY PERSUASION (ASCAP)-
P. Boone. ....................... 9 CHAINS OF LOVE (BMI)-Dot 15490
8. MY PRAYER (ASCAP)-Platters. ..... 816 Heaven On Earth (ASCAP)-Mercury 7089
9. LOVE ME TENDER (BMI)E. Presley........................ 15 Any Way You Want Me (ASCAP)-Vic 20-6643
10. FOOL (BMI)-S. Clark.............. 9 11 Lonesome for a Letter (BMD)-Dot 15481
11. BLUEBERRY HILL (ASCAP)F. Domino..................
12. ALLEGHENY MOON (ASCAP)P. Page............................... ii ${ }^{\prime \prime}$ is Strangest Romance (ASCAP)-Mercury 70878
13. YOU'LL NEVER, NEVER KNOW
(BMI)-Platters .......... T ISNT RIGHT
14. SOFT SUMMER BREEZE (BMI)E. Heywood. .....................
15. CANADIAN SUNSET (BMI)-
A. Williams...................

$$
\begin{align*}
& \text { A. Upon the Mountain (ASCAP)- } \\
& \text { Highe } \\
& \text { Cadence } 1297
\end{align*}
$$

17. LAY DOWN YOUR ARMS (BMI)Chordettes ..................
18. TRUE LOVE (ASCAP)-

Bing Crosby-G. Kelly. Well, Did You Evah? (ASCAP)-Cap 3507
19. YOU DON'T KNOW ME (BMI)Enchanted (ASCAP)-Col 40710
20. TONIGHT YOU BELONG TO ME
(ASCAP)-Lennon Sisters-L. Welk... 172 When the White Liacs Bloom Again (ASCAP)-
Coral 61701 -

## - Best Selling Sheet Music

Tunes are ranked in order of their current national

## This

1. Allegheny Moon (Oxtord)

Nets
on
Chart

1. Love Me Tender (Presley)
2. Whatever will Be, will Be (Que Sera, Sera)
3. Tonight You Belong to Me (Mils).
f. Canudian Sunset, (Meridian)
4. True Love (Buxton Hill) .
5. Just Walking in the Rain (Goiden West)
6. Don't Be Cruel (Presley-Shalimar) ..
7. Honky Tonk (Billace) ...........
8. My Prayer (Shapiro-Bernstein)
9. Friendly Persuaslon (Feist) .
10. Green Door (Trinity)
11. Soft Summer Breexe (Regent)
12. Lay Down Your Arms (Ludlow)
13. Halina Theme (Maurice)

- Most Played by Jockeys

For survey week ending October 24
SIDES are ranked in order of the greatest number of playz on disk fockey tadio shows thruout the country
This survey emong the nation's disk Jockeys. Last Weeks
Week Chart

1. LOVE ME TENDER (BMI)-
E. Presley. . . . . . . ....................
Any Way You Want Me (BMI)-Vlc 20-6643
2. GREEN DOOR (BMI)-J. Lowe. . . . . 2.2 (Story of) The Little Man in Chinatown
(BM1)-Dot ${ }^{15486}$
3. DON'T BE CRUEL (BMI)-E. Presley. 13 Hound Dog (BMI)-Vic 20-6604
4. JUST WALKING IN THE RAIN
(BMI)-J. Ray. . . . . . . . . . . . . .
5. CANADIAN SUNSET (BMI)--
H. Winterhalter-E. Heywood

This is Real (ASCAP)-Vic 20-6537
6. FRIENDLY PERSUASION (ASCAP)-
P. Boone . . . . . . . . . . . . . . . . . . . . . . . 67 Chains of Love (ASCAP)-Dot 15490
7. TRUE LOVE (ASCAP)-
B. Crosby-G. Kelly. . . . . . . . . . . . . . 11 5

Well, Did You Evah? (ASCAP)-Cap 3507
8. TONIGHT YOU BELONG TO ME
(ASCAP)-Patience \& Prudence. .
A Smile and a Ribbon (ASCAP)-Liberty 35022
9. CANADIAN SUNSET (BMI)-
A. Williams........................ 9 . 12

High Upon a Mountain (ASCAP)-Cadence 1297
10. BLUEBERRY HILL (ASCAP)-
F. Domino...................
Honey Chile (8MI)-Imperial $540 n$
11. HONKY TONK (Parts I \& II) (BMI)B. Doggett. .
12. WHATEVER WILL BE, WILL BE (ASCAP)-Doris Day............... . 10 . 18 1 Gota Sing Away These Blue! (BMI)Gotas Sing
Col 40704
13. JEALOUS LOVER (ASCAP)F. Sinatra. ....................... 172

You Forget All the Words (BMI)-Cap 3552
14. CINDY, OH CINDY (BMI)-E. Fisher. 20 Around the World (ASCAP)-Vic 20-6677
15. SINGING THE BLUES (BMI)C. Mitchell.

Crazy With Love (ASCAP)-Col 40769
16. MAMA FROM THE TRAIN
(ASCAP)-P. Page. . . . . .......
Every lime-1
Mercury 70971
17. NIGHT LIGHTS (ASCAP)Nat (King) Cole. . . . . . . . . . . . . .
18. TWO DIFFERENT WORLDS (ASCAP)-D. Rondo. . . . . . . . He Made You Mine (ASCAP)-Jubilee 5256
19. TONIGHT YOU BELONG TO ME (ASCAP)-Lemnon Sisters-L. Welk. . . 165 When the White Lilacs Bloom Again (ASCAP)-
Coral 61701
20. HOUND DOG (BMI)-E. Presley..... 1314 Don't Be Cruel (BMI)-Vic 20-6604
21. AFTER THE LIGHTS GO DOWN

LOW (BMI)-A. Hibbler. . ........... 23
1 Was Telling Her About You (ASCAP)-
Decca 29982
22. ST. THERESE OF THE ROSES
(BMI)-B. Ward. . . . . . . . . . . .
Home Is Where You Hang Your Heart
(BMI)-Dec 29933
3. MY PRAYER (ASCAP)-Platters . . . . . . 1217

Heaven On Earth (ASCAP)-Mercury 70893
24. IN THE MIDDLE OF THE HOUSE (ASCAP)-R. Draper. . . . . . . . .
25. SOFT SUMMER BREEZE (BMI)E. Heywood. . . . . . . . . . . . . . . . Heywood': Bounce (BMI)-Mercury 70863


## VTE PorTHESE M-G-M



## - Territorial Best Sellers

For survey week ending Ociober 24
$\qquad$
5. Slinglug the Bhurs, G. Mitichell, Col.
6. True Love, J. Powell, Vris.
7. Don't Be Curel. E. Presley, Vic.
8. Just Walling in the Rain, J. Rav, Col
8. Just Walling in the Rain, J. Ray, Co
9. Honky Tonk, BB. Dokzelt, Kne,

## Los Angeles

1. Don't Re Cruel., E. Presily, Vie.
2. Lore Me Tender,
E. Presley, Vic,
3. Love Me
. Yonight You Belong to Me
4. Whaterer will Re, will he

Doris Day, Col
5. Hound Dos, E. Prestey, Vic.
7. Heywood-H, Winterhalier, Vic.
E.
E Prayer, Platters, Mer
7. My Prayer, Platterk, Mer.
8. Soft Summer Brecre, E. Heywood, Mer
. Soft Summer Brecze, E. Heywood, Mer
9. Honky Tonk. B. Dopgelt, Knis M. Miller, Col.

## Milwaukee <br> 1. Green Door, J. Inwe. Dot 2. Love Me Tender. E., Prestey. <br> 2. Love Me Tender, E, Prestey. Vic, <br> 3. True Love, B. Crosby-G. Keliy. Cup. 4. Just Walking in the Rain, J. Ray, Col. <br> 4. Just Walking In the Rain, J. Ray, Co 5. Honky Honk. B. Dogget1. Kng. 6. Cindy, Oh, Cindy, G. Martin, Giy. <br> Minneapolis-St. Paul <br> 1. Love Me Tender. F. Presley, Vic 3. Honky Tonk. B. Dokkett, Kng. <br> 4. Bleneberry Him, F. Domino, Imp. <br> 5. Singing the Blues, G. Mo <br> Patience \& Prodence. 1 hL . <br> 7. After the Lishts Go Down Low

8. Just Wallilog, In the Ruin
9. Lay Down Your Arma

Chordettes. Cde. of the House

## New Orleans

1. Don't Be Cruel, E. Presley, Vic.
2. Blueberry Hin, F. Domino, Imp. 2. Blueberry His, F. Domino, Imp 4. Love Me Tender, E. Presiley, Vic.
3. You Don't Know Me, J. Vale, Col. 5. You Don't Know
4. Eust Walking th the Railit. S. Ruy, Col. 8. Whatever Will Be, will ke
D. Horis Day, Col. Doezett, Kng.
5. Honky Tonk, B. Dowkett, Kng.
6. In the Still of the Niztat. Satins, Emb.

New York

1. Love Me Tender, E. Presley, Vic.
2. Don't Re Cruel. F. Prestey, Vic. 2. My Praper Cruet. F. Presley, 4. Hound Dog. E
E. Heywood-H. Winterhalier. Vic
3. Honky Tonk. B. Dogzell. Kng.
4. Jost Walling to the Raln, J. Ray, Col.
5. True Love, B. Crowhy-G. Kelly, Cap.
6. True Love, B, Croshy-G. Kelly, Cap.
7. Whatever will Be, will Be
8. Whatever wilk Be, will Be
Doris Day. Col.
9. Soft Summer Brecre. E, Heywood, Mer.

## Philadelphia

1. Don't Be Cruel, E. Prealey. Vic.
2. Just walking in the Rain, ; Ray, Col 2. Just Wulking in
3. Cunadjan sunet Winterhalier, Vi
E. Heywood-H. Wian 4. Love Me Tender. E. Prester, Vic.
4. True Love. B. Croshy-G, Kelly, Cap. 6. Whaterer Will Be, will Be 7. Tonight You Belong to We Patience de Prudence. 1. hi. 8. Horky Tonk, B. Dokyell. King.
5. Green Door, f. I owe, Dot

## Pittsburgh

1. L.ove Me Tender, E. Prevley, Vic.
2. Cindy, Oh. Cinds, V. Martin, Giy 2. Cindy, Oh, Cinds. V. Martin, G
3. Honky Tonk, B. Dopget, Knq. 4. It Isn't Right, Platters, Mer. 5. Hound Dog. E. Presley. Vic.
4. Out of Sight. Out of Mind
5. Out of Sight. Out of Mind
Five Keys, Cap.
6. Five Keys, Cap. Dill. F. Domino, Imn

St. Louis
7. Lave Me Tender. E. Previley, Vic.
8. Green Door, J. Ioue. Dot
9. Green Door, I. Loue. Dot
10. Just Walking in the Rain. 1 . Ray, Col
11. Just Walking in the Rain. 1,
12. Tonight you Belong to Me
13. Cindy. Oh. Cindence. V. Martin, Gly.
14. Don't Be Cruel, E. Previley, Vic
15. Fatthfut Hessar. T. Heath, Lo
16. Faithfut Hessar. T. Heath, Lon.
17. Friendiy Persuasion, P. Bioone, Dot
o. Sinder
18. Friendiy Persumsion, P. Boone, Dot
19. Canging the Blues, G. Mitchell, Col.
20. Canadian Sunset

## San Francisco

1. Don't Be Cruel, E. Presley, Vic,
2. Toulght You Belonk to Me
3. Canadian Sunset
E. Heywood-H. Wimerhather, Vic
Hound Dog, E. Ptel . Hound Dok, E. Preskey,
4. My Prayer. Platters, Mer
5. Whatever will Be , will Be

Doris Day, Col, Love Me Tender, E. Prelev, Vic
7. Love Me Tender. E. Prenlev,
8. Honky Touk, B. Dugeen, Kng.
9. Just Walking to the Rain, R, Ray,
9. Just Walking tit the Rain, , Ray. Col.
10. True Love, B. Croshy-G. Kelly, Cup.


## RCA'S GREAT INSTRUMENTAL TRIO

# THE <br> THREE <br> SUNS 

With a Chart Bound Release


20/47-6713


THE TOP 100
For survey week ending October 24
A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, Disk Jockey and Juke Box Operator replies to The Billboard's weekly popular record Best Seller and Most Played surveys. Its purpose is to provide Disk Jockeys with additional programming material and to give trade exposure to NEWER records just beginning o show action in the field.

Pos. Song, Aritst, Label

1. GREEN DOOR-J. Lowe. Dot
. DONT BE CRUEL-E. Presley, Victor.
. LOVE ME TENDER-E. Presiey, V. Ray, Columbia
2. CANADIAN SUNSET-E. Heywood-H. Winterhalter. Victor

3. BLUEBERRY hiliL-F. Domino, Imperial..
4. FRIENDLY PERSUASION-P. Boone, Dot...
5. WHATEVER WILL BE, WILL. BE-Doris D
6. WHATEVER WILL BE, WILL BE-DDris Day,
i1. TRUE LOVE-B Bing Crosby-G. Kelly, Capitol.
7. HOUND DOG-E, Presiey, Victor,............
8. CANADIAN SUNSET-A. Williams, Cadence.
9. MY PRAYER-Platters, Mercury .....................
10. TONIGHT YOU BELONG TO ME-Lennon Siste
11. TONIGHT YOU BELONG TO ME-Lennon Sisters-
12. SOFT SUMMER BREEZEE-E Heywood, Mercary.
13. JEALOUS LOVER-F. Sinatra, Capitol.
14. SINGING THE BLUES-G Mitchell, Columbia.
15. YOU'LL NEVER, NEVER KNOW-Platters,
16. YOU'LL NEVER, NEVER KNOW-Platters, Mercury
17. ALLEGHENY MOON-P. Page, Mercury
18. FOOL-S. Clark, Dot.
19. LAX DOWN YOUR ARMS-Chordettes, Cadence
20. YOU DONT KNOW ME-J. Vale, Columbia.
21. AFIER THE LIGHTS GO DOWN LOW-A.
22. IT ISNT RIGHT-Platters, Mercury
23. MIRACIE
24. MIRACLE OF LOVE-E. Rodgers,
25. CHANS OF LOVE-P. Boone, Dot

26. MAMA FROM THE TRAIN-P. Page, Mercury
27. BUS STOP SONG-Four Lads, Columbia......
34, IN THE STILL OF THE NIGHT-Satins, Embe
28. IN THE STILL OF THE NIGHT-Satins, Ember
29. PETIICOATS OF PORTUGAI-D. Jacobs, Coral
30. I WALK THE LINE-J. Cash, Sun
31. ST. THERESE OF THE ROSSE-B. Ward, Decca
32. EVRYDAY OF NY EIFE-McGuire Sisters, Cor
33. EV'RYDAY OF NY LIFE-McGuire Sisters, Coral
34. LEE THE GOOD TIMES ROLL-Shirley and Lee, Aladdin
35. IN THE MIDDLE OF THE HOUSE-R. Draper, Mercury
36. IN THE MIDDLE OF THE HOUSE-R. Draper, Merc
37. GARDEN OF EDEN-J. Valino, Vik.
38. IN THE MID.............
39. IN THE MIDDLE OF THE HOUSE-V. Monroe, Victor
40. OUT OF SIGHT OUT OF MIND-Five Keys, Capiol
41. NIGHT LIGHTS-Nat (King) Cole, Capitot
42. FRIENDLY PERSUASION-Four Aces, Decca
43. SEEESAW-Moonglows, Chess $\cdots$........................
44. TWO DIFFERENT WORLDS $\because \mathrm{D}$. Rondo, Jubilee
45. HOUSE WITH LOVE IN IT-Four Lads. Columbia
46. TONIGHT YOU BELONG TO ME-K. Chandier-J.
47. TONIGHT YOU BELONG TO ME-K. Chandier-J, Wakely, Decca

48. FAITHFUL HUSSAR-T. Heath, London ....
49. JAMAICA FAREWELL-H. Belafonte, Vietor
50. JAMAICA FAREWELL-H. Belafonte, Victor
51. EARTHBOUND-S. Davis JI., Decca
52. EARTHBOUND-S, Davis Jr. Decca, ..............
53. I CANT LOVE YOU ENOUGH-L. Baker, Atlintic
54. ANY WAY You want me-E. Presley, Victor
55. ENDLESS-McGuire Sisters, Coral
56. KA DING DONG-Hiltoppers, Dot
57. KA DING DONG-Hilltoppers, Dot ...
58. MOONLIGHT LOVE-P. Como, Victor
59. MOONLIGHT LOVE-P. Como, Victor
60. HAPPINESS SIREET-G. Gibbs, Mercury
61. FIRST BORN-Tennessec Emic, Capitol
62. HAPPINESN-Tennessee Ernie, Capitol ..........
63. FRET BORN-
64. PLEASE DONT LEAVE ME-Fontane Sisters, Dot
65. ITALIAN THEME-C. Stapleton, London
66. WAR AND PEACE-V.
67. WAR AND PEACE-V. Damone, Columbia
68. SADIE'S SHAWL-B. Sharples, Londo
69. PRISCILLA-E, Cooley, Roots
70. CITY OF ANGELS-Highlights,
71. CITY OF ANGELS-Highlights, Bally
72. SINGING THE BLUES-M. Robbins, Columbia
73. RIP IT UP-B. Haley, Decca
74. WHEN MY DREAMBOAT COMES HOME-F. Domino, Imperia!
75. IT HAPPENED AGAIN-S. Vaughan, Mercury
76. LAY DOWN YOUR ARMS-A. Sheldon, Columbia-Paramoun
77. THAT'S ALL. THERE is TO THAT-Nat (King) Cole, Capitol
78. I DONT CARE IF THE SUN DONT SHINE-E, Presley, Victor
79. MIRACLE OF LOVE-G. Gibson, ABC-Paramount
80. I MISS YOU SO-C. Connor Atlantic
81. RUDY'S ROCK-B. Haley, Decca
82. SOFT SUMMER BREEZE-Diamonds, Mercury
83. HAPPINESS STREET-T. Bennett, Columbia
84. TO THE ENDS OF THE EARTH-Nat (King) Cole, Capitol
85. WHEN THE WHITE LILACS BLOOM AGAIN
86. WHEN THE WHITE LHLACS BLOOM AGAIN-B, Vaughn, Dot
87. so LONG-F. Domino, Imperial
88. YOU CANT RUN AWAY FROM IT-Four Aces, Decca
89. WAYWARD WIND-G. Grant, Era
90. RIP IT UP-Litte Richard, Specialty
91. WHEN THE WHITE LILACS BLOOM AGAIN-L. Holmes, M-G-M
92. NAMELY YOU-D. Cherry, Columbia ${ }^{2}$...

93. KA DING DONG-G. Clefs, Pilgrim .......................................
94. ABC'S OF LOVE-Teen-Agers, Gee
95. I WANT YOU, I NEED YOU, I LOVE YOU-E, Presiey, Victor ...
96. GIANT-A Mooney, M-G-M, Me.........
97. NOW YOU DONG-Diamonds, Mercury
98. NOW YOU HAS JAZZ-Bing Crosby \& L. Armstrong, Capito
99. EARTHBOUND-M. Lanza, Victor

Week
$\begin{array}{ll} & \text { Week } \\ \cdots & 3 \\ \cdots & 1\end{array}$

$$
\begin{array}{r}
\because 13  \tag{16}\\
\because \quad 11 \\
\because \quad 16
\end{array}
$$

## CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.


MUSICAL AND DRAMATIC SELECTIONS RECORDED


## WANT More phofits? For as little as 25 c a week Billboard's new

## SALES BOOSTER KITS <br> will help you <br> - SELL MORE SIIGGES - SEll more albums - SELL MORE PHONOGRAPHS - SELL MORE Actessories

These terrific new merchandising kits are packed with red-hot up-to-the-minute window posters . . . wall posters . . . counter posters. . . customer give-away folders. And they're all designed to boost your music record sales.

# SAVE UP TO 50\% ON THIS SPECIAL INTRODUCTORY OFFER! 

For New Dealer-Subscribers Only
. . . here's what you'll get . . . mailed twice a month, starting now:

- HONOR ROLL OF HITS POSTER . . . $17^{\prime \prime} \times 22^{\prime \prime}$, two colors. Listing the Top 10 Tunes of the week, plus the up-and-coming favorites, based on BILLBOARD's famous weekly surveys! Terrifio for your window displays.
- BIG PLAY POP ALBUM POSTER $17^{\prime \prime} \times 22^{\prime \prime}$, two colors. The week's Top 10 best selling albums, from BILLBOARD'S nationwide surveys. Build self-selling displays around thesel
- big play classical album

POSTER . . altermating with BIG PLAY
JAZZ ALBUM POSTER. $17^{\prime \prime} \times 22^{\prime \prime}$ two colors. For counters, walls and windew displays.

- TODAY'S TOP TUNES . . . listing the tops in pops, classical, jazz, R\&B, C\&W. . singles and albums.
- POINT-OF-SALE POSTERS OF NEW

TITLES AND NEW EQUIPMENT . . spread these all over your storel Pin them up in your listening booths.

All this in every kit...for as little as 50c per kit if you order now.
These hard-working point-of-sale merchandising kits can double your profits! Sign up today for these tremendously important sales builders!

## SAVE 50\% BY MAILING THIS COUPON BEFORE NOV. 15, 1956

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MERCHANDISING DIVISION
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## THE BILLBOARD

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724
Name
Name of store
Address
Clty
$\square$ I want to save $50 \%$ of your regular price. Please send me the next 6 SALES BOOSTER KITS . . . twice a month for three months at only 50c per kit. I enclose only $\$ 3$.
$\square$ Please send me a sample kit. I enclose $\$ 1$ for one kit.


## VOX JOX

By JUNE BUNDY

GIMMIX: Bob Norris, WEIM Fitchburg, Me controversy over his "Bandstand" show by reading The Billboard's record reviews the plaving the disk in question the pling listeners if they agree with ur comments. Some don'. Hence he "controversy" Jim Ayward, WHIL Medford Mass recently ired a wo-week, Madio profile on Elvis Presley spotlighting all of Presle's disis su 12 separate pro Resley sisks on 12 separate prorams then "thene Tender thruout as theme music. The series was spotted at various Wes on A.w.rds 2-6 p.m. show. We gave out no times, says Ayl whol "Wing" "Wil" Who wid Wid Bre and, Walld. Walterboro, S. C. eatures a daily mystery tune conlest on his three-hour afternoon show, with each day's winne awarded a free banana split at a ocal drive-in.

CO-OP JOCKS: Jerry Collins, WJBC, Bloomington, III., wants to set up an agency whereby iockeys could change tapes (reporting on lisk favorites in their teri ry) with other spiners, would like to hear from, ous ite to n line WHHH W WHHH, Warren, O., is de yeloping a new show which ill spothight jocks in other sections of the country. Thre out-of-town spinners a week will be presented on the program. Dury will supply deails to those interested on request.
Bill Gregor, W'WBZ, Vineland N. J., is also in a national mood and wants to hear from jockeys with polka shows (giving time of program, etc) so that he can com pile a list of polla spinners and present it to record labels, rereby he hopes - making them mere aware of the impae! of polka plataware of the impae:

THIS 'N' THAT: Johnny Fairchild, KTMS. Santa Barbara, Calif., was recently elected "Disk Jockey of the Year" by Santa Barbara high school students. More than 2,000 kids turned out for how Fairchild emseed in honor of his new title Program manager-deciay Tom Estes, WMAG Forest Miss, notes that teen-age visitors to he studio have been asking to view photos of recording artists, and he would appre artists, and he would appre play in the WMAC studio and on the WMAG stud antly started "Litle Seg - featuring small label wax exclusively on his after wax exclusively-on his after-

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
Youngstown, $\mathbf{O}$.
Honky Tonk," Bill Doggett, King.
Bakersfield, Calif.
"Green Door," Jim Lowe, Dot Fort Worth, Tex.
"Canadian Sunset," Hugo Win
terhalter, Victor.
Atlanta
Tonight Yon Belong to Me, Lawrence Welk, Coral.

## Salt Lake City

"Just Walking in the Rain," Johnnie Ray, Columbia.
Prescott, Ariz.
"Lay" Down Your Arms," The Chordettes, Cadence.
Boston
Love Me Tender," Elvis Presley, Victor.

## YESTERYEAR'S TOPS-

 The mation's top tunes on records as reported in The sillboard
## NOVEMBER 2, 1946

1. Rumors Are Flying
2. To Each His Own
3. Five Minutes More
4. South America, Take It Away
5. Ole Buttermilk Sky
6. The Whole World Is Singing

My Song
7. You Keep Coming Back Lik a Song
8. This Is Always
9. And Then It's Heaven
0. Linger in My Arms a Little Longer, Baby

## NOVEMBER 3, 1951

1. Because of You
2. (It's No) Sin
3. Cold, Cold Heart
4. I Get Ideas
5. Down Yonder
6. World Is Waiting for the Sunrise
7. And So to Sleep Again 8. Loveliest Night of the Year 9. Undecided
8. In the Cool, Cool, Cool of
the Evening

> Tracy Garnean, who formerly deejayed over WVNI. Woonsocket, R.I., has joined WSKI. Barre. Vt. Larry Dean at WCIN, Cincinnati, Perkins, who replaced this summer, pilots three separate disk shows, including an hour-long rhythm and blues seg. . Ed Bailey has taken over the "S00 Club," formerly piloted by Joni Willis, over KVOM, Marrilton, Ark. Zeke Manners, a former top Los Angeles deejay, has joined WINS, New York, ,as monning man from 6 to 9:30 a.m. Another WINS staffer, Stan Burns, who emsees a deejayquiz show for the outlet. has acquired a new disk show from 2 to 4 a.m, daily. . . Chris Martin, WABY, Albany, N. Y., wants te contact fel. low-graduates of Manhattan's Cambridge School of Radio Broadeasting, class of ' 51 .

## Capitol Execs To Nashville

HOLLYWOOD - Capitol Reeords execs en masse will converge on execs en masse wint for the on Nashille next mor for annual country 9 -10, with convention, November $9-10$, pected to take part in the event.
Scheduled to attend the meetings re national merchandising directo Bud Fraser; Mike Maitland, direc tor of national sales; national promotion manager Dick Rising; pop records promotion manager Joe Mathews; Ken Nelson, c.\&w. producer; newly appointed national sales manager Max Callison, and district sales manager Don Com stock.

## Horace Logan Turns Booker

SHREVEPORT, La. - Horace Logan, for many years program director of KWKH here and producer of the stations Louisiana Hayride, country and western show heard each Saturday night live and over the air, tendered his resignation last Wednesday (24). Widely known in the country and western field, Logau is now in the process of establishing an artist service bureau and in the future will devote his full time to booking and promoting "Hayride" and other c.\&xw, talent. He will maintain headquarters in Shreveport.

## TERRIFIC COAST-TO-COAST ACTION ON HIS FIRST DECCA RECORDING

 Ane or. IERRY LEWIS
## RECENT POP RELEASES

## Coming up Strong

The Billboard's weekly survey of top volume dexler sales indicates these recent releases are aaining sales strength and bave the best chance of hitting Billboard's best seller chars.

1. Garden of Eden

Joe Valino (BMI) Vik 0226
2. Priscilla

Eddie Cooley
(BMI) Roost 621
3. Night Lights

To the Ends of the Earth . . . Nat (King) Cole (ASCAP); (BMII) Capitol 3551
4. Petticoats of Portugal
.Dick Jacobs
(BMI) Coral 61724
5. A Rose and a Baby Ruth George Hamilton IV
(BMI) ABC-Paramount 9756
6. Mama From the Train

Patti Page
(ASCAP) Mercury 70971
7. Mutual Admiration Society

Crazy With Love. . . . . . . . . . Teresa Brewer
(ASCAP); (ASCAP) Coral 61737
8. Moonlight Love

Chincherinchee .
Perry Como
(ASCAP); (ASCAP) RCA Victor 6670
9. Blue Jean Bop

Gene Vincent
(ASCAP) Capitol 3553
10. City of Angels

The Highlights
(BMI) Bally 1016

## This Week's Best Buys

Special telephone reports indicate these recent releases have broken
out in one or more key areas. They do not yet have wide enuogh saiss
strength to show in Billboard's national survey and therefore do not rate a "Coming Up Strong" listing.

PRISCILLA (Forshay, BMI)-Eddie Cooley-Roost 621-Here is yet another left-field hit. Starting off with unusually good volume in Eastern cities like New York, Philadelphia, Boston and Baltimore, the disk has moved out now in almost every part of the country. Detroit and Pittsburgh are very keen on the disk, and it seems about ready to make a big surge to the national listings. Flip is "Got a Little Woman" (Forshay, BMI). A previous Billboard "Spotlight" pick.
A ROSE AND A BABY RUTH (Bentiey, BMI)-George Hamilton IV8 ABC-Paramount 9756-After an initial splash in the Carolinas on the Colonial label, this disk is now getting tremendous national play under ABC-Paramount's banner. A cross-section of stores and one-stops thruout the East and Middle West indicated that it is successfully blanketing almost all sales areas. Flip is "If You Don't Know" (Bentley, BMI). A previous Billboard "Spotlight" pick.
MUTUAL ADMIRATION SOCIETY (Chappell, ASCAP)
CRAZY WITH LOVE (Jungnickel, ASCAP)-Teresa Brewer-Coral 61737-While retail business in general has been off the last two weeks, the thrush's new release hasn't been affected at all. It has taken off with the speed of some of her biggest hits. Sales in Boston, Philadelphia, Buffalo, New York, Chicago, St. Louis and Minneapolis are reported extra good. The first listed title above is grabbing most initial action, but interest in the flip is also strong enough to make it a possibility.

## - Review Spotlight on .

POP RECORDS
FOUR ACES....Decca $9-30123 . \ldots . . . . . . . . . .$. . WRITTEN ON THE WIND (Northern, ASCAP) SOMEONE TO LOVE . . . . . . . . . . . ...... (Audabon, ASCAP) The Aces do a solid reading of this ballad, from the UniversalInternational flick; "Written on the Wind." Group's styling is reminiscent of some of their great hits. Flip, derived from a French miscent of some of their great hits. Fip, derived from a rrench
tune, has a catchy lyric which the teen-agers will love. Jack Pleis tune, has a catchy sric which the teen-agers will love. Jack Pleis
has arranged both sides smartly.
JO STAFFORD. Cohumbia 4072 . . . . . . . . . . . . .

ON LONDON BRIDGE
This disk is one of Jo Stafford's finer efforts (Jungnickel, ASCAP) plenty. On top is a bright-sounding tune, with a beat easily scinem plenty. On top is a bright-sounding tune, with a beat, easily rememis "Bells Are Ringing," title tune from the new show. (Stratford, ASC.AP)
AL HIBBLER . . . Decea 30100
. .......... . I'm Free
(Vemonique, ASCAP)
Hibbler has ridden high on the strength of a hit album and a top-selling single, and this appealing ballad figures as a likely successor. It's handled in the singer's highly salable, wide-open style. The flip is "Nightfall", another pleasing ballad. (Shapiro-Bernstein, ASCAP)
EDDIE GORME. . . .ABC-Paramount 9758........IVE GOT A RIGHT TO CRY The stylish thrush had moderate success with her "Mama, Teach Me to Dance" side, and this smooth, husky-voiced waxing of a pretty torch ballad swings along gently to command plenty of attention. Flip is "Soda Pop Hop," an up-tempo item keyed to the teen-agers. (Regent, BMI)
LAWRENCE WELK. ...Coral 6174.
Around the World
CHAMPAGNE TIME . . . . . . . . . . . . . . (Champagne, ASCAP) On top is the Victor Young, Harold Adamson theme from the Mike Todd flick, a lush, moody waltz with a continental flavor. The maestro treats it superbly, the arrangement emphasizing the pretty melody line. Flip is Welk's second TV theme, a danceable instrumental that should sell steadily over a long period.
POP NOVELTY

## T. C. JONES. . . . Coral 61732 . <br> Champagne Cocktail <br> (Vernon, ASCAP) Another "John and Marsha" type gimmick side in which Jones takes the part of the lady and gentleman as they swill down champagne. Suggestive tone should pull attention and kick off a number of yocks. Performer is a star of "New Faces."

## POP DISK JOCKEY PROGRAMMING

THE TRADEWINDS. ... Dot $15502 \ldots \ldots$........ I WON'T BE ALONE TONIGHT
$\qquad$ The new group impresses solidly with this first outiog. Be sid The new group impresses solidly with this first outing. Both side are of the "Gangs all here" type of lusty singing, with big, full sounds in the backing. Tunes have a pleasant old-fashioned lilt
that makes a listener join right in. Great for jocks at any hour of the day or night.

BLUE DANUBE BOUNCE (Shapiro-Bernsteinis, BMI) YANCEY SPECIAL . . . ............(Shapiro-Bernstein, ASCAP) Hyman, a mighty fine technician on the ivories, shows it here with two highly listenable follow-ups to his many previous good disks. On top while the flip is a smart revival of the old boogie-woogie classic Both sides make attractive programming items for hip jocks.

## Reviews and Ratings**

LES PAUL AND MARY FORD Runnin Wild . . . . . . . . . . . . . . . . . . . . S6 CAPITOL solidest sides in many a day The oldie really sings out here, with the thrush's various voices teaming with those frantic guitar sounds. This one is surely headed for solid action. (Feist, ASCAP)
Blow the Smoke Away. . . . 81
Mood slows way down here on an old reflective ballad sung in hushed, creamy tones by Miss Ford. Strong appeal here, too. (Marks, BMI)

JONI JAMES
Danny Boy . . . . . . . . . . . . . . . . . . . . . . . . . 85
M-G-M 12369-Miss James has one of

## -REVIEW SPOTLIGHT

In the oplnion of the Billboard's editorial staff, these new releases rate special attention from the entire music industry. They are tops, and unless qualified for specific markets, aro assigned a 90 to 100 rating*
*REVIEWS \& RATINGS-COMMERCIAL POTENTIAL

her most sincere readings on this fine side. The sweet, simple, clear approach packs a salable wallop and should lead to activity at all levels.
o You I Give My Heart
Here's a pretty ballad, sung in the thrush's typical style. Side should get plenty of plays, and strength of the coupling is bound to show: (Jungnickel, ASCAP)

BERNIE NEE
(When Your Heart Is)
Feeling Foolish in Brazil
poelewa, The ame considerations are applied to
revelewed in the conutry and western, and thythm and bloes
fields.
fields.


## Tony Bemnett's



## Two siled smash



## - Reviews of New Pop Records

$\frac{\text { Continued from page } 42}{}$| blues breaks cropping up. Nee has a |
| :--- |
| bright style which sooner or later |

NEW SINGLE

RECORD RELEASE!
from

"ELIA and LOUIS"

CAN' WE
BE FRIENDS and STARS FELL ON ALABAMA

V-2023-45×2023
 ROGER WILLIAMS JANE MORGAN "TWO DIFFERENT WORLDS" ${ }^{6} 161$


## should break him loose. (Cromwell,

 Follow Me...Follow Me....76
Nee offers a pretty ballad in a style Nee offers a pretty ballad in a style
(with his own voice tracks) reminiocent of several popular quartets. Side has a nice melody
tion. (Greta, BMI)

## THE DIAMONDS

My Judge and My Jury
MERCURY 70983-The group does a smooth harnonizing job on this heavily emotional ballad. The lead,
in particular, gives his all to charge in particular, gives his all to charge
the lyric with meaning. A smart, listenable side that deejays will like. (Mazzie, BMD)
Put Your House
Put Your House in Order....76
With a bright, swinging backing With a bright, swinging backing by
Hal Mooney and the band, the Diamonds give a styling of this semisacred opus that is a real knock-
out. (Parkdale, ASCAP) out. (Parkdale, ASCAP)
RUSS MILLER
One God
KAPP $906-$ Both these sides spotight
moving vocal interpretations by Miller moving vocal interpretations by Miller
on reverent sacred themes with effective lyrics, and are from Miller's LP, "Somebody Bigger Than You and I."
Pop possibilities as well as sacred. Pop possibilities as well as sacred. it the Good Lord's w Same comment. (Windy City, ASCAP) LONNIE SATTIN
The First One to See the Rainbow ..... philosophical ballad which Sattin handies with a winning touch. Should divide plays with the flip. (ShapiroRemember Your Love Sattin delivers an agrecable rendition of the tune which appears as the
theme of the pic "The Bosss," just theme of the pic "The Boss," just
released. A nice performance that should stir some action. (Ardmore, ASCAP)

## BETTY MADIG

Take Mine
M-G-M 12366 -The thrush kings this quality song with ingratiating style.
Her performance and the backing total up to a tasteful side. (Brighton, $\underset{\text { Hold Me APA }}{\text { ASCAP }}$
Hold Me Again, Love.... 76 A pretty waltz, adapted from a noted Chopin piece, provides a melodic
vehicle for the chantress, One day
this chick will happen. (Cleo, BMI)

## HE BLENDERS New Sensations

 VICTOR 6712 - Sophisticated material, with the Tyric anent "Iove inhigh fidelity", etc. Smart verbige is high fidelity," etc. Smart verbiage is accompanied by a bright vocal and
swingy arrangement. For deejays. (Sequence, ASCAP)
Wake Up to Muste.... 76 Same bright sound as the flip, and the same touch of newness in the
material. This side also uses a touch material. This side also uses a touch
of the flying saucer teclnique. (Har-
ris, ASCAP)
BETTY JOHNSON BALLX 1020 -The thrush gets an ex- 77 posure break on this tune, scheduled for the TV "Modern Romances" production. Its imaginative, fanciful
lyric and "Jambalay"" Thythm are lyric and "Jambalayn" Thythm are bright. personable reading. (Trinity, If l's Wrong to Love You.... 76 Fancily styled as this tune is, its
sentiment and basic musical structure sentiment and basic musical structure are from the country field. It has a
gentle tilt that Miss Johnson's fans will find appealing. (Peer, BMI)

THE HILLTOPPERS
Until You're Mine ....................77
DOT 15511-Jimmy Sacca projects strongly on a ballad with rock and
roll backing. With enough spins, this could do right well. (Gallath-LeonNo Regrets....
No Regrets....75
Sacca carries the load on a pleasant ballad with a slow shuffle beat in back. Good job by all hands, but
side will need heavy pushing. (Miller, side will
ASCAP)

MURRAY SCHAFF
Tombstone Number KING $4977-$ Good novelty material at a moderate rhythm, with Schaff
and crew projecting admirably. (Jlarshld, BMI
How Many Miles.... 75 Singer is on a reai swinging beat and gets in some mean honking with his
fellow Aristocrats. Group is solid thruout and side can spark counter
sales. (Southern, ASCAP) tales. (Southern, ASCAP)

## SONNY ROSSI ORK

Cha Cha on Parade $\ldots \ldots . . . . . . . . . . . .76$
MARDI-GRAS 1023 -Here's in in-
teresting teresting deejay record. Rossi serves up a clever cha-cha treatment of a
tound-off-type military ditty, with a solid tempo and a fascinating blend of two widely divergent styles, (Mal-
ver, BMD ver, BMD
Heart and Son
A swingy instrumental version of the oldie in cha-cha rhythm, but filp in
the side to watch. (Famous, ASCAP)

THE ANDREWS SISTERS
Crayy Arms ..........................7s
CAPITOL 3567 -Wistful biend work CAPITOL $3567-$ Wistful blend work
on the plaintive country and western on the plaintive country and western
hit of some weeks back. Jockeys hit of some weeks back. Jockeys
should spin, since reunion of the gals is good conversational peg. (Wakely, BMI)
1 Want to Linger.... 73
Bright and brassy vocalizing by the
Andrews on a rhythm dity with an Andrews on a rhythm ditty with an
old-fashioned beat. First single waxing by the sisters since their reunion. (Remick, ASCAP)

## BING CROSBY

 DECCA
pleasant projection to
to tite song of current pic. Good listening for Crosby faithful and it will sound dandy airwise. (Young, ASCAP)
Love In a Home...72
Der Bingel adds his cover of number from forthcoming "Lil' Abner" musical to several previously cut. Effort
here is not too impressive and leaves flip to carry the flag. (Commander, ASCAP)

HMMY WAKELY
Jiminy, Jimmy
CORAL 61722 A A tender and sincere tribute to James Dean. The tune has will strike some as being in poor taste, but, of course, not the audience at which it is aimed. (Jungnickel, James Dean
Here Wakely gives a capsule bio of
Dean in folk ball Dean in folk ballad style, Musically not as interesting as the flip, tho it
will probably be pregnant with meaning nonetheless for Dean devotees. (Porgle, BMI)

LYNN ROBERTS
He Never Looks My Way
UNIQUE 364 -Sweet piping on a
NBC-TV spec, "Jack and the Bean-
stalk." (Chappell, ASCAP)
Tm Gonna Love Ya 'TII I Dle....70 Exuberant thrushing on a fast-moving
rhythm tune with a catchy beat. (Lamas, ASCAP) a catchy beat.

## BUCCANEERS

Blonde Hair,
Blue Eyes,
Blue Eyes, and Ruby Lips .......... 73 REGIS 3105 - Extroverted, thoroly
listenable group vocalizing on an listenable group vocalizing on an
exuberant thythm-novelty with an solid
bet beat. Good juke wax. (Robblis,
Over and Over Again.... 69 The boys sing out with feeling on a
pretty up-tempo ballad. (Windy City,

| CHARLIE APPLEWHITE |
| :--- |
| Mutual Admiration Soclety............$~$ | M-G-M 12365 - The much-recorded song from "Happy Hunting" gets a

bright performance here. Applewhito vocal is backed by a chorus and smart arrangement. (Chappell, ASCAP)
Don't Take My Heart. ...68
Dreamy ballad gets okay vocal by
Applewhite. (Broadcast, BMD
SIDNEY BECHET
I Remember When
CORAL $61744 \ldots \ldots . . . . . . . . . . . . . . .73$ coprano saxman, now top musical personality in France, wails out an pertense, pretty ballad. Side is big in
int
France France and may attract some spinCoguin de Boubou.
Jazz opus sounds iike a mixture of Creole, West Indian, polka and stomp idioms. Bright, colorful side,
tho commercial chances here would seem slim for a single.
BOB GRAYBO AND THE PETTICOATS Sweet World $\ldots \ldots \ldots . . . . . . . . . . . . . . . . .72$ forthcoming TV spectacular, "Jack and the Beanstalk," is handed pleas-
ant vocal interpretation by Graybo. ant vocal interpretation by Graybo.
(Chappell, ASCAP)
Looka Me..... 71
Graybo warbles smartly on a bouncy
thythm item from thythm item from the same show.
(Chappell, ASCAP) (Chappell, ASCAP)
JERRY LEWIS
Rock-a-Bye Your Baby
With a Dlxie Melod With a D Dxie Melody............... 71
DECCA
30124 Lewis essays DECCA 30124 - Lewis essays ${ }^{2}$
straight role and belts out a tune like straight role and belts out a ture like
a seasoned vaude vet. Whether it will sell on a record is questionable. (Mills, ASCAP)
Come Raln or Come
Come Raln or Come Shine.... 70 whirl out of curiosity, but Dean whir out of curiosity, but Dean
Martin is still the crooner in that famous duo. (DeSylva, Brown \& Henderson, ASCAP)

JOHNNY WILDER
Whoo'ee, Baby CAPITOL 3572 - Wilder bows on .....71 label with a rock and roll style on use of some cooing falsetto tones which may filp a few of the teen set, but material lacks pay-off strength. My One Desire....68
A slow pleader styling here with the same slightly exaggerated vocal sim-
micks in evidence, (Dayton, ASCAP)
MEG O'SHAUGHNESSY
Shadow Woman .....................
(Continued on page 46)

## HONEST, we think this is a BIG one! NANCY ARNO

## sings

# the more I GO OUT 

covoucria a menence or JaCOUES BELASCO b/w "HELLO"


## * ( 1 ?



# now! 

Joe "Fingers" Carr (Capitol)

Billy Vaughn (Dot)<br>Eddie Dano (Vik) vocal version

By Leon Pober
Hal Kanner (Kapp)

## WALK to ME BULL RING By Leon Pober <br> Sonny Burke (Decca) <br> Russ Case (Vik)

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Recorded in France by Franck Pourcel's Strings


## BAX MUSIC

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CHESS \#1641

## "I'LL BE

## SPINNING"

BY
JOHNNIE AND JOE


## - Reviews of New Pop Records



## GinNy Scotr Why Say Goodbe? ..................68 68 FI AlP X <br> Why say Goodbye? +................... FLAR-X $3001-$ Thrush neeps her way thru in tune with $x$ "Let Me Guy lover" quality, enhanced by her aysling a in Joan Weber. (Brandom, <br> Crossing My Fingers....

 CrosingBright ryyhmm item of little conse-
quence, (Fredericks, quence. (Fredericks, : AM1)
JACK HAMMER
Foothall Rock
DFCCA 30109 -Rocking beat with DECCA 30109 -Rocking beat with
seasonal high school flavor can spark seasonal high school flavor can apark
teen-age listening. Jack Pleis and ork set plenty of oock in backing. Can
interent jocks as seasonal spin. ${ }^{\text {|Champion! }}$
So What... 65
Singer belts out slow rhythm plea to his girl not to leave him. Backing by Pleis and ork has more kick than
the vocal. Onty moderate saler interest indicated. Flip has a distinct the naturais
The Baccaneers ..................... 66 ditty is wrapped up in okay fashion by the Naturals, Tune is plug-item
for TV series of for TV series of same name. (RidgeThe Ballind of Another plup-piatier for a TV seriet
of of kame titic. The group warbles
pleasanily on English

## KING FOT HWISM:

Honky TonkBILL DOGGETT<


| EARL Bostic HARLEM NOCTURNE 1 Hear $\mathrm{A}^{\text {b/w RHApsoor }}$ KING 4978 |  ReDeral 12290 | DIETRIBUIED EY |
| :---: | :---: | :---: |
|  | D | 3ECO |

pleasanity on English folk song-syle ballad with complicated lyric. (Ridge-
Hield, BNII)
DAisy MAE
Stuff You Got to Wateh.............6
RICHIOY $102-$ Thruxh on a hefly
 get quite a play in atores catering to
the idiom. Jockn can get xome profitable spin
ASCAP)
Want Mbe a Man.... 64
Similar beat to flip, but not quite Similar beat to flip. but not at
up to it. (Myers, ASCAP) JOE PICA
Rock $A$
Rock $a$ Rolla the OId Pianola ....... 66
ORIGINAL 532
Dialect comedy number projected by sizuect formedy
neffect along wilh solid pianola sound background. Flavor is old-fashioned, but material is amusing. Jocks Brother Bill.... 64
Another comedy noveliy, but without
dialect. and dialect, and singer beating out his own solid accompaniment sgain.
Doesn't come oft as well as flip. (Colony, ASCAP)
DANNY RAYMIOND
When Your Lover Has Gone VIK 0235-A highty styled reeding of
the slandard that would possibly he most effective in a club, but does not project well on wax. Commercial
polential limited. (Remlek, ASCAP) The Litite Boy.... 6 Revivul of a tune heard last year,
cloce in lrics and melody to " Bos: The fancy-khmancy arranyenet consince. (Monument, BMI)

## THE HI FIVEs Hong Kong

Hong Kong so.............
FIAIR-X 300 - lem from Flight to
Hong Kong," cut earlier by Hoasy Carmichael, is less earlier brivink Hoasy
by cut (Coronet. ASCAP)
Tbrowing Pehbles in the Pond .... 60 Okay performance of a tight-weight opus, but nothing here for the tans
to faten up on. (Tri-Eustern,
ASCAP)

RENE TOLZET ORK
GENE NORMAN PRESENTS 115- 6
GENE Number is from pic. "Cha Cha Cha
Boom." and gets good treatment in cater. Jocks may find it inveful on yood neighbor spin interludes. (South-
l.aura . . 60
cha treatment for not siven a cha cha revuls, nor does it lend tiself herient Latin thythm sither vocally or or in.
strumentally. Commercial future af strumentally, Commercial future of
side fooks bleak. (Robbins, ASCAP)
ERNIE ANDREWS
Song of the Wunderer
GENE NORMAN PRESENIS $116-62$ Singer projects thythm ballad for ereditable effect. Buckuround beat is
well susained, but over-all reaults will spark very moderate counter inIn the Dast. (Robblas, ASCAP) In the Dark.... 60

an good. Singer here is on a wightity
accented blues thythm, but message is want. (Leeds, ASCAP)
ANDRE D'ORSAY
Without You..
ZOOM 102-Warbliny, materi...... 50 new label making its initiai bid pre-
sent too many obstacles for this one. (Renneet, RMI)
Doomed
Doomed
Same comment here (Beaselt, BMI)

LINCOLN CHASE SINGS "She walked Me by"
"THE LOVE I HAVE FOR YOU"
Dawn 221


The Chordettes' Latext "LAY DOWN YOUR ARMS"
"TEEN AGE GOOD NGGT"

## cadence

| A NEW Smash: <br> BOB WINn <br> GOIN' HOME <br> HOW IT HURTS ME <br> 5410 |
| :---: |
| T. imperial Recozds |

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## - Reviews of New Spiritual Records

- Continued from page 46 female group does a truly outstand-
ing job, and sells this to to the hill ing job, and
venice, BMI)
Lord, Doant Forzet About Me. 79 The lead cries and pleads with the exper touches used by her to em. beliish the melody give the material great distinction. This disk should
be a big seller. (Venlec, BMI) be a big seller. (Venice, BMI)
the pilgrim travelers Bless US Todyy .................. 81 mond gains in intensity, closing strong note. This top-notch group does a sincere, expertly crated job
that will be appreciated by fans of this idiom. (Venice, BMD)
A brisk, up-tempo number that acclerates to a po nul con max. The harmonies are fancy and mighty
tasty. (Venlce, BMI) PROFESSOR ALEX BRADFORD
 ford challenges the listener to seek
out Jesus, zive Him his burdens and out Jesus, give Him his burdens and
see whether Ho will not take care of see whether He will not take care of
them. A forceful presentation. (Venthem.
tee, $\mathbf{~ B M I}$
Without a God. ... 75 Preressol Be we without God? Protessor Bradford makes the lis-
tener realize how muck we tenet reaiize how much we are in-
debted to Him .
Here the styling leans toward the pop sacred idiom and might interest a few pop decjays

SISTER ROSETTA THARPE
Can't Do Wrong and Get By MERCURY 70982 Get One of tho.. Thatre in in upbeat tempo that het fans are so fond of. It's a lively performance, wim the singer doing all that's expected of her. (Cypress.
$B M 10$
Home in the Sks...72
 of the beauties of heaven. A tastefful


## - Reviews of New

 Polka Records(WHOOPEE) JOHN WILFAHRT ORK Don't Drop Those Tears in My Beer. ${ }^{8} 8$
DECCA 30103 An exceptionally DECCA 30103 - An exceptionally than exceptionally amusing lyric. This is a natural for juke boxes and dee-
jays will get fast reactions to jays will get fast reactions to spins.
"Whoopee" John comes up with one of his best. (Krutz-Allen)
The Dove Polka.... 83
Fine companion piece for flip with ork on sharp polka kick. Otherwise,
same comment as above. (VitakElsnic, SESAC)
FRANK SCHERMANN
BOWERY 211-A bright polka job by Scherman and the Alpiners, with oom-pah-pah sousaphone much in
evidence. Great for boxes evidence. Great for box
Here's a hambo-styled effort which has the same catchy brightness of the lip. Another terp entry tor the
millard sams
Beer Barrel Polka ..................... 67
M\& $3-2-$ Will Glahe's new version of this, his own original smash, has just been released, which will make tough sledding here. Nevertheless tractive. (Stapiro-Bernstelin, ASCAP) Red Wing.,... 65
Sams, with the Southerners, cuts an
tnstrumental version of nstrumental version of the old oldie,
with more fancy guitar work show. ing. (Shawnee, ASCAP)
tohen answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

## Geo. Perl to Expand Biz

HOLLYWOOD-George Perl, head of the sheet music sales firm that bears his name, will expand the scope of his operation to include musical instruments and ac 10 music publishers as sales representative on the West Coast, covering the 11 Western States for them The decision to include instruThe decisi to include instru of the natural complement they of the natural comple
make with sheet music
Perl currently numbers Frank Music, E. B. Marks, Passantino Company, W. C. Handy, Boston Music, Amsco, Deiro and Montgomery Music among his clients.

## - Number of Releases

 This Week

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Singing


Gil Music

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DECCA
Lowery Music
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## DECCA

 DECCA 30087
## - Review Spotight on

## C\&W RECORDS

## KITTY WELIS

Repenting (Old Charter, BMI)
I'm Counting on You (Jungnickel, ASCAP)-Decca 30094-The country queen does it again with two top efforts. That clean, clear sound of tragedy belts right thru on both these fine chunks of ballad material and neither should have any trouble in showing fast and sustained sales power.

## HANK SNOW

Stolen Moments (Tamen, BMI)-RCA Victor 6715-Hank Snow
packs a load of sales wallop into this typical, traditional country
ballad. The feeling is warm and sincere thruout and his following
could make this a chart entry at a very early date. Flip is
"Two Won't Care," (Cedarwood, BMI).
JIMMY NEWMAN
Let the Whole World Talk (Acuff-Rose, BMI)
Honky Tonk Tears (Tree, BMI)-Dot 1286-Newman gets off two
classy ballad readings on this solid coupling. On top, weepy frustration is the key and the tume gets a warm and sincere reading. The flip is a pleader delivered in equally heart-rending reading
tones.
GLENN DOUGLAS
Used Up Love (Trail's End, BNII)
What You Don't Know (Won't Hurt You) (Old Charter, BMI)Decea 30i19-A former Billboard Talent Spotlight, Douglas confinues to impress. This is a pair of unusually well-handled sides, done in a classy and authoritative manner. Emotional feeling reaches right down to the bootstraps on both, and, sales figures should make them both look good.

## - This Week's C\&W Best Buys

No SELECTIONS THIS WEEK.

## - C\&W Territorial Best Sellers

For survey week ending October 2 City-by-city listings are based on late reports secured from top country and
western dealers and juke box coperators western dealers and juke box operators

## Birmingham

1. Singing the Blives, M. Robbins, Col. 2. I Walk, the Line, J, Call, Sun
2. Crazy Arms, R . Price, Col. 3. Crayy Arms, R, Price, Col,
3. Hound Doo. EP Perey. Vic,
4. Loore Me Tender, E. Prestey, vic.
 7. You Were Mine for a while 8. E. Arnold, Vic. I One-Woman Man
J. Horton, Col.

## Charlotfe

 2. Slagling the Blues, M. Robbins, Col. 3. Love Me Tender, E. Presley, Vic.4. Don't Be Cruel, E. Presley, Vic. 4. Don't Be Cruel, E. Presley, Vic.
5. IWalk the Line, ;. Cash. Sun 5. I Walk the Line, J, Cash, Sun 6. Sweet Dreams, Fu. Young. Cap

## Dallas-Fort Worth

 1. Slagling the Blues, M. Rohbins, Col. 2. Craxy Armsk, R. Price,3. Tm a One-Woman Man
4. Loverton, Col.
5. Love Me Tender, E. Presley, Vic.
6. Don't Be Cruel, E. Prestey, Vic. 5. Don't Be Cruel, E. Pressey,
7. Hound Dog. E, Presley, Vic
8. I Walk the Line, J. Cash, Sun

## Houston

1. Singing the Blues, M. Robbins. Col, 2. I Walk the Line, J. Cash. Sun 3. Just One More, G. Jones, Sdy, 4. Love Me Tender, E. Prestey, Vic.
2. Poor Man's Riches, B. Barnes, Sdy 6. Craxy Arms, R. Price, Col.
3. Before 1 Met Yout, C. Smith, Col. 8. Don't Be Cruel, E. Presiley, Vis 9. Wot a New Heartache
R. Price, Col.

## Memphis

1. Singing the Blues, M. Robbins, Col. 2. Crazy Arms, R. Price, Col. 3. Turalk the Line, J. Cash, Sun
2. Turn Her Down, F. Young. Cap. 4. Turn Her Down, F, Young. Cap.
3. Don't Be Cruel, Esley, Vic. 6. Tm Really Glad You Hurt M W. Pierce, Dec.
4. Just One More, G. Jones, Sdy

## Nashiville

1. Singing the Blues, M. Robbins, Col,
2. Love Ne Tender, E. Presley, Vic, 3. Crazy Arms, R. Price, Col. ( Don't Be Cruel, E. Presley, Vic, . You're Running Wild
3. According to Your Hear

## New Orleans



## - Reviews of New Country \& Western

THE FARMER BOYS
Oht How it Hurts $\ldots . . . . . . . . . . . . .80$
CAPITOL $3569-$ The boys wail with hearffelt sincerity on a great weeper hy Tommy Collins. (Central, BMI)
Duo wraps up a catchy rock and roil type rhythm ture in a solid country
-

EXAS) BILL STRENGTH
TEXAS) BILL STRENGTH
But Do You Think Im Happyt. CAPITOL $3568-$ Strength sells with sock songmanship on an amusing rhythm-novely by Justin Tubb, with yood punch-line
vorth Wind
and
Appealing vocal treatment of a hauntink ballad wiith sensitive lyric line.
(Fairnyy, BMI) (Falrway, BMI)

StIM WHITMAN
Smoke gignals
IMPERIAL 8308 -
gives this folk-flavored bit of Indian lore his customary colorful treatment, ment. (Fairway, BMI)
Curtain of Tears
Curtain of Tears....78
This side ina three-beat melody, with a lively tempo, and a good weepy lyric with a high ${ }^{\text {s }}$
(Commodore, BMI)

THE MIILLER BROS.
Why Muse It Be? .................. 7 may take off. The vocal which and its obvious one of the brothers has a broken heart. The theme of the lyric is one of cheating and frustrated
love. Watch it. ( 4 Star Sales, BMI) Loco Choo Choo...77
Unusual material. The loco choo Unusual material. The loco choo
choo is taking him to his baby. choo is taking him to his baby.
Effective country blues, with a very trong vocal and considerable novelty
(Continued on page 52

## 3. Hound Dog, E, Presley, Vic. 4. I Walk the Line, J. Cash, Sun 4. 1 Walk the Line, J. Cash. Su 5. Crazy Arms, R. Price, Col. 5. Searchlag, K. Wells, Dec.

Richmond, Va.

1. Crazy Arms, R. Price, Col. 2. Staging the Blues, M. Robbins, Col. 3. Don't Be Cruel, E. Presley,
2. Hound Dog, E. Presiey, Vic. 4. Hound Dog, E, Presicy, Vic.
3. Walk the Line, J. Cash, Sun 6. I.ove Me Tender, E. Presley, Vic 7. You're Running Wild
4. Searching, K. Wells, Dec.

## St. Louis

1. I Walk the Line, J. Cash, Sun
2. Don't Be Cruel, E. Presley. Vi 2. Singling the Blues, M. Robbins, Col 4. Blue Jean Bop, G. Vincent, Cap. 5. Love Me Tender, E. Presley, Vic,
3. Poor Man's Riches, B. Barnes, Sdy 6. Poor Than Chance
4. Take the M. Brown, Vic.

## FOLK TALENT AND TUNES

By BILL SACHS

## Around the Horn

Regulars with the new country amboree presented each Saturday ight in the 1,500 -seat, air-conditioned Fair Auditorium, Iowa Park, Tex., eight miles west of Wichita Falls, are the Miller Bros.' Band, Ray and Elmer, the Jamboreelers, Luther Wayne, Bill Mack, the Blue Sage Boys, Blaine Comwell, Gloria Brady, Danny Buck, Peggy Upton, Stamp's Ozark Quartet, and Leon Payne. Show airs over KWFT. . . Autry Inman's newest on the Decca label is "Reality" b.w. "Your New Love Song."

After a 45 -day road trek, Johnny Horton (Columbia), returned to "Louisiana Hayride," Shreveport, Saturday (27), when special guests for he night were Sonny James Capitol), Buday Thompson (Victor) and James OGwynn Starday). ... Carl Stuart has hoved from the WA alO studio Pittw fre Pittsburgh, to one of the fown largest from where he airs the entire our-hour seg. Stuart says "Clans are under way to form a Cowboy Caravan, much long the lines of the one he ormerly headed up in Boston. He'll be in Nashville for the deejay conclave November 7 the jaunt to the Nas making he jaunt to the Nashville deejay festivities with James OGwynn (Starday), Darrel Edwards, writer of "Why, Baby, Why?" and Earl Aycock, of George and Earl. They say Edwards is in line to receive the BMI award at the convention for his "Why" tune.
Grandpa Jones fills the guestar slot with "Circle Theater Jamboree," Cleveland, Saturday (3). . . . Cowboy Howard Vokes,, of Vokes Music, New Kensington, Pa., has given up the personal management on Denver Duke and Jeffery Null (Mercury), with the lads now shop(Mercury), with the lads now shop-
ping for a manager who can handle ping for a manager who can handle them full-time. The parting was on
a friendly basis. Duke and Null's a friendly basis. Duke and Null's
initial Mercury releases is "Hank initial Mercury releases is "Hank
Williams Isn't Dead" b.w. "Rock
(Continued on page 50 )

## "WOND'RING 'BOUT YOU"

"ARKANSAS MOUNTAINS"
House Brothers Quarie! state calla record co.



[^2]
## C\&W Best Sellers in Stores

For survey week ending October 24 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 thruout the
nation with a high volume of sales in country and western recouts. When significant action is reported on both sides of a record, points are combined to determine position on the chart. in such a Thls case, both sides are listed in bold type, the leading

1. CRAZY ARMS (BMI)-R. Price. Last Weeks $\frac{\text { Neek Chart }}{2}$ You Done Me Wrong (BMI)-Col 21510
2. DON'T BE CRUEL (BMI)-E. Presle

HOUND DOG (BMI)-Vic 20-6604
3. I WALK THE LINE (BMI)-J. Cash. Get Rhylhm (BMD)-Sun 241
(BII)-M. Robbins
. 222
-E Presl
LOVE ME TENDER (BMI)-E. Preskev.
Any Way You want Mi-K. Wells.
Td Rather Stay Home (BMI)-Dec 29956
7. SWEET DREAMS (BMI)-F. Young Until I Met You (BM1)-Cap 3443
CONSCIENCE, I'M GUILTY (BMI)-H. Snow Hula Rock (BMI)-Vic 20.6778
9. YOU ARE THE ONE (BMII)-C. Smith . 14 $3 \quad 22$ $\begin{array}{ll}4 & 7\end{array}$ $8 \quad 14$ DM A OE WOMAN MN $\begin{array}{ll}9 & 15\end{array}$
0. IM A ONE-WOMAN MAN (BMI)-J. Horton. 118 WICKED LIES (BMI)-C 21538 113 BEFORE I MET YOU (BMII)-Col 21552
STOF THE CHANCE (BYI) J E \& V Brown . 13
12. I TAKE THE CHANCE (BMI)-]. E. \& M. Brown...
12. YOU'RE RUNNING WILD (BMI)-Louvin Brothers. 10 CASH ON THE BARREL HEAD (BMI)-Cap 3532
14. ACCORDING TO MY HEART (BMI)-J. Reeve MOTHER OF A HONKY TONK GIRL (BAII)Vic 20-6620
15. YOU DON'T KNOW ME (BMI)-E. Arnold. Rockin' Mockin' Bird (BMI)-Vic 20-6502

## - Most Played C\&W in Juke Boxes

For survey week ending Octiober 24 RECORDS are ranked in order of the greatest number of plays in juke boxes throwut the country, as determined by The Billboard's weckly survey of operators using a
high proportion of country and western records. When high proportion of country and western records. When
sipnificant action is reported on both sides of a tecord. thls points are combined to determine position on the chatt. Lase Weeks Week

1. DON'T BE CRUEL (BMI)-E. Presley............. 112 HOUND DOG (BMI)-Vic 20-6604
2. I WALK THE LINE (BMI)-J. Cash
crazy ABMS (BMI . 219

CRAZY ARMS (BMI)-R. Price ${ }^{-}$ . 319
SINGING THE BLUES (BMI)-M. Robbins . 45
1 Can't Quit (BMI)-Col 21545
5. SEARCHING (BMI)-K. Wells.

6 17
SWEET DREAMS (BMI)-F. Young 515 515
JUST ONE MORE (BMI)-C. Jones. 83 Gonna Come Get You (BMI)-Siarday 264
POOR MAN'S RICHES (BMII)-B.
BEFORE I MET YOU (BMI)-C. Smith.
74
WICKED LIES (BMI)-Col 21552
9. YOU ARE THE ONE (BM1)-C. Smith

## Most Played C\&W by Jockeys

For survey week ending October 24
SIDES are ranked in order of the greatest number of plays on disk lockey radio shows thruout the country according to The Billbards
Week Last Weeks Week
Thls

1. CRAZY ARMS-R. Price week Chart Col 21510-BMI 24
2. SINGING THE BLUES-M. Robbins................ 3
3. I Walk the line-J. Cash........................ 1 22
4. DON'T BE CRUEL-E. Presley.................... 412
5. ACCORDING TO MY HEART-J. Reeves.......... 76
6. SEARCHING-K. Wells.............................. 517
7. SWEET DREAMS-F. Young. ....................... 619
8. LOVE ME TENDER-E. Presley.
$-2$
9. I'M A ONE-WOMAN MAN-J. Horton. ............. 999
10. YoU ARE THE ONE-C. Smith................... 8 Is
11. YOURE RUNNING WILD-Louvin Brothers........ - 3
12. JUST AS LONG AS IM WITH YOUJ. E. \& M. Bro
13. YOU GOTTA BE MY BABY-G. Jones............... - 6
14. HOUND DOG-E. Presley............................ 11 - 12
15. I CAN'T QUIT-M. Robbins. .......................... 13 4


## - R\&B Territorial Best Sellers



Atlanta


| 1. Hoaky Tonk, B, Doggett, Kng. <br> 2. Biekberry Hili, F. Domino, Imp. |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |
| 5. Keep It to Yourself |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Out of Sisht, Out ot Miad |  |  |  |  |  |  |
| Fivo Keys, Cap. |  |  |  |  |  |  |
| Spe. |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

## Charlotte


 C. Berry, Chs.
5. Too Much Monkey Business

7. 1. Canit Lore Yoa Enouga


## Chicago

1. Hooky Tonk, B. Dogett, Kng.
2. Lore Me Tendef, E, Presily,
3. Creen Door J, Lowe, Dot
4. Btreberry Hill, F. Domino, Imp.

## Cincinnati

1. Canadian Sunset
E. Heywood
2. 



 7. Five Keys, Cap
On My Word of Honor
B. B. King. RPM
8. B. B. Kibery Hing, RPM, ${ }^{\text {B. }}$. Domino, Imp.


## Detroit

1. Let the Good Times Roll


## Los Angeles




## WATCH FOR ALAN DEAN'S first release on the rama labei ROCK and ROLL taRANTELLE

 LIFE IS BUT A DREAM RAMA RECORDS
## Climbing the Charts: <br> BIG MAYBELIE <br> "MEAN TO ME' <br> Savey 1500



For survey week ending October 24

## After the Liehts Go Down Low

| New Orleans |  |
| :---: | :---: |
| Blueberry Hill, F. Domino, Imp. <br> Honky Tonk, B. Doggett, Kng. |  |
|  |  |
| the Stil |  |
| Lonely Avenue, R, Charies, At, |  |
|  |  |
|  |  |
|  |  |
|  |  |
| New York |  |
| Hoaky Tonk, B. Dogzett, Kng. |  |
| Dog, E, E. Presley, Vic, |  |
|  |  |
|  |  |
| B C's of Love, Teen-Agers, Geo |  |

## Philadelphia




## St. Louis


 Kcep It It Yourselt
S. B. Williamson, Cho

Washington, D. C.

1. Hoakg Tonk, B. Doggett, Kng.
2. Blacherry
Hill, F. D. Domino, Imp.

 6. IGotha Get Myself a Woman
Difitera. Atl At
3. Coeer You Are, Channel3, Wdik


## Reviews of New R\&B Records



VEe-JAY 214 - Showmanly vocal stant on
tempo and tock blues with a rolaxed
instrumental solo

Frosty Night....71
Smooth, swingy instrumental blues
with standout solo work. (Tolle, with
BMI
JESSIE BELVIN
Goodnight My Love ...................
MODERN 1005- Unusual sound to
this ballad. Jessie's vocal is backed by sweeping strings and chorus, plun an insistent rhythm pattern. (Quintet-
House of Fortune Want You With Me Xmas Another ballad, with the same quality as the flip-strings, chorus and strong
thythm-plus the Christmas element. rhythm-plus the Christmas element.
(Regent, BMD)

## THE ROBINS

That OId Black Magle
WHIPPET 203-The standard gets a solid performance. The Robins give
it a world of energy, backed by a neat rhythm pattern. (Famous, ASCAP)
Since I Ftrst
Since 1 Ftrst Met You....73
Slow ballad of the refined type. The
lead singer prays for love, and with lead singer prays for love, and with
his cronies he manages a good, big sound. (Lanor, BMI)

## THE KIDS FROM CLEVELAND

WHIPPET 204-The kids are quite effective here. Tune is a pop-flavored the kids give the reading a fresh sound. (Lanor, BMD
Night Train.... 69
Night Train.....69
A lot of train blues lately. This one is only fair, with the usual lyric idea of bringing his baby back. (Pamlee,
BMI)

## IOE TEX

KING $4980-H e r e$ 's a riythmic. blues
patteraed novelty idea whith the patteraed novelty idea which the
young singer uses for his wax debut. Okay performance. Tex offers a humor iden about marrying for money, which doesn't
quite come off. Flip is a better bet. (Jay \& Cee, BMI)
PRENTICE MOORELAND
I've Never Been There
RPM 475 - Effective religious side. Moreland sings out with power and
emotion; and he's been well-recorded, with a clean, bright sound. (Park, Are., BMI)
Aelieve me, Beloved.... 70
Mooreland doeter pop - flavored side. Mooreland does the threec-beat tune
in okay fashion, backed by chorus in okay fashion, backed by chorus
and pop fiddles. (General, ASCAP) LOYD "FATMAN"
Part-Time Sweetheart .............. 69
OKEH $0073-$ An up-beat shouter that bulils excitement as it moves along.
"Fatman" is hitting hard by the end. "Fatman" is hitting hard by the end. The material is not unusun, but
artist's strong sell deserves attention. (Raletgh, BMD)
Where You Been? ...
Here the singer takes his wife to task
for coming home late and looking for coming home late and looking
bedraggled. Material does not stand out, tho "Fatman" tries hard enough.
(Ralelgh, BMI)

## THE DUKES

Win Erown
IMPERIAL $5413-$ To une doesn't refer
to
to the singor of same name. Group
rocks the up-tempo chant, tho
rocks the up-tempo chant, tho its
main assist is te Fats Domino-type
backing. (Reve, BMII)
Cottoa Pietin' Hands
Cottoa Plesin' Hands....68
Good beat in the backing helps this, Good beat in the backing helps this,
on otherwise off-beam entry. (Com-
modore, BM)
AL (MINNIE) BOYD
Thanks for the Bhues $\ldots$................
MIDDLE-TONE 012-Routine, weepy heartfelt blues gets the all-out treatment by Boyd. Plenty of volume
here, but not much finesse, here, but not much finesso. (Miballe-
ton, BMD 6 You Are My sumehhare....65 a shouted

## - Review Spotlight on

## R\&B RECORDS

## SCREAMIN' JAY HAWKINS

I Put a Spell on You (Shalimar, BMI) - Okeh 7072 - The Screamin' man makes a tremendous impact on his bow with the label. Wild, insistent side has a mystic voodoo feel to it. The rhythm pattern behind the ranting and raving has a dynamic, ear-catching sound. Likely to be a controversial bit, and by the same token, a fast success at counters. Flip is "Little Demon," another showcase for Hawkins' lung power (Black, BMI).
CHUCK WILLIS
Whatcha Gonna Do When Your Baby Leaves You (Rush, BMI) Juanita (Progressive, BMI) - Atlantic 1112 - Here's another exciting coupling by the solid blues man, whose "It's Too Late" was a long-term chart rider. The top side is based on a spiritual,
with the singer in a deeply expressive mood, while the ballad on the flip gets an equally interesting, payoff-styled reading.

## - This Week's R\&B Best Buys

CONFIDENTIAL (Prestige, BMI)-Sonny Knight - Dot 15507 - Dot picked up this master from Vita after it had already established pitself in Los Angeles. It is on the Los Angeles territorial chart itself in Los Angeles. in New York, Boston, Baltimore, Pittsburgh, and coming up strong in New York, Boston, B Blitimore, Pittsburgh, is "Jail Bird" (Guild, BMI).
I FEEL GOOD (Aladdin, BMI)-Shirley and Lee-Aladdin 3338-A few territories have not had this disk long enough yet to give solid sales information. However, the majority of markets reporting delivery and is snowballing. Acting very good on the pop level, as well as r.\&b. Flip is "Now That It's Over" (Aladdin, BMI).

## FOLK TALENT AND TUNES

- Continued from page 48
$\mathrm{n}^{\prime}$ Roll Blues." Jocks not covered may obtain a sample by writing to Vokes Music.

Uncle Len Ellis celebrates his sixth anniversary as c.\&w. deejay with WJOB, Hammond, Ind., by bringing Red Foley and his "Ozark Jubilee" gang to Hammond Civic Center for two performances next Sunday (4). In the unit, besides Foley, will be Bill Wimberley and band, Bobby Lord, Wanda Jackson, Brenda Lee, the Foggy River Boys, Arlie Duff, Uncle Cyp, and Lennie and Goo-Goo. The show idea to celebrate his anniversary with the station is an annual event with Ellis.

George Morgan has just cut "Can Be Dreaming?" and "There Goes My Love" for Columbia. . . . Car Smith began an extended tour at Oklahoma City Sunday of last week (21) for Hal Smith, of Curtis Artists Productions, Nashville. He has since played Sioux City, Ia.; Calgary, Alta., Edmoton, Alt Calgary, Alta., Edmonton, Alta.; Mont. He's set for Twin Falls Idaho, Wednesday (31), and Salt Lake City Thursday (1). Carl was in Minneapolis recently to mak several film commercials for the

Jimmy Newman and George
Jones toured Georgia last week
reating from Boyd, who seems to be
far off mike on this far off mike on this one. Doubtful
commercial kickst here. (Peer, BMI)

## OTIS BLACKWELL

You Move Me, Babj .................6
DAVIS 45s-Singor proiecis biues ot his own cleffing to good effect. Some own cound here and and
ing in puanch. (Beacon, ASCAP) ing in punch, (Beacon, ASCAP)
Daddy
Rollin' Stone.... 66 Another chanting by singer of own
material. Particularly good for jocky in search of something on a 1 ittle

## THE SPARROWS

Lore Me Tender
DAVIS $456-$ presicy co...............ipetition is hardity likely to lot this, one get off
the sround. Nor would it likoly wing the ground. Nor would it likely wing tion waro less overwhelming, (Beacon,

## $\underset{ }{\text { Ascar }}$

Nome Baek to Mo... 56
Not much hero, oither, to spark inter-


## for Hal Smith, with stops at

 Albany, Tifton, Thomasville and Moultrie. Last Sunday (28) Jones played Bill Monroes Park at Beanblossom, Ind. Newman recently put in a playing a show and dance for playing a show and dance forCountry Boy Cutrer. . . Davie Rich (RCA Victor) and His Melody Hands played Saturday in Madisonville, Ky., and Sunday (28) in Beanblosand Sunday (28) in Beanblos-
som, Ind. . . Frank Evans (Starday) and His Top Notch(Starday) and His Top Notchers, heard five days a week
over WHBO, Tampa, are set over a tour of Florida superfor a tour of Florida super-
markets for a Tampa meat markets for a
packing firm.
Bookings on the Blackwood rothers' Quartet for the first half November stack up as follows: Decatur and Sheeffield, Ala., NoAla.. 3; Pensacola, Fla., 6: Miami, A; Orlando 9 ; Tampa 10; Jonesboro. Ark., 12; Jackson, Miss. 13; Lawrenceburg, Tenn., 14, and ouisville, 15. . . Red Sovine, Ray Price and the latter's manager, Al Flores, during a recent engagement at Civic Auditorium, San Ose, Calif., with a "Grand Ole pry" unit, had as backstage Block A Wego, drummer with Blackjack Wayne's Bar 10 Ranch
Boys; yodeler Arvada Miller, and Curley Gold, leader of the Texas Tunetwisters.

Chef Adams and His Country Rhythm Kings, still holding forth in the Toronto area, have as their first release on the Quality Records label one of Chef's own tunes, "Now That You're Gone," coupled with "Marilyn Has coupled with "Marilyn Has Done It Again, a tribute to
Canada's marathon swimmer, Marilyn Bell. Daves Folkes, Marilyn Bell. Daves Foikes,
Hamilton, Ont., also covered Hamimon, Ont,, also covered the Marilyn Bell tribute for
Sparton Records, is planning Sparton Records, is planning
a cross - country tour with his Cowboy Kings, including his Cowboy Kings, including
Miss Terry Parker. . . The Circle B Club, Toronto, is Circle B its annual "Sunday holding its annual "Sunday
Night Jamboree" soon at the Night Jamboree soon at the
Palace Pier, Toronto. Artists wishing to participate should

## - R\&B Best Sellers in Stores

For survey week ending Ociober 24 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 shruout the
nation with a high volume of sales in thylhm and blues records. When sixnifcent pation wihh a high volume or sales in thythm and cecord, points are uction is reported on both sides of a record, poins are This case. both sldes are listed in bold type, the leading side week on top.

## Week Chur

1. HONKY TONK (PARTS I \& II)-B. Doggett. . . . . . . . 312
2. BLUEBERRY HILL (ASCAP)-F. Domino.

DONT BE CRUEL (BMI)-E. Presley
HOUND DOG (BMI)-Vic 20-6604
4. LET THE GOOD TIMES ROLL (BMI)Shirley \& Lee.
. LOVE ME TENDER (BMI)-E. Preslev
6. IN THE STILL OF THE NIGHT (BMI)-Satins. .... 5 BROWN-EYED, HANDSOME MAN (BMI) Chess 1635
8. STILL (BMI)-L. Baker

I CANT LOVE YOU ENOUGH (BMii) Atlantic 1104
9. GREEN DOOR (BMI)-]. Lowe. ........
10. LONELY AVENUE (BMI)-R. Charles.
11. YOULL NEVER, NEVER KNOW (BMI)-Platters. . 152 IT ISN'T RIGHT (BMI)-Mercury 70948
12. CANADIAN SUNSET (BMI)-
E. Heywood-H. Winterhalter.
13. 1 CANT QUIT YOU NOW (BMI)-O. Rush. ....... 12

SA Down, Baby (BMI)-Cobra sood
14. MY PRAYER (ASCAP)-Platters,
15. A B C's OF LOVE (BMII)-Teen-Agers. ......... Share (BMI)-Gee 1022

## - Most Played R\&B in Juke Boxes

## For survey week ending October 24

## RLCokDs are ranked in order of the greatest number of plays in fuke boxes thruout

 the country, as delermined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported termine position on the chart. In such a case, both siden Thle are listed in bold type, the leading side on top.Week

1. DON'T BE CRUEL (BMI)-E. Preslev

| Week Chart |
| :--- |
| on |

IIOUND DOG (BMI)-Vic 20.6604

1. BLUEBERRY HILL (ASCAP)-F. Domino

110
4. MY M PRAYER (ASCAP)-Platters

24
$3 \quad 9$

TOO MUCH MONKEY BUSINESS (BMI)-C. Berry. 45 $8 \quad 15$
6. LET THE GOOD TIMES ROLL (BMII)-

Shirley \& Lee.
$5 \quad 11$
7. LONELY AVENUE (BMI)-R. Charles .... 6
7. I CAN'T LOVE YOU ENOUGH (BMII)-L. Baker. . . 10

STILL (BMI)-Atlantic 1104
9. HEEBIE JEEBIES (BMI)-Little Richard. . . . . . . . . . - 1

SHES GOT 1 (BMI)-Specialty 584
10. IN THE STIIL OF THE NIGHT (BMI)-Satins.... - $\mathbf{7}$

## - Most Played R\&B hy Jockeys

For survey week ending October 24 SIDES are ranked in ordet of the greatest number of plays on disk fockey radio weekly surtey of top disk jockey shows in all key markets. This

Week \begin{tabular}{cc}

Last \& | Eekn |
| :---: |
| on |
| on |
| Week | <br>

\hline
\end{tabular}

1. BLUEBERRY HILL-F. Domino $\qquad$ 2
2. HONKY $5407-$ BM
3. King 4850 110
4. LET THE GOOD TIMES ROLL-Shirley \& Lee. . . . 3
5. DONT BE CRUEL-E. Presley. . . . . . . . . . . . . . . . . . .
6. LOVE ME TENDER-E. Presley
7. IN THE STILL OF THE NIGHT-Satins, . . . . . . . .
8. STILL-L. Baker

Atlantic 1804-BMI
8. LONELY AVENUE-R. Charle
9. SHE'S GOT IT-Little Richard.

OU FYOUGH-L
10. YOULL NEVER, NEVER KNOW-Platters. . . . . . . . -
12. IIOUND DOG-E. Presley. . . . . . . . . . . . . . . . . . . . . . . §
13. BROWN-EYED, HANDSOME MAN-C. Berry. . . . .
14. RIP IT UP-Little Richard. . . . . . . . . . . . . . . . . . . . . - 15
14. SWEFT, LITTLE ANGEL-J. Turner.

## RHYTHM-BLUES NOTES

By GARY KRAMER

When do kids outgrow rosk and roll? It is usually taken for granted that this music is for the teen-agers and that the run-of-the-mill adult buye is impervious to its charm One radio station, KNEV in Reno ev., in a recent missive pointe out that it did not program rock phase that high school audent a phase that high school students went thru, their tastes undergoing "good music" by the time they reached their college years.

It is an interesting fact, however, that many radio staions with a predominately college crowd audience do have rock and roll programs At the least, almost all col lege radio stations bave pro grams with "Hit Parade" for nats, which automaticall program rock and roll and hythm and blues records that make the national popularity charts. Station WRTC, Hart ford, Conn., affiliated with Trinity College, has a half hour program on Saturday nights in which rock and rol material predominates. The University of Florida's station WRUF at Gainesville, has a special rock and roll show and occasionally plays r\&r, num bers on other pop shows. Sta tion KARL, Northfield, Minn. Carlton College's outlet, pro grams rock and roll on it pop segs. Station WRIU Kingston, R. I., on the cam pus of the University of Rhode Island, writes that rock and roll is rising in popularity and that more of this music is being scheduled as a result.

Many military bases, here and hroad, have radio facilities an program from The Billboard charts Several have written to tell of their pecial rock and roll and rhythm and blues programs. Servicemen demand this music at their dance and are getting it. It may be ques tioned whether the youngsters who have been brought up on rock and roll these last few years are going o turn naturall"" to blander varietiess of pop music as they pass
into their twenties. This music mo their twenties. This music may be making a deeper and more
permanent influence on music permanent influence on musi
tastes than many adults realize.

Analyzing the fears of rock and roll of more conservative, some liner notes on an album "Scooby Doo") from Zephyr Records, Hollywood, remind that fear of music goes back

IT'S A BIG ONE VEE-JAY \#214
"THE TELEPHONE Is RINGING" PEE WEE GRAYTON

VEE.JAY Records, Ihc.

GOSPEL HIT!
ISHILI 107 BE MOLED SOUL REVIVERS \# 406

DOOTONERECORDS
to the oldest antiquity. After all a trumpet brought down the walls of Jericho-and then there was that other cat, the

Pied Piper of Hamlin. The "Scooby Doo" LP, by the way, is a collection of rock and roll dance instrumentals. One of them, "Ernie's Journey" is being released as a single. The rest of the material is all new and created specifically for this album.

## BELEVE IT OR NOT! 1 Pay $5^{\text {² }}$ Extra per Record and Make MORE Money!. <br> "I NEVER <br> mISS A SAIE WITH UPTOWH 1-STOP SERVICE"

 additional sales. And that's why the faster service they get from Uptown pays off . . . for dealers and operators get all the hot numbers while theyire hot! No lost sales . . . bigger volume! Try our convenient one-stop service. Get all the labels in one order ... one shipment. Save on freight charges save time and aggravation. No substitutions, no back orders, no delays. Once you've tried our service you'll know why so many dealers say, "I pay $5 \xi$ extra per record, but I make more money with Uptown service."


Here Comes the BIG ONE for '56
EIMORE MORRIS
sings

The Hauntingly Beautiful

"INDEED, I DO"
and
"HURTING ALL THE TIME"
PEACOCK \#1668
Prirouk ibitilis. lini
zer
GIVE TO DAMON RUNYON CANCER FUND

evality photos in ouantity


1,000 Postcards 1
BLowups

ars fin


## - Reviews of New C\&W Records

- Continued from page 48 appeal
BMI)
atitle brenda lee
Tm Gonna Lasso Santa Claus
DECCA 30107 This DECCA 30107 -This nine--year-oid
singer, currently getting attention due
 Barry Gordon. She also has a lot of
style and know-how for her age and style and know-how for her age, and
so this boliday opus will have to be watched. (Copar, BMI)
Christy Christmas.... 76
Christy Christmas is one of Santa's
helpers who picks out helpers. who picks out toys for the
kiddies. A cute, bouncy ture with a
catchy melody, this will kidaties. A cute, bouncy ture with a
catchy melody, this will have strong pop and hillbilly appeal in the $m$
department. (Amber, ASCAP) SAMMY MASTERS
Whop-T-Rop
4 STAR 16
4 STAR $1607-$ Counrry blues, with
real swinging arrangement real swingiog arrangement. By no
means as extreme as the flip. despite
the novelty lyric, this side move the novelty lyric, this side mova
right along. ${ }^{4} \mathbf{4}$ Star Sales, $\mathbf{B M}$ ) 2 Rock-14-4.. .74 chanting a novelty lyric. Arrangement has a staccato effect, chrrangement choo
chain style. (4 Star Sales,


SANTA CLAUS HEADQUARTERS


## DEALERS!

## Increase Profits <br> Increase Sales



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UDY (TUTTI GRAYZELL
JIg-Ga-Lee-Ga
STARDAY
270-This platior takes STARDAY 270-This platter takes
the integration of c.\&w. and r.\&b. wax a step further, with a convincing ,., bab-ster, Grayzell's personable reading of a catchy rock-a-billy thythm tune.
Something new for jocks. (Starrite,
ou Hurt Me So. . 74
Grayzell and the Imperials accord a similiar integration technique to
plaintivo ballad. (Starrite, BMI)

## moon mullican

Keep a Light ta the Window for Me... 74
KING 4979 -Good solid weeper, with Mullioan's sincere vocal backed by good string and piano accompani-
ment. (Jay a Cee, BMI)
it You Don't Want
No More of My Loving....72
a swingy beat, but not quite as
stroag as the flip. (Mar-Kiny, BMI)

## GARY BRYANT

Summer Love Affalr
DECCA 30104

## A powe <br> and very 7

pretty woeper which makes an excel-
lent debut vehicle for Bryant. He
has a big voice and an open vocal
style that impresses talent-wise. Watch
style that impresses talent-w
him. (OWd Charter, BMI)
I'm Just wha About You....72
Here is a happy, outgoing rhythm
number in which Bryant also
number in which Bryant also cuts a
fine figure. The strong beat here
makes this good juke box side.
(Copar, BMI)
CANDY ROWELL
Ala't Gonna Say Hello
DU RO
swingy, fiddlo-backed Welts out a
ditty, which in the territories might
make good juke fodder. (4 Star Sales,
BMI)
My Weary Love....6s
Lots of prety sounds from guitar Lots of prety sounds from guitars
and fiddles here, too, as Rowell singe a slightly melancholy ballad. (4 Star
Sales, BMI)

MMIE WILLIAM
Throwing My Lifo Away
ing, Williams cries a into hisitional seer sylthe lost love that into causing beer over
dissipate and to dissipate and throw his bite away.
Material is hackneyed and livened by Williams' performan is not The Dritting Farther Apart....65
Theak-up of a marriage is The break-up of a marriage is the
theme of his weeper. Material and interpretation are lightweight.

## NORMAN BULLOCK

Lies, Lies, Lest.................. 6
brand of country blues. Backing by to projection. (M\&J, BMI)
to projection. (M\&J, BMI
Moanin' the Blues. 65
Good sound and beat here, too, in
same tempo, but flip has the edge.
(Acuff-Rose, BMD

## SEANETTE HICKS

Cry, Cry (at's Good for You)
STARDAY 271-Trut
TARDAY 271-Thrush delivers a 65
slow tempo ballad for fair results.
This will cut no deep furrowy sules. wiso, but is pleasantly listenable. (Starrite, BMI)
Extra, Extra.... 60
Faster ter
Paster tempo hers on notion which
has scant message in the idiom. Less has scant messago in the idiom, Less
saleseal indicated. (Starrite, BMI)

## Clarifies Tax On Multiplex

WASHINGTON - Music by station is taxable to subscribers at the same rate as music furnished Service ruled last week ( 22 ).
"Tax at the rate of 8 per cent of the amount paid for the musical program service should be collected from the subscribers by the company furnishing the service," Revenue holds.

## Hadda Brooks Back With Modern Label HOLLYWOOD-Singer Hadda Brooks was reunited with the first recording company she waxed for here last week, when Modern Records inked Miss Brooks to a term recording contract. <br> Chirp will cut both albums and

 singles, and will not be confined to rhythm and blues material. One of the early mainstays of the ModMiss Brooks recently waxed forFOLK TALENT AND TUNES

## - Continued from page 50

contact Stan Larke at Station CFJB, Brampton, Ont.
Hank Thompson and His Brazos Valley Boys, under the personal Valley Boys, under the personal
management of Jim Halsey, are management of Jim Halsey, are
routed thru November as follows: routed thru November as follows:
San Angelo, Tex., November 1; San Angelo, Tex., November 1;
Tinker Air Force Base, Oklahoma, Tinker Air Force Base, Oklahoma,
2; Oklahoma City, 3; Amarillo, T; Oklahoma City, 3; Amarilo, Tex., 4; Carlsbad, N. M., 7; Lub-
bock, Tex., 8; Stillwater, Okla., 9; bock, Tex., 8; Stillwater, Okla., 9;
Chickasha, Okla., 10; Seminole, Chickasha, Okla., 10; Seminole,
Okla., 16; Oklahoma City, 17; Okla., 16; Oklahoma City, 17;
Vance Air Force Base, Oklahoma, Vance Air Force Base, Oklahoma,
18; Wiehita Falls. Tex., 19; Law 18; Wichita Falls, Tex., 19; Law-
ton, Okla., 23; Oklahoma City 24 ton, Okla., 23; Oklahoma City, 24, and Fort Sill, Okla, 30 . . . Elsie
Pierce Wilks, Bavtown, Tex., song writer, is submitting two seasona tunes to the record companies. The first, "Oh! the Man in the Moon Is Santa Claus," was released las year by Bennie Hess on et "Rec yard New Year."

Jim Denny has moved his Jim Denny Artists Bureau into larger quarters at 146 Seventh Avenue, North, Nashville, where he's engaged in booking "Grand Ole Opry" and other acts. . . Ken Nelson, c.\&w a.dr. man for Capitol Records,

## Case Joins H\&R Staff

NEW YORK--Paul Case, veteran music man, joined the staff of Hill \& Range last week to handle artists relations and special projects. For a number of years in the 1940's, Case was professional manager of Williamson-Music, the Rodgers-Hammerstein-Dreyfus
that handled such scores as homa!" and "Carousel." More re cently, he was a partner with ork ster Art Mooney in several pubstishing enterprises, and also operated his own firm.

## Hillman Exits Marks

To Set Own Label
CHICAGO-Mort Hilliman ha resigned as Midwest representative for E. B. Marks Music to set up his own label, Salem Records, Inc Hillman, prexy and general man ager of the new firm, will produce mood music LP's initially, releas ing singles only if a side should break big out of an album.
Salem, which will headquarter
Chicago, has lined up distribuors in 16 markets to date. Its firs album - featuring canary Corky Shayne-will be released November 5 .

## FAME NOT ALL TO THIS MAN

HOLLYWOOD - Vocalist Art Smith, who works at a nearby aircraft plant for a living , is a man of principle. Tho most singers would have leaped at the opportunity to became a permanent member of the new Ray Anthony Plymouth teleshow, Smith turned down the chance last week, when he decided that "the contract had enough holes in it to be used on a playerpiano."
Smith instead will audition for the Lawrence Welk show, also sponsored by DodgePlymouth.

Coral Records. She arrived here or recording sessions last week and later returned to Chicago where she is currently appearing.
with headquarters in Hollywood, was in Nashville last week recording albums with Gene Vincent. Nelson plans to remain in Nashville right thru the deejay convention November 9-10. . . . Ray Price is reported to be getting bang action on his newest tune "Ive Got a New Headache.
Don West, former steel player and sideman with a "Grand Olo Opry" unit, has joined the Pioneers, c.\&w. aggregation on WGGA,
Gainesville, Ga.... Shirley Hun er has be, Ga. . . permanent addito to "Old Dominion Barn Dance" before retuming to the Coast from the forthcoming deeay convention in Nashville. Cliff Waldon, currently getting action with his two new Starday releases, "India Mama," b/w "It Takes Money," is on tour with Porter Wagoner, Little Monti Jones and Peter Stamper
With the Jockeys
Zeke Mullins recently kicked off a new c.\&xw, stanza, Country Music Round-Up, ver WPAY, Portsmouth, 0 . The show, heard 10 hours week, is the first country and western seg aired by WPAY in several years. Mullins woul like to be added to the mailing lists. . . . Ed Hurt, known on the air as Ol' Pinky, has joined KFXD, Nampa, Idaho, with his "Caffeine Patrol," Hurt, who was with XERB, Rosarite Beach, Mexico, for a year, reports that KFXD has gone to a 24 -hour-day operation, making it the only station in Idaho airing around the clock.

## Col. Skeds Russell Concert Grooving

JOHANNESBURG - Anna Russell, noted comedienne, last week was scheduled to record one Festival here. The Johannesburg Festival here. The disk, a 12 -inch Records, we issued by Columbia ecords, Inc., in the United State or world-wide distribution and will be marketed in South Afric nder the C.B.S. label.
Arnold Golembo, managing director for the Gramaphone Record Company, Ltd., distributors in South Africa for American Columbia, set the deal with Eastman Boomer, Miss Russell's manager.

COMING TO NEW YORK?


Broadway at 751h 5t., New Yor Orcer Wiatrab, Menoging Directer

[^3]
## 2 SO. DATES

1st Touring Appearances By Roto-Jet
NEW YORK-First touring appearances of the Roto-Jet German ride were at the Memphis and Wedemeyer reports lively interes on the part of carnival operators. The heavy attractive unit was first displayed in America a couple of displayed in America a couple of years ago at the Mineola Fair and
Industrial Exposition, and sales Industrial Exposition, and sales
from that moment on have been limited to parks.
Operating at a quarter a head,
he German machine carried the German machine carried
19,000 riders in Memphis, it is claimed, and better than 40,000 in Dallas. Opening day at the Texas
event saw 7,200 customers paying event saw 7,200
to ride the unit.

The ride will be shown again at the Florida State Fair in Tampa,
Wedemeyer said.
Setting up required some 10 hours, and the teardown about
eight hours, with a three-man crew required, plus two trucks for transportation. This time should easily beew fter a couple of continuou weeks with the ride, $i_{1}$ is claimed.

Wedemeyer, returned from the October Fest in Munich, Germany, said he will be offering a couple of new units viewed there.

## Ranger Plans

## Road Jaunt

HOLLYWOOD - The Lone Ranger will make personal appearances after Thanksgiving, when completed, and thruout the coming year, H. G. Saperstein, appearance and merchandising director of the firm bearing his week.
The Saperstein office is also handling Lassie and this attraction will be offered separately or with
the Lone Ranger for rodeos, fairs and celebrations.
An organization of nine people will handle the tours of the two attractions. Film trailers are scheduled to be made with press books, art and mats already available for the appearances.
R. (Red) Weatherwax, the wellknown dog trainer, will appear with Lassie.

The Lone Ranger has appeared on radio for 23 consecutive y
and on television for eight.

## Amer. Royal Sets Record Attendance First 5 Days

KANSAS CITY, Mo.-Attendance at the American Royal Livestock Show and Rodeo, featuring Gene Autry, sie a
for the first five days of the run, for the first five days of the run,
it was reported last week. The it was reported last week. The
show continues thru Sunday (28). Autry and Gail (Annie Oakley) Autry and Gail (Annie Oakley)
Davis were there for the first five days (20-24).
Paid attendance was set at 95 ,000 , for a hefty gain of 35 per cent. The American Royal Building seats 8,500 for the rodeo, so the period's 32,500 seats were filled and standing room was utilized.

## Added Day for Peeersburg; Claim 96,224 <br> PETERSBURG, Va.-An added

seventh day, extending the closing oo a Sunday instead of Saturday, Virginia Fair bed by the Southside Petersburg Lions Club and Charity Corporatio
this week.
This year's event, held Octobe -6 , reportedly attracted 96,224 ersons to the grounds. The 1957 tober 6.
Elections at the meeting had $\mathrm{Dr}_{\mathrm{r}}$
William B. Russell named to suc ceed Dr. E. L. Rayhorn Jr. as presi dent, Gilbert C. Martin as vice tary-treasurer and Elmer L. Bris tow Jr. as recorder. Ralph G. Lock ett continues as manager.
Weather was good this year until closing day when it rained, altho out on that day. Top day was the Friday children's day when 30,094 vere counted into the grounds
Opening day had drawn 5,100 .
Attractions will be taken up at
the next board meeting. The midway this year was provided by the Ross Manning Shows, and othe and B. Ward Beam stunt driving units, Gene Holter's racing ${ }^{1}$ osSue, Tex Ritter, and Smiley BurSue,

Named to one-year directorships are Dr. Rayhorn, J. W. Scoggin James E. Dodd, Lester I. Bowman,

## Bigger Cars and No Space to Park 'Em

- Continued from page 1
nevertheless included a basement garage to accommodate 850 cars. ished centers, like Brooklyn's Ebbets' Field, have been strangled by neighborhood growth. A n ocation, and soon, is a must. Circuses, carnivals, amusement queeze of the parking situation The tented enterprises have had to set up farther away from the centers of population and so become almost inaccessible except by automobile. Under these circumstances acres of parking are needed to accommodate even few thousand people. Most estab
are faced with inadequacy and no place to turn. They have bulldozed and filled in to their outermost limits, but on big days they can only sit back and figuratively watch money go down the drain

Kiddielands
The several thousand Kiddie lands that have sprou'ed in recent ears include many that located with foresight, alongside, or as a part of, shopping centers with their acres of parking.
New arenas and coliseums are being located in shopping center ashion in areas where they can be surrounded by parking areas. Operators know that patrons wan the convenience of arriving and
leaving at their own convenience leaving at their own convenience
and that this is made possible only and that this is made possible only
thru the use of their own automobiles.

Events or places that could do so acquired or developed adjacent parking. Some that couldn't, and had the means, moved to locations offering more space. With the in-
crease in the size and numbers of crease in the size and numbers of cars constantly growing, even the
more fortumate enterprises of the more fortunate enterprises of the
moment may be only a few years moment may be only a few years
away from the gate-throttling problem.
There is one slim sign of hope in the report that automotive engineers are now close to perfecting sliding doors for cars. Eliminating the swinging are $o$ today's doors might save considerible parking footage. But the pessimist might reason that sliding doors would
require still longer bodies.

# Dallas Fair Gets 2,672,253 for New All-Time Record Mark 

## 'Pajama Game' Viewed by 54,000 Patrons; <br> Borge Draws 6,000 in One Performance

DALLAS-The 1958 State Fair of Texas, in its 71 st year, ended
its 16 -day exposition with a stron finish that helped to establish a new
253.

The mammoth total shatterd by 60,982 the old mark of $2,611,271$ set by the Dallas fair last year.
The new attendance record was achieved during a fair that was one night shorter than the 1955 prev
version. Last year's fair opened on
year a Friday night and ran 16 days and 17 nights. This year the fair

## Shrevep't Snaps Back After Opening Rain

Auto Race Program Lost to Weather; Barnes Show, Royal Do Okay Business

SHREVEPORT, La. - The 563,039 or even surpass this mark Louisiana State Fair, which opened by Sunday (28), the final day.
Saturday (20) in the rain, was rac-
The opening day rain wash ing last week and by Friday (26), its seventh day, expected to make up any loss brought about by the up any loss brought
Joe Monsour, fair manager, said that with the exception of Thursday night (25) when it again and indications were then good ount could equal last year's record

The opening day rain washed produced by Al stock car race produced A. Nation al Speedways, Inc., and the fair 6,000 race fans.

$$
\begin{aligned}
& 000 \text { race fans. } \\
& \text { The Barnes-Ca }
\end{aligned}
$$

The Barnes-Carruthers' night revue, altho hurt by the rain on both Saturday and Thursday, was recuperating and by Friday was on its way to equaling last year's
figures. The big show was in for figures. The big show
eight nights of the fair.

Auto races were again scheduled to take over the grandstand on Saturday and Sunday afternoons
with Sweeney bringing in big cars with Sweeney bringing in big cars for both days. Victor Borge, come-dy-pianist, was scheduled for a one-night performance in the coliseum on Saturday. Some 9,000 kids turned out for a free grandstand show, provided by Barnes-
Carruthers on Friday morning.

Carruthers on Friday morning.
Royal American Shows, the midway attraction, was up 10 per cent going into the weekend.
The progressive Shreveport fair this year unveiled a new cattle barn, a structure that ranks with any in the country. The barn, which has a capacity of 2,000 head,
covers 100,000 square feet of covers 100,000 square feet of space, is fireproof and has a pre-
cast concrete roof. Other plant cast concrete roof. Other plant
improvements included a complete overhauling of the Agriculture Building and considerable work on the fairground roads.
both by State Fair President R. L. Thornton Sr., who is also mayor of Dallas, and by James H. Stew general manager of the fair.

## Top Gross Looms

It also appeared that this will e one of the fair's top money ears, boosted by a hike in gate dmission prices from 60 cents for dults and 30 cents for children to 75 and 40 cents.
Expo was extremely lucky on weather. Fair had no rain insurance this year for the first time in many years, but a chart kept by Stewart showed that in spite of some rain which fell at various
times on several days of the fair times on several days of the fair
no insurance would have been no insurance would have been collectible anyway
Only on two days of the fair's (Continued on page 72 )

## Cisco Kid

Pulls Strong
At Mobile
MOBILE, Ala, - Cisco Kid
racked up the biggest day of the Greater Gulf State Fair here Wednesday (24) when he was credited with pulling close to 30 ,000 moppets on Kid's Day. The cowboy TV-motion picture actor was sponsored by a local bakery of the grandstand where he passed out thousands of autographed photos.
Attendance at the fair during than satis was reported as more and the fea tured graadstand show was provided by the Boyle Woolfolk Agency with George B. Flint on hand. Illinois Fireworks produced the nightly pyrotechnics.
Tampa Signs Sweeney
For Four Race Days
TAMPA-National Speedways, Inc. (Al Sweeney), has been contracted to present four days of auto races at the 1907 Florida State Fair here, J. C. Huskisson, fair weary andion staged four days of auto racing at the '56 fair.

Barnes-Carruthers Theatrical EnBres night grandstand show.

## 420-Date Season Good For Four Chitwood Units

NEW YORK - Four units of Equipment is partially stored in thrill shows were operated by Joie

Chitwood in the season just ended, to Reading, Pa. Chitwood will be | Chitwood in the season just ended, | to Reading, Pa. Chitwood will be |
| :--- | :--- |
| and Chitwood, promoting the at- |  |
| making his usual appearances at |  | and Chitwood, promoting the at-

making his usual appearances at
tractions under his own name, is tractions under his own name, is the Chicago and State fair meetprepared to operate in the same
fashion in 1957 if sufficient dates as will gene
Ben Braunstein.

## aterialize.

Rainy Spots Cited
Total dates played, given at Rain was experienced this year some 420 places, produced better at several major dates altho none evenue than last year thru sheer was a total washout. Included volume of business, altho the shows were Trenton and Syracuse. Other experienced the weather difficul-
ties prevalent in several spots where good grosses were
sections ties prevalent in several sections reaped included Shelby, Charlotte
of the country. Biggest of the and Rocky Mount, N. C.; Bedford, of the country. Biggest of the
engagements was the lucrative, 33-
Pa.; Detroit; Pueblo, Colo., and engagements was the lucrative, 33- Pa.; Detroit; Pueblo, Colo., and
show stand at the Texas State others. The opening day show in Fair in Dallas.
in the stock show sections.
Vest Cere, Autry returns to the cheduled on business. He is West to attend the outdoor show business conventions in Chicago sonal appearances are set for now Meanwhile, Annie Oakley is going back to California to make more episodes of her TV film show. Following its appearance a Chicago recently, the Autry-owned Cremer Rodeo stock was returned to its Colorado ranch headquarters.



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## Herb Dotten

## Octoberfest Enthuses Patty

TIRELESS Patty Conklin at 62 has been many places and seen many things, but to him everything he has eyed in the way of a midway ration is topped by that at Munich's Octoberfest
Pausing in Chicago en route to Hot Springs for a brief vacation the Canadian midway biggie sounded off enthusiastically over the operation of Germany's biggest beer bust-and, more specifically, over the midivay operation there.
oller Coasters of the size of the permanent coasters for portable
 or small-sized amusement parks in the U. S.; seven Auto Scooters three Moon Rockets, five Dark
Rides, and two Hot Rod rides, were at the recent Octoberfest, according to Patty, who visited it on what turned out to be a buying spree for him. What's more, he adds, there were at least 150 shooting galleries, 10 girl shows and no less than 775 concessions of various kinds.
The Octoberfest runs 17 days and is attended by close to five million people, Patty points out. It is built around king-sized beer halls. The consumption of beer is enormous, with estimates, as relayed by Patty, putting consumption at one million gallons for the 17 -day rum
Despite its name, the Octoberfest begins in September. The reason for this, so the story goes, is that the natives, who look forward to the Octoberfest like most people anticipate Christmas, just couldn't wait until October for the big yearly event of their lives.
Plow Money Back in Adornments
"Ride operators in Germany are in business to live. Those on this side of the pond are in it to make money," Patty comments in pointing up the sharp contrast in the methods of operation. it for vears. In many instances, the ride passes ride-and he keeps it for years. In many instances, the ride passes from father to son.
Rarely is there an operator who has two rides, and usually an operator Rarely is there an operator who has two rides, and usually an operat
can obtain only one location at the big doings thruout the country.
"Little thought is given to expansion, to adding rides. Instead, the profit is plowed back in adorning the rides to insure that good loca"Practically
Pracfically all rides-even the kiddie rides-have music. Many have ornate organs-and, I mean, expensive organs. Decorative work on the rides are elaborate ... and many are topped by such things as miniature heliocopters, hot rod cars, or like eye-catchers."

Patty was impressed by the care given rides.
women-as well as men-wash down rid of the Octoberfest to see many the rides were loaded into vans for "Members of the ticket selling crews of rides such as the Scooter could be seen in the early hours of each day waxing or simonizing the
"Cerman "operators," Patty continued, "apparently give topmost consideration to watching their property rather than to building up receipts. For that reason, ticket booths, for instance, are placed not for the convenience of the public but rather so that the operator can easily see all of the operation.

Too, only a few rides have ticket boxes. In most cases, tickets are sold on the ride-and this, of course, greatly cuts down the earning
potential."
Gives Checkbook Vigorous Workout
The average ride hand is paid what corresponds to 25 cents an hour, plus his meals. A first-class mechanic receives what in U. S. mone! would mean 68 cents to a dollar an hour, Patty reports.

There is an abundance of labor . . . fortunately, too, for ride operators, as most rides are heavy and require twice as many men tear down and set up as do their lighter counterparts in the States "At least 15 to 25 riding devices at the Octoberfest were so heavy that it would not be possible to move them from week-to-week such is the practice here," Patty observes,
The policy thruout all of Europe, he adds, is for 10-day stands that span two full weekends with four days in between allotted for tear-down, moving to the next location, and for set-up.
On his trip, Patty gave his checkbook and pen a vigorous workout, He bought several rides, including one of the only four German-made Wild Mouse or Devil's Kitchen rides. One such ride has been manufactured in the U. S. by B. A. Schiff and Associates of Miami, another is now in the works by the Schiff organization and more are another But Patty in ' 57 will have the distinction of operating the only planned made Wild Mouse on the North American continent.

Patty, incidentally, plans another quick trip to
December, when he and his ride superintendent Hermany in early arrange for the shipment to Canada of the rides and other show equipment he purchased on his recent visit.

## FAIR MEETING DATES

Western Canada Fairs' Associa- |tions, Royal York Hotel, Toronto, tion, Hotel Saskatchewan, Regina, November 20-21. Emery Boucher, Sask., November 3-7. George K. Coliseum, Exhibition Park, Quebec Ross, 59 Twentieth Street East, Prince Albert, Sask.
Oregon Fairs' Association, Multnomah Hotel, Portland, November 7-8. Hallie Huntington, 13th and
Canadian Association of Exhibi-

Coliseum, E
International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 26-28. Frank H. Kingman, Ridge Road, WinstonSalem, N. C. secretary (Continued on page 72)
 GENERAL EOUIPMENT SALES, IKC. 1348 stadium drive oindianapolis ind.

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## ARENAS \& AUDITORIUMS

## Managers List Buildings' Most Novel Events, Uses

## By TOM PARKINSON

WE ASKED several hunrded arena and auditorium manager what they considered their most unusual booking of the past year. There were nearly as many different answers as managers and the collection of replies adds up to a revealing roundup of just how versatile the buildings are, just how aggressive managers can be in finding new business, and what a great variety of business there is to be created or steered into the halls.

A professional football team used the Nelson, B. C., Civic Center as a training camp. The Cambria County War Memorial at Johnstown, Pa., was the scene of a marching band clinic. Seattle's Civic Auditorium housed a ski jump, and the Coliseum at Quebec City counts its winter carnival as the most unusual booking.

The Municipal Auditorium at Shawnee, Okla., was used as a public school, replacing a building that was destroyed and serving until a new one could be built. Cornwall Community Arena, in Ontario, housed a piano recital. A healing revival stands out among the activities at the Municipal Auditorium in McCook, Neb.

SEVERAL EVENTS at the Arena, Richmond, Va., are listed as unusual, but one that comes first is the roller skating championships sponsored by the Roller Skate Rink Operators' Association Church services have been held each Sunday for a year in facilities of the Heart O'Texas Coliseum at Waco. From a long list of activities at the Memorial Field House of the Colle ge of Puget Sound, Tacoma, Wash, one that stands out is a naturalization ceremony conducted by the U. S. Federal District Court.

In Santa Cruz, Calif., Civic Auditorium a Senior Citizen's Show was booked successfully. A combined fair, auto show and pet display filled the arena at Wallaceburg, Ont. One of several places where a Jehovah's Witnesses assembly has been conducted is the Civic Center at Lansing, Mich.

It may be considered a little incongruous that a wedding re ception was conducted in the National Guard Armory at Jacksonville, Fla., Fresno, Calif., merchants came to the Memorial Auditovile, Fa., Fresno, Cain., merchants came to the Memorial Audito-
rium to stage a preview of their Christmas wares. Sai Jose, Calif., rium to stage a preview of their Christmas wares. San Jose, Caili.,
Auditorium was used in connection with a closed-circuit TV airing.

CANADIAN ARENAS often keep ice in for much of the time and that was turned to advantage by several spots for an unusual event, motorcycle races on ice. Memorial Community Center at Smith Falls, Ont., and Memorial Arena at Tilsonburg, Ont., had this novelty

The Cow Palace at San Francisco naturally listed its handling of the Republican National Convention. Birmingham Municipal Auditorium recalls a bicycle rodeo, at which children were taught safety on bikes. Donkey basketball got mention from Rockne Hall, Allentown. Pa. The Oklahoma City Municipal Auditorium believes that the National Square Dance Festival "must be the most colorful and enthusiastic convention ever

There seems to be no limit to the assortment. Dundas, Ont., Arena mentions wholesale auto auctions. Ak-Sar-Ben Coliseum in Omaha names the Billy Graham revival. Memorial Auditorium, Canton, O., harks back to a rummage sale booked on percentage, which brought the city $\$ 6,500$.

It comes to the point described by the managers of the Minneapolis Auditorium, who note that "in this business nothing seems unusual!"

## Arena Recap

"Ice Follies" Shows
Chicago Increase
CHICAGO - "Ice Follies". o ficials said at the Chicago Stadium this week that 100,000 people had seen the show in the first six nights of its run. They also said attendance at four weekend shows totaled about 60,000 people. Show and Stadium are playing up the fact that absence of "Hollywood Ice Revue" will leave Chicago without a Christmas ice show this year. lies" business now and to be of even more aid to "Ice Capades" here in April.

Big Demand Told
For Atom Displays
OAK RIDGE, Tenn.-Exhibits prepared by the American Museum of Atomic Energy are booked six and eight months in advance and only a fraction of the requests for them can be accepted, Charles G. division of the Oak Ridge Institute division of the Oak Ridge Institute
of Nuclear Studies said last week. One unit has been playing fairs.
Girl Cagers Tour
Mid-West, East
BELOIT, Wis. - The Texas Cowgirls basketball team is making its seventh annual tour, playing about 150 games. Unit will be in Minnesota, Iowa and Illinois during November and December, with Eastern dates to follow. Dempsey Hovland, manager, said he also is
putting out an All-American Indian basketball team in November. Illusionists' Show
Sets Auto Expos.
NEW YORK-Illusionist Richiardi Jr. and company have been booked for Dallas and Minneapolis auto shows in December; Radio City Music Hall in January, and Las Vegas, Nev.; Reno, Nev., and San Francisco during February and March. Act is handled by Hans Lederer at GAC, who reports that Lederer at GAC, who reports that pearance on the Ed Sullivan TV show November 4.
 on se in Albuquerque on weekends during November to confer with the auditoritum board about details of operation and construction prior to his leaving El Paso.
In the Texas city Swan's duties included management of the Coliseum, Liberty Hall, McKelligan Canyon and Ascarte Park. As man ager of the Coliseum and Liberty Hall, he was host to the annual convention of the International Association of Auditorium Managers in August. He is a former city editor of The El Paso Herald and was associated with establishmen of a radio station there.

The Albuquerque building will have 3,500 permanent seats and 2,500 portable seats for the aren floor.

## John Strong Unit

Set for WFA Meet
THOUSAND OAKS, Calif.The John A. Strong Circus, which played a successful fair season of
more than 20 events this past sum more than 20 events this past sum mer, will be showcased at the four-day Western Fairs Association which opens at the Hotel Del Coroado in Coronado on December 3
John A. Strong, owner with his wife, Ruth, of the one-ring show that played the fair circuit as a ree attraction, said that the per ormance is being set at 20 minutes The event is expected to be televised at the time, and will be attended by children from the San Diego orphanages.

\section*{YOU CAN PLACE YOUR CONFIDENCE IN "MATIOMAL" RIDES Rides built by National over 40 years ago are still <br> National Is Famous for ... <br> 

## NATIONAL AMUSEMENT DEVICE CO.

sox 488, VAF Phone MEIrose 2646 DAYTON 7. OHIO

 his all-year purposes and tory the grandstand showed Too, about 10,000 school children
(Continued on page 61)

## Boat Show Feature of 2d Jacksonville Event

JACKSONVILLE, Fla. - Sec- clude representatives of all news ond edition of the new Greater paper, radio and TV media in the Jacksonville Fair got off running area
on Thursday (25), in and around The maiden run in 1955 wound the Gator Bowl. Event is a joint up with a reported surplus of $\$ 50$, venture of the Jacksonville Variety 000 , and Manager Ted Chapeau Club and the Chamber of Com- noted total attendance in excess o merce. A boat show, bound to 75,000 including kids and freedraw heavy interest in this coastal community, is one of the main lements.
Publicity has been excellent,
with heavy newspaper coverage on the grounds taking shape and the
Cetlin \& Wilson Shows midway setting up. Board members in

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Chicago 12, III.


Stadium Transformed
The large Gator Bowl stadium was transformed for the fair, with
more than 100 commercial exhibi tors boothed-in beneath the stands and three bir tents at the north end (Continued on page 61

## Carnival Routes

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## RIDES FOR SALE


 SPOR CO.
Owans-Illinois Bldg. Toledo, Ohio

## ADMEN

ot mary thad ENDORSE THE BILLBOARD as a top

## THE FINAL CURTAIN

BJERRE-Holger
7, at one time one of the leading producers of chorus-dance Copenhagen October 16. From a wealthy Danish family, Bjerre gave up a commercial post to try his luck as an actor and ballet dancer but first became known for his handling of the choreog aphy at the old Scalo Cope raphy at the old Scala, Copenhagen. His Bjerre Girls be ame the vogue in Scandina 10 or more troupes working, or more troupes working rom which many revue and

ALLAGHER-Virginia,
49, with World of Mirth, Cetlin \& Wilson and Olson shows in recent years, October 9 in Gibsonton, Fla. Services in Tampa and the body shipped to Ashland, Ky., for burial. Surviving are her husband, Charles (Chuck) Gallagher, and a brother, Arnold Hanners, of Ashland.

## HALL-John A.,

87, long-time midway and parks concessionaire, October 16 in a Buffalo, N. Y., hospital. Survivors included his widow, Bridgeport, Conn.


Ice Shows


## HARVILD-Georg Kornelius,

 82, former head bookkeeper of Tivoli Amusement Park in Copenhagen, October 20. Harvild was a well-known musle critic prior to holding the post of office manager or Tivoli for 14 years. Later, from 1920 to 1946, he was head bookkeeper of Tivoli. He wrote well-doct mented book, "Tivoli in the Past and at Present."OHNSON-Herman Smokey veteran rideman and concessionaire, October 16 after a long illness. Formerly toured with B. \& H. Amusement Company and Metzgar Amusements. Survived by a son; a sister, Mrs. Jennie Quackenbush, of Rock Island, Ill., and a niece.

## aBARRE-Eugene,

68, musical director of the New York World's Fair and bandmaster of the Long Beach (Calif.) Municipal Band since 1950, October 19 of a heart attack at his home in Long Beach. Before becoming leader of the Long Beach band, he led the Elks' band in Peoria Ill. the New York City police band and played cornet in the John Philip Sousa band. Survived by his widow, Flora.

## ULLER-Lucia

29, member of the Chaludi circus act, in Kiel, Germany, $\mathbf{O c}$ tober 14. (Details in Circus seotion.)

IcCRAY-George M.,
80, former sales manager of the Illinois Fireworks Company, Danville, Ill., and a former fair secretary, October 16 in Danville following a heart attack. He was following a heart attack. He was
secretary of the Danville Fair secretary of the Danville Fair many years ago and was associated with the fireworks company for 30 years prior to his in Springhill Cemetery, Danville.
CHMECK-Herbert P.
66 , former president of the Phila-
delphia Toboggan Company and a leading designer of Roller Coasters and Funhouses, died at Philadelphia's Abington Memorial Hospital on October 22 morial Hospital on illness of several weeks. (Final details in Parks section.)

## BIRTHS

A daughter, Maureen Louise September 20 at Santa Monica, Calif., to Mr. and Mrs. Jimmie Wood. Father is general manager Wood. Father is general manager of Pan American Amuseme
Corporation, Hollywood, Calif.

To thank all my friends for their kind messages of condolence and the beautiful flowers received in memor
Edward (Red) Horwith
who passed away
October 5, 1956
laura baker
Litionan bimat bema

IN KIND
BERTHA R. MELVIILE
who


## IN MEMORY OF

MATTHEW J.
(SQUIRE) RILEY
Peseed away
November $3,1948$.


# DATED NOVEMBER 24 <br> UnUSUALIY GOOD BUY FOR MERRHANOLE ADVERIISRS 

The Billboard Outdoor Convention Special is the ONLY medium that assures you COMPLETE COVERAGE of EVERY buyer in the Industry . . . Carnival Owners, Ride Men, Food E Drink Concessionaires, Fairmen, Parkmen, Game Concessionaires . . . ALL of them. Here's why . . .

Distributed November 19, this Special will reach your prospects BEFORE they leave for the Convention in Chicago. If you exhibit, this is an excellent opportunity to presell your exhibit and to invite Conventiongoers to visit you.

3,000 FREE COPIES of the Special will be distributed from The Billboard's booth right on the Convention floor. Your advertisement in it will AGAIN be seen by EVERY buyer who goes to Chicago while he is looking . . . while he is buying.

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No amount of exhibition space at the Convention itself will do as complete a selling job as a prominent, complete advertisement in the Outdoor Convention Special. Plan NOW to be in it.

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## PARKS－KIDDIELANDS－RINKS

58 THE BILLBOARD

## RESORT SHAPING UP

## Fun Zone Likely For Mystic Isles

TUCKERTON，N．J．－Weather current public interest is main－ and legal entanglements prevented t Mystic Islands，new shore resort in Ocean County，but several ele－ ments of the $\$ 55,000,000$ develop－ ment became reality during the year．
A nine－hole golf course opened eptember 5，and the yacht club in 1,200 feet of boardwalk wer ummer．There is also a 20 the ecreation park with tennis a ball field，and horseback path．
Intention was to provide a mid－ acces to the beach，which bout 200 feet from boardwalk to ater，and deposits were taken fo and rides were also in the scheme．

## Deposits Refunded

Lewis Glorsky，head of Mystic Islands Development Corp．at I South Main Street，Toms River weather fouled up full develop－ ment of the beach zone，and the Statewids confusion over conces－ sion games put the quietus on that did not come in because of un－ suitable site，and game operators got their deposits refunded．
The same plans exist for 1957 but the area will be properly de oome 45 game and food units Kiddieland，and major rides，on the midway approach to the board

The corporation controls 2,000 acres in various zones．Some 250 cres are the site of homes ranging ing both all－year and summer bu tow ty Pealty summer been good with housing sites bein prepared and first homes now go－ ig up．Lagoons being buit and more beachfront property he resorl＇s own Mystic Isles Water Company equipment is being in－ talled
ewman＇＂television－show，Sy House Detective realty delphia and New York，plugging the Mystic Islands homes

## Full Swing Seen

should see the spo area，it is predicted．With a heavy advertising outlay in all media， anticipated，if no more．The 1,200 －foot boardwalk mile in length in three years if the
High Spending Seen for Chi

NEW YORK－A very good ses ion for equipment manufacturer and salesmen is seen for exhibitors the Chicago convention of the Pools and Beaches by Bill de Pools and
Lhorbe Ir．
De L＇horbe，representing the ational Amusement Deve Cor poration，said his visits to parks that spending should be higher that uspual in Chicago．He said National＇s sales and production have been very high and indica－ tions gotten from park people are hat Chicago should see quite a b of action this year．

## ained．

First－year ride operations were to be on straight percentages until Builders based their hopes on th $20,000,000$ people living within two－hour drive of the Mystic Is－ of Atlantic City
Concession operations in the Cer－all scheme inctude golf．sea fishing pier，public and private docks and moorings，and other ele ments peculiar to waterfront re－ orts．A causeway carries bus rid－ ans from Tuckerton for 15 cent the beach for 50 cents．
its first complete season of opera－
ion behind it，Storyland，at the raffic circle in Neptune，is looking missions by the year＇s end．The avish kiddie attraction opened in June， 1955 ，and won quick accept－ ance，partly due to a fine location and，partly，to a competent design and execution job．
Spread out behind an impressive rom the road and on an incline thereby providing visual exposure and front－door parking，Storyland rawn from children＇s fables．
The castle houses a fine food Theaters．On the neatly land caped area are many attractive Russell Patterson，and concession perations run by the park．Thes ing shaped like a camera with bel ride，pony ride，and many coac． Unique Rocket Ride
Other rides are a rocket ship rain，and Bill Ashmares Kiddie by pass－out system，since it also as an entrance elsewhere，beside hat which leads to the park．Ash－ more also runs the train and rocket
ship，the latter of which was pro－ hip，the latter of which was pro－
vided by Messmore－Damon in New York．This has seats inside and film，giving kiddie passengers the effect of flying thrin space．Kid

Park also has a gingerbread castle within which patrons can see men making ginger
ies，which are for sale．
Park admission is 83 cents for adults and 35 cents for children the same as last year．Price wil 1957，and there are no physical changes or improvements envi oned for next year
Business was slack during the pring，when weather was bad but a big increase was experienced Juf，fond a up．Top daily crowd was around 9,000 ，it is understood，altho capacity of 15,000 is possible and capacity of be achieved if the weathe breaks right on key days next sum

Big Ad Budget
A hefty sum of $\$ 35,000$ was re ported spent on publicity and pro

## New Jersey Storyland Views 300，000 Year

ASBURY PARK，N．J．－With paper in all sizes．Manager Merrill


## ville，in 1948

First becoming associated with he firm in 1920 as chief engineer chmeck later became genera manager and，in 1947，president． He retired in January， 1954 ，since
which time John Allen has held the

One of his notable achievement
as the promotion of Skee Bal Allevs many years after Philadel phia Toboggan＇s founder，Henry osition from the inventors in 1914. A native of Reading，Schmeck as buried in that city＇s Charles

ith Max Lander and other opera－ ors of the Adventurers Inn，widely pot，a lavis pefreshers．The ration will be duplicated Queens，which decirion ated new architectural work．The uilding will also house a new Rods，Ine plus areale eru．Het and a kids party room． Joln Ursini，whose Boro Realty Company developed the park
theme in consultation with Bill de L＇horbe Jr．，said construction is號 fides and six acres of parking．

## Plan Revealed Work Revived on For Golf Links At Kansas City <br> KANSAS CITY，Kan．－George

Bennett，owner of Lakeside Enter prises，announced last week an 18 hole golf course will be added to Sacilities of Lakeside Park，91s cost of about $\$ 200,000$
The 6,400 －yard layout covering 125 acres will be built on the hill of former Delaware Indian Res ervation．The present clubhous
at the park will be remodeled．
Lakeside，which covers 300 cres，now includes a drive－in the ater，half－mile race track and sta－ dium，a swimming pool，a 95 －acre ishing lake，and a 15,000 －square oot ice skating rink．
Plans call for the new golf course to be reatly for play in the spring of 1957 or early next sum mer，according to Bennett．

PHILADELPHIA－Herbert P． figure in the ride manufacturing business，succumbed in Abington Memorial Hospital on Monday（22） Schmeck，66，had retired three years ago from the presidency of which he led during its greatest period of growth
In his passing，the outdoor musement field＇s number of Rolle Coaster designers dwindled
whom，Joe McK
$\qquad$ Kee is general superintendent Palisades（N．J．）Amusement Par re Pennsylvania residents，Ver Vettle，of Pittsburgh
Schmeck is credited with the
design or construction of 210 coast er structures in the nation，as well as numerous Funhouses，Mill
Chutes，Tunnels of Love，and Cud－ dle－Ups．During his leadership the last of Philadelphia Toboggan Carousels，among the best of the old－time indestructible Jennies．wa constructed in 1937 for Beach
Amusement Company，Asbury Amusement
Park，N．J．

First Coaster at Paragon Schmeck designed the coaster at Forest Park Highlands，Cincin nati＇s Coney，Island，Elitch Gar dens，Carin＇s Park，and many
more．His first such project wa shortly after World War I，at Para gon Park，and the two most recen gon Park，and the two most recent
were at Hershey Park，in 1955

Carolina Funspot Buys Three Rides WHITE LAKE，N．C．－Manage－
ment of Crystal Beach here is buy－ ing amusement rides to replace hose which formerly were operat at the beach by concessioners． Lawrence and William Corbett， perators of the 30 －year－old fun－ pot，have purchased a Roadway ide，Skyfighter and 36 －foot three breast Merry－Go－Round，all from Allan Herschell Co．，Inc．Later They expect to add other rides． rides at the beach has taken them ut to set up a new finspot next Crystal Beach

Putting 7 Units
At New Shop Area
WEST COVINA，Calif．－Norman Dutch）Schue，veteran ride opera－ new $\$ 20,000,000$ shopping center Schue，who has been in show business for 55 years and on the Vest Coast for 45 ，said that the park will include seven rides．The ride operator will continue to boo ing the Pacific Coast area as he has in past years． ？
ere cleared recently with delivery Other professionals are Lejak of the restaurant building．The Amusements（Fred Jacobs and Lou opening，originally planned for last in a Hot Rod ride and German ，was held up by negotiations Shooter building，both German he spot＇s major building Opera－ low tol－ petition among major－sized kiddie tional＇s Century Flyer train，and lso negotiating for miniature golf， Louis Damelio，Junior Hot Rod； Ralph Stabile，Herschell kiddie anks and National pony carts； orci \＆Compan，Teetercopter criloff，Nation＇Rose Coaster；Ed Steinberg．Herschell Sky Fighter and boat ride；Morris chmier，Mangels junior replica of he adult Whip，and National＇s Pony Trot；Sam Kersch，kid rocket and Ferris Wheel，and Herschell Ralph Deturris，novelties．

> 10-year Ride Leases

All rides are in on 10－year leases and the Adventurers Inn has a 25 － ear lease．Fun Fair provides the tricity，promotion，and
（Contimued on page 59）

## Coast Ride Man

$\square$
$\square$


## Wilkes－Barre Funspot Wins Best Attendance

## Souci Park here scored the bes ccording of ds 5 －year history

 Brown，secretary－treasurer and a
## Altho bad weather hit on several

 weckends and holidays，the park drew more than 500,00 ．The spo tember 3．That final Sunday and Monday of the season pulled an estimated 25,000 persons，Brown said．On the last day the park had a picnic which ithually for 43 years．
The attendance was registered altho the county is designated by
distressed area．This situation and the community allied effort o recruit new industry for the re－ gion，resulted in one of the parks novations this year
This was Greater Wilkes－Barre Progress Day，during which the Chamber of Commerce and its In－ dustrial Fund campaign broadcas radio program from the park midway．The event marked the limax in a campaign to raise coming here．
The park＇s manager and presi－ ent is Edward J．Lee，who also is active in the Pennsyvania par
association and the NAAPPB． recruit new industry for the U．S．Government as a so called

## ROLLER RUMBLINGS

## MARSI's Promotional Campaign Kicked Off

RICHMOND, Va. - The first $\mid$ Operators' Association of America.
concrete promotional step to be taken by the newly formed Mannufacturers' Association of the Roller Skating Industry, an organization for the promotion of the rink industry on broad scales, was announced by association President Sam Asad during the late-summer convention and national contests here of the Roller Skating Rink


1000 pr Used Clamp Shates. 53.50 pr Brownile Precision Wheels.. 1.50 set Economy Precision Kit,
Coltrell Wheels.
... 9.50 set
Bonny's Hug-Me-Iights. . $\$ 10.50 \mathrm{dz}$.
Bonay's Mew "Princess"
Une Skating Skitts... 24.00 dz . up

"Clilcheo"


## SKATING RINK TENTS

$42 \times 102$ IN STOCK $53 \times 122$. AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

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100 Central Ave. Aiton, ili.

## FOR SALE

ROLIER RINK ERUIPMENT



At the same time, it was announced that in the future MARSI rade shows, probably quarterly,
will be held independently of any skating association or championship competitions. Tentative plans are to hold such shows in hotels in various parts of the country, sites o be chosen so as to be convenient to the greatest number of rink operators.
President Asad said during the meeting here that the association had mailed a promotional piece to
daily and weekly newspapers acrose daly and weekly newspapers acros the country. This maining was de-
signed to reawaken the interest of newspapers in roller skating and educate them in regard to the advances made by the industry and its vances made by the industry and its
benefits to a community. Once benerits to a community. Once
that is established, it is felt, rink that is established, it is eilt, rink
operators will find newspaper prooperators will find newspaper pro-
motional managers more co-operative when the operator seeks book ings for newsboy skating parties and the paper more receptive to
skating news releases. The MARSI skating news releases. The MARSI
plans similar mailings to PTA and church group and Lions clubs and Elks lodges, it is understood. Als in the planning stage by the as sociation are nationwide skatin video shows and skating films.
Organizational meeting of the MARSI was held February 6 in Chicago, at which time seven manufacturers attending became charter members. They were Chi resented by Joseph Shevelson Cleveland Skate Company, Sam Asad and Robert Phillips; Hyde Athletic Shoe Company, George Skate Wheels, Paul Cottrell; Raybestos Skate Wheels, Jerry Brush Riedell Shoe Company, Paul Riedell, and Fo-Mac Enterprises, Inc. Vernon Fowlkes and Cecil Davis.
Since then, Charles Snyder, Doug. Since then, Charles Snyder, Doug
lass-Snyder Skate Company, has joined.
Buckingham Cash Box
Rifled by Burglars
WATERBURY, Conn.-Thieves broke into Buckingham Roller Skating Rink recently and took $\$ 30$ from a petty cash box, according to Anthony Mollica, owner. Entrance was gained into the storage kept, by forcing a lock on the door. AOW Speed League Draws Big Crowd at Kick-Off . . ELIZABETH, N. J.-Inter-rink league speed skating in the Norther division of the William Schmitz-operated America on Wheels chain got off to a hot start October 6, with Jack Edwards, AOW director of speed, reporting

## "CHICAGO"

## Duryte Plastic Wheels

for
Rental Clamp Skates


Long Wearing Easy Rolling No Dust Nuts Flush Order Now

CHICAGO ROLLER SKATE CO.
Manufacturers ofathe most complefe Hne
4427 W. Lake street
chicago 24, illinois
the largest crowd ever to witness $\mid$ petitions resume November 3 a speed league debut at the open- Twin City. ing. Edwards said that the outlook for the season is good, with enthusiasm high and registration of
competitive skaters 10 per cent competitive skaters 10 per cent
greater than it was at this time last greater
year.
Mount Vernon (N. Y.) Arena took the league lead in kick-off competitions, rumning up a total of 12 points, and continued to lead following the October 20 contests at
Paterson (N. J.) Arena. In the cur Paterson (N. J.) Arena. In the cur-
rent standings Mount Vernon has rent standings Mount Vernon has
26 points, followed by Paterson 26 points, followed by Paterson
with 24; Boulevard Arena, Bay onne, N. J., 16; Florham Park (N. J.) Rink and Hackensack Elizabeth, 4, and Levittown (N. Y Arena, 2. Northern division com-

## Gotham Spot

- Continued from page 58
central ticket operations. The spot will have a rustic park appearance, with $\log$ railings, lawns and landscaping. Operators will, in turn, yield a percentage of tickets, par-
tipate in certain extra promo ticipate in certain extra promo-
tional efforts, and abide by over tional efforts, and abide by over all Fun Fair rules.
It is the first operation in this area running on a strict percentage basis.
The area already has three spots with no less than 15 rides apiece of junior and major varieties. Jus over the bridge in the Bronx is Funland on Bruckner Boulevard a recreation center with two ride spots, miniature golf, golf driving, batting, and ice skating. Queens Boulevard has Fairyland, and City. All are within 10 miles of one another.


## Herb Schmeck

## - Continued from page $5 \varepsilon$

Evans Cemetery on Thursday (25) after services had been held in Kirk and Nice Funeral Home here, Germantown Avenue and Washington Lane. Attending were scores of business and social acquaintances, including Joe and Al McKee, Ray Lusse, John Logan Campbell, Brady McSwigan, Car Henninger, Bob Plarr, and Elmer Foehl. Among those sending sympathetic messages was Paul HuedeNational Association of Amusement Parks, Pools and Beaches. Schmeck is survived by his widvenue Wyncoat, Pa

## ROLLER SKATING RINK

 BUSINESS FOR SALEOne of the finest floors in the United States. Three years old. Finest of Equipment. New Hammond Organ-used only three months. Plenty of Parking. Long time lease on building. Priced to sell quick. CONTACT
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at Olive 3-9041 or
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W. T. SHACKKELFORD

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The akating surface for wood and
masonite floors. The ultimate in cleanmassint and trastion.
liness
PERYY B. CILEs, Pres. PERRY B. CILES, Press.
$\begin{gathered}\text { Curvecrest. Inc. } \\ \text { Muskezon, Michigan }\end{gathered}$
We invite you to bring your skates to
Curvecrest and

AOW's Southem division got way to a fast start October 13 at ational Arena, Washington, with ion lead with 12 points. In second place is Alexandria (Va.) Arena vith 8 points, and Bladensburg Md.) Arena, 4.

Mineola Awarding Watches
t Halloween Party
MINEOLA, N. Y. - Six 17 ewel Gruen wrist watches, three for men and three for women, are on the prize list for the annual October 31 Halloween masquerade party at Earl Van Horn's Mineola Roller Rink. The prizes will be awarded to wearers of the funniest, most original and finest costumes at the party.
On October 6 operator Van Horn awarded a pair of Chicago shoe skates and a skate box to each of hree winners in a children's voodoo contest. Another such trios number is scheduled for November 3 .
Dingfelder Reopens
pot in Comfrey, Minn ..
SLEEPY EYE, Minn.-H. G Dingfelder, veteran Minnesota operator, reports the closing of his summer rinks and the reopening of his Memorial Hall Rink, Comfrey, for the 12th winter season To date, said Dingfelder, business at Comfrey has been on a par with that of former years.
Melody Celebrates
First Anniversary
GROTON, Conn.-Melody Skat ing Rink held its first anniversary party and night of champions Oc ober 14. Regular skating sessions and prices prevailed, with parents admitted free. Regional champions participated in exhibitions, and other activity included prize-win-
ning games and audience-partici ning games and audience-partici pation stunts.
Four Spots Entered on
DETROIT - The addition ur rinks to the membershition o the Roller Skating Rink Operators Association of America was announced last week by Robert D Martin, RSROA secretary-treasurer association headquarters here. The rinks and their operator
are: Port Park Rollerdrome, North Charleston, S. C., Mr. and Mrs. Van Walton; Fair Haven (Mich.) Roller Rink, Mr. and Mrs. Paul K. Glendale, Calif., Harry Dickerman Glendale, Caiif,, Harry Dickerman,
and Trianon Foller Rink, Spencer, a., Charles A. and Margaret J Brown.
Starlighter Club
Headed by Forester
SAN ANTONIO-Ronnie Forester is newly installed president of the is newly mstalied president St. Mary's Roller Rink here, now the Mary's Roller Rink here, now the
city's only rink since the closing city sinly rink since the
of Midtown Roller Drome.

## ATTENTION

## 



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## FLA. TIME GOOD FOR CRISTIANIS

## 3 Shows Required for Tampa Throngs; Add Day Tour to Play Lost Stand

SARASOTA, Fla. - Cristiani| the afternoon and a soft lot. Plant Bros.' Circus added one day to its City followed.
season Monday (22) in order to Tampa brought the best of the play the stand lost to a hurricane Florida business. Show had Shrine a week earlier at Leesburg. The auspices and gave three shows on
show then returned to its quarters
the day ( 20$)$. First afternoon show at Sarasota Tuesday (23). Origi- drew a straw house. Second had nally, it was to have closed after about 800 people. The regular its Sarasota appearance Sunday (21).

General Agent Paul Cristiani said that the show's Florida tour ing at Tallahassee, October 13, the show pulled a full house in the afternoon and a half house at night. Then came Gainesville (15) and Leesburg (16), with the latter lost.

Daytona Beach (17) worked up the best advance promotion eve said. Melborne (18) had two threequarter houses, with schools out in

## Tennessee Rain

## Finds Beatty; Knoxville Okay

KNOXVILLE - Rain hit the Clyde Beatty Circus at Chattanooga and Knoxville, the first bad
weather it has had in some time At Knoxville the day-long drizzle let up slightly at night and the show had a good turnout.
Show was slow getting off the Chattanooga lot and the afternoon performance at Knoxville was denight house was near-full. Auspice here was the Grotto.
Earlier the show played to string of half and three-quarter houses in Yazoo City, Greenwood
and Greenville, Miss. Cristiani and Greenville, Miss. Cristian/
Bros. was ahead of the Beatty show Bros. was ahead of at Geaty show
in the latter two. At Greenwood the cotton harvest was still in process. At Greenwood the ad-
vance sale was for about 3,000 tickets.

Kriel Family Will Combine Rep, Circus
BURLINGTON, N. J.--Richard Kriel, of the Kriel Family of circus acts, is the partner of Roland Raf-
fler in purchasing the Brooks Stock Company from Mrs. Maude Company from Mrs. Maude week that an earlier
ment was partly in error
Kriel said the under-canvas rep show will be readied for next season. It will use an orchestra, offer with animal and circus turns. He said names of the personnel would be announced later.
The show will play its regular territory in Wisconsin and also wil invade some new territory in Iowa

## K-M Okay in La.

NEWV ROADS, La.-Al G. good day here, with a near-full house in the afternoor and a straw house at night.

## Polack Plays

 Corpus Christi Shrine Stand
## CORPUS CHRISTI, Tex--Po

 ack Bros.' Circus drew one packed house and a string of half and third houses in the 4,000 -seat Me morial Coliseum here October 1720 . This was the show's firs time in.
Feeling here was that over-al attendance for the show's Hestern unit was affected by the recent appearance here of the Clyde Beatty Circus and the run a wee ahead of Polack by "Ice Capades. sored circus drew 860 and 1,247 on the first day; 1.819 and 1,115 the third, and 4,122 and 2,061 on the final day.

Publicity
was good.
Among newspaper hits was an interview
with Pinito Del Oro, aerialist formerly with Ringling and now fea tured with Polack. She joined this show in Vancouver and is completwith Circus Schumann in Europe for next year, it is expected she will be with Polack Bros.' Circus in 1958. some arenas that Ringling Bros. said.
and Barnum \& Bailey Circus migh play in the spring developed tha the circus has made preliminary contact with the buildings.
Management of the buildings contacted said that they had bee ling contracting Leon Pickett. Ring ling contracting agent, in the pas
few days.
But they said that no contracts have been signed.
Pickett acquired informatio about building facilities and als
asked about concessions

## BOOK REVIEW <br> New Version <br> Rome-Ringling <br> Book Appears

CHICAGO-A de luxe book of 352 pages and nearly 100 illustraRinging" Circus! From Rome to is on the staff of the Ringling art museum in Sarasota. It isn't to be confused with the 1932 book by Earl Chapin May called "The Circus, from Rome to Ringling."
May's book is regarded as the first and basic history of the Amerselling for several times its original selling for several times its original
price. But there has been an openprice. But there has
Mrs. Murray's book duplicates the May title and seeks to fill the same need. In some over-all respects it succeeds and does comprise an adequate history; in other ways it isn't the comprehensive and accurate volume that show (Continued on page 61)

## Lucia Muller

Dies; Member

## Of Chaludi Act

CHICAGO-Word has been received in this country of the death October 14 of Lucia Muller, 29 Kiel, Germany.

The Chaludis came to this coun try for Ringling Bros, and Barnum * Bailey Circus and performed with that show in 1950, 1951 and
1952 . They returned to Germany or two seasons, appearing there with the Circus Grock. In 1955 they came back to this country and
were with the Western unit of were with the West
Polack Bros.' Circus.
During the past year, they were vith the Orrin Davenport Circus until May. A contract to play fair for Barnes-Carruthers was canceled because of her critical illness. They
llew back to Germany on July 13
The Lansing, Mich., branch of the Circus Fans' Association was named for the Chaludis.
Survivors include a sister, Gerta, Who also was in the act, and a secning to join the act. Others in the act were Karl Schwarzbauer and Karl Schwarzbauer Jr., who are not related to the Mullers.

## R-B Contacts Arenas; Pacts Not Signed Yet

CHICACO-A spot check with operations around the arenas, they

Meanwhile it was reported that Arthur M. Concello, executive di rector of the show, was making booking tour also. He had been in arasota winter quarters earlier.
Concello said previously that the how was planning to play about 10 weeks of building dates in the East this spring. In the fall of 1957 he said, the show would make three months of stands in the West. And the plan also calls for the show to play Middle Western buildings fo wo months, starting

## MILLS PLANNING MAJOR CHANGES

## Brothers to Confer; Make Plans For New Trucks, Canvas, Program

## JEFFERSON, $\mathbf{O}$.-Winter action gram, repeating with none of the

 the quarters of Mills Bros. Circus acts except for one clown that al is likely to be extensive, Co-owners Jack and Jake Mills have stat-Each brother has a plan for raming the show they will field in 1957, and how the two ideas will be fitted together remains to be seen. Jack Mills said last week a month to make detailed plans. Whatever that outcome might be, some changes already seem
definite. The owners have said hat the show will have said new trucks. Behind this is a move to concentrate the show loads on fewer units. In the past season some units were eliminated, and some trucks lost to accidents and wear were not replaced.

Same Capacity
Now the idea is to put the show on 35 -foot semi-trailers rather than on more numerous trailers of
various shorter lengths. Both trailers and tractors will be new, it is planned now.
The show will retain its present seating capacity, and will buy 500 chairs to replace those lost when
a truck burned in an accident this a truck burned in an accident this summer. But the seats will be fitted into a somewhat smaller top. That tent is ordered from O.
Henry Tent \& Awning Chicago, Henry Tent \& Awning, Chicago,
altho its exact size has not yet been altho its exact size has not yet been
decided upon.

Jack Mills and his family will go to Europe again, and he said again, as well as a troupe of Eng lish ballet girls. He said the present plans are to have an all-new pro-
Hetzer Names First Acts Set For Cop Show

Hakeup of the Police Circus, which Makeup of the Police Circus, which
is to be produced by the Jimmy Hetzer Agency here has been pre pared in part, it was announced
last week.
Show will be November 19-2 Show will be November 19-21
at the Huntington Field House, with auspices of a police organization. Acts already signed are:
Ed Widaman's elephants; La Blonde Trio, bars; LaNorma, tra-
peze; Cycling Therons, Harold peze; Cycling Therons, Harold Voise's Flying Harolds, Baudy's greyhounds, and Larry Ruhl and Sandy Winters, aerial act. The last named duo works a helicopter aerial
act in the summer, and Ruhl will act in the summer, and Ruhl will
have charge of the aerial ballet and the spee in this circus.
Clowns signed are Al and Lou Ross, Gene Randow, Larry Benner, Paul Kaye, Jack LaPearl, and
Pinky Pinkerton. Most of the clowns and some of the acts set so far are
show now.

## Arkansas Towns

Okay for Hagen
ELDORADO, Ark, - Business here Tuesday ( 23 ), when it pulled a three-quarter afternoon and straw house at night. Legion was th spices.
In Benton, Ark., Monday (15) ollowing a Kelly-Miller date, Ha gen Bros, had half and three-quar $\mathrm{K}-\mathrm{M}$ had drawn fair business also
acts except for one clown that al show will continue with three rings.
At quarters here, Charles Brady has directed the storage of all equipment. Supply of hay has arrived for feeding animals during the buyer for winter quarters ac tivity.

## Lincoln Good, Sioux Falls Off for Clyde

SIOUX FALLS, S. D.-Clyde Bros.' Indoor Circus played to light business here October 22-23 and good business at Lincoln, Neb. October 17-18
At Lincoln the show played the Nebraska State Fairgrounds Co iseum, which seats 3,000. Sponsor vas the Kiwanis Club, and an officer of the club said the date was successful. The first day pulled crowds of 2,200 and 2,425 , while the second day had 1,975 and 2,600 people.

The Sioux Falls Coliseum Annex seats 3,000 also. Show had American Legion auspices and was ahead of a Shrine date here. This one and 750 and 1,000 on the second. Tony Smaha has taken over training of the show's young eletraining of the show's young ele-
phants and, with his wife, works phants and, with his wife, works
their dressage horse. Recent visitheir dressage horse. Recent visiFloyd W. Hentons and the Glenn Trumps, all at the Omaha stand earlier.

## Joe Haworth

On the Mend
GADSDEN, Ala. - Joe Haworth, former legal adjuster with Cole Bros., Hagenbeck \& Wallace ther L. Main, Mighty Hing her rom a heart attack suffered severa reeks ago. His condition for while was critical but has shown vast improvement during the past

As soon as his condition permits, he will be moved to his daughter's home, 115 Kilkare Court, Winstonalem, N. C. His wife, Fannie, is with him.

## Sevina Lucky

 In 30-Ft. FallCHARLOTTE, Tenn.-Sevina high act and trapeze, sustained 30 feet while presenting her single traps here Monday night (22). The accident occurred when the swivel on her mouthpiece broke as she was about to descend
Her husband, James Howell, froke her fall, thus possibly avoid ong more serious injury. She was rushed unconscious to Charlotte Hospital, where she was released the next day.
Sevina and Howell join the Orrin Davenport Indoor Circus
Kansas City, Mo., November 12

## New Rome-Ringling Book

- Continued from page 60
people anticipate will some day be on the market.


## Traces Origins

The author has been fascinated by the circus and has caught some of its spirit. She looks deeply into origins of circuses and acts, going yond Rome to beginnings in Egypt and elsewhere. She points up the strong connections between British follows along the circus family tree that includes Ricketts, Flatfoots, Van Amburgh, Forepaugh, Coup ling Mugivan and North. Atten ling, Mugivan and North. Attenthat were the biggest of their time, so there is mention of dozens o shows and showmen. In an orig. mal manner, she mdicates that many shows fed into the channels and funnels that eventually evolve
into the Ringling-Barnum show.
nto the Ringling-Barnum show.
Much the same treatment is ac corded types of acts. She tells of early and subsequent practitioners in various arts of the circus. There
is some historical material about is some historical mat
clowning that is new.

Other original observations and projections turn up as she traces the general stream of show history So far as the general public is con cerned, this book will serve inter estingly as the history of the circus. Hits High Points
Altho many persons close to the circus business also will read and value this volume, the fact remain billing as "the circus book to end all circus books." Mrs. Murray says what several writers before her have published, that circus his tory is hard to come by. As a new-
comer she has absorbed a tremendous amount of information.
But even so the limits of the research are apparent. The high points and the obvious in show his tory are recorded; the less easily
acquired parts often are omitted, acquired parts often are
glossed over or confused.
glossed over or confused.
In perhaps 20 places it is stated that "no one knows" about some situation, when actually most of that information she didn't find does exist and is available. There is evidence of background from standard books on the circus but quently would change conclusions History does know why Coup and Barnum parted, why Bailey also left Barnum once and whether a Ringling was in show business bef.ye 1882 .

The account of how HagenbeckWallace Circus came into being is one example of compounded errors basic information.
Illustrations are largely from photo agency stocks rather than from historical sources of unpub-
lished material. Three of the photo lished material. Three of the photo quota was spent on the same thing. an old movie rather than a circus; a photo of M'Toto is labeled as
being Gargantua. In contrast are
a few fresh pictures of historical value and a great number of fine old drawings and woodcuts. In all, this is an adequate book or those who are reading circus history for the first time and want the general picture. However, for show people and serious show hisorians who are looking for spe-
cifics it is not very dependable. Published by Appleton-CenturyCrofts, New York, at \$7.95.
-Tom Parkinson.

## Georgia State Gate - Continued from page 56

expense of about $\$ 4,400$. Last yar the grandstand grossed $\$ 3,953$ whint.

Icer Wins
Macon has long been known as good stand for ice shows and this is credited with taking the grand-
stand show out of the red. Jack stand, show out of the red. Jack
Kelly's Ice Frolics was presented Kelly.s Ice Frolics was presented
nightly, with cast of Jack Kelly, emsee; Jean Kelly, contortionist n ice; Les Barker, cartoonist; the Ballards, adagio; Jean Sakovich Tommy McGimnis and June Rae,
solo skaters, and Lucille Loring, solo skat
vocalist.
A program of firewor's by Tony Vitale followed the ice show.
Wade, who became general man ager after the death last year of
E. Ross Jordan, believed heavy E. Ross Jordan, believed heavy
emphasis on many new educational emphasis on many new educational
eatures were largely responsible or the build-up in gate receipts A total of seven livestock show vere presented this year. For the first time the fair held a Georgia Pure Bred Sheep Show, which was
directed by Dennis C. DeLoach, extension service specialist. This show was co-sponsored by the fair
and the Citizens \& Southern Naand the Citizens \& Southern Na-
tional Bank, and proved popular, Vade said.
The other livestock shows were Georgia Polled Hereford Show Georgia Aberdeen-Angus Show Open Swine Show, FFA Cattle and Swine Shows, and the Open Poul-

## Hypo Departments

At the same time other depart ments on Agriculture, 4 -H clubs
Women's Work and Flower Show were stepped up.
A new department largely devoted to educational exhibits by health services also attracted much attention. For the first time the Central District Dental Society were exhibitors with a demonstration of use of fluoridated water, tion of other dental health measures. The Bibb County Tuberculosis Association made free chest X-rays. Oher sections were devoted to el and other health agencies. Wade said there is an urgent need for another large exhibit building.
A newly installed system of punching season ticke
tighter gates, he said.

## WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 2160 Patterson Street, Cincinnati (22), O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show
Kind of Show
Owner
Manager
Winter Quarters Address

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## UNDER THE MARQUEE

Clare (Mickey) Boyd, circus billr, is in Fort Wayne, Ind., where he is taking part in a fund-raising campaign for a church that will
car be located at the old circus grounds in that city. roit circus fan, is announcing
midwestern round-up of circus fans to be at Detroit November 10.
E. W. Adams, Hapeville, Ga. caught Ring Bros: Circus near A lanta and spotted Joe Smiga, who has the concessions, and the DeRiskie Family. There are two bull wupply the music. Adams said he missed owner Franco Richards, word was the show has had good business in Georgia.
E. F. (Boppy) Day clowned a
aper market date in Phoenix, 1957 season last week, moving the Fort Wawne, Ind., to start promo tion for Polack Western's date Sensation) Rarton completed tring of Louisiana fair dates Winnsboro (20), and jumped to oin Clyde Bros.' Circus at Albert Lea, Minn. At the Eunice, La., Fair were free acts, while George Flint's grandstand show included the White Horse Troupe, Del Oros and latinos.
Chicago's Atwell Luncheon Club continues to draw capacity turnouts, with Merle Evans, CFA Ward Shafer, Gene Whitmore, Scott Hall, Sam Stratton, Bev Kelley, Babe Boudinot, Sam Ward, Al Swerey Bob Hickey among recent at tendees.
When Burma, the elephant mas cot of the Republican party, wa flowers to Mrs. Richard Nixon, was startled by a jet plane and bolted thru a fence. The elephant handle the bouquet assignment.
The Todd Henry Monarch indoor circus, playing Ripon, Wis., recently, had the McNeece Ele Bobo Bamett, John Facer and others. CHS Dusty Rhodes visited

Joe Short, who clowns an amusement park excursion boat in the Irv Romig on the "Ricky the Clown" TV show in Detroit. Short department store during the Christmas season. Joe writes that he is doing well at 72 years of age.
Albert and Judy Spiller,
have their seal act with Atayde Bros.' Circus in Mexico, write that they were witnesses when Don driver were injured in a truck accident that also freed four lions in the village of Magdalena Buenojate. The lions killed two donkeys and one cow. Then local farmers Former performer George Gregg lowned again for a day when the Cristiani show played Pensacola, Fla. ... Col. H. G. Coffey writes
that the Martinsville, Va., Kiwanis Club is passing its okay of the Cristiani Circus on to Kiwanis national headquarters. Don Marcks
and Don Miller caught the Dolly Jacobs Circus at Tacoma, Wash. The show was in Canada earlier with a carnival.

Milt Herriott, now trainer with the White Horse Patrol of the Shrine at Sioux City, Ia., is breaking three new horses for a Liberty act and and two for a teeterboard routine.
Frank Schalk, who was with DeWaldo Agency circuses, now has
his own band at the Covered Wag-
n, Minot, N. D. . . . When Mills Bros. played Springfield, Ill., reCFA CFA gave a party for circus perAmrheims.

The Flying Royals, owned by Roy Romas, have played fairs in Minnesota, Seattle, Portland and California. They will play the hrine show in Hawaii for Wally ee in February, and they plan to return to Los Angeles later for mo Pat Douglas, Jeep Milan, Billy Alexander, Buddy Brewer, Julian Austin and Jackie Gibson. The Bill Dunns are to be with them in 1957. Duke Patterson is clownin Toyland at Rollman's, downtown Cincinnati department store, where e's set thru December 22 .

Visiting the Clyde Bros.' Circus sioux City, la., were the Milt Herriotts, of Sioux City, and their Minneapolis, as . well as Jack LeonHimneapolis, as well as Jack LeonSt. Louis. Herriott said business was ood for the show. Several perfter the show.

Ray Brison, Reading, Pa., re orts that he went to Chambersourg, Pa., where his circus has been stored, and sold a poiver plant and
three trucks. He is planning to make some indoor dates for Dave Wharton in Maryland.

Norman and Elizabeth Kester caught the Kelly-Miller show at Guy Smuck and Mrs. Miller, with whom they trouped on the Howes Great London and Mighty Haag circuses. ... Wanda Lee, who was
with circuses and last trouped on Cole Bros., writes that she is ill and wants mail at Box 7012, Nash-
ville, Temn. ville, Tenn.

## Boat Show

- Continued from page 56
of the stadium for the Southeastern Boat Show. Additional tents are set up across Duval Street in the outfield of the adjacent lackson-
ville baseball park, for livestock and poultry exhibits.
The midvav extends thru the tadium's parking lot area from Adams Street north to the Express-

Activities got rolling at 10 a.m. on opening day with a downtown parade with Nathan L. Mallison as grand marshal and featuring many of the boating displays. The band from Palm Beach Air Force
Base provided music. Mallison is Base provided music. Mallison is superintendent of the city recrea-
tion department. City and county tion department. City and county
officials had been treated to a performance of the Raynell Show the previous night, following a kickoff banquet at the Roosevelt Hotel. Indications were that a second successful run, aided by the experience all hands picked up in 1955, will clinch the event's bid to become a permanent fixture in Jacksonville.

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## RING BROS.' CIRCUS wants phoneman


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# FAIRS-EXPOSITIONS 

## Columbia Speeding To New Gate Mark <br> Ideal Weather and Improvements Combine for Big Days at Outset

COLUMBIA, S. C. - Great three have galvanized steel sideweather graced the early stages walls and aluminum panel roofing of the South Carolina State Fair of rigid frame design. as the event opened strong, moved Opening day on Tuesday (23) into a traditional big Thursday found the grounds jammed, and which was again a big day and continued a strong pace thru the Friday (26) activities which drew people from far and wide for a marching band parade and compe-
tition.

In several respects the improved over recenced, likely early pace, if sustained, was likely office as well.
Three new metal structures glistened on the grounds. They are a general purpose barn with end, 70 feet by 180 overall; judging arena alongside the dairy cattle barn, 50 feet by 40 , and an FFA
livestock barn, 50 by 152 . All

## WANTED

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THE MALKO TROUPE

 spending was reported as fine rom many quarters. It was FFA and Junior Homemakers Day with
some 14,000 assembling in the some 14,000 assembling in the
stadium for a rally in the mornstadium for a rally in the morn ing, then spilling onto the ground in the afternoon.
A notable exhibit in the Stee was a complete, life-sized gasoline station model with gasoline pumps and a Ford Thunderbird at the pumps. The U. S. Brewers' Association showed its cut-away mode of a distillery
Also nex is the display (Continuel on page 72) 3,000 persons, next May.

## Rain Jars Macon's Bid for Gate Mark

MACON, Ga. - Rainfall on priving the fair of at least $\$ 10,000$ closing Saturday (20) pulled the in paid admissions. Prior to then closing Saturday
Georgia State Fair's record-break-
it had been mild and clear on all ing pace to a halt, but too late days. The final night's grandstand ing pace to a halt, but too late
to keep it from enjoying the fruits to keep it from enjoying the fruits
of perfect weather on five of the of perfect
six days.

All segments of the annual had a fine week, and Manager Rober M. Wade reported the added sat isfaction of the grandstand's first profitable week in his memory
with some $\$ 300$ cleared. Price was with some $\$ 300$ cleared. Price was
50 cents for adults and 25 for kids for the Kelly "Ice Frolics" booked in thru Gus Sun.
A first-time combination advance well. This consisted of a book of
wick deal worke out ver five 50 -cent outside gate tickets thrown in, for $\$ 2.50$. With 25,000 gate passes distributed and free 4 H -ers on their dues cards, the overall attendance for the week was around 130,000 of which 80 000 was paid.

Saturday Washout
Closing day was nearly a total washout, with rainfall all day de
 receipts were cut to $\$ 240$ by the eather.
On other days the 5,000 -sea stands were well filled, Wade said the combination of low prices The Cetlin \& Wilson Shaus like wise suffered on closing day but pulled out with at least a 5 per centage point increase over last ear on rides and shows or about (Continued on page 70 nado, Louis S. Merrill, WFA gen-

S. C. State

## Sets New

## Grandstand

COLUMBIA, S. C.--Elections or the South Carolina State Fair vere held Tuesday (23), and financial figures were revealed which gave evidence
Ranso
Ransome J. Williams was re amed president of the State Agriultural and Mechanical Society, and Gov. George Bell Timmerman was elected a new life member. J. C. Darby, of Winnsboro, was named again to the executive com-
mittee, and Frank Hampton remittee, and Frank Hampton re
mains as vice-president of the asso iation.
Fair assets as of December, 1955, vere $\$ 527,321$ and liabilities 4,273.
Hampton told of plans to build a

## Western Fairs Assn. Sets Dec. 3 Meeting

SACRAMENTO, Calif. -- An- as "IFestern Dress Day," with prize nual convention of the Western to be awarded to the person wearing
Fairs' Association will be held for the most Western garb. "California Fairs' Association will be held for the most Western garb. "California
four days starting December 3 at Hayride" is to be presented at $8: 30$ four days starting December 3 at
the Hoyride" is to be presented
Del Coronado in Coro-
p.m., followed by a dance. eral manager, announced.
Registration of delegates, includ ing fair managers and directors from Canada, Nevada, Oregon, Texas, Utah, Washington, Arizona and California, will start at 10 a.m. on Monday (3) and continue until ing is scheduled for 10 that morn ing, with the afternoon sessions to include that of the WFA directors and advisory directors, and the
resolutions committee, of which resolutions committee, of which
R. M. C. Fullenwider is chairman J. E. Whitaker, WFA president, will deliver the welcome and president's message at dinner at 6:30 p.m. in the Coronet Room. New managers and new members are
to be introduced at that time. Following the dinner, the remainder of the evening will be an "open house" with the service members as hosts.
Tuesday (4), second day of the meeting, will be highlighted by
the College of Fairs Ad Clinic in the College of Fairs Ad Clinic in the afternoon from $4: 30$ to 6 . Fol lowing dinner at $6: 30$, "Your Question Answered" will get under way at 8:30.
at $\begin{aligned} & \text { Wednesday has been designated }\end{aligned}$ p.m., followed by a dance.
Whitaker will preside over the WFs meeting on Thursday, with the meeting to be adjourned a 7:30 p.m. A dinner-dance will fol-
low and wind up the business and low and wind up

## Raleigh Wins Over Rain, Ends Strong

## Tremendous Appeal of State Event, All-Out Group Effort Pays Off

RALEIGH, N. C.-North Cayo- and 8:30 p.m. All played to lina's State Fair battled intermittent packed houses in the 5,000 -sea rain on three of its five operating arena. The same three shows were days, but still came thru with a presented again to capacity audihighly successful run.
At the conclusion, Saturday (20) Dr. J. S. Dorton said the week had been one of the most exciting, hectic and demanding in his career. He had high praise for the work of fair personnel, showmen, exhibitors and conces ences on Saturday.
Four inches of mud had to be pushed off the track on Saturday in preparation for the Sam Nunis big car auto races. Jack Kochman which was televised over WCUN The troupe featured the 1957

Estimated
Estimated attendance was an ounced at 545,000 , about 55,000 The GAC-Hamid "Stairway to nder the 1956 atter way police are usually credited tale presented fireworks nightly. ith the estimates. Income from Name talent was used by the eneral admissions at last year's ir

## Go Barefooted

The noted tremendous appeal of this event was evident thruout the run. Patronag was big on each and masses of mud in many sec tions of the grounds. Many patrons solved the gummy footing in the midway area by removing thei footgear and going barefooted.
Only two grandstand events were lost altho it was recessary a
times to plow off the mud on the race track. The location of some shows was switched at the last minute to save them from cancella tion. One day of horse racing and a late Thursday (18) night presenta tion of the Ward Beam thrill sh

On the same day three
On the same day three show were presented in the Coliseum ncluding Gene Holters anima how, originally scheduled for the por p.m. Pat Bo" followed at $4: 30$

## Miss. State to Spend 250G on Exhibit Bldgs.

JACKSON, Miss.-The Missis- bility of center floor display areas, sippi Agricultural and Industrial including electrical outlets for Exhibition has announced plans lighted displays.
for construction of two new, mod- The walls are to be painted conern exhibit buildings that will cost total of $\$ 250,000$. The structures will replace the present, outmoded wood buildings.
Each of the contemplated halls will contain approximately 20,000 quare feet of exhibit space, will be built on piling and will employ Lampella arch construction, having free span of approximately 100 eet. They will be skyligthed for daytime use in addition to electrical lighting for night use.
The floors are to be concrete
with provisions made for flexi-
rete, ceilings are largely to be exposed structure and the two build ings will be connected by covered and lighted walkways.
They will be placed on a mall hich will be established leading from the main gates, and, in addi tion to exhibit space, will include ffices, storage and rest rooms.
Between the time the present wood buildings are razed and the new ones constructed, commercial exhibits will be housed in the Industrial Building.

## CARNIVALS

NOVEMBER 3, 1956
Communications to 188 W. Randolph St., Chicago 1, III.
THE BILLBOARD

## Strates Beats Rain, Equals Raleigh Take

## Patrons Go Barefoot Thru Mud as Drenching Rains Mar Three of Five Days

FLORENCE. S. C.-Drenched sloshed their
and muddied but buoyed up by bulging coffers after a week at the
North Carolina State Fair, Raleigh. the James E. Strates Shows started the James E. States Shows started
off at the Florence Fair with much better weather and the promise of another good gross.
The Raleigh event, affected by adverse weather on each of its five operating days, including heavy rains on three, proved a surprise and demonstrated the strength of the Strates' organization, which succeeded in equaling the gross earned last year under much better conditions.
Gluey mud, a foot and more deep, and puddled water thruout the midway, failed to stop midway activities. The show dumped tons of straw and shavings on the walk areas but fresh rains created a new mess. The public ignored the mess. The pubantness and hundreds removed their footgear and happily

## SLA Ladies

Nominate Frieda Rosen

CHICAGO - Frieda Rose of the Ladies. Auxiliary of the Showmen's League of America at the regular nominating meeting held here last week.

Also on the slate are Phoebe Carsky, first vice-president; Dorothy Kennedy, second vice-president; Mrs. Carl J. Sedlmayr Jr. third vice-president; Evelyn Hock treasurer; Mrs.
Miller, secretary.
Nominated for the board of govmors were Lillian Lawrence, Ann Sleyster, Mary O'Hara Smith, Barbaa Woody, Pearl Hall, Rose H. Page, Ethel Wadoz, Myrtle Hut t Morris, Mrs. Ned Tori, Grace
Whiner, Bess Hamid, Dorothy Goldberg, Virginia Kline and Dolly Young.

An opening day gross, reported ago, provided a cushion. ago, provided a cushion. The pubshows might have racked up a record gross for the event with any In an effort to salvage some of In an effort to salvage some of the calculated loss in attendance school children free admitted all school children free on the final school children Area and State school children are admitted on two days during the fair but all
are required to hold tickets of are required to hold tickets of
which 275,000 are distributed thru school systems. The bad weather kept thousands away on their regular days. On Saturday they were
still greeted by ankle deep mud in many areas.
The Downs Sky Wheels helped boost the midway gross. While the take for the unique ride was good under the circumstances,
Strates believed it might have douStrates believed it might have dou
bled its gross under perfect

## ACA Sessions Set for Chi

 (Continued on page 72ROCHESTER, N. Y. - The cad annual meeting of the Ameri-
can Carnivals Association will be held at Chicago's Hotel Sherman, as usual, in conjunction with the yearly outdoor conventions, accord-
ing to Max Cohen general -counsel ing to Max Cohen, general counsel. The session will start Monday,
November 26, at 1 p.m. in Room 111, when Cohen and associate counsel will meet. At 4 p.m. the annual meeting of directors, offiers and past presidents will take place. All meetings will be in the same room.

On Tuesday ( 27 ) there will be $10 \mathrm{a} . \mathrm{m}$. meeting of all railroad how owners and managers, plus a meeting relative to labor problems. The general meeting of number will be at 2 pom.

## Macon Re-Inks C-W After Okay Fair

## MACON, Ca.-Cellin \& Wilson <br> Co-Owners Cetlin and Wilson

 Shows, which completed a highly successful week at the Georgia State Fair Saturday (20), will re turn to the fair in 1957 for the ninth consecutive year.Bob Wade, general manager of lin aud John W. Wile announcement jointly. made the
Despite heavy rain all day Saturday, which marred an otherwise
perfect week of weather, the midperfect week of weather, the mid-
way gross for shows and rides was up about 10 per cent over last year for a total gross of slightly better than $\$ 60,000$.
The big day, Friday (19), turned in a gross of close to $\$ 20,000$ this year, compared to $\$ 17,000$ last

In the rain on Saturday the midway grossed about $\$ 7,000$ instead year ago.
announced here that practically all of their fair engagements have been caption of the 19.7 , with the exthe Indiana State Fair. which does not close contracts until later.
Show left Macon Sunday for the final stand of the season at Jacksonville, Fla. Cetlin and Wilson
said they had completed arrangesaid they had completed arrange-
mints for the show to return to winter quarters at Petersburg, Va.

During the week here the mid way take fell off slightly Monday but showed a substantial gain in Rain started Saturday morning and poured steadily thru the day and night.
Officials said the resigning of set the record for any show playing the fair, which observed its 101st anniversary this year.

Hill Ends Tour
With Winner; Inks '57 Fairs

ARANSAS PASS, Tex.-Hills Greater Shows not only wound up
its season with a big winner but its season with a big winner but
has its $\mp 7$ route fairly well set, H. P. (Punk) Hill, owner-manager announced here at his winter home. Tour wound up at the Eastern New Mexico State Fair, Roswell, which awarded him a contract for next year before he left the airs ins. Hill also signed seven hose at Cando, Rugby, Rolla, Botinean, Crosby, Flaxton and Fargo Ride and show grosses at the roswell Fair, which closed October 13, were almost 30 per cent ahead of last year, Hill reported. The midway, said to be the largest the air ever had, included 34 major and kid rides, 12 shows and close 100 concessions.
Lisa Del Mar's Side Show took
op money on the back end, with
Kenneth McCoy's two girl] shows

# Big Attendance Ups Dallas Midway Take 

Estimated 500,000 View Shows; Roller Coaster Rides 104,846


#### Abstract

DALLAS-Midway and conceser years as the Dallas exposition closed with a powerful $2,672,253$ attendance for its 16 days. A strong close after inclement weather hit the fair during the first part of the second week gave the fun zone several excellent days. High School Day (19) was paricularly good, with an attendance f 157,098 , mostly teenagers. Clif Wilson, booking the mid way shows for his fourth straight million people saw his 24 shows, led by Charlie Taylor's Cotton Club Revue with about 85,000 patrons Revue with about 85,000 patrons. Other shows that did well included the Strip-O-Rama girl show, Palace of Wonders illusion show, Miracle Fountains Snake Show


fried a total of 68,531 passengers air of Texas the one of their bet- wort length of track that
ping units included the Geek Show Funhouse and Glass House. Mickey Mouse unit and midget cattle also Hill their share
Hill said he planned to spend going to the China before recently purchased a new pleasure recent
boat.

## Royal American Net Is Up at Shreveport

 Baldwin, secretary of the Nine-- midway contract at a dinner given thru 21.SHREVEPORT, La--The Royal American Shows went into Friday
(26), seventh day of the eight-day (26), seventh day of the eight-day
Louisiana State Fair here, with ride and show takes up about 10 $\frac{\mathrm{per}}{55}$

Rain pelted the midway from ear dy afternoon to early evening Saturday (20), first day of the event, but Sunday, given excellent weather.
yielded a matching day's gross. yielded a matching day s gross.
Negro Day, Monday, also was big. enabling the show to pull well ahead of ' 55 to the same point. Tuesday and Wednesday held last year. Thursday's receipts were Lash La Rue's Western Show joined here and it was bunched Ilavana, Dick Best's Side Show, Watercade and Johnny Bransons Goliath
getters.
The Royal American Shrine
Club Thursday ( 25 ) held its annull party at the Shrine Crippled from Watercade Harlem in cana, Dick Best's Side Show the Lash La Rue Show and also from the grandstand show -a Barnes-Carnthers revue - partici-Barnes-
mated.

Carl Sedlmavr, R AS owner, wa Carl Sedmavr, RAS owner, was Thursday night (25) after the close, when he was presented with a handsome clock in observance
of his 50 th year in show bustness. The presentation was made by Frank Stubblefield, foreman of the Round-Up and the oldest em A birthday party for the show owner was given Tuesday night (23) in the Mirror Steak House by S son, C. J. Sedlmayr, Jr.

Monorail Clicks
The Monorail, suspended overhead railway constructed mainly for transportation purposes but ride during the 1956 fair, did very well after losing several days at the beginning of the fair due to construction delays. The device car-

State Fair. C G Baker retary of the Oklahoma State Fair Clyde Byrd and Pat Ford, secre try and concession manager, respectively, of the Arkansas Livestock Show; Bob Shivers, secre-
try of the Hope (Ark.) Fair; Dan Baldwin, secretary of the Kentucky State Fair, and J. M. Dean, member of the board of directors of the Mississippi State Fair.
Engagement here marks the

## ind-up of the Royals season.

## WOM Gross Up At Columbia Event

COLUMBIA, S. C. -The World by fair officials Sunday night (21), of Mirth Shows wert into the final Last week the show was awarded day of operations at the South the contract for the 1957 Anderson Carolina State Fair Saturday (27) (S. C.) Fair before the conclusion
with a comfortable lead of several of that event. thousand dollars over the hefty ross earned last year.
The show got off to a booming tart at a preview, free gate open The show got off to a booming the weather was against operations ing. on Monday night (22). Busi- washed out all activity on the finally ness continued good thereafter with day. Saturday (20). Day, Tuesday earned on Children's the Downs Sky Wheels joined for 25), traditionally the biggest sine day since it is built around

## he football classic, South Carolina

 ans es closed downMore kids turned up on Friday
26) to turn that into an excellent session until a few years a quiet been building steadily and now counts as an important earning sag. counts
mint.

Awarded Contracts
The show was awarded the 1957

Business at Anderson was very good, Frank Bergen reported, altho day. Saturday (20) his engagement. The spectacular ride attracted attention and pub-

Tyler Fair Inks Franklin

## s.-Don Frank in

帾 Texas Fair here, Bob Murdoch manager, announced. Next year days, running from September 14
## Link, Glosser Get Okay \$\$

## and Ep Glosser co-owners of

 World of Pleasure Shows, closed their show here Saturday (20) after a successful run at the fair here. Show spent seven weeks in the South this season to excellent busiin '57.From here the show went to its Norwalk, O., winter quarters. Both Link and Glosser will attend the Chicago meetings plus a number of State conventions.

## N. S. A. <br> IMPORTANT NOTICE TO ALL MEMBERS AND FRIENDS OF THE MATIONAL SHOWMEN'S ASSOCIITION

Several years ago when the five-year plan was begun, aimed at the purchase of a club building, an appreciable sum of money was realized thru the purchase of building bonds. A great many pledges were made since then, contingent on the NSA buying its own permanent home

The home has finally been found and secured by means of a large deposit, and the time has therefore come for members and friends to make good their generous pledges, in an expression of the excellent faith which has enabled the club to grow to its present stature.

Our new building, the present Friars Club home in Manhattan, is not only ideally located but it is perfect for us in having been erected as a clubhouse. It contains large assembly rooms, other meeting rooms, offices, ample toilet facilities, cloak rooms, kitchen, complete weather conditioning, etc., all of which will make it the showplace among outdoor showmen's quarters. For social, entertaining and business use, it is a place to be proud of.

It also means, however, that the NSA has reached a crucial period in its history. This year must, for obvious reasons, be the best for fund-raising that the club has known since its inception. One regular meeting on Wednesday, November 7, remains on the schedule. On that night important financial matters will be discussed.

It is urgent that all those who sincerely intend to make bond purchases come to the meeting prepared to do so. If attendance is imposaible, checks can be sent to the club at 317 West 56th Street, Now York City. The same applies to all who

We will be looking forward to seeing you personally at our testimonial dinner to the retiring club president, immediate president and club physician on November 19 ; our gala openhouse party on November 20 , and annual banquet on November 21.

# MGHIY INTERSTATE SHOWS 

## WANT FOR

wation country falr avo armisice celibration combined DE FUNIAK SPRINGS, FLORIDA, NOV. 5.10
Want Merchandise Concessions, also Hanky Panks. Good opening for large up-to-date Cookhouse and Bingo. Want any Bally or Grind Shows not conflicting. Address H. B. ROSEN, Elba, Ala.


TIBBS \& KEELER



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|  | DALY TICKET 60. |  |
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## when answering ads

Say You Saw It in The Billboard

## BEST ON RECORD:

## Don Franklin in WQ After Top Fair Season

SAN ANTONIO-Don Frank-<br>Among the anmals signed for lin, owner-manager of the shows bearing his name, last week reported that fairs played this year produced the best grosses since the show has been out. And as a result, Franklin said, the majorty of the annuas played this past

have been re-signed for '5'
Most of his organization
up its season October 19 at gio, Tex., and is currently at Refuquarters at Sequin. Ter. quarters at Sequiu, Tex. One unit,
under the management of Ralph under the management of Raiph
Wagner, played the Del Rio, Tex., annual and then headed for quarannual and then headed for quar-
ters after the Sunday (28) close. Outstanding runs of the year were at the Texas fairs, which yielded many record-breaking grosses despite drought conditions, Franklin said. With 19 rides now being carried, the organization plans to carried, the organization plans to
concentrate on its back-end. Plans concentrate on its back-end. Plans
are in the making for a menagerie type show among others.

## Sumter Good <br> For Vivonas; <br> Iry 6hh Day

SUMTER, S. C.-Amusements of America remained here a second week, playing the white and ing a good stand during the first ing a good sta sumb the fumst named
Fair.
Opening night's gross on Mon day (15) topped the usual opening by about one-third. Second night, hampered by a drizzle and stiff winds, wound up okay with people turning out for the auto giveaway It lagged a bit on Wednesday colored children's day, but picked up nicely for the Thursday auto giveaway and Friday city schoo day, featuring a pony giveaway Saturday was a probab on Friday fort that the fair closed not used for many years and wer despite all the advertising and despite all the advertising Publicity resulted from the e corting along the midway by Pegg dren from Silver City Plaged chi with Mrs I W, Edens and Mrs. Beulah Baker in charge, courtesy of the fair association and courtesy Morris Vivona. Visitors during the week in-
cluded Mayor S. A. Harvin City Manager Wade Kolb, Sheriff Byrd Parnell, Chief McIntosh, Abe Fennell of the State Labor Board, Gor don Bennett, Rred Getz and others of the Lehighton (Pa.) Fair board and Phil Vivona and Buddy Chic Ferro, from Duke University.

## Ruback Adds

Two '57 Dates
SAN ANTONIO - Alamo Ex position Shows has signed to pro 57 run of the Nebraska Big Rodeo, Burwell. Neb., and the Beauregar Parris Faur, De Ridder, La., Jack
Ruback. owner-manager, announced. Both dates were signed
by the show's general agent, Jim Schneck, with De Ridder a new
far for the Rubeck show.
Show recently closed its season next year are the Tyler. Tex., fair played by Franklin for the first time this year. The show will play the annual Charro Days Celebra-
tion at Brownsville, Ter for the first time February 23-March 3. The regular season will open the last week in Aprii.
Mr., and Mrs. Franklin plan to Mr. and Mrs. Frankin plan to
visit the Phoenix fair, vacation in the West and then head for the Chicago meetings.

## League Members

Pledge $\$ 10,200$ For Building
CHICAGO - Members of the Showmen's League of America pledged an additional $\$ 10,200$ in bond debentures for refurbishing of its new olubhouse, raising the total amount promised to within $\$ 5,000$ of the $\$ 75,000$ needed. The action took place at the regular Thursday night (25) meeting here Leading in the
Leading in the pledges was J. W. (Patty) Conklin, who added $\$ 5,000$ to his earlier pledges. A number of others increased their amounts as follows: Sam Arenz, $\$ 100$; Chick Schloss, $\$ 300$; Al Kaufman, \$200; Earl Galpin, \$500; Maurice Ohren, $\$ 700$; J a m es Knight, $\$ 100$; J. Arenz, $\$ 200$; Solomon Insurance Agency, $\$ 1,000$; Noble Case, $\$ 200$; Hadji Delgarian, $\$ 200$, and Ed Sopenar, $\$ 1,000$.
Dennis Sheehan pledged $\$ 300$ Dick Jacobs, $\$ 300$. and an anony mous donor, $\$ 1,000$
President Manaice Ohren was in the chair for the meeting, assisted by two past presidents, Ned Torti and Conklin, and Homer Briant, executive secretary.
Now members incladed Dick Boylan, Hal Wilson, Lowell Stape, Frank Gray, Ben B. Worthy, Frank Rew Kirk and Robert Cashner. Two Bert Peck meeting. Vembers making brief talks included Torti, Abe Raymond and Earl Galpin.
It was announced that the cemeery committee was supervising a andscaping and beautification program that would include planting plot.
Frieda Rosen had offered to that an electric water cooler for the

## Majestic Ends

 Season in Ala.SELMA, Ala--Sam Coldstein season in the rain on a still date here last Saturday (20). Show opened the season late in March Indiana, Tennessce, Kentucky and Indiana, Tennessce, Kentucky and
Alabama. Business was fair when Alabama. Business was tair when
weather permitted and Coldstei is reported to have come colstein with a bit of serateh to call his
The show's equipment has been placed in temporary storage here Goldstein went from here to Mi ami for a vacation, R. C. McCar satisfactory with the exception of this season and half of 1955, left a few early dates that were hurt Selma early this week to visit a few early dates that were hurt Selma early this week to visit
by dronght conditions. Puback shows in the Carolinas, Georgia plans to go to Hot Springs soon

## Vivona Jamboree Gets $\$ 1,000 ; 40$ <br> Pay for Plaque

MIAMI-Close to $\$ 9,000$ was collected for the Miami Showmen's Association on the recent tour of Marty Weiss, executive secretary, who also reported that about 40 members have contributed toward the cemetery plaque fund
Weiss visted many Eastern fair3 and shows and reported good cooperation on the part of owners, help help, and other members and friends of the club, for which he exprensed gratien was his being named to office.
Willime B Mox
he fund which will chairman of the ford which estabish a flanked by two lions all lifesized tanked by two lions, all life-sized, on a marble base at the cemetery ollection $\$ 50$ piding in the lection of $\$ 50$ pledges.

Donors Listed
Oscar C. Buck, MSA president, William B. Moore, Shep Blumberg, John Campi, Charles Wright, Ed. die Horwitz, Ed Perls, Eddie Edwards, Nate Farber, Willie Lish, Thomas Singleton, Wallace N . Maer, Maxie Sharp, Al Weinberg. Dick Burns, Kenny Meyers, Sidney LeBau, Bunny Bell, for Henry Tarbes, Mel G. Dodson, Danny Dell, ohn Vivona, Harry Modele, Micey Karr, Rip Weinkle, Sonny Lein, Tommy Carson, Ross Manning, Whitey Byrus, Al Basso, Al Poxall, George Gordon, Joe Aarons, Patrick J. Finnerty, Jerry O'Moore,
George Beardsley, Richard ColeGeorge Beardsley, Richard Cole-
nan Michael Timin and Pud Hartman M
man.
A jamboree on the Amusements of America Show yielded $\$ 1,000$ Buck on hand. A 15ith President Buck on hand. A 15-act show was
arranged and emseed by Harry Wilson, including the "Stars of Tomorrow" band, Long, Tall Sallys fire dance, Wilson's comedy illusion act; Aggie Ross, songs; Don Crawn, whistler, and Little Wayne Crawn's Presley routine. John Vivona, MSA third vice-president, was aided in the auction by Danny Dell, Billie Palitz, Rosita Dell and Peggy Wilson. Bar was handled by Mrs. Sylvester, Nova Dell, Mae
Agse noss

## WFA Skeds <br> Booker Meet

SACRAMENTO-Service members, which includes suppliers, booking agents and carnival owners, will be introduced at the Western Fairs Association convention on December 3, the opening day of the four-day convention at the Hotel Del Coronado in Coronado.
The service members will meet 4 p.m. with Stuart Waite, secre-tary-manager of the Yolo County Fair, Woodland, as the chairman of the WFA committee. At 8:30 that night the service members will be host at "open house" festivities in their various hotel suites. Serving on the WFA committee with Waite are Edvard Ball, Tom Camp, Frank Deason, Robert Gromm, Thomas J. Medeiros, Oren Robertson. Max P. Schonfeld and . Leroy Wehr.

FOR SALE

J. R. MORTON

## MIDWAY CONFAB

Winnie Lehr (formerly known as |tion, Vancouver, B. C., sent out Winnie Carlson), a veteran of 18 concessions with the Conklins, years in the carnival field, has suf. Douglas Greater, Royal Canadian like to hear from friends, who may fairs at Mere shows, and then played write to her at 293 Summer Street, $\begin{aligned} & \text { wife, Gladys, has been seriously ill } \\ & \text { wail }\end{aligned}$ Paterson, N. J. At one time she warked with James Heron, Don Pierson and Ted Cory.
R. C. McCarter, who closed the season as legal adjuster with Sam Goldstein's Majestic Greater Shows in Selma, Ala., October 20, is currently visiting shows in the Caro linas, Georgia and Florida. Mc Carter says he is entertaining sev eral offers for a combination agentlegal adjuster post for next season but is putting off his final decision until after the Chicago meeting. McCarter is driving a 1957 Lincoln, a gift from his wife on the occasion of their recent wedding anniversary. In turn, McCarter gifted his wife with a new two decker house trailer
Louie Berger, agent for Olson Shows, is back in Chicago after winding up his chores at the Beaumont, Tex., fair, the show's final stand. Berger recently moved to a new apartment at 411 Fullerton Parkway, Chicago. . . . Turner Scott writes that he will again supply five rides for the Chistmas lando, Fla., from November 28 thru December 31.
W. LeRoy (Doc) Wallace reports he's sold out his share of his motel in Bamberg, S. C., and plans to head for Florida after a brief vacation in Indiana. . . . Bunny Venus reports biz okay at Georgia fairs . W. F. Moore, veteran trouper, is confined to Parkview Hospital, Rocky Mount, N. C., with a serious ailment. Would like to hear from friends.
Jerry Mackey, concession op, headed for his Vancouver, Wash. home after closing what he termed "an excellent season" at the Dallas fair. Mackey opened the year at
Jansen Beach Park, Portland, Ore., played the Pacific National Exhibi:
or the past month.

Jerry Kasin, son of concessionaires Mr. and Mrs. Andy Kasin, is now out of the Army and a student he is majoring in engineering. His parents, who wound up their sea son at the Shreveport their sea headed for Hot Springs for the winter. . . Mr. and Mrs. Hoyt winter. . Mr. and Mrs. Hoyt Side Show with Royal American this season, left for their Tampa home after closing at Shreveport.

Ruth and Jay Williams are back at their Florida home after a good run with the William T. Collins Show. P Pinky Pepper postals that Al Prensy will join his show on Tivoli Exposition for Louisiana
spots. After that they will head for Florida fairs.

Jack Rose is in the Veterans Hospital in Miami, Joe Bellinger is in Jacksonville, Fla., Memoria Hospital, and Bill Tucker is confined to his home, is the word from Miami. J. C. Weer is improving nicely in South Bend, Ind. Hymie Rusenblum has been released from the hospital in New York City.

Frank Boyd was shot in the arm by a local man with a .32 at the fairgrounds in Sumter. He was in fair condition in Tuomey Hospital, and the assailant was booked for
assault and battery with intent to assault and battery with int
kill, after firing four times.
Birthday parties celebrated on he Vivona midway were for Mr , Angie (Henel) Desiderio, her 40th on October 15, and Mrs. Clarence Lauther, her 70th, on October 17 . Show members with the Vivonas attended the funeral of W. E.
(Johnny) Hobbs, owner of the (Johnny) Hobbs, owner of the
B. \& H. Shows, who died October B. \&
18.

## NEW HOME SPURS INTEREST

## NSA Holds 5G Bond Sale, Sets Big Drive on Nov. 7

NEW YORK-A peaceful National Showmen's Association meet ing erupted into a flurry of build ing bond purchases on Wednesday (24), with the announcement by John Weisman, past president, that an offer had been received to match, dollar for dollar, the money subscribed on that night.

With only some 40 members present, only one of whom, Is Trebish, is a show owner, a total of
$\$ 5,000$ was raised. Brothers Joe and Al McKee made the first response, and the activity snowballed with a profusion of purchases rang ing from $\$ 100$ and upward.
The next meeting, November 7 will be the last regular session prio week starting on the 19th. It was empahsized that all monies raised for the club be turned over before then, and that a final major bond then, and that a final.
sale will be scheduled.
Significance of this year's fundraising was pointed out, in the the purchase of its long-sought the purchase of its long-sought
permanent clubhouse, the Friars permanent clubhouse, the Friars to, and much of the $\$ 5,000$ came from, metropolitan area members who are steady users of the clubrooms. A considerable number of members are expected to come off the road for the following meet--jamborees, award books, Year-
ook ads, and bonds-will be totaled up. Al Howard made good the pledge of Phil Isser at a previous meeting, and presented a $\$ 500$ $f$ a jamboree which could not be held at the Mineola Fair because of the fair's early curfew
Award money raised so far, it was announced, includes $\$ 3,000$ by ess Hamid and $\$ 1,100$ by Joe Malisades Amusement Park had been hampered by the shutting down of games in early July.
Tickets were sold to the Monday (19) testimonial dinner in the Park Sheraton Hotel's Tropical Room honoring President Gerald SnelCohen, club physician. Price of 7.50 per person includes meal, tip gratuity, show, and dancing, with Dave Brown being chairman. The meeting was conducted by Morris Batalsky, first vice-president, in the absence of Snellens.

## CAPITAL CITY SHOWS

WANT FOR SOUTH CA. FAIR AND ARMISTICE DAY CELEBRATION, VALDOSTA, GA., 7 DAYS AND NIGHTS, NOV. 5 THRU NOV. 12. 2 BIG KID DAYS. THIS IS THE LAST BIG DATE IN THE SOUTH.
CONCESSIONs-Legitimate Stock Concessions of all kinds, Photos, Name on Hats, Glass, Bear or Parakeet pitches. Ice Cream on a stick.
RIDES-Twister, Flying Scooter, Fly-o-Plane, Train or any ride not conflicting with what we have. SHOWS-Big Snake, Mechanical, Fat, Drome, Glass House. Can use Revue type Girl Show with own equipment. Can use any show that caters to ladies and children. All replies:
J. L. KEEF c/o Western Union, THOMASVILLE, GA.
P.S.: HAVE FOR SALE-ONE ALLAN HERSCHELL 3 Abreast 36 - ft . Merry-Go-Round with or without transportation. Can be seen up in Valdosta. Also one 22 - ft . Tower Smith \& Smith Chairplane.

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## JOHNNY T. TINSLEY SHOWS


 RIDES: Round.Up, Spineroo. Fun House or Glase House or any nonconfictrug:
 JOHNNY T. Hawsinevinowner rair, now, with millodgeville to foliow, cen, Mar.

## AMUSEMENTS OF AMERICA

## CAN PLACE FOR

Charleston County Colored Our Florida tour starts NovemFarmers' Fair, Charleston, S. C., ber 17 in the heart of Miam November 5-10
Hankies of all kinds, Popcorn, Apples, Floss, Glass Pitch, Age ruary 1 thru 10. Hankies of all kinds, Buckets, ing Stands, Long and Shert Cat Rack, Glass Pitch (Cassady, Range, Hi-Striker, Basketball. contact), Age and Weight, Long Range, Hi -Striker, Basketball. and Short Range, Basketball. NO EXCLUSIVES
Address JOHN VIVONA, Manning, S. C., this week

## Page Combined Shows

Want for PUTHAM COUNTY FaIR, Palafka, Fla., woek November 5. The last big Fair this season. Three big Kid Days with the schools co-operating. Day and night play. Other dates to follow.
Want legitimate Merchandise Concessions of all kinds-Eating and Drinking Stands,
Diggers, Derby Racers, etc. Shows-Motor or Monkey Drome, Colored Minstrei Diggers, Derby Racers, etc. Shows-Motor or Monkey Drome, Colored Minstrel
with own equipment or any worth-while Bally or Grind Shows, No Girl Shows
permitted. Rides Scooter. Roundup. Rockoplane, Coaster or Dipper, No. 5 Wheel
to to dual. Can place Ride Help who can drive and have license. This, is a-high-class
fair operated by the County commissioners of Putnam County, Florida. You can
get your winter bank roil here. All replies. BILL PAGE, Waycross, Georgia

## P.S. Billie Siegrist, come on as per your wire

## JACK'S UNITED SHOWS

WANT FOR JEANERETTE, LA., NOV. 1-4; MORGAN CITY, LA., NOV. 6-10, and the rest of our Louisiana spots. Then our Florida Fairs and Celebrations.

Wont Henky Ponks of oll kinds (no flats or semi flats). Want Shows of meriit
except Girl Shows. WIIL BOOK MERRY-GO-ROUND. Phone or wire:

JACK SETTLE or JACK O'HAVER

## Barney Tassell Shows <br> WANT FOR BALANCE OF SEASON AND MY FLORIDA SPOTS

Kiddie Rides and Major Rides not conflicting WANT Concessions of all kinds, including Grab and Bingo. Can place Sound Truck. Don't let size of towns fool you. They are all good, sometimes better.
Wire after Wednesday c/o Western Union, Reidsville, Ga.

## DONOVAN'S FAMOUS MIDWAY

want for cuero turkey trot, cuero, tex., nov. 8 thru 18 ONLY CEIEBRATION OF ITS KIND IN THE U. S. A. Will book maior Rides of all kinds. Can place Photos, Stock Concessions of all kinds. Kingsville, Tex., now; then Cuero, Tex. (Base Payday); Victoria and Beeville follow.

TIVOLI EXPOSITION SHOWS
Showing downtown lake Charlis, la., Ociober 29 -November 4 ; with four more weeks of choice still spots to follow.
Can place Concessions of all kinds that work tor stock: privilego ressonable. w
H. V. PETTERSSEN, Lake Charles, Louisiana

## WANT TO BUY FOR CASH

$130 \times 50 \mathrm{ft}$. Tent, must be in good shape.
1 Custard Machine on truck, must bo priced right.
1 Kiddio Merry-Go-Round
All must be in first-class condition.
Answer to P. ©. Box 2168, Sarasota, Fla.

# CLUB ACTIVITIES 

Arizona Showmen's Association
PHOENIX-Secretary Earl Salter is back here to take up his official duties and will open the clubrooms in the very near future. Recent arrivals here were M M. Buckley, Mrs. Rose Merrow Ray Adams, Brownie Gallamore
and Jack Terrell. P. H. Siebrand, president, will call the first regula meeting on November 19. Lateness of the opener is due to the Arizona State Fair which wil
held here November 3-12.

George Slagel is out of the hos pital after a recent illness. John and Marguerite Stone are reported in good health and are due to arrive here soon. Hiko Siebrand is still convalescing at his home. William E. Saunders, former chb secretary, now living in Danille, ill., spent a week here recent Thompson visited. Loyd and Betty Wilson have been entertaining many friends at their home here. $N$. Nicolas Quinn, retired showman, spent a little time in Phoenix recently.

The membership was saddened by the death of Hank Carlile, one of the club's founders, who passed ay in Pueblo, Colo
Plans are being made for a benefit show to be held on the Siebrand midway at the fairgrounds here on November 1. The proceeds will be turned over to the welfare funds of the Pacific Coast Showmen's Association and the Arizona Showmen's Association.

## Michigan Showmen's Association

DETROIT - President Bob Morrison opened the second meeting of the year Monday (2.2) along with Marvn Keys, first vice-president; Calvin Lovejoy, second vicepresident; Max Kahn, treasurer: ack Dickstein, executive secretary Pauk Greely, recording secretary and the two sergeants It was Sam Fine.
It was announced that Rex Allen had been awarded first prize in obtaining the most donations for the "burn the mortgage" drive.
Fred Silber was second. Sam Burd Fred Silber was second. Sam Burd
was awarded second prize in the membership drive.
Plans were discussed for a pastpresident's party to be held during he January meeting of the Michitions. Highlight of the party will be the burning of the mortgage.
Club room visitors included Ale Rotter, Roy Kissell, Stephan Dunkirk, Abcrt Clothier, And Cohen Gördon.

Showmen's League of America
Ladies' Auxiliary
Carmelita Horan was in the chair for the regular Thursday (18) meeting. Other officers included Frieda Rosen, first vice-president;
Mrs. Dorothy Kennedy, second Mrs. Dorothy Kennedy, second vice-president; Evelyn Hock, treas
urer, and Mrs. Robert H. Miller urer, and Mrs. Robert H. Miller,
secretary. The invocation was desecretary. The invocation was de-
livered by Lillian Lawrence, chaplain protem.
Hannah Forman is a new mem ber. Lillian Freeman, another new nember, attended her first meeting. Also on hand were Ethel Wadoz, Harriet McBeath, Ann Belden, Minnie Delgarian Hoffman and Viola Parker.
Margaret Filograsso's daughter Mary Lon Callbeck, presented he husband with a daughter. Other
births included a new grandchild births included a new grandchild
for George and Bess Hamid, and the Mike Sullos have a new daugher. Meldo Ann.
Named to the nominating committee were Mrs. Margaret Hock chairman; Lucille Hirsch, Phoebe Carsky, Margaret Filograsso, Lil-
lian Lawrence, Ethel Wadoz and lian Lawrence, E
Lee M. Brumleve.
Mrs. Ann Belden and Alice Hill vere reported ailing. The social sponsored by Alice Hennies, who was represented by Elsie Miller vas very successful.
Letters received from Jennie C Gloth, Lillian Woods, Nan Ran kine, Bess Hamid. Lucille Anthony nd Bessie Polack.

## Michigan Showmen's Association <br> Ladies' Auxiliary

Ann Stone, first vice-president was in the chair for the first meetgig of the season, due to the illness of President Laura Baker. Also on he platform were Tina Weiner,
Helen Cook, Grace Zeigler and Gertrude Quist.
Ravel Galo reported that the fund-raising campaign for the cemetary had been successful.
Helen Cook was congratulated on the birth of a son. It was announced that Jean Briggs was married during the summer. Condolences were offered Carrie Dear Hesher, who was a chatter mennie Hesher, who was
Laura Baker and Clara Connors Laura Baker and Clara Connors
were reported on the sick list. Hostesses for the successful Monday (22) social were Margie Mansell, Ravil Galo, Tina Weiner and Carrie Dear. Lunch was served to 35 members and gnests. Winners of the evening were Jean Briggs, Betty Greeley, Tina Wein and Laura Baker.

## PEPPERS AMUSEMENT CO.





## Show Folks of America

day (22) meeting was called to order by President E. S. Fitzgerald. Also present were Louis Leos, vice-president; Oscar Mattley, second vice-president; Charlotte Portr, treasurer; Lola Cox, financia ecording secretary
Representing West Coast Shows who handed over a check for 612.50, were Mike Krekos, Lou Leos, Al Rod

## It was an

It wannounced that Louis Messina had died October 22 in Loe LaMont
Mary's Help Has reported in Marys Help Hospital with injurie A special linner crash
asidents and life-time the presiders and life-time member 12.

## Missouri Show Women's Club

ST. LOUIS--First meeting of he season attracted 28 members Correspondence was read from Lucille Anthony, Esther Speroni Harriet Maher, Jane Bunting and
Estelle Regan. Mrs. Lotis Francis Estelle Regan. Mrs. Lotis Francis
reported her husband, John, on the mend following survey.
New members include Mrs Frances Long, presented by Flor ence Cobb and Jane Buting; Mrs Olly Baldwin, presented by Flor ence Cobb; Sussie Meyers, by
Florence Cobb and Dorothy Williams; Nancy Lee Revnolds, by Florence Cobb and Betty Mutchen son. and Leona Keiser, by Flor-
ence Cobb and Mary Thompson. Loretta Dobb's mother is still on the sick list.
Virginia Von Brehren, chairman work on many social events for the winter.

## Miami Showmen's <br> Association

MIAMI - Dorothy Gould has ent in her money for the Ladies Auxiliary cemetery plaque fund,
of which Ruth Schreiber is chairman.
Members are trickling is as their fill s close, and things will be in the lunch sortly. They busines under supervision of Johnny Hoffman and Eddie Horowitz. The women's kitchen has been finished and Frenchy Schwacha and his保 going over the clubhouse ocial scason. Erequent visitors are Harry Newfield and Tubba Hy

## Pacific Coast

## Showmen's Association

LOS ANGELES - The ceme tery fund was swelled by a check for $\$ 612.50$ raised on the West ford, Ore., this past summer. Chib President Edward J. Harris, manager of the West Coast Exposition Shows, presented the check to Sam Dolman, of West Coast Shows, at here.
Harris conducted the regular meeting with Bob Matthews, secretary, on the rostrum. Following we Piedge of Allegiance, the lights parted brother, Willian Messina. Two new members, Ezie Sherman and Edward Cadieux, were man and Edward Cadieu
voted into the organization. Committee reports were heard. Reporting were Sam Dolman, pubReporting were Sam Dolman, pub-
licity; Harry Fink, trustees; M. J. (Mike) Doolan, finance; E. W. Coe legislative; Joe (Red) Daver, way and means; Steve Vaughn, awards

Fairs Consultation Field Attracts Dr. J. S. Dorton

RALEIGH, N. C.--Dr. J. S. for his showmanship abilities and Dorton has announced his intention keen economic sense. He has con to make his services available to structed exhibits, buildings and irs on a consultant basis. The decorative features at almos anbewid ly known veteran fair manager liveably low cos
of requests for such services and The Dortons form perhaps the by the desire to further progress in only father-son team devoting their field in which he has made his full time to fair actvities. The long

With his son, Sib , now aiding
im on a full-time basis, Dorton ons enough spare time to be ble to devote sufficient time to he events interested in his services he events interested in his services. tion solely as a consultant and not
as an engineer, architect or buider
Dorton has operated 70 fairs in
Dorton has operated career-three each season in reent years-with the unique distinc tion that not one failed. He controls
and operates the Cleveland County Fair, Shelby, N. C.., and the South ern States Exposition, Charlotte N. C., and manages the North
Carolina State Fair here. This vear the active management of the Char lotte Fair was turned over to his
son.

A term as president of the Inter national Association of Fairs and Exhibitions, speaking engagements at a number of State and regiona fair meetings, several terms as president of the North Carolina Association of Agricultural Fairs and feature articles on his fair ac ivities in Collier's, Kiwanis Inter national and Farm Journal magazines have helped make him one of the
men.

In addition to his reputation to perating sound, bona fide events hat make money, Dorton is noted

## Los Angeles Club

 Schedules Nov. 16 Homecoming CeleLOS ANCELES--Members of the Pacific Coast Showmen's Association and Ladies' Anxiliary will hold a Homecoming Celebration November 16 in the clubrooms, Edward I. Harris, president, an-
Harris named the committee which includes Steve Vaughn, Sam Dolman, Jimmy Smith, Hunter armer and loe (Red) Dauer, to ork on the plans.
In addition to a dinner, the program will feature entertainment prizes and dancing.

## Field Day, Car Giveaways <br> Stir Interest at Florence

FLORENCE, S. C. - Severa special events and novel contests
highlight the program of the Eastern Carolina Agricultural Fair, to be staged here at the air base for $x$ days starting Monday (22). A fair queen will be chosen for he first time, being crowned th Saturday prior to the fair and

Coe, public relations; Fred Mor tenssen, house; Arthur Andersen, cemetery, and Matthews for Harr Phillips, welfare committee.
Dolman told the group that he as indebted to Clara Andersen, Lillian Schue and others for their ssistance in making the Medford was raised with the Shower $\$ 1,000$ America in San Francisco also ting part of the funds.
President Harris call
President Harris called on sevThey included just of the road They included Joe Blash, Red Illions, Red Daver, Norman Schue Sam Shaffer and Art Andersen.
reigning over the event during the week. This choosing will climax a
field day open to all $4-\mathrm{H}, \mathrm{FFA}$ and school teams consisting of at least five boys, and the day's program is expected to stir greatly the regional interest in the fair.
Competing groups will be in ages 6-12, and 13-15, in shoe rac hg, egg coss, sack race, three egged race, pie eating, and greased pig eatch.
About 75,000 persons are ex pected to attend the fair, which sill offer a reported $\$ 22,000$ in premium money this year. A 1956 Chevrolet will be given at 10 p.m. and another such car on closing day at 10:30 p.m.
Sponsored by the Florence City County Agricultural Commission and South Carolina Livestock As ociation, the fair will also feature marching band festival, kiddi days on Wednesday and Friday sueet potato anction, and othe events.

# MERCHANDISE 



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## MERCHANDISE TOPICS

Hall of Distributors, Inc., 8713 of men's jewelry and haf a special 12th Street, Detroit, offered a Hel- tie-bar rack and catch-all compartbros ladies' watch, the Valencia, at ment for watch, pins, etc. The case $\$ 15$, retail value of $\$ 71.50$, in The and contents are offered at $\$ 9.95$
Billboard of October 27 . The firm each in lots of three, with a samBillboard of October 27. The firm wants it made clear that this was
an error and that the Valencia is $\$ 29.50$ with a retail value of $\$ 175$ The watch contains six diamonds is a 17 -jewel model and comes in
a yellow or white gold plate case

A special package deal, four name watches in a handsome leath erette and satin-ined sample kit is being featured by Joseph Bros.
5 South Wabash, Chicago 3. In cluded in the kit, which is a $\$ 286$ cluded in the kit, which is a $\$ 288$
retailer, are Benrus, Elgin, Gruen Waltham and Bulova timepieces. Another offering for the Christmas Another offering for the Christmas
trade are 10 assorted name brand watches, all in yellow expansion bands, for $\$ 69.50$. Sample watch is $\$ 9.95$ and sample band is 50 cents. All are reconditioned and
guaranteed like new and include guaranteed like new and include en. Billed as the firm's Watch Maker's Special are used men's and women's wrist and pockel watches that are being sold as is at five for \$10. Display gift boxes are availa
each.

One of the most complete toy and Christmas merchandise catalog supplements has been published by Standard Industries, 1112 South Wabash Avenue, Chicago 5. The 24-page booklet offers a broad list of name toys, games, sporting goods and clothing. Among nationally advertised brands are Lionel trains, Tinkertoys, Wilson sporting
goods and Dan River clothing. In gddition the firm is also featuring men's jewelry cases that include six sets of tie bars and cufflinks The case is a spacious metal box covered with simulated leather and topped by a gold-tooled crest. It has a brass twist lock and is lined in soft, non-scratch velveteen. The
case easily accommodates 12 sets

## PIPES FOR PITCHMEN <br> OR

LOIS D. BATES secretary of the pitchmen's P.B.S.A. Club, 1119 Boardwalk, Atlantic City, letters: "The publishing of my recent letter in the Pipes column concerring our club here cer tainly brought a surprisingly quick response. Nearly everyone mentioned in the letter was contacted with all manner of inquiries.
good many seem to think it is some good many seem to think it is some to take the time to clarify a few things. Our clubrooms are open
to all pitchmen and all our facilito all pitchmen and all our facili-
ties are free to members of the ties are free to members of the
profession. There are yo dues or profession. There are yo dues or
fees of any kind, and the ciub is fees of any kind, and the ciub is
supported entirely by contributions in our ding box, which is place near the front door. We have maintained a surplus in our treas ury for four years and feel no need
to attempt to collect dues. As for to attempt to collect dues. As for our fund for needy pitchmen, it is available only in cases of sicknes
and other extreme hardships. In he two years of operation, the fund has helped sonie 60 people For the minor difficulties, our
members are usually able to help out on a personal basis. For those out of work, there are always plenty of help-wanted notices on our bul-
letin board. Those needing assistance of any kind are asked to get in touch with Archie Morris, valk, Atlantic City, The Boys girls that made the Frederick, Md. air last week must have had a re one, as a case of Canadian Clu
was delivered to Jerry Collins for our use. As the gift was simply signed 'The Boys and Girls' we don't know who to thank, but wan known that it will be put to good ise and will cheer maiay a winter ackpot session. Most of the pitch olks here are out on the fairs and nearly all report big scores Al and Becky Goldstrom were thru and told us that everywhere they vent in the East geedus was being garnered. Bert Cramer is in Miam ining up several spots for his comination needle-threader and ladies razor item that was a real red one n the Boardwalk this summer Murray Zuckerman is still out on airs with his seven-gadget layouts air pitch store, Gussie Wish is the season is officially over altho the season is officially over. Her on, Jerry, is still the top fair That esteemed
GENTLEMAN
. Do: Grant pipes in this bit inf: "In a talk on architecture and his proposed mile-high, 510-stor building for Chicago, Frank Lloy Wright said that the central coumn of the building will rest on he firmest form known in geome ry, the tripod. It will be 300 y 400 feet at its base.' So it not surprising that a great many of the knights of the tripes and kiester are successful when the ind a spot and locate in business.


MEXICAN BEAUTIFUL HAND PANTED JACKETS MEXICAN SKIIRIS ple at $\$ 10.75$

An innovation in lamps is being merchandised by Magidson BrothCs, 1440 N in Westerm Avenue Chicago 22, in the Star-Lite lamp, an ultra-modern item that sells a Samples are $\$ 14.95$ and the cos is $\$ 11.95$ in lots of 12 or more reatures include three separate ghts-two glittering star-shape bulbs and one large room bright ner-that light individually or to gether. The unique base is de-
signed in angles and is made of ship-proof gold-speckled material The matching shade is hand-laced oly-plastex in scalloped design uoiss in white, pink

Leonet Corporation, 1907 Park venue, New York, exclusive li censee of the Elvis Presley scarf eports phenomenal sales of the em. The large scarf contains ilk-screened likeness of the rock and roll star in three poses and is alled a perfect $\$ 1.50$ retailer by he firm which offers them to the rade at $\$ 10.80$ a dozen in min um orders of three dozen.
To encourage good habits in oungsters, Welded Plastics Cor poratiou, 1907 Park Avenue, New ork, has created a series of med eward for good behavior. They over almost every good deed, from unning errands to tidiness. Th nedals have pin catches, are made unbreakable plastic and come various shapes. A multi-color bar over the medal enhances its similarity to a military medal. They re carded and cellophane
crapped retailing for 59 cents each.
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## COMING EVENTS



## - Continued from page 54

West Virginia Association of
Fairs, Ruffner Hotel, Charleston Fairs, Ruffner Hotel, Charleston, December 7-8. James T. Hetzer P. O. Box 589, 307 Bank Arcade, Huntington, secretary.
Western Fairs Association, Hotel Del Coronado, Coronado, Calif. December 3-6. Louis S. Merrill, Sacramento, Calif., general man ager.

Fair Managers' Association o Iowa, Hotel Fort Des Moines, Des Moines, December $10-12$. C. S Moines, December $10-12$
Miller, Tipton, secretary.

Indiana Association of County and District Fairs, Hotel Severin Indianapolis, January 6-8. William H. Clark, 360 W. Fralnut Street Franklin, secretary
Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 7-9. Harold C. Pederson, 3521 22d Avenue South, Minneap olis 7, secretary,
Kansas Fairs' Association, Jay-
hawk Hotel, Topeka, January 8.9 Everett E. Erhart, Stafford, secre tary.
Missouri Association of Fairs and Exhibitions, Governor Hotel, Jefferson City, January 10.11. Rollo E. Singleton, Department of Agriculture, State of Missouri, Jefferson City, secretary
Georgia Association of AgriculJoe F. Pruett, 550 Riverside Drive Macon, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 15.17. Goldie V. Scheible, 709.710 Reibold Building, Dayton, executive secretary.
Western Canada Association of Brandon, Man., January 18-20. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary. Virginia Association of Fairs, wary 20-21. William E. Finch, Fairgrounds, Danville, secretary.
Michigan Association of Fairs and Exhibitions, Fort Shelby Ho tel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, secretaryreasurer.
New lersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 21. William C. Lynn, Room 615, 1 West State Massach, Trenton 8, secretary. Massachusetts Agricultural Fairs Association, Hotel Hawthorne Salem, January 21-22. Paul Corson, Topsfield, secretary
Mairs, Eassociation of Agricultural Fairs, Eastland Hotel, Portland, January 23-24. Roy E. Symons, Pennsylvan, secretary.
Pennsylvania Association of County Fairs, Abraham Lincoln Hotel, Reading, January 23-25. Charles W. Swoyer, 522 Court Street, Reading, secretary.
Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 24-25. L. Doc Cassidy, Kentucky Fair and Exposition Center, Louisville 17, secretary.
Illinois. Association of Agricultural Fairs, St. Nicholas Hotel Springfield, January 27-29, Clif-
ford C. Hunter, Taylorville, secretary
Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 27-29. Clifford D. Coover, Shelby, Mont., secretary. Oklahoma Association of Fairs, January 28-29. Vera G. McQuilkin P. O. Box 3898 , Oklahoma City,

New York State Association of


## Dallas Fair Hits 2,672,253

- Continued from page 53 run, Monday (15) and Tuesday 6,000 , but those who attended (16), did attendance lag behind were high in their praise of the corresponding days last y e a r.
Weather was bad both days, with Weather was bad both days, with ged at a $\$ 4.40$ top helped rack Tuesday (16).


## Weather Threatens

Skies were overcast and threatning during der of the far thru Saturday (20).
but the final day, Sunday (21), dawned bright and clear and drew dawned bright and clear and drew second best closing day crowd in the fair's history
Pianist-comedian Victor Borge appeared in the Cotton Bowl sta dium as a special attraction Sat urday night (20) and drew a some what disappointing crowd of about

## Chitwood Busy <br> - Continued from page 5.3

## Rocky Mount was gotten in only

 a day or two prior to the arrivalof Hurricane Flossie which blanked out the rest of the fair's davs.
For the Dallas date Chitwood acquired the services of Roge date was off a few points in gross money, but was excellent nonetheless, he reported.
Chitwood's units piayed most States outside the West Coast, and a half dozen spots in Canada. Al 56 pieces fielded. There were eight tractor-trailer combinations, four tractor-trailer combmations, four
panel trucks, three convertibles, and 16 motorcycles.
Two girls were employed as an experiment, and results were satisfactory. These were Dagmar Moore, stock car figure who com-
peted with the men and also did the cycle fire wall crash, and Jinx LeCosta, precision driving in two car and four-car routines. Another handled publicity for many Eastern dates.

## Strates Takes <br> - Continued from page 63

weather. At this date, unlike mos others, the magnetic ride was said not to have affected the earnings of the shows' Ferris Wheels. At Raleigh there are usually enough people and interest in rides for all of the mechanical units to work at capacity for long periods. The next week at the Charleston (S. C.) Fair.

Bulls Bog Down
Wagons had to be hauled of the lot at Raleigh with Caterpillars The depth and consistency of mu in some areas was suct that even
the shows' three elephants were defeated. The elephants lost trac tion and slipped to their knees wagons.
Business here has been good for the show but the big money dates ended with Raleigh. Children's Day on Friday (26) was good, altho the skies were threatening.

Agricultural Fair Societies, Shera-ton-Ten Eyck Hotel. Albany, Jan uary 28-29. James A. Carev, Dekets, State Office Building Albany

## Nebras

Managers, Hotel Cornhusker Fair coln, January 28-30. H. C. McClel lan, Arlington, secretary:
Texas Association of Fairs and Expositions, Baker Hotel, Dallas, Texas Fair, 102 East Locust Street, Tyler, secretary.
Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 11-12. Leonard T. Barnes, P. O. Box 907, Little Rock,
up a sizable gross in spite of the slim crowd.
"Damn Yankees," the musical comedy attraction in State Fair Anditorium, played to a total of bout 54,000 patrons and grossed pproximately $\$ 175,000$, slightly ess than "Pajama Game"' did as a similar attraction last year
"I ce Capades International," brought in by Clarence Linz for 23 performances, drew 104,112 for a good turnout, and the Joie Chitwood Auto Daredevils, booked by Henry Watson, had about 23,000 in front of the grandstand.

## 492,244 Free Ducats

A total of 492,244 free gate admission tickets were distributed thruout Texas to school pupils, 4-H Club members, Future Farmers et total included 73,778 for Rural Youth Day (6), 36,359 for Rural School Day (9), 141,740 for Ele mentary School Day (12) for Elementary School Day (12), 79,647 64,521 for High School Day (19) 64,521 for High School Day (19)
and 96,199 for Fort Worth Day 20).

Junior Livestock Show during econd week of the fair culminated in auction sales that brought re-cord-breaking proceeds of $\$ 208$,221 for steers, lambs, pigs, turkeys and broilers sold by youngsters wo participated in the sales.
The 1956 fair marked the ninth time during the ten years since it resumed operation after a period of inactivity for World War II that the exposition has shattered the previous year's attendance mark. The only year when the fair fell behind the previous year was in 1953.

## Columbia Gate

- Continued from page 62
dairy supply house which has a milking parlor in action, used to milk cows of farmers exhibiting on the grounds. The milk is proly with the revenue commercialClemson College schoolarship fund.

The World of Mirth Shows was having one of its outstanding weeks of the season with strong interest, attention and publicity being won by the Dowis Sky Wheels. Other entertainment elements are a GACHamid revue and the Jack Koch-
man Thrill Show.
 SPECIAL!
JEWELED WATCH
$\$ 3.25$ ea. in lots of 6
SPELIAL-EARRINGS, $\$ 2.50$ per doz.
10-PIECE IMPERIAL CAMERA SET $\$ 3.95$ ea. in lots of 6 or me
$25 \%$ dep., bat. C.O.D. F.O.B. Chicsag
We Carry. Complete Line of
C \& S TRADING CO.
1344 s. Halstod St., Chicago 7, ill.
EARRINGS
Skunks
Mice


Brand New! \$1.00 Retail
 secretary.



#### Abstract

The Billboard's Outdoor Convention Special is an exceptionally good buy for you Merchandise Firms. Distributed November 19, a full month before Christmas, widely promoted and publicized, it gives you the opportunity of reaching thousands of active buyers BEFORE the BIG lastminute pre-Christmas rush.


3,000 FREE COPIES of the Special will be distributed from The Billboard's booth right on the Convention floor. Your advertisement in it will AGAIN be seen by EVERY buyer who goes to Chicago while he is looking . . . while he is buying.

The vast importance of the many EXTRA Features in the Outdoor Convention Special is further guarantee that this issue will be kept for many weeks after publication, AGAIN and AGAIN exposing your advertisement to many thousands of buyers.

No amount of exhibition space at the Convention itself will do as complete a selling job as a prominent, complete advertisement in the Outdoor Convention Special. Plan NOW to be in it.

## Reserve Space Today! AD DEADLINE...NOV. 14

CIMCIMNAII 22, OHIO 2160 Patterson St. DUnbar 1.6450

MEW YORK 36, M. Y. 1564 Broadway Plaza 7-2800
chica6o 1, ill.
188 W. Randolph St. CEntral 6-8761

SI. LoUIS 1, Mo. 390 Arade Bldg. Chestmut 1.0443

HOLIYWOOD 28, CALIF.
6000 Sunset Blvd.
Hollywood 9.5831

## Dime, New Splits Keys to '57 Net <br> 10-Cent Progress in '56 Augurs for

Good Gains, Lower-Commission Drive

CHICAGO - Dime play will ${ }^{\text {even more dime play action next }}$ continue to gain ground in 1957. year, is an important companion Suocesses reported by operators in all parts of the country who began converting their routes this year, and those who completed conversions in 1956, strongly indicates that 1957 will not only see headway on the dime play front, but that it may be a boom dime year. Considerable activity on the dime-a-tune front in just the last six weeks suggests that the move is picking up increased momentum as this year draws to a close. In a nationwide survey con-
ducted by The Billboard this month, an overwhelming majority of operators polled indicated that dime play was the major reason they were hopeful about increasmy
their nets during 1958 (The Billboard, October 27 ).

## New Commissions

Along with the increase in operators switching to dime play (with three or four-for-a-quarter plays)
this year which augurs well for

## 50 Wis. Ops

At Wurliter
Two-Day School
MILWAUKEE-More than 50 operators and their service personnel attended the two-day Wurlitzer service school helr by United, Inc., at its Viet Street headquar-

 attended, most productive service
school we have conducted so far. school we have conducted so far."
Reid Whipple, Wurlizer factory field service engineer, was the instructor. The two training classes were the concluding meetings of a
series just completed by the disseries just completed by the dis-
tributor thruout the State for tributor thruout the State for operators. Those who showed up operators. The Thursday morning session, topped it off with a lunch at the nearby Boulevard Inn.
during the two-day school to assist during the two-day school to assist
Reid Whipple, were: Harry Jacobs Reid Whipple, were: Harry Jacobs
Ir., Harry Jacobs Sr., Joseph Hillr., Harry Jacobs Sr., Joseph Hiland Woody Johnson.
Coinmen and their personnel
Contitued on paseg 86

## Detroit Ops

Host Local Scout Heads
DETROIT--The United Music Operators of Michigan took another step in broadening its program entertainment for an annual meeting of district leaders of the Boy Scouts of America last week.
The meeting, attended by more
than 300 persons, was held at the than 300 persons, was held at the
Belle Isle Park Casino Monday (22) night. Roy Small, UMO conciliator, an officer of District 5 of the Boy Scouts, was in charge of entertainment, which included Adele Storm, currently appearing at the Royal York Supper Club; Jack Sott and His Rock-A-Billies, and
Kay Malone, Decca record artist Kay Malone, Decca record artist,
(Continued on page 88)
development: Re-examination of 50
per cent commissions in the light of rising costs.
New Jersey operators are moving steadily toward their goal of having 50 per cent of the State's 15,000 juke boxes converted by the end of this year.
By stepping up equipment, operators in the Upper Peninsula of Michigan and Northern Wisconsin are succeeding in establishing dime
play. Ten cents is becoming the accepted practice in Green Bay. Operators in Pulaski County
(Continued on page 77)

# How 2 Operators Plan Fall Buying 

## 9,538 JUKES LICENSED IN CHI TO DATE

CHICAGO-Licenses have been granted for 9,538 juke
boxes in Chicago to date this boxes
This year for the first time, the City Collector's office gave the breakdown on the number of juke boxes and games (see separate story in the a
ment machines seotion).
Altho this represents a big hike in the nuraber of juke boxes estimated to be operating in 1955, it does not mean that there are more machines in operation than last year. City enforcement officers made a special drive this year to make sure licenses were bought for all machines. The license fee for both juke boxes and games in Chicago is $\$ 25$ a year.

DENVER - The fall buying plan of Tom Bean, veteran Denver phonograph and amusement game phorator, calls for paying cash for
ond games and using
for phonographs.
Bean Music Company is one of Denver's largest operations, with equipment split equally betiveen jukes and games. Operating primarily in Denver's colored areas, Bean has been highly successfu in both game and juke fields, despite recent legal reverses in pin game operation which has put a quietus on
Denver area.
All of the
Continued phonograph
Continued on page 88

## Record 1,000 Attend Annual Fete Of N. Y. Juke Operators at Waldorf

## NEW YORK--A record crowd ${ }^{\text {erto Sherwood, Decca; Ocie Smith }}$ of nearly 1,000 music machine op-

 representatives and their guests attended the 19th Anniversary Banquet and Show of the Music Operators of New York, Inc., Saturday night ( 20 at the grandThe Association adhered to its traditional policy of top-flight recording talent and no speeches. Jackie Miles was emsee of the program, which included the following

Pearl Bailey, Coral; Rusty Draper, Mercury; Dick Hyman Trio, M-G-M; McGuire Sisters,

## Rock-Ola Holds Distrib Schools Across Nation

CHICAGO - Regional distributor service schools were conducted sonnel of Rock-Ola ManufacturinCompany on that firm's 200-selection phonograph October 16 and tion
19.
Fra

Frank Schulz conducted a schoo Dallas October 16 at the headquarters of the Walbox Distributing distributor organizations from six Amusement Distributors Amusement Distributors, Inc., Houston; W albox Distributing Company, Dallas; Phono-Vend of shine Novelty Conio; Border-Sunque, and Huey Distributing Company, New Orleans.

## West Coast

Schulz conducted a school Octo. ber 19 in San Francisco at the St Francis Hotel for service personnel from seven distributor organizations, including Paul A. Laymon, Inc., Los Angeles; Coin Machine Service, Inc., Santa Rosa, Calif. Western Distributors, Portland, Ore.; Puget Sound Novelty Company, Seattle, Dan Stewart Company, Inc., Salt Lake City; Paul W Hawkins, Tucson, Ariz., and H. B. Brinck, Butte, Mont.
(Editor's
(Editor's Note: Billboard incorrectly referred to this school as a "special showing" in the October 20 issue. No showing there had been scheduled at the time that story appeared.)
Jack Barabash conducted a school at the Georgia Hotel, Atlanta, October 16 for service per-
sonnel from seven distributor or-
ganizations, including Ross Distributing Company, Miami and Jacksonville, Fla.; Robinson Distributing Company, Atlanta; Le Chargotte N C. Frang Company Charlotte, N. C.; Franco Distributing Company, Montgomery, Ala.; Capitol Music Company, Jackson Miss., and Coin Automatic Music
Company, Johnson City, Tenn. Eastern Meet
Barabash conducted a school in New York City at the Edison Hotel for service personnel from six distributor organizations, including
B. D. Lazar Company, Pittsburgh Herman Distributing Company New York; Seacoast Distributors Inc., Elizabeth, N. J.; Associated Amusements, Inc. Boston; ScottCrosse Company, Philadelphia, and
Flower Citv Amusement Company, Rochester, N. Y.
Two schools were conducted Chicago it the Graemere Hotel October 22, one under Barabash tributor organizations, including personnel from: Modern Distribut ing Company, Denver; LaBea Novelty Sales Company, St. Paul,
Minn.; H. Z. Vending \& Sales Minn.; H. Z. Vending \& Sales
Company, Omaha; Badger Novelty Company, Inc., Milwaukee; UniCon Distributing Company, Kansas City, Mo.; J. Rosenfeld Company,
St. Louis; Gilbert Music Company St. Louis; Gilbert Music Company,
Bloomingion, Ill.; Hallgren Distributing Company, Moline, III.; S \& M Distributing Company, Inc., Mem
phis; H. M. Branson Distributing phis; H. M. Branson Distributing
(Continued on page 76)
and Young Distributing were hosts to operators at a cocktail party. On Joe Young, Irv Holzman and Abe Lipsky, of Young, and A. D. PalmParker, of Wurlitzer.
President of MONY, representing
195 operators with 11,000 juke boxes, is Albert S. Denver. Other MON officers are Harry Wasserman, tre
retary.

Board Members
The board of directors includes the officers and Mac Pollay, Donald Shapiro, Joseph Connors, Louis Herman, Louis Levy and Ben Chicofsky.
Nash Gordon is maraging direc tor and Sidney $\mathbf{H}$. Levine is coum-
sel. Major portion of the planning sel. Major portion of the planning for the affair was handled by Gor-
don and his two assistants, Delore don and his two assistants, Delores Brown and Hedda Gabbler.

- Largest visiting delegation was Guild. Headed by President Car Pavesi, the Westchester operators and their wives sent a 20 -member delegation.


## N. J. Delegation

The New Jersey Music Guild was represented by Dick Steinberg and Harold Chasen, while Ir Blumenfeld represented the Asso-
ciated Amusement Machine Operaciated Amusement Machin
tors of Greater Baltimore.
Representing the Massachusetts Music Operators' Association were both of Associated Amusements, Boston. Judge George Macarro
represented the Long Island Oper ators' Association.

## Cleveland Coin

Holds Wurlitzer
Service School
CLEVELAND-Cleveland Coin Machine Exchange here acted as host October $17-18$ for operators and servicemen attending a service
school on the new Wurlitzer Model school
2000.
Reid Whipple, Wurlitzer service engineer, conducted the school on both days, and a good attendance was enjoyed.
Among the operators and servicemen attending were Walter Car roll, Joe Scott, Willis Wilson,
Frank Edwards, Steve Denstell, Bud Crew, Comer Crew, Bill Chaffee, Bill Taylor and Joe Pazarillo.

DENVER - Jack Arnold, head of American Amusement Company,
operates extensive juke box and amusement game jue boutes which reach up into the Colorado Rockies and resort areas.
Customarily using 24 -month credit, one-third down, on phonographs, Arnold continues to pay for them on this basis and doesn't plan to shop" for no down payment and onger terms. He feels that the one-third down system in effect in the Denver area for many years, is fair and satisfactory from all standpoints.
For
For amusement games, due to relatively shorter life, Arnold prefers to pay cash or to make a large down payment of one-third or
more and to pay off the remainder within six months.

Converts to Dimes
The Denver operator has developed some effective ammunition
toward building collections on his toward building collections on his
routes. First, he has been steadily converting over-all phonograph
(Continued on page 93)
Facts on Stops For U. S. 1956 Road Program

CHICAGO-The federal aid highway program passed by Congress this year, which includes a 40,000 -mile interstate system to
cost $\$ 27$ billion over a period of 13 years, contains provisions which is of interest to operators seeking to expand with equipment on locations on or near highways to be uilt under it.
(Editor's Note: A detailed explanation of this program will appear in The Billboard soon.)
Officials of the Bureau of Public Roads in the Department of Commerce emphasize that this program provides not for "federal highways" but for "federal aid to Stato highways." Therefore, States must do all the planning, submitting of plans, buying of land in building Aid Road or stipulates Federa commercial enterprises will be al-
(Continued on page 88)

## S. D. Assn. <br> Yearbook in <br> Plans Stage

PIERRE, S. D.-Gordon Stout, president of the South Dakota Phonograph Operators' Association, has undertaken a project aimed at the issuance of a yearbook type of In a
In a letter to association memfacturers and others, Stout manuthe bous others, Stout proposes the booklet as a public relations
enterprise which he believes will enterprise which he believes will
be a "good presentation" for the music operators.
He explained that his idea came from "Music Merchants of California," a puiblication he received and which impressed him considerably. Stout, who has been a spark plug of the South Dakota association and has kept it going as one
(Contintued on page 89)

## People buy modern cars like this...



## modern architecture like this



## and music from modern juke boxes

## like this...AMI "G-200"

Why not make more money by giving locations and patrons what they want? The "G-200" is the really modern juke box-modern today - and modern for tomorrow. That makes it a secure investment for you. Ask any location which they'd rather have! They'll tell you the "G-200"-because it's the juke box patrons prefer.
Color? That's part of the modern styling of the "G-200." It comes in the widest choice of color cabinetry in the industry. There's 8 beautiful color cabinets to contrast or blend just right with the decoration of any location. Why not put "G-200" modern styling and color to work for you . . .? Get more of the top locations-stay in them longer!

.... Nusic that makies mare money fox you 1500 Union Avenue, S. E./Grand Rapids 2, Michigan

ORIGINATOR OF THE AUTOMATIC SELECTIVE JUKE BOX IN 1927... AHEAD THEN, AHEAD NOW

[^4]
## MUSIC OPERATOR FORUM What Terms for Location Loans?


(Editor's Note: This is the fourth in a series of Music Operator Forums on operator loans of Music Operator Forums on operator locations. In this series music operators give their views on all phases of the location give their views on ail phases of the locations
loan problem in today's operating business. Growth of location loans and the problems Growth of location loans and the problems it presents to operators have been given
previous articles. Conditions for adequately previous articles. Conditions for adequately them worthwhile, are the subject of this week's Forum.)
week's Forum.) A written agreement and collateral are the two
most important conditions for operators grantmost important conditions for operators grant-
ing a loan to a location, according to Forum oping a loan to a location, according
erators participating in this series.

A condition only slightly less important than these two is that the operator making the loan must have the cash on hand to do so; that is, he must not be required to borrow from a bank or loan agency himself in order to make the loan. A specified time period is much less important than these three conditions in the opinion of the majority of polled operators, and interest is of The answers to
The answers to question two in the accompanying chart show that one-third of the operators surveycd chose "written agreement" as the most important condition in making a loan. 24.2 per cent collateral, and 22.8 per cent. "operator must have cash" on hand. In short, 90 per cent of the Forum operators chose one of these three as the most important condition. What the chart does not show but which makes these three conditions even more important is that almost all of the operators selecting one of these as "most important" also selected the other two for second or third choices.
Previous Forums in this series have pointed out why interest and time periods are not very
important to operators making loans to locations. important to operators making loans to locations.
Only 17.8 per cent of Forum operators in this Only 17.8 per cent of Forum operators in this series stated they ever charge interest, and many in this group say they do only in some cases, especially if the loan is an unusually big one. As
operators have pointed out, interest is not nearly operators have pointed out, interest is not nearly as important to an operator as servicing a location in order to keep it, or in some cases, acquire it. Except for only a few operators who have set up separate loan companies to meet the demand for location loans, an operator does not care to make loans his business. He does care very much about keeping his business, however. And if a small loan is necessary to keep it, he will if he's financially able.

A specified time period is not as important as other conditions because location owners repay loans to operators out of juke box collections in nine out of 10 cases. Therefore, instead of a location taking any commission or a large part of its commission each collection period, it pays this amount toward the loan until it is paid. Not only that, but many operators require in a written
agreement that if the location owner decides to
change operators before the loan is paid, the full amount immediately becomes due. Significantly, altho most operators polled rate the conditions and terms that will take risk out of loans, over 45 per cent of those polled admit that they do not enjoy the condition they con sider most important for all loans they make.

The reason for this seems pretty obvious. Most operators don't want to make loans; they don't like to tie up their money in a location instead
of in their own business. But when they feel of in their own business. But when they feel competition requires them to, they do. And once they do, they want to insist on conditions-even tho they may consider them important in a loanthat will result ultimately in their losing the location despite the loan. They want to be repaid on their loan as quickly-and as paifflessly for the location owner-as possible and be done with it. This is not true of all operators, a few of whom have set up loan companies to handle the demand. (Editor's Note: These companies will be touched on in a succeeding Forum).

Finally, a big reason why operators insist on conditions such as written agreement and collateral at all is to impress upon the location owner as diplomatically as possible that it is a loan. not a gift or a bonus. It is sad but true, Forum operators report, that some operators' loans are nothing more than outright gifts to locations. For the overwhelming majority of operators who are not financially able to afford this luxury, this practice is a serious threat to their business. And as several MOF operators point out, once this practice is started in a given area, every operator is bound to be adversely affected because the amount of bonuses in question becomes the determining factor in who gets or keeps a location not whether a bonus is made or not.


## Collateral a 'Must'

R.B. GUAM, Dick's Music Company, Henderson, Tex.: "If an operator required collateral or some other protection before granting a loan, location loans would cease to be a problem. But such is not the
case. We all lose money on loans every year-as high as 40 per cent of the loan. The only way to stop loans is for all the operators in a given area to agree to stop them.
NEW YORK OPERATOR (whe asked not to use his name): "If we required those conditions
(collateral, time period, written agreement, etc.) (collateral, time period, written agreement, etc.)
we would cause more hard feeling among locawe would cause more hard feeling among loca-
tion owners asking for loans than if we never tion owners asking for loans than if we never loaned at all. The little we do loan we lose in Currently, we take the location owner to the bank to indorse a note. They pay the bank every time."
THE COLLIS BROTHERS, Sewell. N. J.: "In our territory, loans-or 'advance commissions' as they are
sometimes known-are accepted practice for new losometimes known-are accepted practice for new locations. It is, of course, practiced by other trades, cept the location loan as part. of our business. Our far have been small.

## Written Agreement

GEORGE R. RHODES, Uniontown, Pa.: "Money for loans is very scarce in this district. A location
needing eash for improvements will go to his erator first. The operator will loan the money on a written agreement which provides repayment from gross collections-the location's commission. If the location changes operators, the entire amount becomes due. We charge ver little-if any-interest."
O.RODGERS, Rodger's Novelty Company, Salinas, on stricter terms for granting locations loans-writ-
ten agreement, collateral, specified time period-
fewer locations would ask for loans and there would fewer locations would ask for loans and there woul CARL M. JAYNES JR., Greenc Amuseme Company, Olive Hill, Ky.: "My locations do not use the loan as a form of blackmail-that is threaten to switch operators if I don't loan money. Occasionally, however, I do loan $m$ locations money, usually for short periods of time to help them over 'rough spots.' On such
loans I do not charge interest or reguire secur ity." loans continue the small operator will have to quit. There are only a few small can afford to make loans."

## No Problem

WEST VIRGINIA OPERATOR (who asked not to use his name): "If operators required written location loans would cease to be a problem. cause the operators I know here who have mad loans without the proper conditions have not only lost their money but have also lost the locations."
CARL
CARL W. FISHER, Los Angeles: "Big cigarette op erating companies are offering up to $\$ 3,000$ for a package deal on locations, I have learned. Under such conditions, how can the small operator surloan business from operators and give it back the loan business from operators and give it back to lithe competitive gaff from big operators with big money to spend on loans.
HENRY S. DURRELL, Orangeburg, S. C.: "All money in every business should be loaned by people in the loan business. A music operator is in the operating business, not the loan busi ness. He should not be required to loan money to
locations."


TURNPIKE IN WHICH OHIO MUSIC OPERATORS have found new, profitable locations (The Billboard, October 20). Juke box is located in the coffee shop of each of four plaza locations of J. C. Music Company, headed by lack Cohen, who in turn leases them to the A.B.C. Berlo Company.


JACK COHEN SEATED IN COFFEE SHOP OF ONE PLAZA, In each of four plaza stops, Cohen uses a 200 -selection machine with 13 wall boxes and four recessed speakers. All machines operate at a dime, three for a quarter. Statistics from the Ohio Turnpike Commission reveal heavy traffic in these installations, one reason why takes on juke boxes are excelient, according to Cohen.


DINING ROOM OF ONE OF THE PLAZAS on Ohio turnpike. Each plaza offers food, fuel and rest rooms. Restaurant facilities include dining room, coffee shop and snack bar. Service plaza patrons appear to be well satisfied with their automatic music service. According to the turnpike
commission, letters mentoning variety of music selections are received by commission, letters mentoning variety of music selections a
restaurant managers from patrons enjoying a pleasant stop.

## 4 Gotham Coin Row Firms Must Find New Spots Jan. 1

NEW YORK-Jantary 1 or cation two blocks north, while Bill hereabouts will be moving day for Furst said his firm will move to four firms on Coin Row. The busiween ar ond Avenue, be which will become a garage and parking area
Forced to vacate will be the Ierman Distributing Company local. Rock-Ola outlet; Roost Records; Koeppel Distributing Company; juke box jobber and repair shop, and Furst \& Schwartz, loal Stoner distributor.
Sam Galley, at Herman, said the firm is seeking new quarters on 10th Avenue and is having trouble finding what it wants. Harry Koep pel satid his firm has stockroom pace across the street, but that won't be enough. He, too, is scouring the avenue in search of space Roost Records has found a lo-
cation two blocks north. while Bill
Furst said his firm will move to 567 10th Avenue three blocks south.
The displaced firms are reluctant to leave 10th Avemue, which is the traditional center of the coin machine industry here.

## Rock-Ola Schools

- Continued from page 74

Company, Louisville; Calderon Distributing, Inc., Indianapolis; Brilliant Music Company, Detroit; Lake City Amusement, Inc., Cleveand; J. M. Novelty Company, Youngstown, O.; Fabiano Amuse Sent Company, Buchanan, Mich. Nashville, and World Wide Distrib. utors, Inc., Chicago.


ONE OF 16 SERVICE PLAZAS WHICH ARE STRUNG along the Ohio tumpike at 20 to 30 -mile intervals. Juke boxes in these spots have proved very successful, according to Jack Cohen, head of J. C. Music Company, Cleveland, who has equipment in four of them.

## 10c, Splits Keys to '57 Net

- Continued from page 74
(Little Rock), Arkansas, are scheduled to move to dime play by November 1.

Grid Plan
Dime play on a "grid plan" basis (changing over in complete sections of a city one at a time is progressing in Washington established in Salt Lake City and gained a strong foothold thruout Utah during 1956


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The Mational Exchange tor Coin
Services and Opportuilises.
CLASSIFIEO ADVERTISING
```


## NEW ADVERTISING RATES

## regular classified ads

 Set in urual want-nd styoto one paragroph, Capplizplay. First line eet in regulat 5 ptRATE: $20 e$ a word-Minimum 54.00 . CASH WITH ORDER

Dime play became an accepted act in Memphis during the year The dime made headway during the year in parts of Missouri
The dime picked up steam during the year in Nebraska, parts of California not yet converted, in New York and Pennsylvania. Dime play registered gains in some cities in Florida during the year In fact, there were few areas across the country not affected by
s.epped-up dime play activity dur ing the year. Those areas in which there were very little 10 -cen switches appears to be limited pretty much to areas in the South, some Mountain States and in Midwest drought areas.

10 Cents No Panacea
At the same time, many operaors became increasingly aware during the year-as never beforeHat dime play was by no means panacea to their problem of nar rowing nets in the face of increas ing costs. New commission ar rangements to insure a more equit able return to the operator is in order, tradesters agree. As more expensive equipment is bought and as salaries increase, as well as all costs of operating, $60-40$ and even 70-30 commission splits, and front money will become as importantif not more so-than dime play alone. That is the feeling of many well-informed tradesters who see an essential selling job for the operation on overhauling present $50-50$ commission practices. A good example of the work currenty being done in selling commis sions is that of Roy Smail, concilia Michigan (The Billboard, Octobe 20).

## Juke Box Operalors!

- AARDELL TO ZORA!! Horoscopes? Nol Record Labels? Yes! Did you ever wonder who makes thot record that your locations inquire about? Where's the com-
pony located? Whe distributes pony locatod? Who dist
their records in your area?
The answers are all in the latest issue-just off the press
-of The Billboard's
MUSIC-REORD
PROGRAMMING


## and BUYING GUIDE

There are 1,467 different record label listed in this Guide. Labels are listed alphabetically for easy reference, with complete addresses. In addition, thi lireopoge booklet also contains a directory of record distributors, ar-
ranged by state and city, and tells you what labels they handle, plus. For record programming Ideas for your machines
The top song hits by year for every year since 1900. The top record hitz years. Order your copy nowl

 Hecord Programming and Buing Gulde
Atsion each my remittance is enclosed.
Please rush to:
720

My Name. .
Company Name
street Addrese..
: city.

## Wurlitzer Sales Up 9\% For 2d Qtr.

CHICAGO-Sales of The Rudolph Wurlitzer Company for the second quarter (July thru Septem-
ber) were $\$ 9,387$. 916 up 9 per cent ber) were $\$ 9,387,916$, up 9 per cent
from $\$ 8,598,528$ in the correspondfrom $\$ 8,598,528$ in the correspond-
ing quarter last year. However, ing quarter last year. However,
net earnings were down: $\$ 131,491$, net earnings were down: $\$ 131,491$, or 16 cents a share of common
stock compared to $\$ 196,786$, or 24 stock compared to $\$ 196,786$, or 24
cents for the corresponding period last year.
Sales for the first six months April thru September) were \$16,464,810 , up 2 per cent from \$16,181,769 last year. Net earnings were $\$ 219,661$ or 26 cents a share compared with $\$ 304,011$, or 36 cents for the same period last year. R. C. Rolfing, president, explained that the difference in earnings "during the first six months was due largely to non-recurring starting costs at the new Corinth, Miss., plant."
All divisions of the company operated at a profit during the "The music business is seasonal and if our business follows the pattern of prior years, which we believe it will, sales and profits during the ast six mon hould be satifactoren

## The Oldes ONE-STOP Record Service

## all Labels

 All Hils 45 DPM 55c 45 DPM 78 RPM $\ldots . . .60 .60 \mathrm{c}$Single EP's $\ldots . .91 \mathrm{c}$ no extra charges FREE TIILE STRIP SERVICE No order too large or too smoll. Save Tlme! Save Money! STORE BUSINESS WELCOME No C.O.D. Send check with order, including postoge. The Musical Sales Co. SEEBURG DISTRIBUTORS 140 West Mount Royol Ave. Baltimore $1, \mathrm{Md}$. Vernon 7-5755

## OUR nexir 70 SALE RESULTS Iitiwhem




## THE BILLBOARD INDEX

## Advertised Used Coin Machine Prices

## How to Use the Index

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.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or nore for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaning when used with mean average listing.

## MOST ACTIVE EOUIPMENT <br> (For Four-Week perlod ending with issie

 OCTOBER 27, 1956)ARCADE EQUIPMENT

1. WILLIAMS-
Sidewalk En
EXHIN
gineer. .. $\$ 195.00$
2. 500 Shooting Caller
Champion Baseball.
3. Champion Baseball...
4. INT'L MUTOSCOPE-

Photomatic
CENCO-Rifle Coaliery. 3. GENCO-Rifie Caliery. 3. GENCO-SkY TELECOIN-TES

## MUSIC MACHINES

1. AMI-Model D 80 ... $\$ 325.00 \$ 195.00 \$ 24500$ 2. WURLITZER-1500 $\ldots, 395.00 \quad 185.00 \quad 225.00$ SHUFLE GAMES
2. CHICAGO COIN- Tenth Frame Bowler. . . $\$ 65.00 \$ 50.00 \$ 60.00$
 VENDING machines
3. National M-9A...... $\$ 145.00 \$ 110.00 \$ 125.00$ $\begin{array}{lllll}\text { 2. Rowe Candy Merchant.. } & 135.00 & 60.00 & 130.00 \\ \text { 2. Stoner Candy } & 165.00 & 110.00 & 165.00\end{array}$

## pinball machines

bally
i. Gayty $\ldots$............ $\$ 110.00$ HICH 99.00

1. Ice Frolics...$\cdots \cdots \cdots \cdot{ }^{275.00} 110.00$
95.00
40.00
cotriles
2. Queen of Hearts.
3. Chinatown
4. Derore-Bay

UNITED
1.
2.
3.
3
3
3.
1
1
2
2. Cabana

|  | 15.00 | 45.00 |
| :--- | :--- | :--- | :--- |
| 3. Mader $\ldots \ldots \ldots \ldots \ldots$ | 15.00 | 35.00 |
| 1155.00 | 10.00 |  |

3. Starlet

Williams
. Nine Sister

## PINBALL GAMES




MOST ACTIVE LIST. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

| High | Low | Avg. Meas | Priet |
| :---: | :---: | :---: | :---: |
| Model E-40 (53) 40 sel., |  |  |  |
| 78 | 245.00 | 185.00 | 225.00 |
| 45 RPM. | 495.00 | 395.00 | 445.00 |
| $\text { hodel } F-120 \text { (54) } 120$ <br> 45 RPM | 700.00 | 275.00 | 650.00 |
| 1438 (54) 120 sel., |  |  |  |
| 45 RPM. | 485.00 | 475.00 | \$475.00 |
| 1446 Hi-Fi 120 sel. 45 RPM. ....... | 645.00 | 595.00 | 645.00 |
| SEEBURG |  |  |  |
| M-100-A (49 100 sel., |  |  |  |
| M-100-B (5i) 100 sel., |  |  |  |
| 45 RPM | 425.00 | 395.00 | 425.00 |
| M-100-C (53) 100 sel., |  |  |  |
| -100-W | 0 | $\begin{aligned} & 425.00 \\ & 695.00 \end{aligned}$ | $\begin{aligned} & 520.00 \\ & 725.00 \end{aligned}$ |
| WURLITEER |  |  |  |
| 1250 (50) 48 |  |  |  |
| 45 or 78 RPM. | 175.00 | 100.00 | \$145.00 |
| 1400 (51) 48 sel., |  |  |  |
| 45 or 78 RPM. | 250.00 | 179.50 | 195.00 |
| 1500 (52) 104 sel., |  |  |  |
| 45-78 RPM Mix. | 395.00 | 185.00 | 225.00 |
| 1650 (53) 48 sel. |  |  |  |
| 45 RPM. | 450.00 | 325.00 | 325.00 |
| 1700 (54) 104 sel., |  |  |  |
| 45 RPM. ...... | 650.00 | 550.00 | 575.00 |
| 800 (W) (2/55) | 845.00 | 695.00 | 775.00 |

## SHUFFLE GAMES

$\begin{array}{lllll}\text { Ace Bowler (CC) } \\ \text { Advance Bowler (CC) } & \text { (CC) } & \$ 175.00 & \$ 145.00 & \$ 175.00\end{array}$

| Advance Bowler (CC) $15 / 531, \ldots . . . . . . .$ | 95.00 | 95.00 |
| :---: | :---: | :---: |
| Bikini (K) $16 / 54)^{\prime}$, . . . . . 150.00 | 125.00 | 150.00 |
| Bonus Bowler ( K ) ( $3 / 54$ ) , 125.00 | 75.00 | 75.00 |
| Carnival (K) (5/53) ..... 85.00 | 65.00 | 85.00 |
| Cascade (U) 12/53)... 75.00 | 59.00 | 65.00 |
| Century (K) $(6 / 54) \ldots . .195 .00$ | 175.00 | 175.00 |
| Chief (U) $111 / 53$ ) ...... 125.00 | 95.00 | 100.00 |
| Classic (U) $(6 / 53) \ldots . .885 .00$ | 75.00 | 85.00 |
| Clipper (U) $15 / 53) \ldots \ldots .315 .00$ | 265.00 | 275.00 |
| Clover Shuffle (U) (1/53) , 115.00 | 59.00 | 65.00 |
| Criss-Cross (CC) (11/53) 150.00 | 99.50 | 135.00 |
| Criss-Cross Targette <br> Deluxe (CC) $(1 / 55)$.. 150.00 | 99.50 | 125.00 |
| Diamond (K) (5/53) ..... 175.00 | 160.00 | 160.00 |
| Flash (CC) (9/54) ...... 225.00 | 145.00 | 145.00 |
| Gold Medal (B) (3/55) ... 300.00 | 275.00 | 300.00 |
| Hollywood (CC) (5/55) .. 275.00 | 265.00 | 275.00 |
| Imperial (U) (9/53) ... 195.00 | 95.00 | 175.00 |
| Jet Bowler (B) $(8 / 54) \ldots 195.00$ | 175.00 | 175.00 |
| League Bowler (U) $(1 / 54) 125.00$ | 110.00 | 120.00 |
| Lightning (U) (2/55).... 275.00 | 245.00 | 275.00 |
| Magic (B) $112 / 54$ ) ..... 275.00 | 75.00 | 195.00 |
| Mars (U) (1/55),...... 215.00 | 185.00 | 195.00 |
| Mystic Bowler (B) <br> (12/54) $245.00$ | 175.00 | 245.00 |
| Olympic (U) $18 / 54$ ) .... 75.00 | 49.50 | 70.00 |
| Pacemaker (K) (9/53) ... 95.00 Playtime Bowler (CC) | 50.00 | 50.00 |
| (10/54) ............ 225.00 | 175.00 | 195.00 |
| Rainbow Shuffle Alley (U) $(8 / 54)$ | 99.50 | 100.00 |
| Rocket (8) $18 / 54$ ) . . . 175.00 | 125.00 | 175.00 |
| Roval (U) (8/54) ...... 114.00 | 75.00 | 95.00 |
| Speedy (U) (8/54) ..... 175.00 | 165.00 | 165.00 |
| Super Frame (CC) (5/54) 155.00 | 100.00 | 100.00 |
| Targette (U) . . . . . . . . . 199.50 | 135.00 | 145.00 |
| Team Bowler (U) (1/54) 315.00 | 75.00 | 120.00 |
| Team Bowler (K) (10/52) 120.00 | 75.00 | 115.00 |
| Tenth Frame (K) . . . . . . 70.00 | 35.00 | 70.00 |
| Tenth Frame Bowier (CC) . . 65.00 | 50.00 | 60.00 |
| Thunderbolt (CC) . . . . . . 275.00 | 265.00 | 275.00 |
| Triple Score Bowler (CC) $(6 / 53)$ Vi. . . . . . . . . ( | 75.00 | 75.00 |
| Victory Bowler (8) $15 / 54$ ) 150.00 | 90.00 | 150.00 |

## VENDING MACHINES

| dren | 50.00 | 45.00 | 45.00 |
| :---: | :---: | :---: | :---: |
| DuGrenier (11 Col.) | 115.00 | 65.00 | 65.00 |
| National M-9A 19 | 145.00 | 110.00 | 125.00 |
| National M-7 | 125.00 | 110.00 | 110.00 |
| National 930 | 110.00 | 95.00 | 95.00 |
| National 95 | 115.00 | 110.00 | 110.00 |
| X (8 Col.) | 125.00 | 85.00 | 115.00 |
| owe Crusader 18 Co | 135.00 | 60.00 | 130.00 |
| Stoner Candy ( 6 Col.) | 125.00 | 80.00 | 80.00 |
| andy (8 Col.) | 165.00 | 10.00 | 65 |

## VENDING MACHINES

## N. J. Market Debuts lst U. S. Super With 24-Hour Vending

Rowe Egg Unit Bows; Others<br>Vend Milk, Cold Cuts, Fish, Oleo

EAST PATERSON, N. J.-The machine. The other Rowe unit is selections of 48 -bag tea and three nation's first supermarket with 24 . hour vending service in grocery staples opened here Wednesclay
(24) at the Grand Union's new (24) at the Grand Unio
48,860 -square-foot outlet.

The automatic merchandising battery, consisting of four Rowe and four Vari-Vend machines, is in a wall alcove of the building. The battery has no common front, but all machines are painted a pale blue.
Two new pieces of Rowe equipment were bowed at the installa${ }_{100}$ tion. An egg vender, which holds tion, was developed in conjunction with Cornell University and was field-tested there. Delivery mechanism eas
A bread unit, with a capacity of 48 loaves, is housed in a cabinet slightly larger than the Rowe milk machine. Both these units are pilot models. Rowe is withholding, for on these machines.
Other Rowe machines on the installation include a vender which dispenses five selections of cold cuts. This unit is an adaptation of the Rowe refrigerated sandwich

## Report Houston

To Leave Rowe
NEW YORK-I. H. Houston, president of the Rowe-Spacarb Di vision of the Rowe Manufacturing Company, will leave his post in the near future, it was learned last week from a reliable source. Neither Houston nor Rowe of-
ficials could be reached for confirmation. Houston, who was in charge of Rowe cup drink sales, joined the organization two years ago when Rowe acquired Spacarb Inc. He had been president of Spacarb.

## N. Y. Coke Bottler Plans New Plant

NEW YORK - The Coca-Cola Bottling Company of Now York, Inc., will build a multi-million-
dollar bottling and distribution dollar bottling and distribution
plant in Brooklyn on a 170,000 plant in Brooklyn
square-foot parcel.
The $\$ 2,500,000$ plant will re place the present plant and two
warehouses in Brooklyn. It will be the seventh new plant built by the firm since World War II.
Ground will be broken in December and the plant is expected to be in operation by the summer pacity is expected to be 100,000 cases a day.

## Lily-Tulip Annual <br> Report Wins Award

NEW YORK-The Lily-Tulip Cup Corporation will be awarded the bronze Oscar of Industry at the Hotel Statier Monday night (29)
for having the best annuai report of the food container industry.
The award, which is made by Fi. nancial World, a weekly magazine, will be presented C. W.
the two-selection milk machine,
dispensing white milk in quarts dispensing white milk in quarts
and chocolate milk in half pints. One Vari-Vend unit vends butler, cheese and cream. Another dispenses four brands of margarine
and cheese, while a third has canned meat and tuna fish, twopound sugar bags, donuts, evaporated milk and coffee cake.
The other Vari-Vend has three
selections of one-pound coffee, two


#### Abstract

Roof Overhang


Roof Overhang
The installation itself faces the street and is protected by a threefoot roof overhang. A sign above proclaims "Nite \& Day Ouik.Pik. All told, some 45 items are vended. Opening ceremonies were attended by Mayor Louis Dodero, selections of one-pound coffee, two City Council.

## Vending Emphasis Seen at Dairy Show

## Dairymen to Display Increased Interest In Outdoor Quart Milk Operations

ATLANTIC CITY--"Frontiers for Profit: Men, Methods, Ma-
chines" will be the slogan for the chines" will be the slogan for the
20th Annual Dairy Industries Exposition which opened at Convention Hall here Monday (29) and runs thru Saturday (3).
If previous expositions are a cri. terion, the machines in the slogan
will be of the automatic merchandising variety.
Outdoor milk vending machines will be a major point of conversa-
tion, altho ice cream venders won't be ignored either.

## Quart Machines

Dairy operators have made the last two years, as evidenced by the spectacular increase in the number of quart milk machines hear metropolitan areas.
In most cases the outdoor milk machines have been operated by dentional vending operator the conventional vending operator. Excep-
tions have occurred when the operator works a deal with the local dairy to drop ship mitk to ocations.
However, the operator will seldom However, the operator will seldom
attempt to stock and deliver the milk himself.
The difficulties for an operator in outdoor milk vending are considerable. First, the cost of the product to the operator is much greater than the cost to the dairy Secondly, the operator usually lacks the special vehicles required to han-
dle milk. Third he lackx the spedle milk. Third, he lackn the spe-
cialized knowledge required to han dle milk.

Surplas Problem
On the other hand, the dairy operator is asually troubled with an oversupply of milk. He can usually profit margin because of the lar volume. And, as milk is a perishable commodity, he will explor every legitinate outlet to cut down pear to be the answer.

By the same token, it appears unikely that the dairymen will at tempt to do much in half-pint milk vending on industrial and transient locations. The feeling is that the
operation of half-pint machines operation of half-pint machines
would lead to the necessity to go into candy, cup drinks and food to keep the location. And the dairy men want to remain dairymen, not become vending operators.
Vending exhibitors at the show
will include Dariomatic, canned
juice, cartoned milk and food
vender; Ideal Dispenser Company, vender; Ideal Dispenser Company,
half-pint, pint and third-quart milk vender; Meyer-Blanke Company outdoor milk vender; Norris Dispensers, Inc., half-pint milk vender; Food Engineering Company,
cup milk vender; Rove Manufac cup milk vender; Rove Manufac-
turing Company, indoor and outdoor milk venders, and the Vendo Company, milk and ice cream venders.

Suppliers at Show
Vending trade suppliers at the Division of General Foods, Blumenthal Bros.' Chocolate, Dixie Cup, Lily-Tulip and Continental Can. In conjunction with the exposihold their annual conventions: Dairy Industries' Society, International, International Association of Ice Cream Manufacturers, Milk Industry Foundation and National
Association of Ice Cream Manufacturers.

## Am. Home Foods Bows Can Line, New Coffee

NEW YORR - The American Home Foods Division of the Amerhas announced the introduction a canned food line for hot food machines and a de luxe vending coffee.
The hot food line, packed under the Chef Boy-ar-Dee label, consists of the 12 following varieties: Spaghetb, tomato sauce and cheese
ravioli, with beef in sauce; spa-
ghetti and meatballs gheatio and meatballs, beans and meatballs, vegetables and meat.
balls, beefaroni, egg noodles and bals, beetaroni, egg noodles and
beef, chili con carne and beans, meatball stew, beans and franks lima beans and ham, and corned
beef hash.
The cans will be packed 24 to he case, with prices to operators ranging from $\$ 2.64$ a case for spaghetti, tomato sauce and cheese to
$\$ 4.62$ a case for corned beef hash. $\$ 4.62$ a case for corned beef hash.
Suggested vending prices .range Suggested vending prices range
from 20 cents to 35 cents a serving Retail Push
L. C. Powell, manager of institutional products, said that retail
sales of the eight-ounce cans will sales of the eight-ounce cans will
be promoted in co-ordination with vending sales.
Plans call for national magazine

## R. J. Reynolds Cites Record Sales, Profit

NEW YORK--Sales and earmings for the quarter and for the
nine months ended September 30 are at the highest point in the hispaly a cording to a report issued last week.
Net earnings for the first nine months increased 12.3 per cent to位, 029,000 from $\$ 40,975,000$ last ear. Sales in the nine-month per9.5 per cent from the $\$ 643,129,000$ 9.5 per ce.
of 1955.

Third quarter net earnings were stimated at $\$ 16,512,000$, or $\$ 1.58$ 000 or $\$ 1.51$ a share with $\$ 15,839$, quarter.
Sales for the quarter were $\$ 248$, 603,000 , an increase of 8.2 per cent 603,000 , an increase of
over the $\$ 2.29,656,000$ a year ago.

## Vendo Denies

 FTC Charge on VMC PurchaseCHICAGO-A denial of the Federal Trade Commissions charge that the Vendo Company illegally acquired the Vendorlator Manufac-
turing Company was released last week by E. F. Pierson, Vendo week by
chairman.
Pierson stated that "the merger involves no monopoly but, on the contrary, will result in economies
and increased competition to the and increased competition to the advantage of the soft drink bever
age companies and the public." age companies and the public.
The FTC complaint said that Vendo's acquisition of Vendorlator may lessen competition or tend to October 27). "In the statement, Pierson said: citations are more in the nature of inquiries than any indication of conclusions as to the subject matter conclusions as to the subject matter of the notice.

## advertising with full pages in color

 in Life, Saturday Evening Post and Ladies, Home Journal. Television and radio advertising will include the Arthur Codfrey morning tele"Love of Life" television program "Badge 714 " in San Francisco, "I Search for Adventure" on the West Coast, "Stage 7" on the East Coast Coast, Stage 7 on the East Coas and local spots. Lwill also be used.
Mean also be used.
Meanwhile Powell announced that the new G. Washington De for distribution by December 1 The new label gives the firm three ven-ling coffees-the regnlar $V-300$,
the economy V-25 and the pre-mium-priced brand.

$$
\$ 3.15 \text { a Pound }
$$

Powell said the new brand will sell for $\$ 3.15$ a pound, 35 cents more than the V-300. He explained
that it is designed for locations that it is designed for locations
which require coffee comparable to the brewed product.

The new coffee, along with the line of canned foods, will be displayed at the annual convention of
the National Automatic Merchandising Association in Chicago December 2 -0.

CHICAGO-A patent infringerent action brought by Meterflo Dispensers against Mr. Robot, Inc., has been settled out of court it was learned last week.
Dan Daniels, Meterflo president, and Jack Howe, Robot president, in a joint annoincement, said the action brought in the U. S. District Court, Northern District of Illinois, was settled out of court on advice of Mr, Robot, Inc., by its counsel. Mr. Robot, Inc., and other defendants named admitted the validity of the Meterflo patents and cluding the tube and cover assembly were an infringement of the Daniels-Meterflo patents.

Meterflo granted Robot a nonexclusive license for the term of its patents on a royalty basis with a minimum ammual total royalty. Robot's license is for the manufac-
ture of a fully automatic coinoperated bulk beverage vender only, and does not include the manual and coin unit as manufactured and marketed by Meterflo the past several years. Daniels said they do not plan to license
their tube and cover assembly patents separately.

## Hedeman Issues <br> 2 Huge Catalogs

GREAT NECK, N. Y.-Hedean Products, hic., has released wo of the largest catalogs ever ising industry.
The larger one, 432 pages, is a drink vending parts catalog which was mailed to 5,500 operators. The smaller one, 260 pages, is a pre-
mix catalof for bottlers. mix catalog for bottlers.
Listed in the catalogs are thonsands of items ranging from water pumps to gauges. Operators who so by writing Hedeman Products at Great Neck.

## Chicle Profits <br> Ahead of 1955

## NEW YORK--The American

 Chicle Company has reported that of 1956 are running ahead of last year.Net income for 1956 was \$4,855,808 , equal to $\$ 3.42$ a common or $\$ 3.16$ a share in the like period or 1955.

Net income for the third quarter vas $\$ 1,590,913$, equal to $\$ 1.11$ a common share, against $\$ 1,481,018$, or $\$ 1.04$ a share, in the corresponding quarter a year ago.
Sunshine Earnings

## Show Slight Rise

NEW YORK--Net income for Sunshine Biscuits, Inc., for the nine mowed a slight increase over a like period last year.

The 1956 figure was $\$ 4,834,080$, equal to $\$ 4.53$ a common share, compared with $\$ 4,814,776$, equa $\$ 4.45$ a share a year earlier.
Figures for both years represent the consolidated warnings of Sun-
shine Biscuits and Gordon Foods, Inc., which became a Sunshine division last month.

## amco

Charm Prices Up
NEW YORK-Samuel Eppy \& Company, luc,, charm manufac turer, amounced a slight price in crease in his line. Reason for the
increase, according to the firm, is the increased wage scale under the recently signed contract with the Toy \& Novelty Workers of America, Local 223.

## J. SCHOENBACH <br> Distributor For 1645 BEDFORD AVE; BROOKMY 25, N2Y. PResident 22900 <br> CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like
new. Lowest prices anywherenew. Low
compare!
STONER 8-COLUMM CANDY,
160 capacily, prowar model
STONER 6-COLUMM
STONER 6-COLUMM CANDY,
..$\$ 110.00$ and name of NEAREST DISTRIBUTOR


## COINMEN YOU KNOW

Chicago

## By KEN KNAUF

Visiting at Chicago Coin Machine Company recently were Jack Rosenfeld, J. Rosenfeld Company, St. Louis; Al Simon, Chi Coin Eastern representative, and David Rosen, David Rosen, Inc., Philadel phia. All in to demand quicker deliveries, said Ed Levin, Chicago Coin director of sales.
Down from Australia was coinman M. Badran, New South Wales stopping off at United Manufactur ing Company. Gus Marin, in the United "green room," reportedly
handicapping drinks now that the handicapping drinks now that
horses have stopped running.

Joe Robbins, Empire Coin Machine Exchange, seen at the Chez Paree with a coin machine delegation, including Francis Nardi, Ishpeming, Mich.; Bill Fannassy, Harris burg, Pa., and Buzz Keulman, Antioch, Ill. . . Sam Lewis Exhibit Supply president, out on the road last week, while Frank Mencuri, vice-president and director of sales, supervised the production push.
The many friends of Vince Shay Ill State Coin Machine Exchange were sorry to hear of the death of
his younger brother, Bob Shay, 38 . who died of a heart attack here Tuesday (23).

Mrs. Estelle Bye, Marvel Manufacturing Company receptionist, back from an ex ensive Ted Mube Marib bean. Ted Rubensein, Marve chief, busy producing the new Break Pool conversion top. Ted's daughter, Dolly, is coming back with good grades having a good time, too, at the University of Wiscon-
sin, Madison.

Earl Feddick, Valley Manufac fring Company, Bay City, Mich. expected in the Windy City this Ted Raynor, counsel for the Chicago Independen' Amusement Association, reports the next association meeting is scheduled for Thursday night, November 8 .
Twin Cities

## By JACK WEINBERC

Gerald Finsky, 35, associated with his father, Sam, in the cigarette vending machine business in
Duluth. Minn., was killed early last Saturday (20) in an, automo-
bile accident near Bemidji, Minn. bile accident near Bemidji, Minn.
The day before Gerald Finsky also made news when a burglar broke into his truck and stole $\$ 1,300$ in machine collections.

Nate Gottlieb, of D. Gottlieb \& Company, Chicago amusement games manufacturer, and his son, Shelly,

Lieberman, of Lieberman Music Company, Minneapolis, at the Minnesota-Illinois football game. Other coinmen attending the game were Izzy Aling the game were 1zzy Alpert, of Twin Port Sales Com pany, Duluth; Bill Moss, of Atlas Music Company, Des Moines; Gabby Cluseau, of Grand Rapids, Minn.; Mr and Mrs. Arnold Brevick, of Watertown, S. D., who also took the occasion to buy phonographs.
Harold Lieberman was in Chi ago last week on business and be Fore returning home took in the

Continued on page 82



## Esoup

 COFFE snacks

PENNY KING COMPANY


May Iower Distributing Co.
2218 University Ave. St. Paul 4. Minn. Midway 6.7901

MONEY BACK GUARANTEE
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## COINMEN YOU KNOW


#### Abstract

- Continued from page 81

Notre Dame-Oklahoma footbal game at South Bend, Ind. Mr. and Mrs. Cecil Terveer, of Wi nona, Minn., who spent some time stopped off in Minneapolis to shop while en route home. Lawrence Schillinger, of Knapp, Wis., bought Schilinger, of Knapp, Wis., bought music on his trip to the cities. So did Ben Weiss, of Pine Ridge Service, Bemidji, Minn., who came in by airplane.

Mr. and Mrs. Morris Berger, of Duluth, shopped and visited relatives in Minneapolis. Mr. and Mrs. Hugh May, of National Specialty Company, Eau Claire, Wis., came pany, Eau Claire, in for parts. Gordon Stout, of




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Pierre, S. D., was in the Twin Cities shopping last week. So was Jack Lowrie, of Lake City, Minn. Irving Sandler, of SanWer Distributing Company Bert Davidson, Chice, and gional sales manarer for Wrlitzer traveled tor the itzer, traveled thru the Dakotas to to Des Moines to be due lo on hand for the Wurlitzer service school in his headquarters there. Reed Whipple, of the
phonograph factory, was to be phonograph factory, was to be
in charge at the Wednesday school.
Word from Archie LaBeau, of a Beau Novelty Sales Company St. Louis, is that he's getting ready to introduce the new Rock-Ola 200 phonograph to operators in this territory. J. C. Weber, of Weber
Music Compan Music Company, Blue Earth, Minn., recently purchased the old Harten route in his territory to add to his present operation.

## New York

By AARON STERNFIELD
Young Distributing Company displayed the United Handicap and the Wurlitzer Model 2000 Wednesday thru Friday (24-26) at the Liqnorama at Paterson, N. J. Some equipment at the whisky show. On hand from Young were Joe Young Abe Lipsky, Allie Goldberg and Jenea Glenor.

Meyer Parkoff and Murray Kaye play host to New York operators Tuesday (30) at Atlantic-New York for the showing of the new color Seeburg. . . . The Associated Amusement Machine Operators of New York holds its general membership meeting Thursday (1) at the Henry Hudson Hotel.
Runyon Sales is busy exhibiting the new Bally Balls-A-Poppin'. Last week the game was shown at Runyon's Hartrord office, with Irv Kempner and Nat Gutkin acting as hosts. From the Bally factory in Calamari. The Art Garvey and Paul ing, at The other Runyon show ing, at Newark, was hosted by Fleischmann and Gene Daddis.

Gabe Foreman and Mickey Wishinsky were at the Inventors' Show in Paterson, N. J., to exhibit their new bingo game.

## Milwaukee

By BENN OLLMAN
Walter Harloff, Love Amusement Company, is home recuperating from recent surgery and expects to be back on the job in about a month.

Eric Dyer, regional sales representative of AMI, spent some time here last week visiting the Paster Distributing Company headquarters. Another visitor here was Allen Nilva, of the Paster Distributing Company's main office in st. Paul, According to Sam Cooper, there has been a recent buying trend among opcrators in favor of the 80 -selection AMI music máchines.
Arnie Cutter, Hilltop Coin Ma hine Company routeman, joined the crowd of nimrods out hunting pheasants last weekend. He got one, he claims, just 45 minutes fter the season offricially opened nd that was the last one he encountered all day.

Johnny O'Brien, back from distributors' meeting at the

Mercury Records headquarters in Chicago, reports that the Platter's "You'll Never, Never Know," and "Mama From the Train," by Patti Page, are tops with operators. Coinmen stopping in at the Major Distributing Company for their weekly wax supplies included Les Haese, Regal Music, and Leslie Reder, L. \&c R. Distributing Company, and


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SAVE MORE MONEY MAKE MORE MONEY shecrlbo is ho bulbourd rooki

Wally Blitz, of Sturgeon Bay, and Joe Halladay, Green Bay.
Clarence Smith reports that business has been holding up well. Mu nic accounts for most of the rosy results, he says, and pool table takes have also shown improve ment. Big project ahead for his firm, says Clarence, is remodeling and enlarging job for his headquarters. . . One-stopper Stu Glass man, of Radio Doctors, and a trio of local deejays, motored to Chicago to view the Bears-Packer gridiron tilt Sunday.

Reid Whipple, Wurlitzer field service engineer, stopped off at the United, Inc., office where the staff helped him celebrate his birthday. Another Wurlitzer home office visitor was John Kern, credit manager of the phonograph credit department. . . . Also marking a birthday at the United, Inc., plant, was serviceman Joseph Hiller. In town calling on the disk one-stoppers and equipment distributors were Ray Jenner, Waupaca; Johnny Barros, Merrill, and Chuck Hartman, Watertown.
Business is at a quiet stage, re ports Harold Summerfield, of Southern Novelty. "We need new games to attract attention, he says. Meanwhile, he's spending his spare ime cleaning up his rifle and waiting patiently for the deer season to open.

## Miami

by raoul shapiro
Between the World Series and the near hurricane rains here Miami coinmen were crying the blues. Now that normal weather has returned, collections are expected to pick up again.

Willie Levy, Mellow Music Company, off to New York to attend the funeral of his sister. Mel Schwartz, other half of Mellow Music Company, has his hands full. With Willie away, their mechanic decided to quit, and now Mel has to take service calls besides making collections.
Willie Blatt, of Music Makers, Inc., off to Havana on business Also on business to Jacksonville and Orlando last week was Ted Bush, of Bush Distributing Company. Another guy taking to the air ways these days, but not on business, was Morris Marder, of M. \& M. Service. Seems a couple of cousins of Morris' flew to Nas sau from New York. Morris, anxious to see them, took wife Mary, along and hopped over to Nassau. Arriving there, he found that his cousins had gone on to Jamaica. Not to te daunted, Morris and Mary grabbed the next plane to the island. After a 65 mile trip by cab into the interior, they finally caught up with his elusive cousins.

Congratulations to Eli Ross, f Ross Distributing Company. Eli became the father of a nine-pound boy. Mother and son doing swell. Congratulations, too, to Mike Skolnick, of Music Makers, Mnc., who celebrated his fifth birthday the other day.
Ronnie Shapiro, routeman for Continental Music Company, off to New York for the weekend to attend the annual dinner of the
New York Music Operators New York Music Operators As sociation. As the guest of his boss no less. Frank Brady, former route man for Crosby Music Company, and now in business for himself in Pahokee, visiting town to buy rec ing up rapidly.

Another visitor in town getting set for the season was Jim
Robbins, from up Lake Okee-
chobee way. Jim says that the recent torrential rains up that way hurt business for the veek

## Boston

By CAMERON DEWAR
Balmy weather has kept business booming around the Hub Continued on page 85 )

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## Pool Table-Top Sales Spurt As Ops Move to Hike Play

ol games, which have held fairly teady for operators in many area of the country, are getting rood support from the new types of remarket.
The table tops, with different ball hole and bumper arrangements, and accompanied by num bered balls and game rule cards make possible a great many varia tions of play on the regular bumper
Ted Rubenstein, head of Marvel Manufacturing Company, Chicago, one of the principal manufacturers of new table tops, reports sales on these tops
past month.
Indications are that the new tops have caught on thruout the country. Rubenstein explained that op-
erators are getting ready for the erators are getting ready for the
winter, and in absence of any really new attraction in coin games, are adding new attractions to the pool Nationwide Demand
Charles Nicholas, owner of Marvel Biliard Supply Company, Chi

## 15,728 Games,

 Jukes Licensed In Chi This YearCHICAGO-A total of 15,728 coin- operated amusement games and juke boxes have been license to date this year in Chicago.
Of this total, 9,538 are juke boxes, 6,190 are amusement games This year, for the first time, the City Collector's Office gave the breakdown on numbers of jukes
and games. In other years the fig. and games. In other years th
ures were lumped together. ures were lumped together. A total of 11,610 games and
juke boxes were licensed here dur juke boxes were licensed here dur
ing 1955 . The big hike in licensed machines this year can be attrib uted mainly to a concerted drive by city enforcement officers to insure
that operators purchase licenses. It that operators purchase licenses. It is doubtful that the actual number
of machines in operation has increased very much, if at all, ove 1955. However, the coin pool game boom certainly had some ef lect on the totals.

Most Purchased Early
Both games and juke boxes are licensed at a rate of $\$ 25$ per ma chines will be licensed before year' end the bulk of their license purchases early in the year. The present li early in the year. The present fi "pro-rating" of licenses. Thus op-pro-rating of licenses. Thus op-
erators must currently pay as much for a game license purchased near the end of the year as they do for one purchased in January for the full 12 -month period. Operators hope that this system will be corrected before 1956 licenses are pur rected
chased.
Of the 15,728 total licenses purchased, 13,695 were bought before chased, 10,69 were bought before the end of April. Since then, oper-
ators have moved many of their ators have moved many of their
shuffle bowler games back on location, as grosses from coin pool games leveled off appreciably. Also accounting for some of the yearend license purchases were the numbers of new 200 selection tions in recent months.

Manufacturing), another local sup- | on table tops are double what they plier, said that while demand were a month ago. Monarch the hot weather table tops are now again enjoying top sales and order are coming in from New York to California. Nicholas said operators are growing conscious of the cus the cooler weather and the result ing increase in location play. His firm has a stock of 10 different types of table tops for both regular nd king-size tables. Rota is good.
Charley Pieri, Monarch Coin Machine, Inc., Chicago, said sales

## Top New Coin Units Follow the Crowds <br> Shop Centers, Depots, Airports Get Pick Of Amusement Pieces; Taverns Waiting

## By KEN KNAUF

CHICAGO-While the nation's game attraction, the more special ized locations-store chains, trans portation depots, airports, super marts and outdoor spots-are get ting some of the most appealing pieces of coin ma
they've ever had.
Along with the trend by operators to move into new types o locations is the growing efforts of
manufacturers to supply such oper ators with new types of equipment. Stimulating the swing of many quickly 10 nes locamber of cations made available to them. Heading the list is the spurt in the outlying city areas
Kiddielands, parks. department tores and variety stores located the new shopping centers all cal
San Antonio Pins
Still Face Barrier
SAN will continue to Pace rough oing in San Antonio, police cap ain R. D. Allen indicated las week. He said that he had turned down a proposal that the games be The police operate freely here. The police have been maintainince Bexar against the machines ier this year investigated pinbal operations.
Allen said an attorney represent ing a pinball firm had complained o him that the firm has 300 pinballs "rotting" in a storehouse. He
said the attorney requested that the machines be relocated in tav erns and other establishments with out harassment from the police. The attorney, Allen said, gave assurances that the machines would be operated strictly on basis of "for amusement only.
Altho it is not illegal to have machines that are for amusement only, Allen has said that he considers use of such pinballs as an
"act of defiance." His policy is to "act of defiance." His policy is to make it difficult for a tavern owner
who has the machine on his premwho has the machine on his prem-
ises to keep or renew his wine ises to keep or
Allen said 10 pinball "suppliers" are still in the city "hoping for a chance to re-install their machines. He estimated about 1,500
machines are now in storage in the city.
which also does on-the-spot converting of old tables to tables with new tops, is selling four different types of tops, including two, thre complete new games. ${ }^{\text {The }}$ The gamus, in the absence of a good new location game, are consistently grind ing out good receipts for the opera tors," Pieri stated.

Numbered Balls, Bumpers Champion Distributing Company here, which has introduced a number of new model tops over the
past few months, recently bowed a
(Continued on page 87 )
for amusement equipment to enterhem the moppet delegation. Variety of Equipment
Such new pieces of equipment as International Mutoscope's Lord's Prayer Vendor, Genco ManufacturCrockett gun game, Bally Manufacturing Company's Bally Bike and Williams Manufacturing Company's new Puppet Show, are providing operators with appea Them machine attractions.
The new equipment is now being combined with such old mainstays rifle games, pistol units and kiddie carousels.
Other such equipment introthis market over the past
(Continued on page 87)

## Canada Moves To Enforce Ban on Pins

TORONTO-An aftermath of the recent Supreme Court of Can
ada decision making pinballs illega is the warning from Ekso Rob erts, attorney general of Ontario that shopkeepers with the machines
face prosecution.
The ruling from the Supreme Court went against a Montreal pinball operator. Operators or distributors of pinballs would be prosecuted even tho no prizes wer
given out. Roberts said that polic would give just one warning and if not heeded prosecution would follow.
The machines are illegal in the city of Toronto proper, but are li censed in many suburban section They are licensed in other major population centers such as Hamil ton, Ont., and St. Catharines, Ont

## Capitol Preems

 Hifi-a-Miss UnitNEW YORK-Capitol Projec tors announced that it has gone into production on the Hit-a-Mis conversion for stationery gun
games. According to Sam Goldsmith, Capitol executive, the unit will be displayed in Chicago, November $25-28$, at the annual convention of the National Association
of Amusement Parks, Pools and of Amuse
Beaches.
Goldsmith explained that the conversion works by lighting up on the scoreboard a pin-up girl every time the target is hit. A maximum coreboard.
Price, he said, will be under $\$ 400$. He added that about 50 of York area arcades.

## Balls-a-Poppin' Preems At Scott-Crosse Show

PHILADELPHIA - The Inter- McAdoo Vending; Bob Miller, Ni | national Scott Crosse Company's |  |
| :--- | :--- |
| showroom here was visited by more | lon Brothers; E. Ballin, Model |
| Vending; I. Palermo; Vito Pale |  | showroom here was visited by more

than 100 operators and distributors
jins; Joe Silverman, manager PaleTuesday and Wednesday (23-24) Amusement Machines' Association as Abe Witsen, ISC president, was host at the first public showing of the new
Poppin'.
It was open house both days, as operators ate, drank, talked shop and heard the game explained by who came in from the Bally factory in Chicago.
The guest list included Carl Th; Ray Erfel, vice-president of the Broad Street Trust Comany; Sam Snyder; Sam Gavin ill Beard; Louis Zayon; Hy Pearl renton (N. J.) Amusement; Caspe hirlig; Joe Medvene; Larry Ash active Amusement; Al Swerze, Al ee Amusement; Irving Shapiro Nate Greenspan.
Herman Rosman, Frank Urban Villiam Slow, George McGrady H. Rothstein and Al Rodstein oth of Banner Specialty; Max Bushwick, Harry Stern, Steve Za feris, Marvin Zayon, Joe La Bove George Britton, Irving Britton,
Frank Rossi, Snubbie Sloan, Ed Leopold, Charles Cohen and Fred Leopold, Charles Cohen and Fred
Walters.
Jerry Locks; Al Dally; Bob. Ros Jerry Locks; Al Dally; Bob Ros-
off, G. I. Specialty; Don's Vending, off, G. I. Specialty; Don's Vending,
Hi-Grade Amusement, D\&L Coin, 30 days fro
his mind. October 13.)

Chi Coin Ships Championship, Shuffle Bowler
CHICAGO -- Championship Bowler, a new shuffle bowling game with a special handicap score feature, was shipped to distributon last week by Chicago Coin Ma
chine Company. chine Company
Up to six players may compete in one game. Before beginning a game, players press a handicap button on the front molding to set handicap scores. Each time the button is pressed, 10 points are automatically registered on the backweak" or "average" players may begin the game on an even score basis with the more skilled players. Championship Bowler utilizes authentic bowling scores once handicap points are apportioned to the players. Handicap points may be used, or not used at players" op-
tion. "Easy, regular and hard" scoring selections can also be made by the players.
The game has the extra large pucks and pins, a newly designed de luxe cabinet and steel front door.
List price is set at $\$ 750$. The game List price is set at $\$ 750$. The game
is equipped with a National slug rejector coin chute. Measure are eight feet by two feet.
Championship Bowler is also available in a match play model Super Championship.
The new model is the fourth shuffle bowling game to be introduced on the 1956 market.

## Witsen Preps New Arcade

PHILADELPHIA - Abe Witsen, of International Scott link in his chain of the here in two weeks when he installs 25 machines at the new Greyhound Bus Depot here. He already operates arcades in the city's three railroad stations. The location should be one of the busiest in the city, as the depot the city's largest office buildings. The machines will be placed between
room.

Meanwhile, Witsen said his export business, mostly to Europe and North Africa, has been picking up, with an average of 50 pieces being shipped out a week.

## WILL U. S. HIGH COURT GET PIN CASE? TIME SHORT

WASHINGTON--Will the U. S. Court of Appeals' ruling that in-line pinballs are not gaming devices under present
federal laws be taken to the U. S. Supreme Court? This federal laws be taken to the U. S. Supreme Court' This
decision is up to the U.S. Solicitor General, who was given decision is up to the U. S. Solicitor General, who was given
30 days from the date of the ruling, September 28 , to make up

Now the Solicitor General has asked the Appeals Court to extend until November 27 his deadline for making the decision. It is expected that the Solicitor General will be notified this week whether or not the extension will be granted.

Pinball operators around the nation generally feel that the decision has opened the way to expansion in this field.

It is important to point out that the court does not rule on whether or not the pinball machines in question are gaming The question here is not whether pinball machines are gaming devices or games of chance; that they are may well be conceded The question is rather: are pinball machines embraced within the term 'so-called slot machines.' Congress has elearly indicated that they are not." (See complete decision, The Billboard,

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## COINMEN YOU KNOW

- Continued from page 83
with the result that both operators and distributors are looking on the bright side of grosses. The general feeling is that the fall season has been as good as the "best year and the prospects are excellent for a splendid winter.

Ed Ravreby, of Associated Amusements, Inc., is finding

## \$870 Mil for Participating Fun in 1954

- Continued from page 1

In other amusement areas, coin-operated amusement device establishments jingled to the tune of almost $\$ 239,000,000$ in 1954, ard all other amusement and recreation services not broken down in the census totaled $\$ 181,000,000$.
Money spent on the coin oper.ted amusements offers a striking contrast between the two census years. Against the 1954 take of $\$ 239,000,000$, in 1948 the coinops took in only $\$ 99,100,000$. The 1954 census lists coin-op amusement device establishments as totaling 6,045 in number, as against only 2,432 "coin-operated amusement device services" in the earlier census year.
the move to a bigger plant worthwhile after six months in the new quarters. Ed has just added two new servicemen, Robert Goodman and Leo Wingarten, to his payroll. His showing of the new Rock-Ola phonograph will be held soon.
Si Redd, Redd Distributors, is taking advantage of the fall days to go fishing on Cape Code, while Sales Manager Bob Jones takes orders on the new Wurlitzer and shuffle bowlers which have picked up now. . . Louis Blatt, Atlas Distributors (AMI), also relaxing at his New Hampshire summer home while the good weather holds.

> Jerry Flatto, Boston Record Distributors, giving his new missus a treat by taking her to hear Teresa Brewer at Blinstrub's big boite. Jerry reports the thrush's visit is bringing a demand among operators for her recordings. . . . Dick Mitchell, of Dick's Records also indulging his wife at the steak dinner and cocktail party put on by Capitol Records at the Statler Hotel.
Louis Gilman, Beacon Vending Company, who got himself into

Pirate Gun Hits Top Sales Mark For United Mfg.
CHICAGO-Pirate Gun, United Manufacturing Company's new . 22 rifle game, introduced last month The Billboard, October 13), has set a new sales mark for gun games for the company, Bill DeSelm, sales manager, reported last week.
The game is the latest of a long ine of compact .22 rifle guns produced by the firm since these games first drew attention on the market in April, 1954.
Pirate Gun has a rolling ball feature, with players shooting at the balls to knock them off a track. Another main target is a large figure of a pirate, the head of which flies back when hit. Other pirate targets and two gaslight targets that "go out" when hit complete the target scheme. A special time bonus feature awards extra points for fast, accurate shooting.
 spending all his spare time acting as business agent for Edward J McCormack, nephew of CongressMcCormack, nephew of Congress-
man John McCormack, who is running for State's attorney general.

Ralph Ridgeway, Springfield, in shopping for music, says Western Massachusetts operators are gaining in their fight for 10 -cent play and expects to see a solid front by the beginning of the year.

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## Bally

 and only Bally offers you THREE SMASH HITS at the same time!

BIG SHOW

[^6][^7]
## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

November 1-Associated Amusement Operators of New York, general membership meeting, Henry Hudson Hotel.

November 5-United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, ballioom floor, Detroit.

November 6-Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa;

November ${ }^{7}$-Music Operators' Society of St. Joseph's Val-
ley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
November 7-Summit County Music Operators' Association, nthly meeting, Akron.
November 8-Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Chicago.

November 8-Massachusetts Music Operators' Association, thly meeting, Beaconsfield Hotel, Brookline.
monthly meeting, Beaconsfield Autor,
November $9-$ California Automatic Vendors' Association, monthly meeting, Colonial Room, Ambassador Hotel, Los Angeles.

November 13-Western Massachusetts Music Guild, semithly meeting, Ivy House, West Springfield, Mass.
November 13-Automatic Phonograph Owners' Association, otel Sheraton-Gibson, Cincinnati.
November 14-Retail Amusement Association of Canton, $\mathbf{O}$., November 14-hetail Amusement Assocompany, Massillon, $\mathbf{O}$. November 17-New York State Operators' Guild, annual November Tharer West Point, N Y
neeting, Hotel Thayer, West Point, N. .r.' Guild, Inc., monthly
November 19-Westchester Operators' November 19-Westchester, Ohite Plains, N. Y.

November 20 -Chicago. Independent Amusement Associa tion, monthly meeting, Congress Hotel, Pine Room, Chicaga November 21-Automatic Equipment \& Owners' Association of Indiana, monthly meeting, association headquarters,
Gary, Ind.
November 25-28-National Association of Amusement Parks,
Pools \& Beaches, annual convention, Sherman Hotel, Chicago
November 26-Central States Phonograph Operators' Asso
iation, monthly meeting, 805 Main Street, Peoria, Ill.
November 27 -Music Operators of New York, Inc, quar-
kerly meeting, 250 West 57 th Street, New York, N. Y.
November 27-Western Massachusetts Music Guild, semimonthly meeting, Ivy House, West Springfield, Mass.

December 2-5-National Automatic Merchandising Associa-
tion, annual convention, Conrad Hilton Hotel, Chicago.
December 3-Springfield Phonograph Operators Associa-
tion, monthly meeting, association headquarters, Springfield, Ill.
50 Wis. Ops

- Continued from page 74
who attended the class sessions includer: Val Andreas and Chuck Andreas, Oshkosh, Wis.; Frank Barca, Jack Krueger, Chet Pauloni and Robert J. Martin, all of Kenosha, Wis.; C. B. Ross and E. A. Whitely, G. \& W. Vendors, South Milwaukee; Jerry Reier, Trugar Novelties, Mukwonago, Wis.; Or ville Adams, L'Anse, Mich.; C. Brunet and son, Escanaba, Mich. Charles Miller and Sam O'Connor A. $\&$ M. Distributing Company, Ra cine, Wis.; R. F. Suchomel and ine, Wis.; R. Nuchom and Kobylarz; Tony Lemkowsk Bernice Coltc, Madison, Wis.; G. \& W. Vendors; Clarence E. Dam, Wis.; DeMelle; Robert Harding; Earl M. f. . LeFeber, Sturgeon Bay, Wis., Lind, Hastings Distributing Comson, Wis. undgut and Donald Hoerig.


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NEW PANELS ONLY, Regular Size, with Rack and \$\$0.50
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| \$379.00 | \$299.00 |
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|  |  |

## Table-Top Sales

- Continued from page 84
new top, Pyramid Pool, in answer o demand. Michael Detsek Champion owner, said that the nev model was originally scheduled to ee introduced later in November The game has numbered balls and numbered playfield bumper posts. Champion now has a line of nine different pool table tops.
Latest Marvel Manufacturing Company table top features a 15 ball game, with balls racked up in front of one of the two ball holes o start game. One player breaks the balls, then must sink all balls of one color; his opponent, the balls of the other color. Game is played with a larger, $2^{1 / 4}$-inch cue ball. A special rack pool game without ball bumpers has been pro especially for sales in the Detroi city area, where games with ball bumpers are not licensed.

Boosts Chi Receipts
Chicago operators, who have felt a drop-off in pool grosses during the summer, report the new top have revived the game to marked degree. Average takes on the reg. ular models were down to $\$ 5$ a week, but have since climbed to about $\$ 9$ with the new tops added. Operators generally figure they can make the switch at a cost of under $\$ 50$, including new top and new numbered balls. They say the rotation play goes best on jumbosize tables.
Operators report best results with brand-new table tops, as opposed to cames which have been converted by removing ball bump ers, filling in ball holes and replac ing the cloth.- The new versions of pool play do especially well where the regular game has re ceived good play and players want to try rotation, Kelly and other to try rotation, Kelly and other
break pool games. The new versions of the game first bew ver sions of the game first began to summer (The Billboard, June 2).

## New Coin Units

 - Continued from page 84 year includes Williams' Sidewalk Engineer, kiddie bulldozer game Crane, kiddie construction piece and Select-a-Train, electric train game; Chicago Coin Machine Com pany's Steam Shovel, kiddie concar kiddie ride and Bull's.Eye pisto game; Exhibit Supply Comp pisto, newe, Exhibit Supply Company tol Projector Corporation's Drive In Theater, kiddie ride-sound movie Prayer on PennyThe new model Lord's Prayer machine gives the player the impression of stamping the Lord's Prayer on a copper penny. Actually , when the player inserts a penny, along with a dime, he re ceives a copper token with the ceives a copper
prayer inscribed.
Davy Crockett, the new Genco gun game, features a .22 rifle unit designed for the mopper trade. A the shorter kiddies is shipped with the game. Target field consists of animal and Indian figures.
Ball Bike, hest Ball
Bally Be, latest Bally kiddie policeman's motorcycle with all the pertinent accessories including a screaming siren (which can be toned up or down by the operator to fit the location). It's a two-seater and has foot-pedal acceleration, speed gauge and realistic motion. Williams Puppet Show is ex. pected to be introduced to the trade in the near future. It has already been exhibited at the new studios of the Universal Recording Company, Chicago. It features but-ton-control or a large puppet figure and appropriate music selections on tape.


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## Facts on Stops

- Continued from page 74 lowed on any part of the free highways to which the Federal Covernment has contributed.
In cases where a State-built turnpike such as the Ohio Turupike (see pictures elsewhere in this section and article in The Billboard, October 20) happens to coincide with the route planned for the big link-up in U. S. highways, the commercial places (such as Ohio's service plazas) can be built only if the State keeps its road a toll road and takes no federal aid.
On federally aided new highways, still in the planning stages and commercial enterprises wil have to be off the right of way on side roads where points of access are planned.
However, federally aided free State highways - as opposed to State toll roads-will have many more points of access than the lat ter because the federal plan for the roads is to serve local areas as well as to skim off long-distance travelers. In addition, there is the prospective increase in all types of business resulting from the highway system - new manufacturing industry, new highway retailers. Some federally aided State highways completed under older legis-lation-not the 1956 Federal Road Act-have already demonstrated the influx of new business resulting from highway linkage.



## Tom Bean

- Contimued from page 74
which have been purchased by Bean thrn the year, and others which will be purchased, are 200 selection models. He plans to make use of extended play records and to experiment with favorite classicals, as well as rhythm and blues records.

Variety of Locations
Because of the large variety of pots in which Bean operates, his music menu" is a peculiar problem. He has more than a dozen 100 -selection machines in prime avern locations which are made ap entirely of rhythm and blues records, but, on the other hand, here are more than two-dozen locations where rhythm and blues disks do ngt figure in the picture at all.
In buving games, Bean is currently in something of a quandary nasmuch as legislation against pinhis has spoiled manv of his plans. His buying plans must await legis Pe action now pending.
Price will be a major factor in phonographes for the remainder of 1956, Beali said. "We try to pay cash for all games," Bean commented. "as we feel that most games have an earning life of only abont six months. Rather than drag payments out over a long period of time, we prefer to take the gamble on the original purchase price. We have tried to follow this policy for the last several years, and consequently we do not ask for credit of any kind in game purchases.

Performance Counts
Where phonographs are concerned, Bean's major interest is in the performance and popularity of the machine rather than the price. He ustady asks for 24 -month terms on phonographs, paying from ttempts to per off on the indiviattempts to pay of on the indiviwally well alead of the ters sually well aliead of the term limitation.
honograph our credit buying on phonographs is necessary because tallations," Bean said. "In this stallations, Bean said. "In this case, tro-sear credit and a lower Where we buy asingle used Where, we buy a single phonoraph, with less installation probit or to buy it on pay cash for it or to buy it on a short-term purchase with less interest in-
volved."
Bean plans an aggressive mer handising program at every spot, hring hit furorite of sigs anand blues records to be found on the juke box, servicing of all loca tions with nickels and dimes, and replement of phonographes, and replacement of phonographs which are nearing the end of their useful

life. | are n |
| :--- |
| life. |



## Detroit Ops

- Continued from page 74 who had just closed at Thomas Inn, Windsor, Ontario. Two teenage singing trios-the Starlets and the Escorts-also appeared on the bill.
Larry Gentile (WXYZ) and Bob Maxwell (WWJ) introduced the UMO is currently making plans for continuing teen-age record hops they sponsor in metropolitan suburbs thru the fall. In Hamtramck, it will continue to sponsor with the Hamtramck Recreation Department, teen record hops each Saturday night.


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## en answering ads

Say You Saw It in The Billboard

## S. D. Assn. Book

 - Continued from page 74 of the active organizations of its type in the Midwest, has undertaken to handle all the chores in connection with the yearbook. He proposes a booklet $8^{\prime \prime} \times 10^{\prime \prime}$ on good paper, well edited and pregood paper, well edited and pre-pared which he envisages as a catalog and souvenir of the in catalog
dustry.
ustry.
All past officers and directors of the association along with others who do business with the South Dakota operators are being solicited for pictures and ad copy to be used in the book, which Stout hopes to publish before Christmas. He proposes making copies available for distribution to public officials to "tell our story and to the public interested in learning more about the industry.

Coffee and hot chocolate sales at Kwik Kafe are picking up, says Manager James Bowen. Milk ma chines are getting in their share of coins and Bowen expects them to
do nearly as well all during the do nearl
winter. winter:

No. 1. Grade BUMPER POOL CUES, 48: $\$ 36.00$ Value. ..... SPECIAL PRICE. ...... $\$ 28.50$ per doz.
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sic Operators of America.
ic Operators of America.
Other top disks played on the Other top "disks played on the how were This Cani Be Love, with Connee Buswell on Deoca; A Rose and a Baby Ruth," with George Hamilton on Ampar Honky Tor.k' "Shenanigans," with Mary Bane on Ferris.
Appearing on the show were George A. Miller, MOA president Oakland, Calif.; Louis Taube MOA director, Manchester, N. H. Harlan Wingrave, MOA director,
Emporia, Kan., and Ben Korte, MOA director, Glendale, Calif.

## Balls-a-Poppin'

- Continued from page 84

Rapp, Louis Anthony, Bill Carrier and Bill Simpson.
Dave Gellman, Factors Credi Corporation; Karl G. Seelaus, Factors Credit Corporation; Charles Schwambach, Le co Vending, Charles Kern, Bill Frost; Ed Cas noff, General Coin. S. Bactoff Max Brown, Philadelphia Coin Ma chine; Bob Sadel, Tri-County; J. J chine; Bob Sadel, Tri-Cunty; Jhite
Smith, Jim Eage, Luther Whit Smith, Jim Eag
Representing ISC at the showing were Abe Witsen, Harry Wit sen and Bill Witsen, Mike Channick and Charlie Cade.

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expert. He may service his maexpert. He may
chines in one yet.


## Jack Arnold

- Continucd from page 74
routes to 200 -play machines, based on 10 cents and three-for-quater play. He has done such a thoro job of converting that currently there are only $12 \quad 78$ r.p.m. limited selection machines left on the routes, and most of these were on a recently purchased route

In attempting to do a better merchandising job Arnold plans to spend more time with his location owners, and to :eep his two service men supplied with change for Saturday anc Sunday delivery, where the cus mer needs it.
He has made a point of analyzing the troubles of location owners when play drops off in any one spot. Often, merely talking over reasons why the location isn't enjoying the profits it had in the past and encouraging the location owner to make certain changes will help substantially.
"There is no question but what we will have to put out a lot more merchandising effort than in the past," Arnold said. "In our case, dime play, and plenty of study of the individual situation will be our most important assets."
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